

El Estado de la Banca Digital en América Latina

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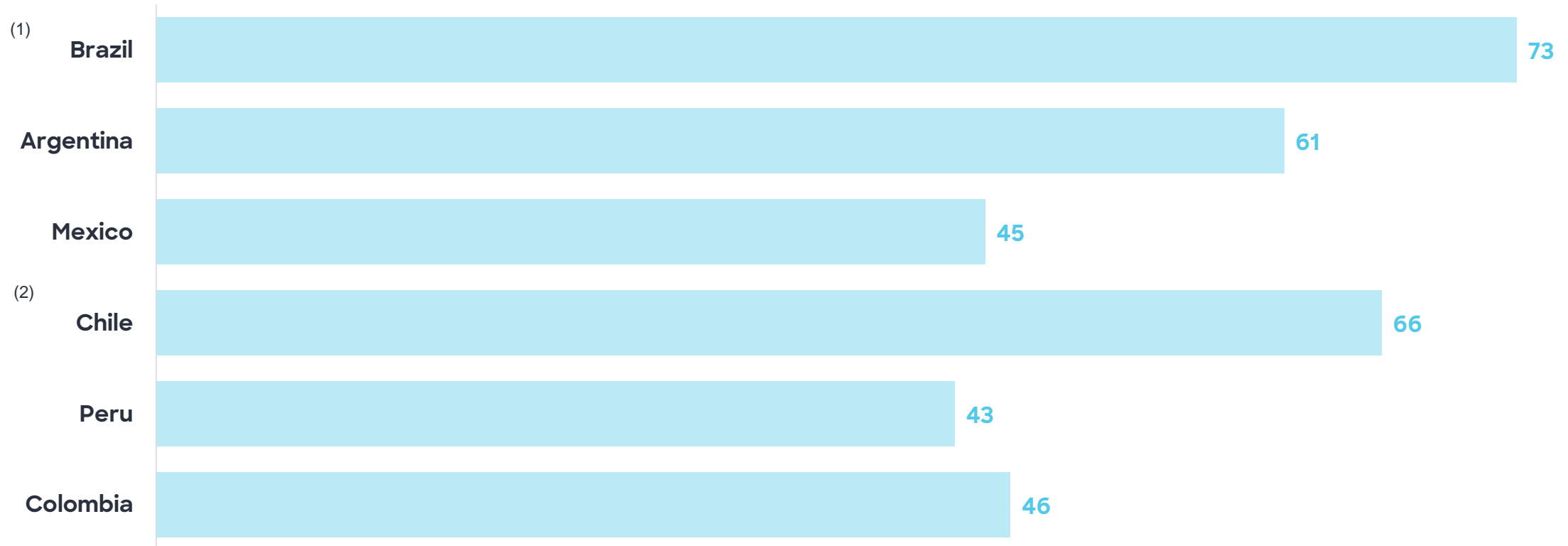
¿Cómo influye la banca digital en las redes sociales?

Panorama de la banca digital en América Latina



Brasil y Chile son los países con mayor alcance en sitios bancarios de la región

Porcentaje de alcance por país | Diciembre 2020



Source (1): Comscore, Media Metrix Multi-Platform®, Media Trend, Banking, Dec /2020, Multi-Market

Source (2): Comscore Qlik sense, Multi-Platform, Panel Mobile Solution, Colombia, Perú, Chile, Dic 2020, Banking

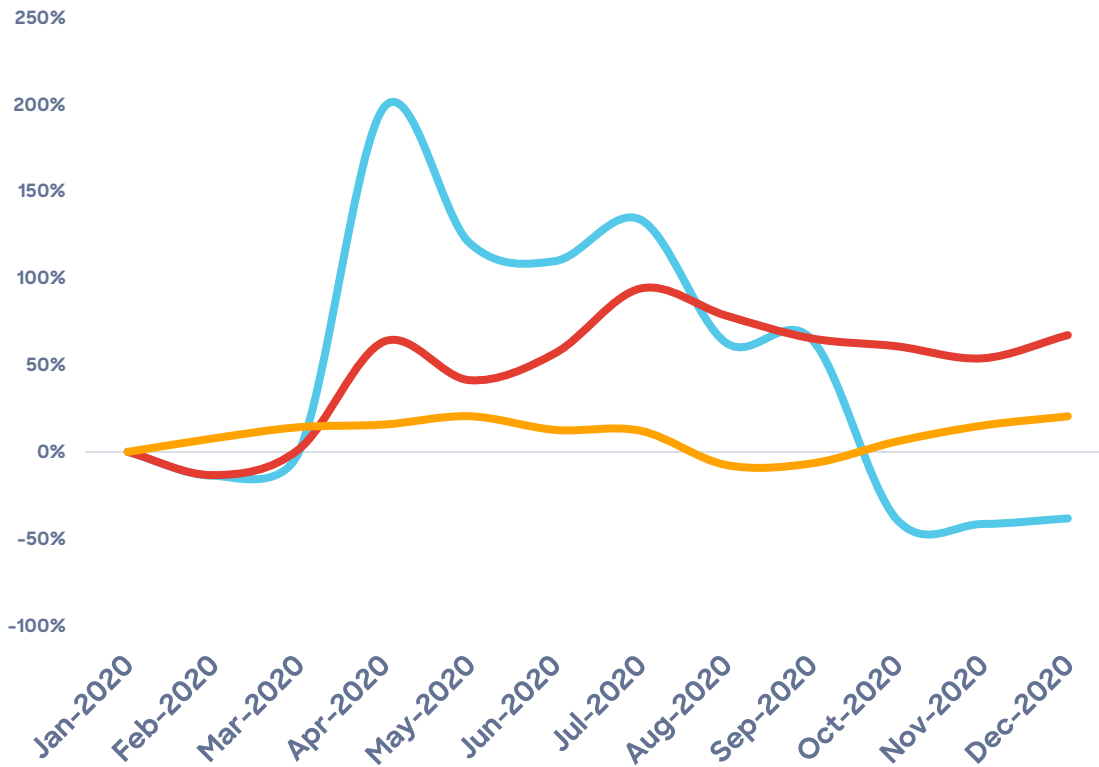
Durante los primeros meses de pandemia los bancos digitales se volvieron indispensables

BRAZIL ARGENTINA MÉXICO CHILE PERÚ COLOMBIA

Categoría bancaria | Base de referencia: Enero 2020= 0%

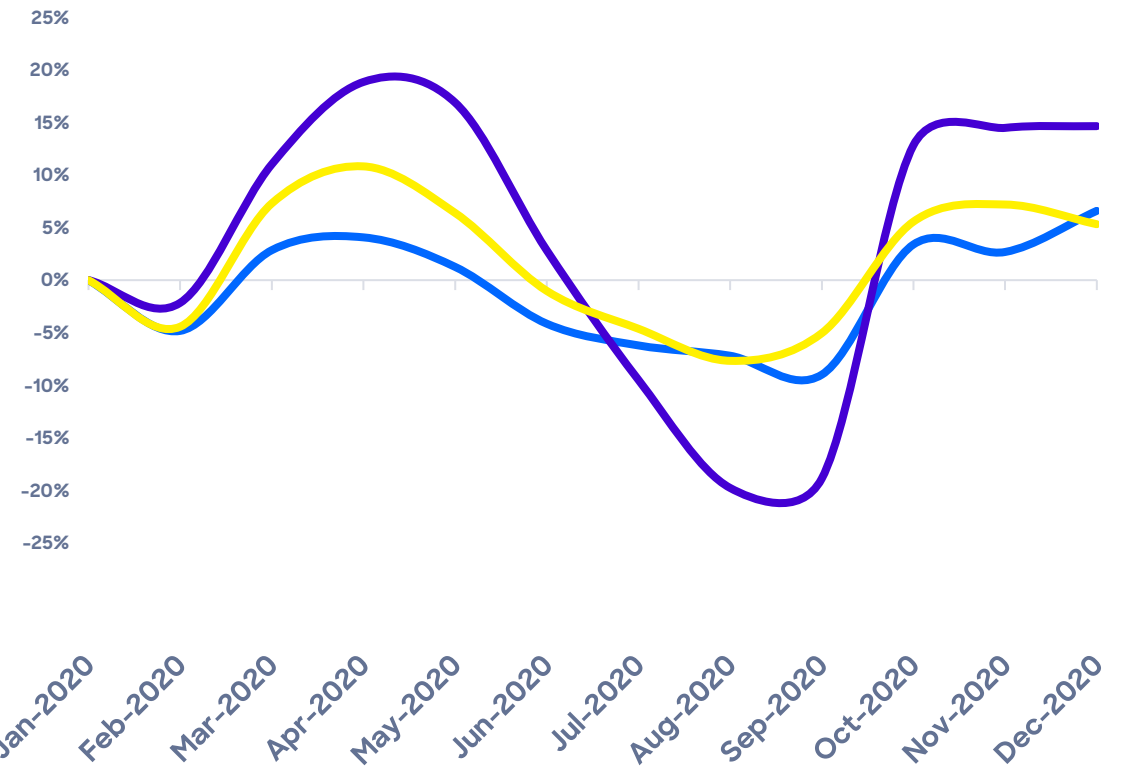
(1)

Total Visitas



(2)

