

# Data Feed: December 27, 2017

Key stats you need to know about today

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**Millennial Messaging:** According to a new survey from Fluent, nearly one in five people in the US check their email upon arrival, thanks to notifications. That figure climbed to 26% for millennials, showing that the demographic is more engaged with the medium. Overall, almost eight in 10 respondents said they expected to use email at the same level or higher in five years' time.

**Credit Card Rewards:** A biannual report from Mercator Advisory Group found that US consumers are fans of credit card reward programs. In fact, almost 75% of general purpose credit or charge card users surveyed use one, with cash back on total purchases a popular rewards system.

**Marketing in China:** Jean Lin, the global CEO of Isobar, shared some insights with Digiday into what marketing in China will look like in the coming year. Among her conclusions: Mobile will continue to shape the way digital services evolve in the country, thanks to the convenience of mobile apps.

**Chinese OEMs in Bangladesh:** New figures released by Counterpoint Technology Market Research revealed that the mobile handset market in Bangladesh grew by nearly 20% year over year in Q3

2017. Chinese brands control 29% of the market, according to the company.