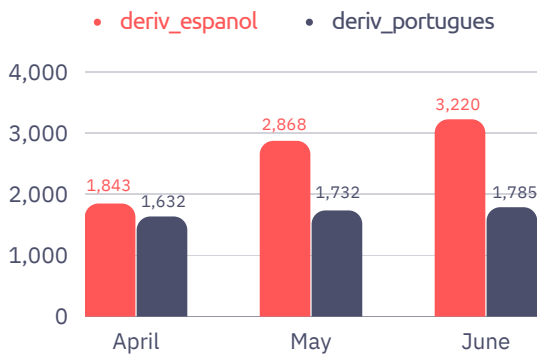


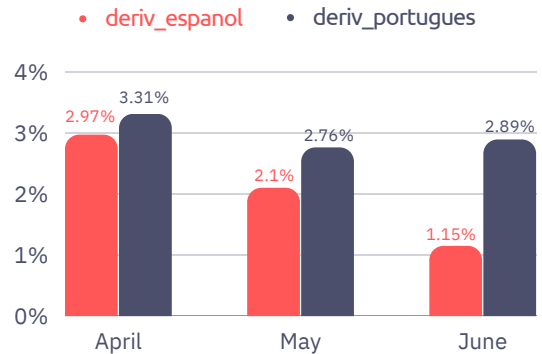
Digital Marketing LATAM Report

June 2023

SM followers increase

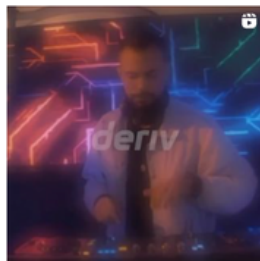


Engagement rate increase

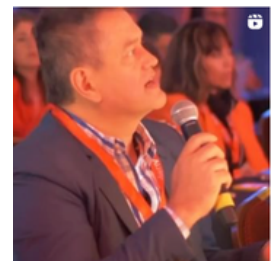


Top creatives

deriv_espanol



deriv_portugues



Marketing campaigns

Fiat onramp



Affiliate marketing



Marketing communications

Spanish

Total emails sent

1,697,894

Open rate

19.5%

Click rate

0.4%

Portuguese

Total emails sent

448,927

Open rate

21.2%

Click rate

0.3%

Ongoing projects

PPC for LATAM

LATAM Digital Marketing team will start their training to kick off PPC regional ops.

Affiliate videos

We began recording educational videos for affiliates in Spanish & EU Portuguese.

TikTok for LATAM

Our team is already working on a calendar for our TikTok account in Spanish.