Total Visitantes Únicos



Q2 del 2020 fueron los meses con mayor cambio de vistas en Brasil y Argentina

Total views (MM): Categoría bancaria | Quarter year 2020

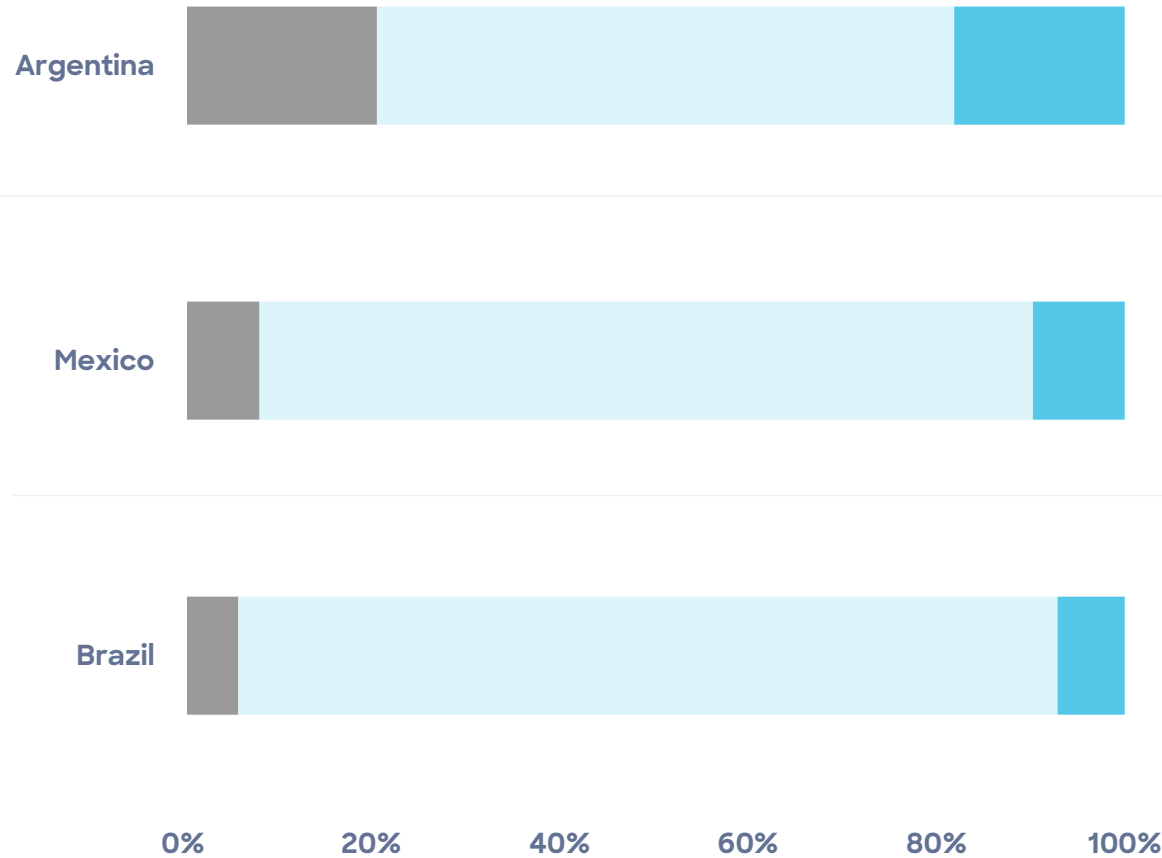
Q1 Q2 Q3 Q4



Visitantes Únicos en sitios bancarios

Dec 2020

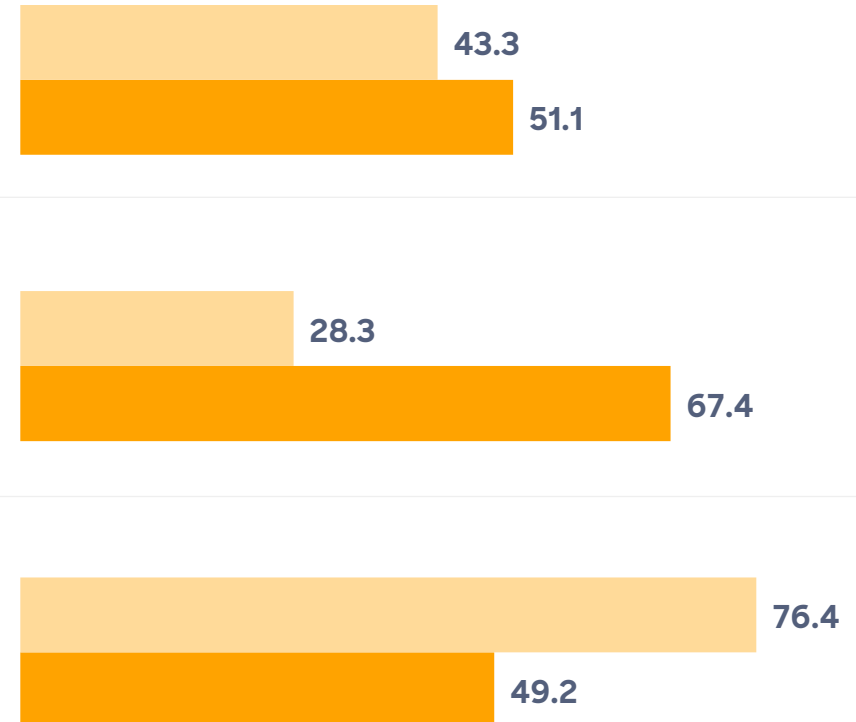
DESKTOP ONLY MOBILE ONLY MULTIPLATFORM



Minutos promedio por visitante

Dec 2020

DESKTOP MOBILE



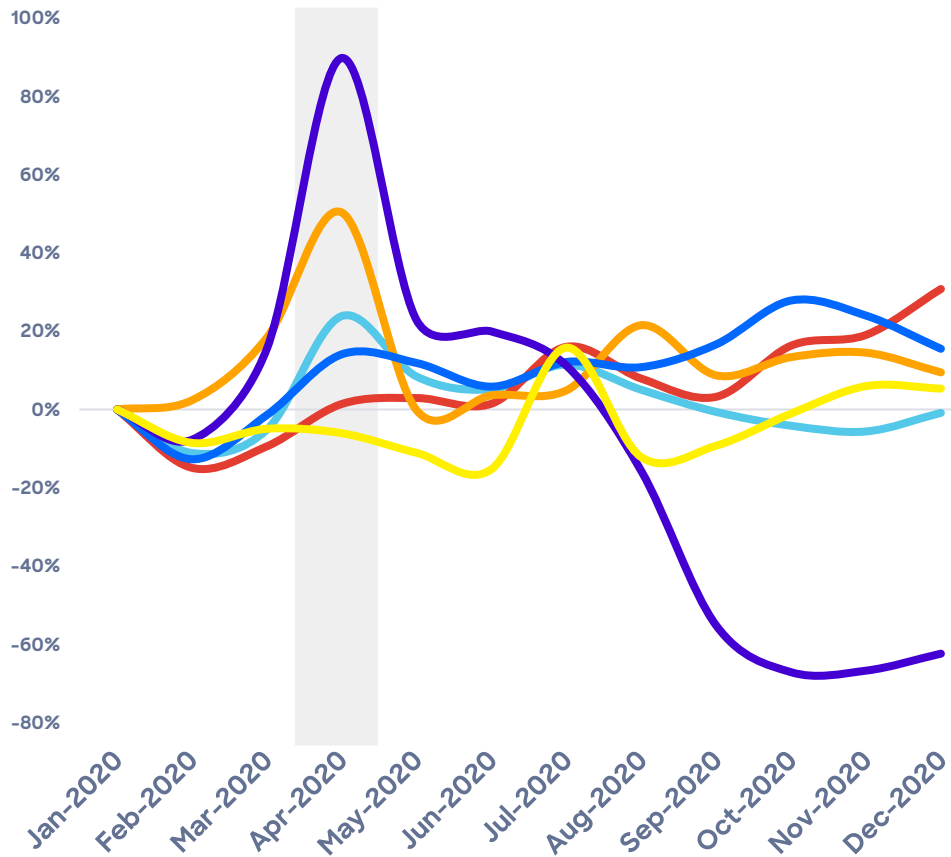
Zoom In: Performance de las subcategorías de servicios financieros



Servicio Financiero en América Latina

BANKING INVESTMENTS PAYMENTS INSURANCE
FINANCIAL SERVICES & ADVICE TAXES

Total Visitas | Base de referencia: Enero 2020= 0%

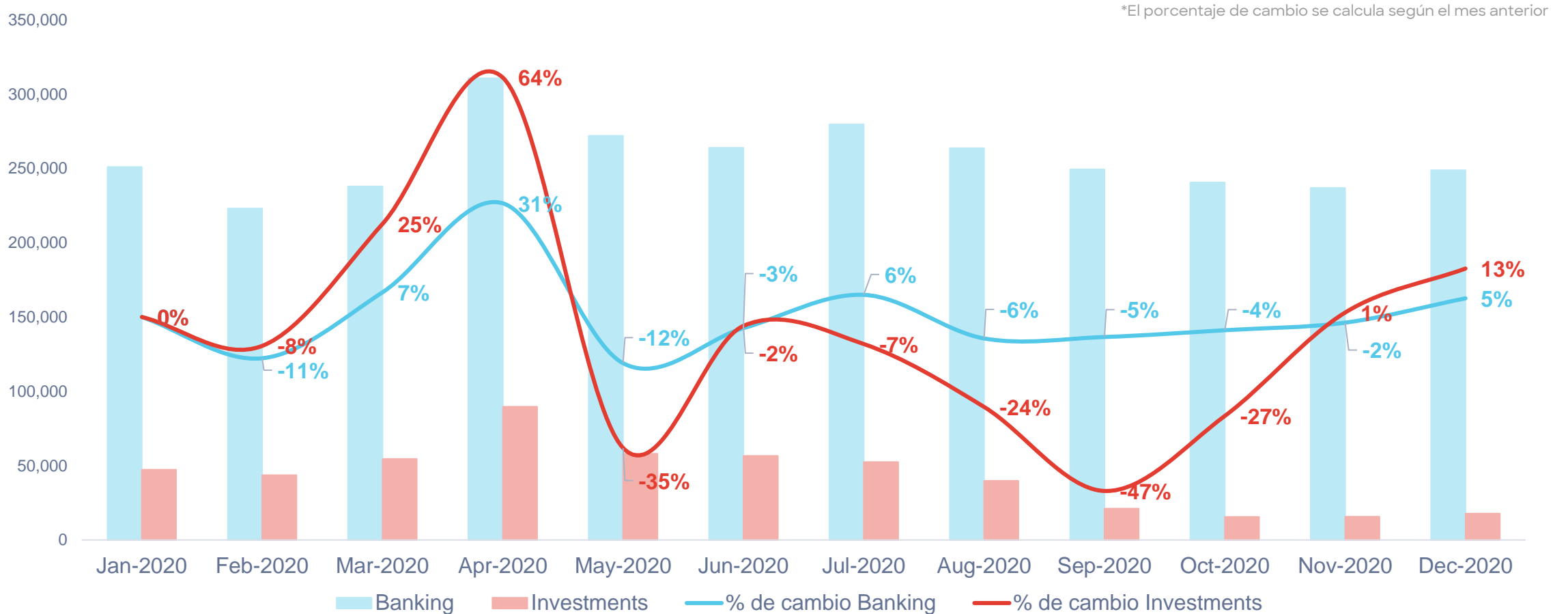


Porcentaje de cambio de visitantes únicos por país
 Enero 2020 vs Dec 2020

Subcategoría	Brasil	Argentina	México	Chile	Colombia	Perú
Banking	-5%	37%	5%	7%	5%	15%
Investments	-37%	-68%	-40%	58%	49%	57%
Payments	1%	25%	-32%	9%	9%	9%
Financial Services & Advice	53%	-25%	-52%	10%	17%	30%
Insurance	-17%	2%	-20%	0%	0%	20%

