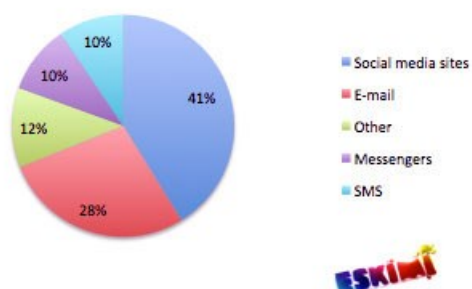


Eskimi study reveals: social media is used more than e-mail

Eskimi initiated a research to learn the usage of e-mail as a communication tool in West Africa. A total of 1 000 people participated in a survey.

Which communication form do you use mostly?

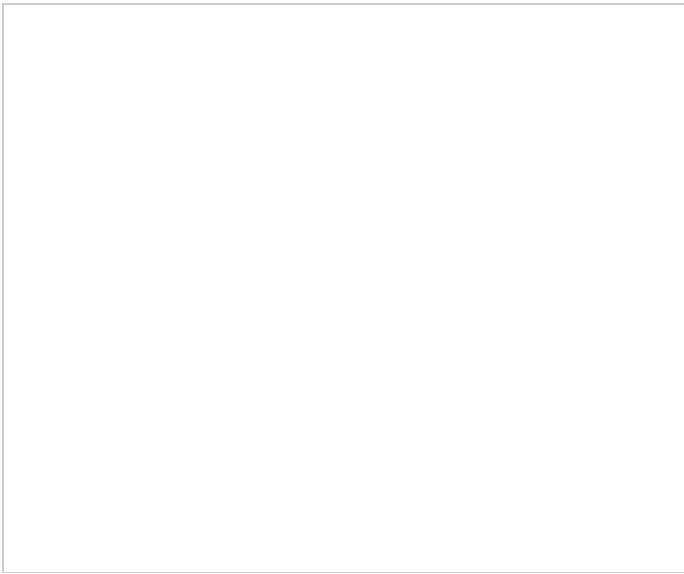


Main facts from the survey:

- The survey showed that only 46% of the users use e-mail as daily form of communication.
- Even 30% of users have e-mail to just register on sites.
- 12% of users use e-mails for business reasons, while 57% use it to communicate to friends.

Social media sites were chosen as the most popular channel of communication, 41% of respondents mentioned it is more important than e-mail. Other 38% use SMS and Chat Messengers as their main form of communication.

"We do data collection campaigns for some of our clients and it was important for us to understand the real value of e-mail. We felt that in Nigeria and West Africa, e-mail was less used as an active channel for communication, but the results we got were surprising anyway", Vytas Paukstys, CEO and founder of Eskimi, commented on the results.



E mail use from Vytautas Paukstys

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