Source(1): Comscore MMX® Only Desktop, Total Audience, Total Visits, Jan 2020 - Dec2020, Latin America

En Latinoamérica las categorías de banca e inversion fueron las más fluctuantes en términos de Total Visitas (000)

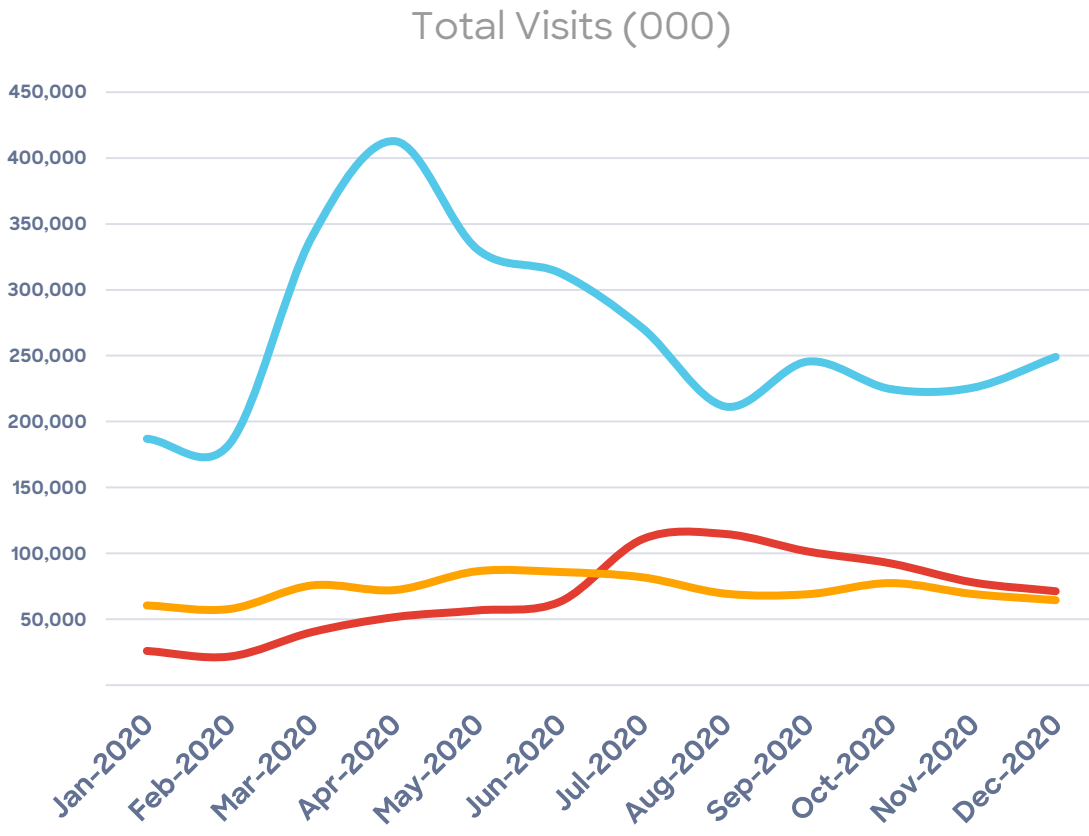


La categoría de noticias financieras aumenta su número de visitas en América Latina después de que la OMS declarara el coronavirus como pandemia mundial

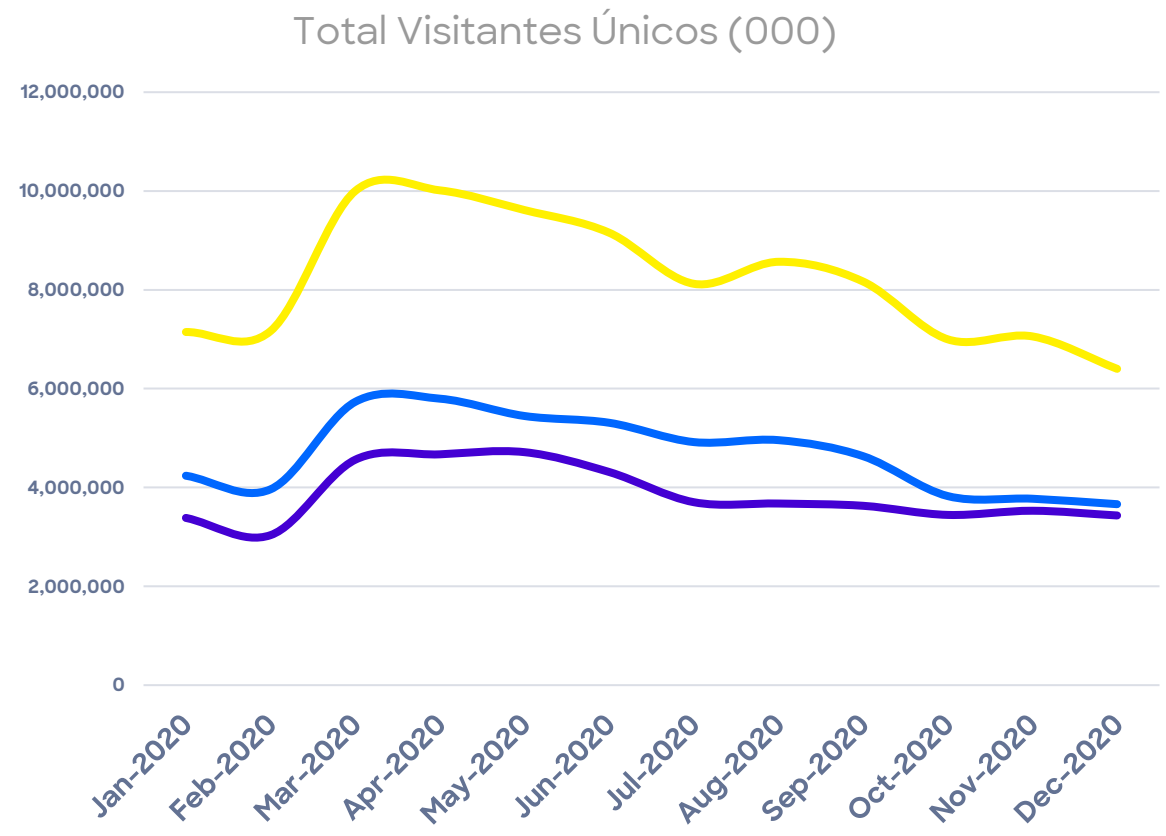
BUSINESS/FINANCE NEWS

BRAZIL ARGENTINA MÉXICO CHILE PERÚ COLOMBIA

(1)



(2)

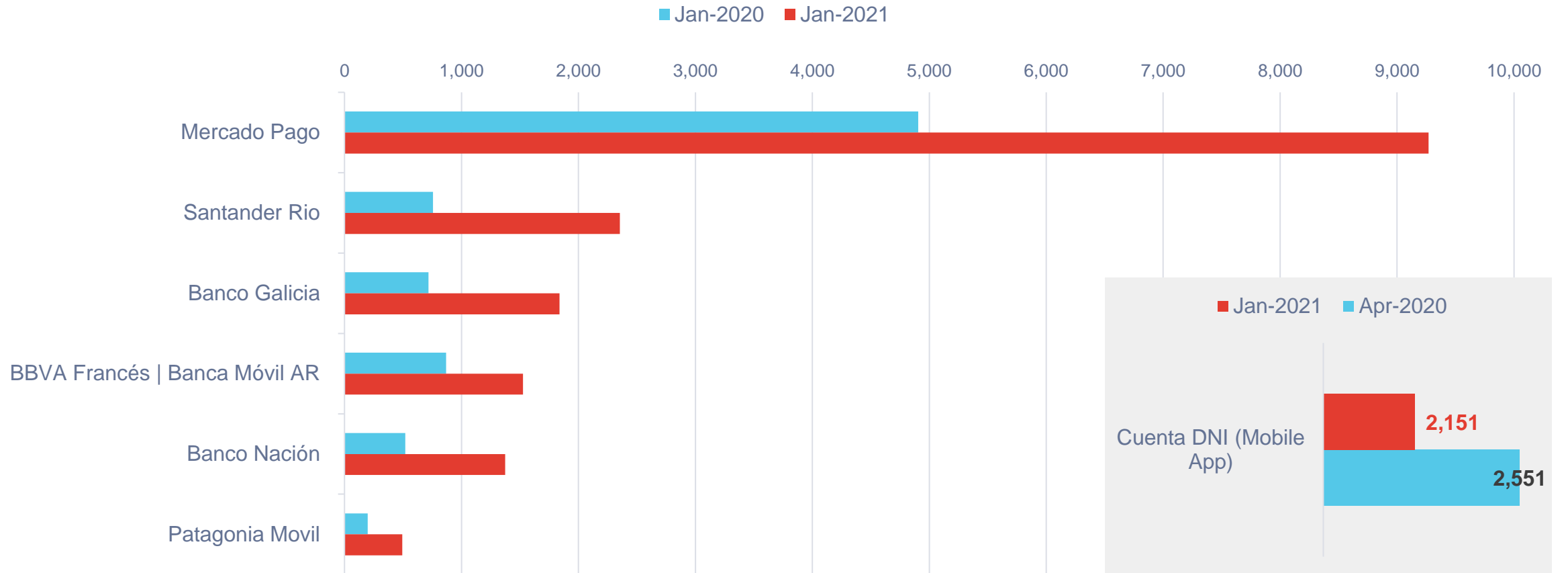


**En un mundo Mobile First,
¿Qué lugar ocupan las apps
de servicios financieros?**



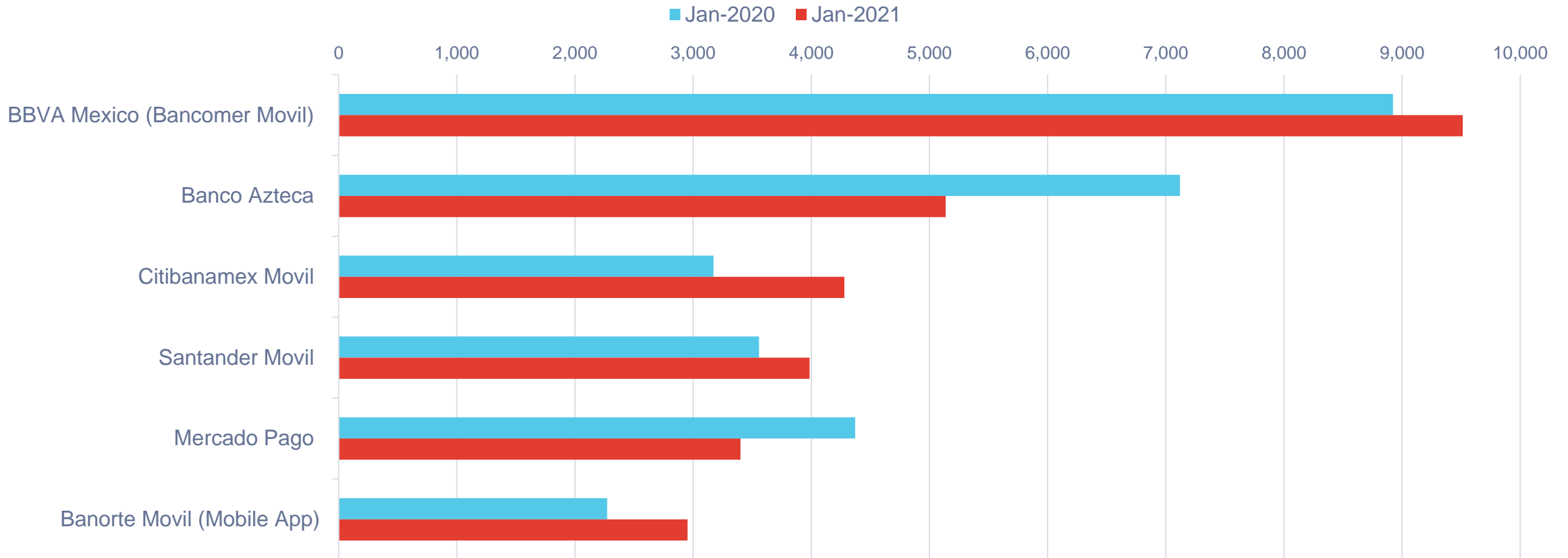
Desempeño de las apps de servicios financieros

ARGENTINA | Total Visitantes Únicos (000)



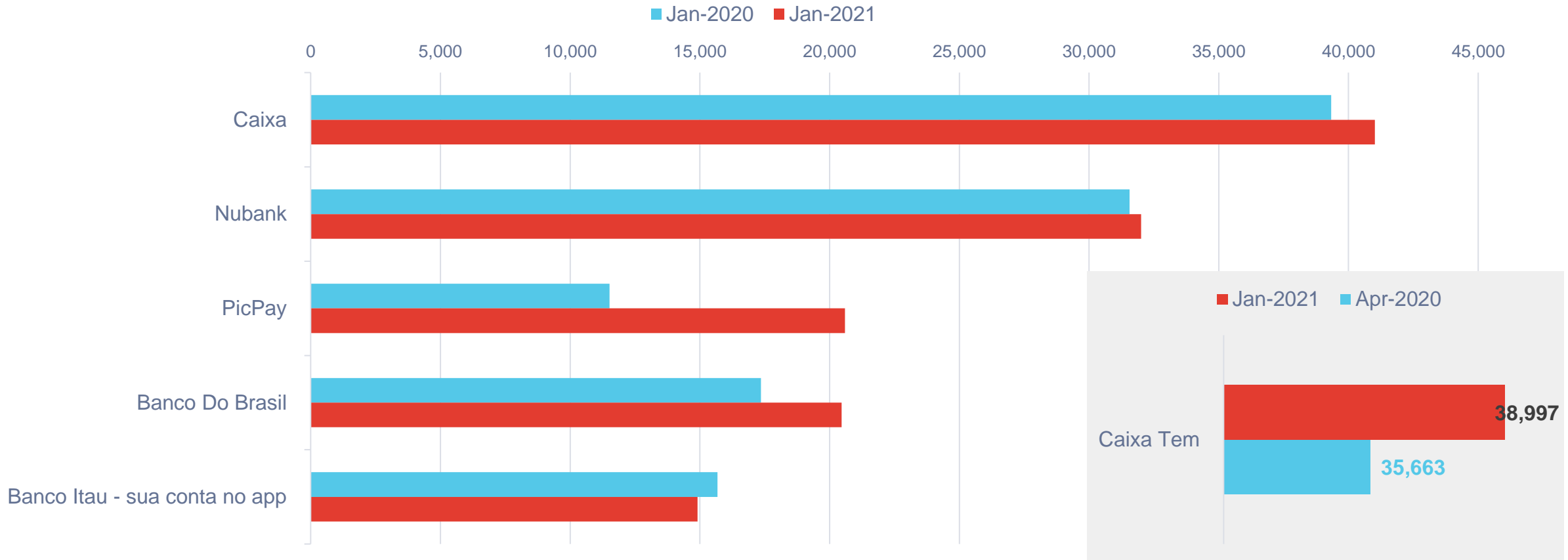
Desempeño de las apps de servicios financieros

MÉXICO | Total Visitantes Únicos (000)



Desempeño de las apps de servicios financieros

BRASIL | Total Visitantes Únicos (000)



¿Cómo influye la banca digital en las redes sociales?



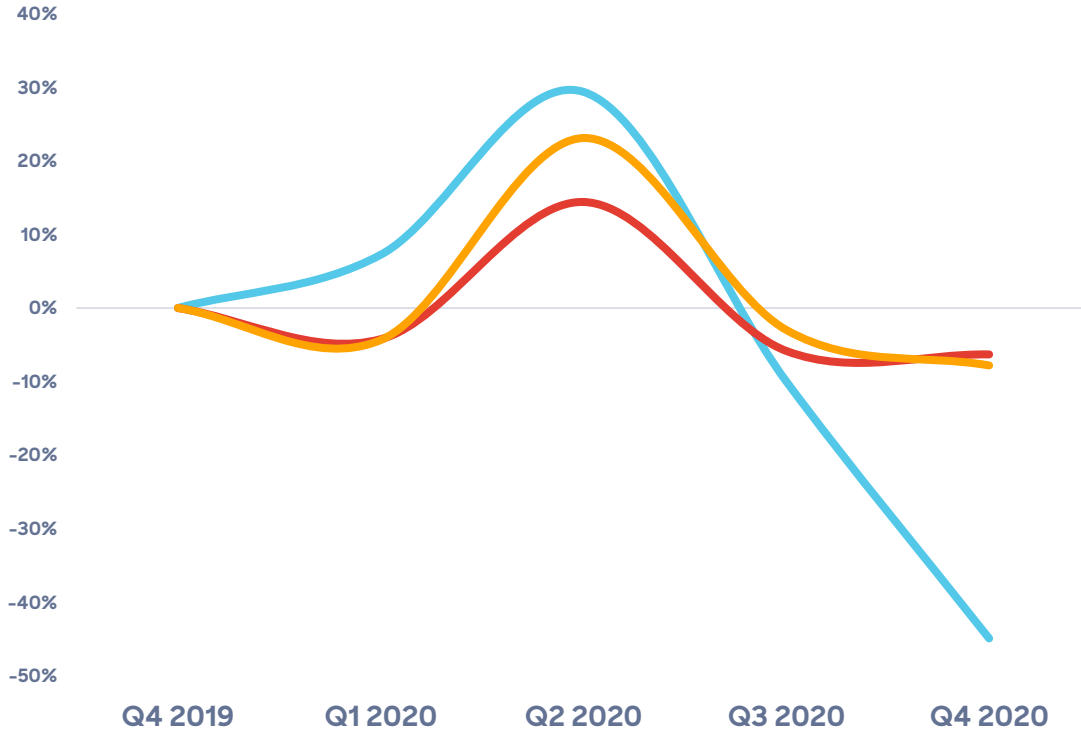
El uso de las redes sociales comienza a aumentar cuando se producen los primeros casos de coronavirus en América Latina

Categoría Social Media

BRAZIL ARGENTINA MÉXICO CHILE PERÚ COLOMBIA

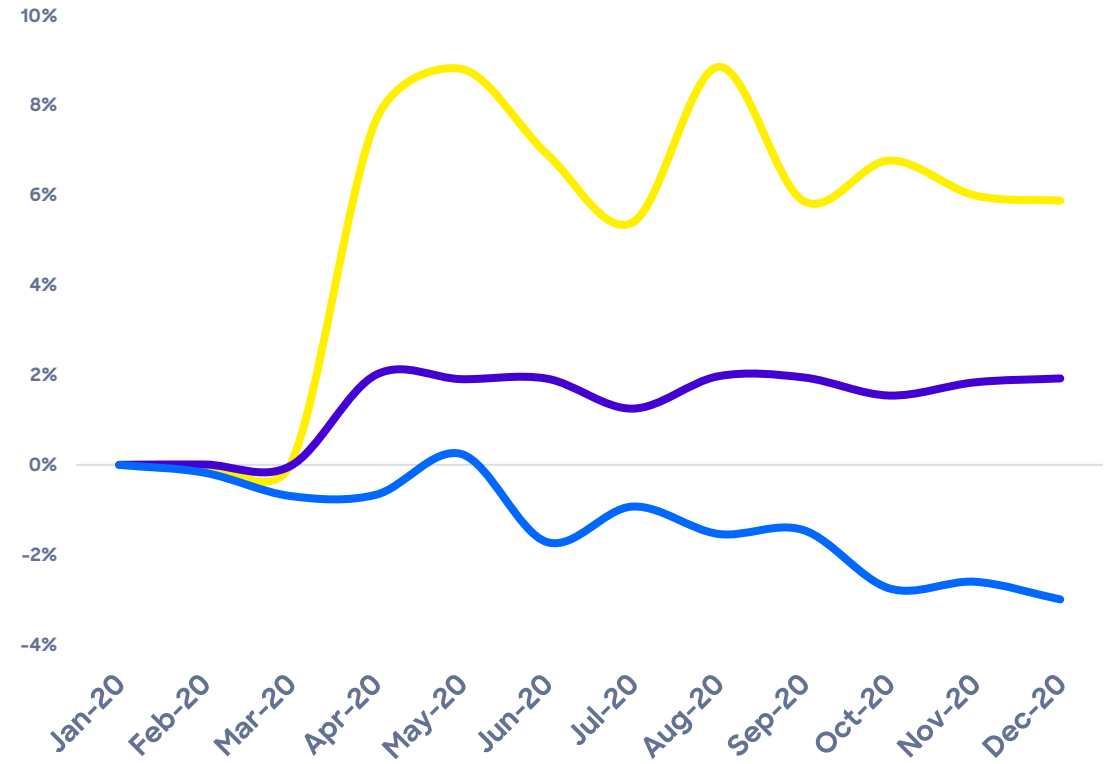
(1)

Total Visitas | Base de referencia Q4 2019=0%



Total Visitantes únicos | Base de referencia Enero 2020=0%

(2)



Posts and actions percentage change per category

LATIN AMERICA/MARCH 2019 – MARCH 2020



	FACEBOOK		TWITTER		INSTAGRAM	
	Posts	Actions	Posts	Actions	Posts	Actions
All	1.28%	0.45%	-17.03%	21.63%	8.19%	16.49%
Government	35.76%	61.55%	8.76%	43.44%	26.33%	54.45%
Health	23.43%	29.91%	-8.23%	48.68%	21.52%	109.19%
Automotive	-15.19%	-41.68%	-44.55%	-67.56%	-17.33%	-18.96%
Consumer Goods	15.47%	9.06%	-54.49%	-9.87%	-17.49%	0.03%
Media & Entertainment	-17.91%	-4.83%	-27.17%	-5.81%	-3.56%	50.94%
Finance	15.90%	34.77%	-36.10%	77.49%	29.93%	128.52%
Publishing	35.23%	19.55%	8.64%	27.52%	24.21%	42.83%
Retail	-5.71%	-26.22%	-27.64%	84.88%	-14.04%	3.26%
Sports & Recreation	-16.20%	65.11%	-35.01%	-5.38%	-32.46%	-54.42%
Technology	-16.31%	14.39%	-27.06%	14.06%	-21.14%	13.28%
Telecommunications	-23.65%	-38.09%	-48.79%	-44.40%	4.93%	6.25%
Travel & Leisure	-7.08%	21.97%	-15.56%	-1.75%	-34.15%	12.03%
Influencers All	-22.61%	-31.85%	-41.19%	-33.82%	8.93%	7.40%
Education	2.83%	-1.86%	-11.72%	34.02%	13.07%	54.97%

Posts and actions percentage change per category

LATIN AMERICA/ 2020-2021



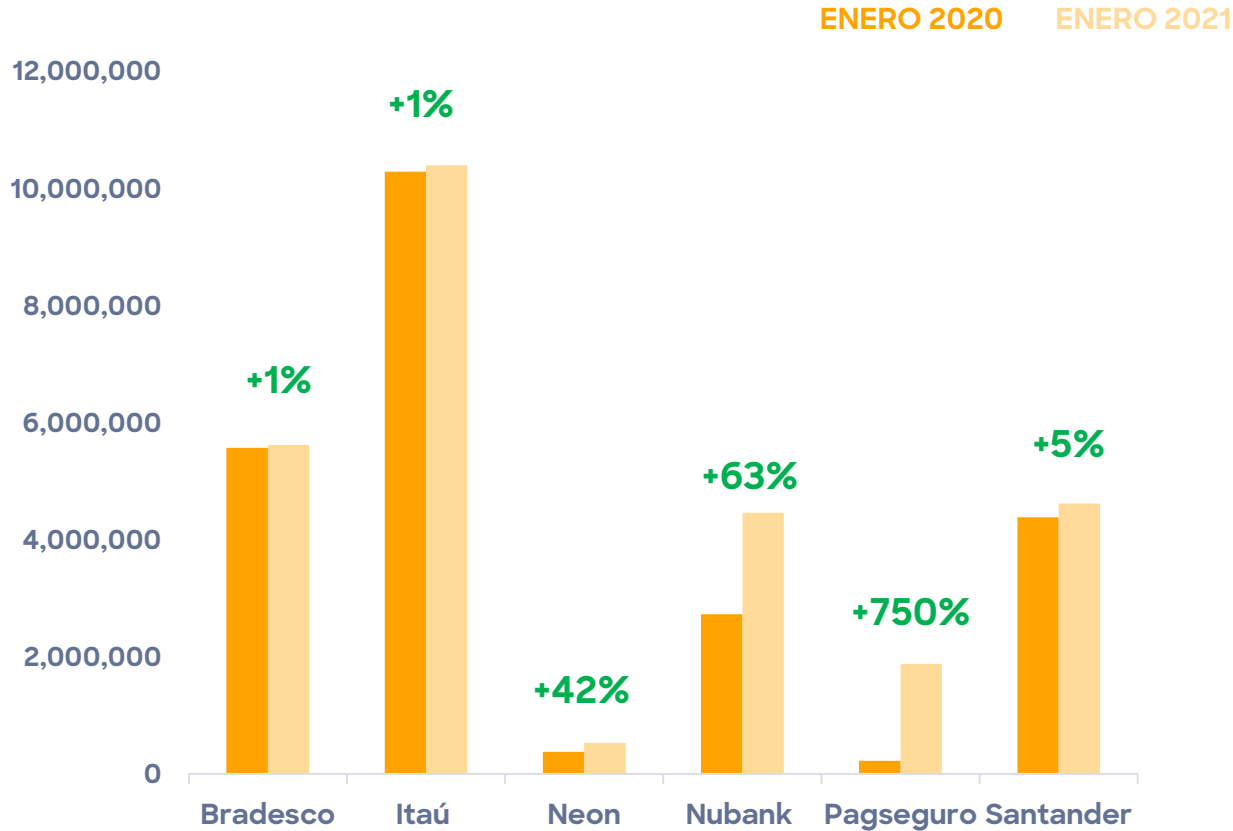
	FACEBOOK		TWITTER		INSTAGRAM	
	Posts	Actions	Posts	Actions	Posts	Actions
All	31.42%	45.52%	32.50%	37.63%	29.65%	36.12%
Government	-3.71%	-8.24%	-7.36%	1.88%	-4.04%	1.26%
Health	14.35%	19.68%	18.64%	19.85%	26.14%	33.5%
Automotive	9.23%	11.45%	8.64%	16.33%	13.25%	26.48%
Consumer Goods	8.20%	11.36%	2.16%	3.52%	9.82%	12.20%
Media & Entertainment	19.44%	18.95%	14.26%	17.55%	20.33%	24.75%
Finance	-3.11%	-1.97%	-0.35%	-2.22%	6.56%	7.95%
Publishing	25.62%	18.33%	12.64%	14.67%	22.21%	24.14%
Retail	29.13%	27.60%	17.41%	17.35%	33.15%	38.48%
Sports & Recreation	25.90%	33.58%	26.52%	32.40%	41.26%	46.65%
Technology	4.25%	3.62%	4.10%	4.48%	6.37%	7.66%
Telecommunications	10.55%	9.84%	7.22%	9.15%	8.60%	9.25%
Travel & Leisure	17.62%	28.33%	18.41%	24.75%	16.45%	44.56%
Influencers All	11.13%	16.78%	12.55%	23.33%	19.20%	23.52%
Education	8.53%	7.25%	4.10%	6.74%	9.33%	12.57%

Porcentaje de cambio en las cuentas sociales bancarias

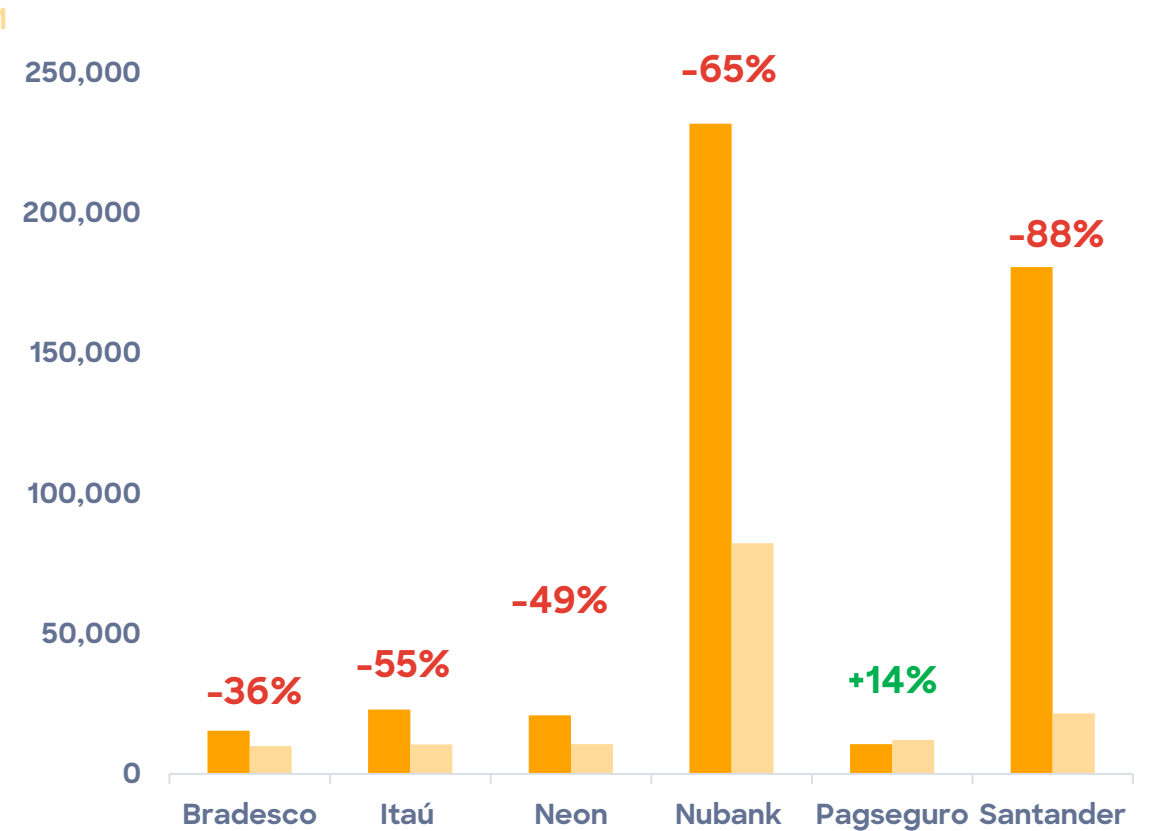
BRAZIL | Bancos tradicionales vs Fintechs



Audiencia Cross-Platform



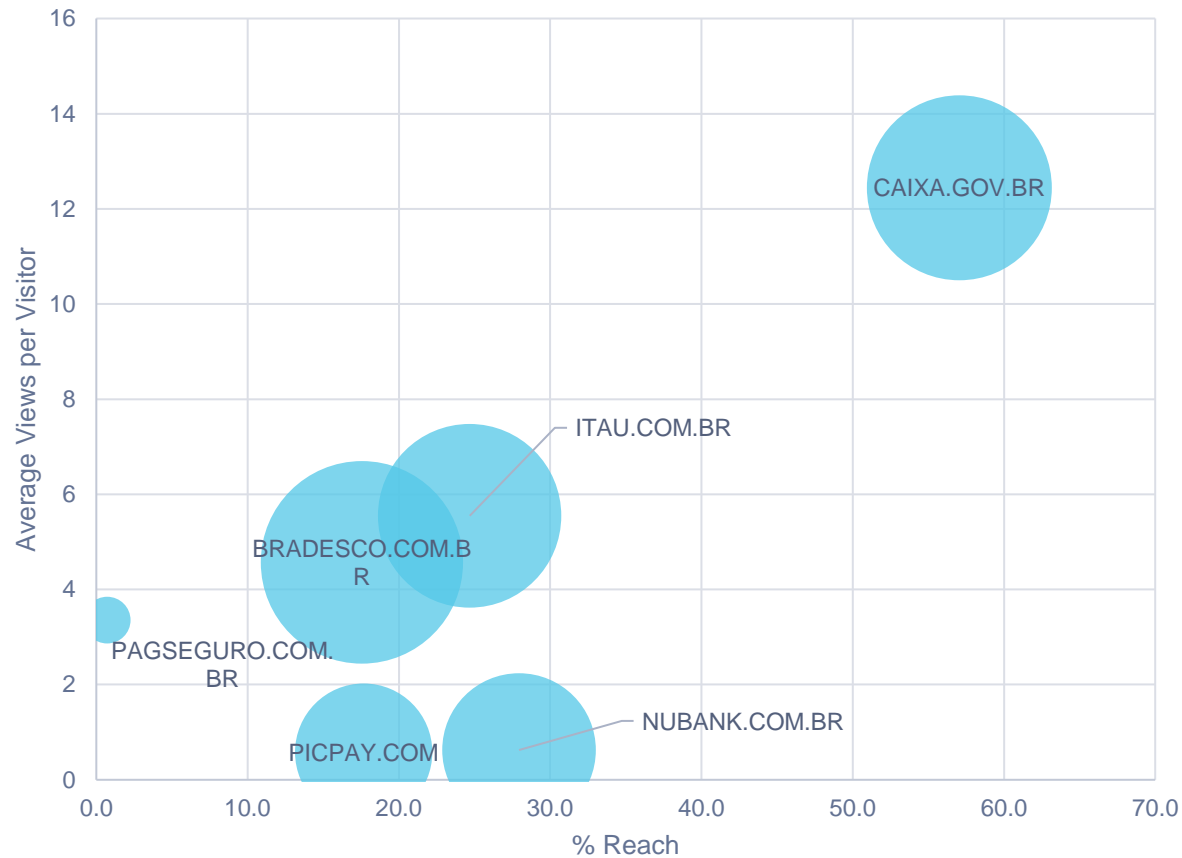
Acciones Cross-Platform



Performance de los dominios bancarios de Brasil

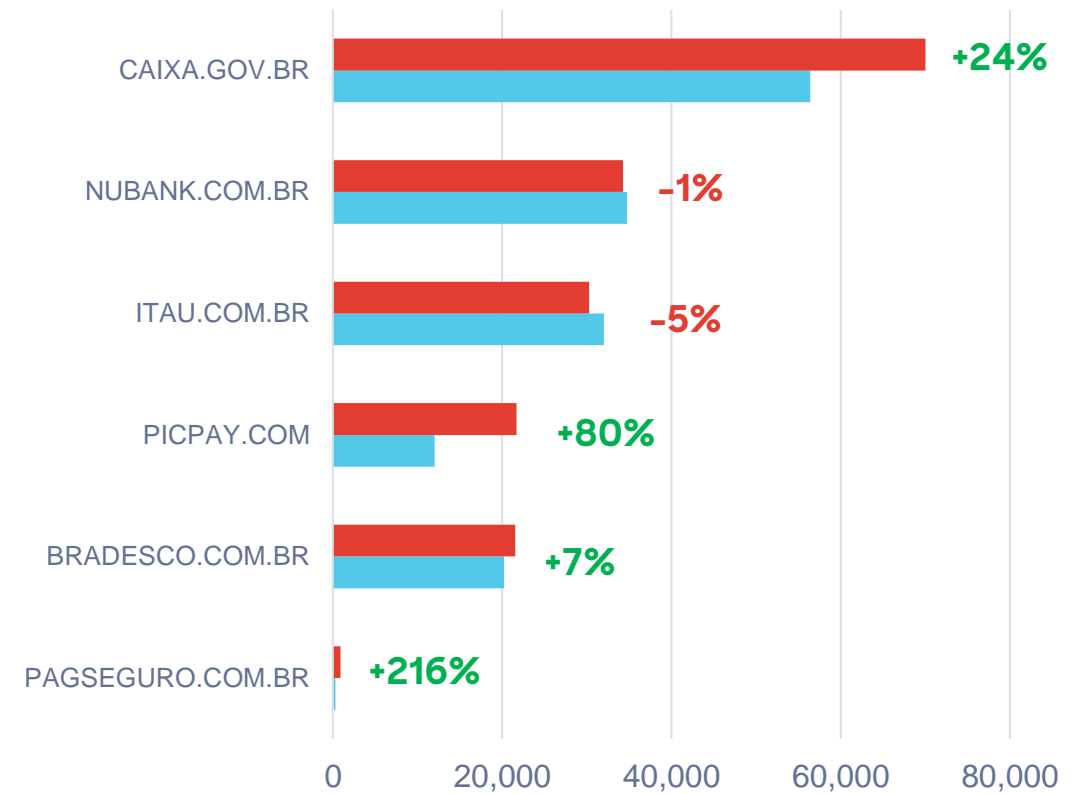
Enero 2021

Bubble size= Average Minutes per Visitor



ENERO 2020 ENERO 2021

Total Visitantes únicos (000)

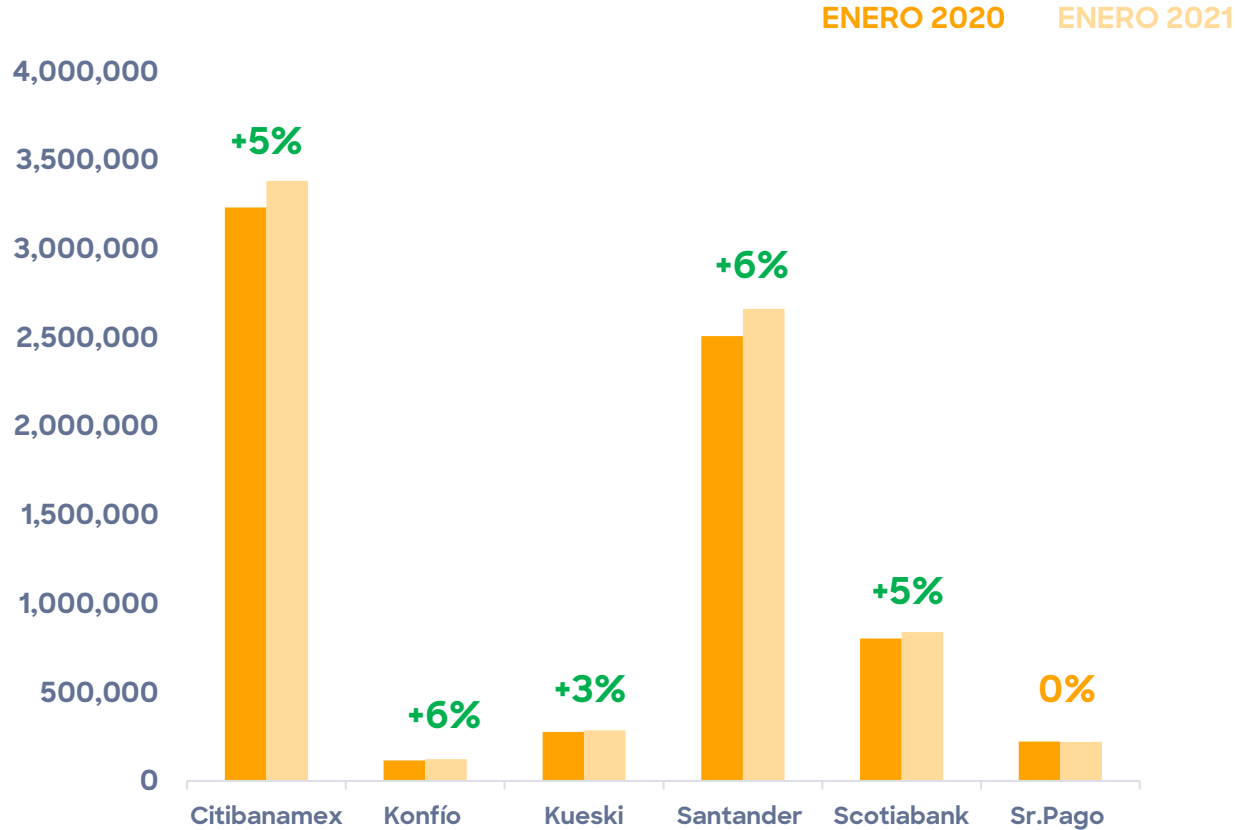


Porcentaje de cambio en las cuentas sociales bancarias

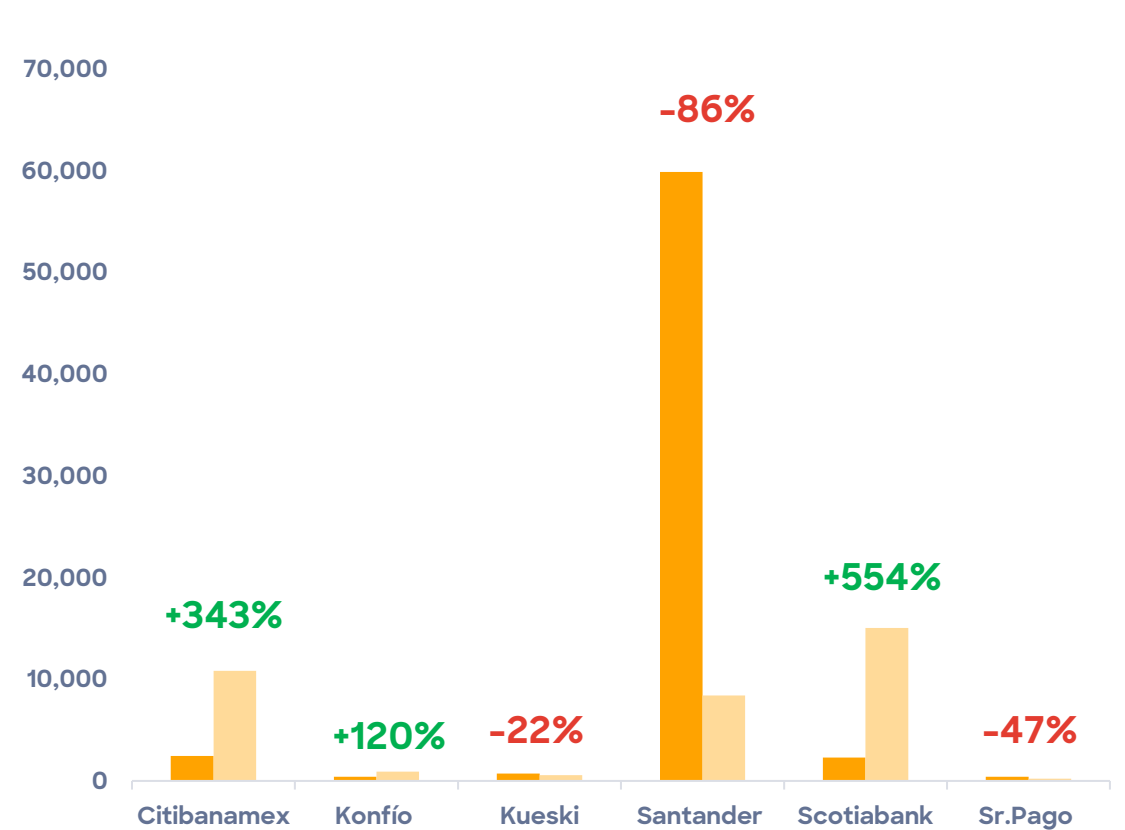
MEXICO | Bancos tradicionales vs Fintechs



Audience Cross-platform

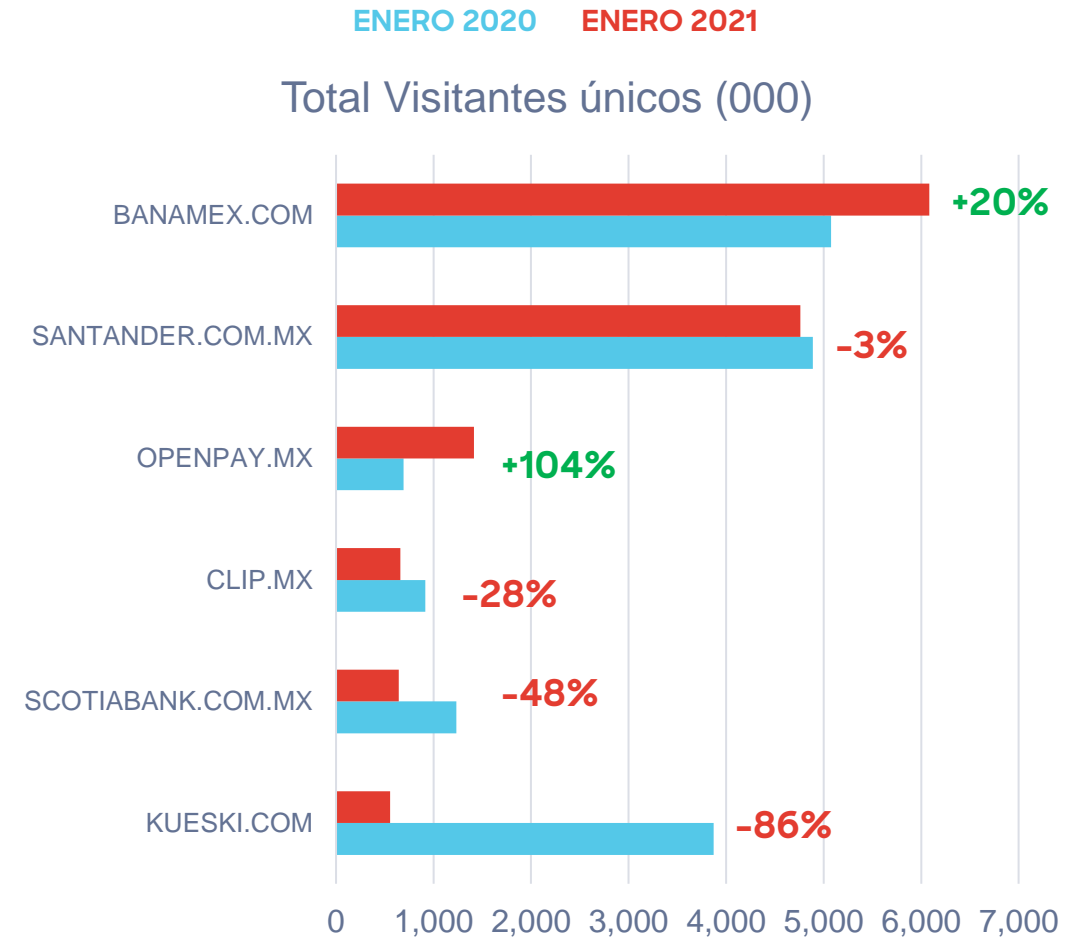
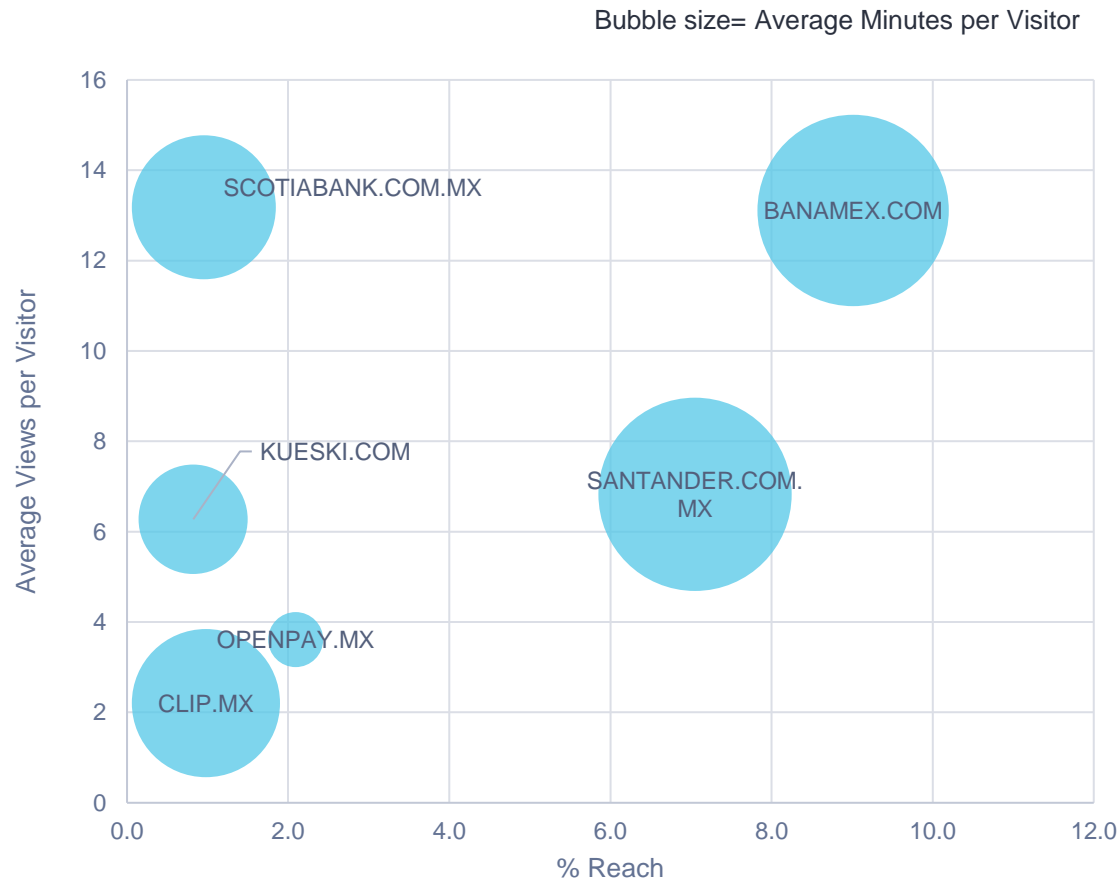


Actions Cross-Platform



Performance de los dominios bancarios de México

Enero 2021

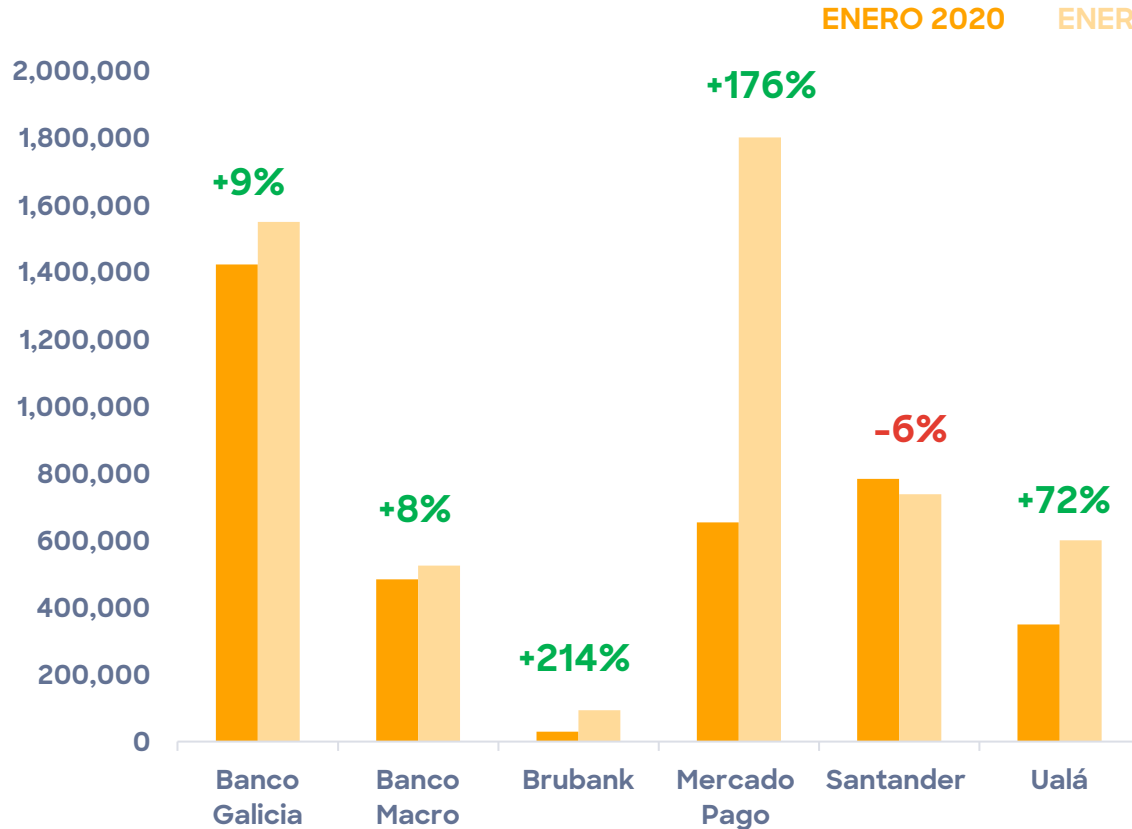


Porcentaje de cambio en las cuentas sociales bancarias

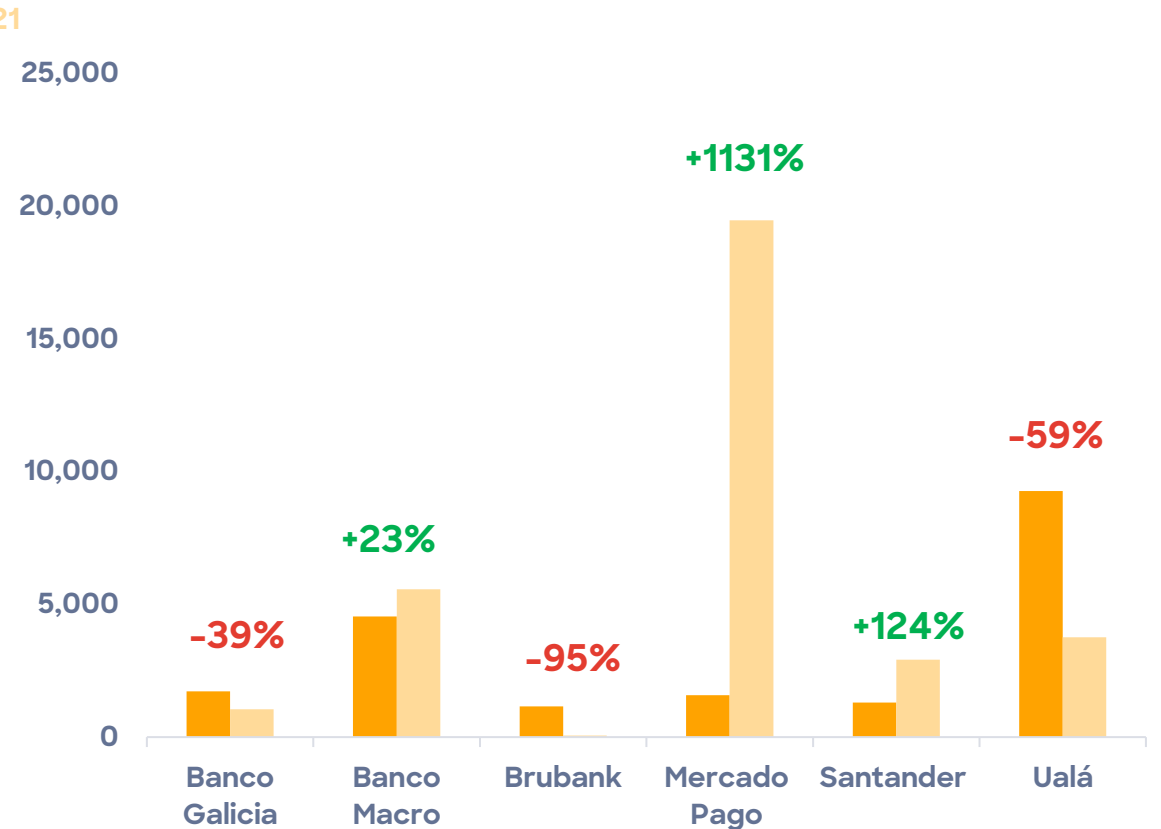
ARGENTINA | Bancos tradicionales vs Fintechs



Audience Cross-platform

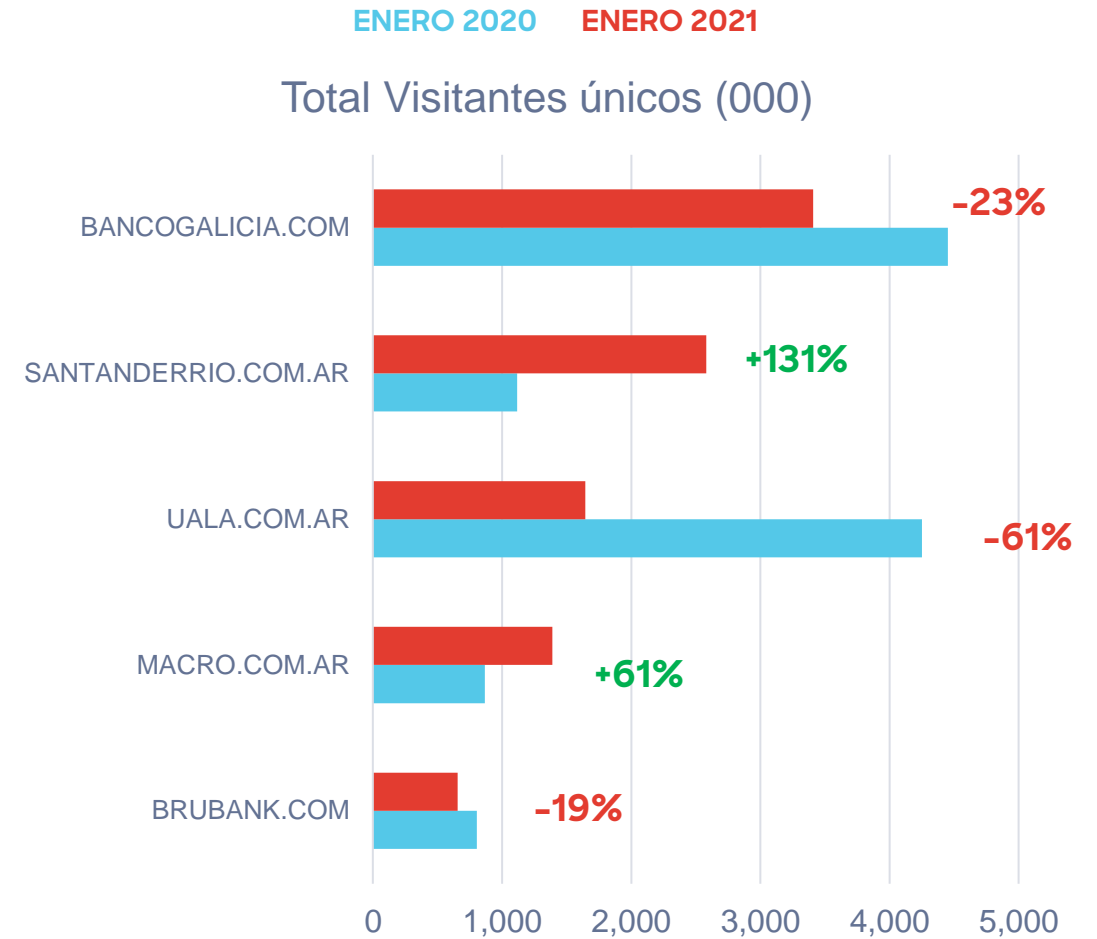
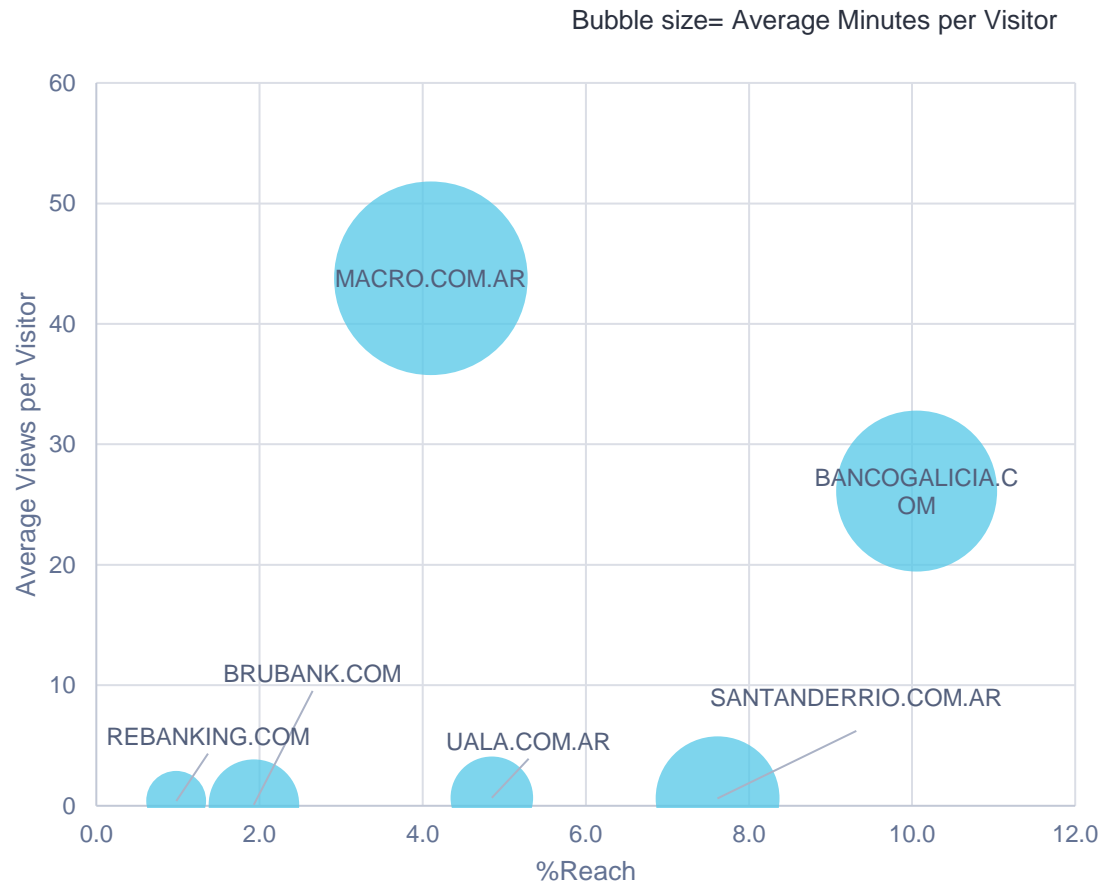


Actions Cross-Platform



Performance de los dominios bancarios de Argentina

Enero 2021



Q&A



¡Gracias!

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