

# FRANCHISE CANADA



## DIGITAL OPPORTUNITIES

For any inquiries, please contact Om Mehta at omehta@cfa.ca

### B2C EMAIL INDUSTRY STATISTICS

Average Open rate ranges from 18% to 22.15%

Average click rate ranges from 2.6% to 3.43% .

2020-2021 Data differs from sources (Campaign Monitor/GetResponse)

The following KPIs are based on all-time data and are not a guarantee of performance.

### FRANCHISE CANADA E-NEWS

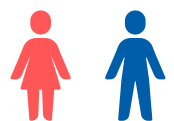
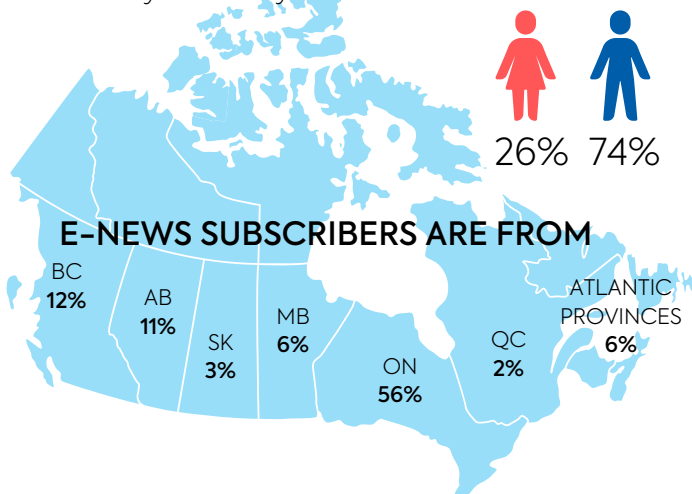


19K + SUBSCRIBERS

AVERAGE OPEN RATE 18%

AVERAGE CLICK RATE 5%

The Franchise Canada E-News is sent on the 1st and 3rd Monday of every month.



#### TOP SOUGHT OUT FRANCHISES



### FRANCHISE CANADA E-BLASTS



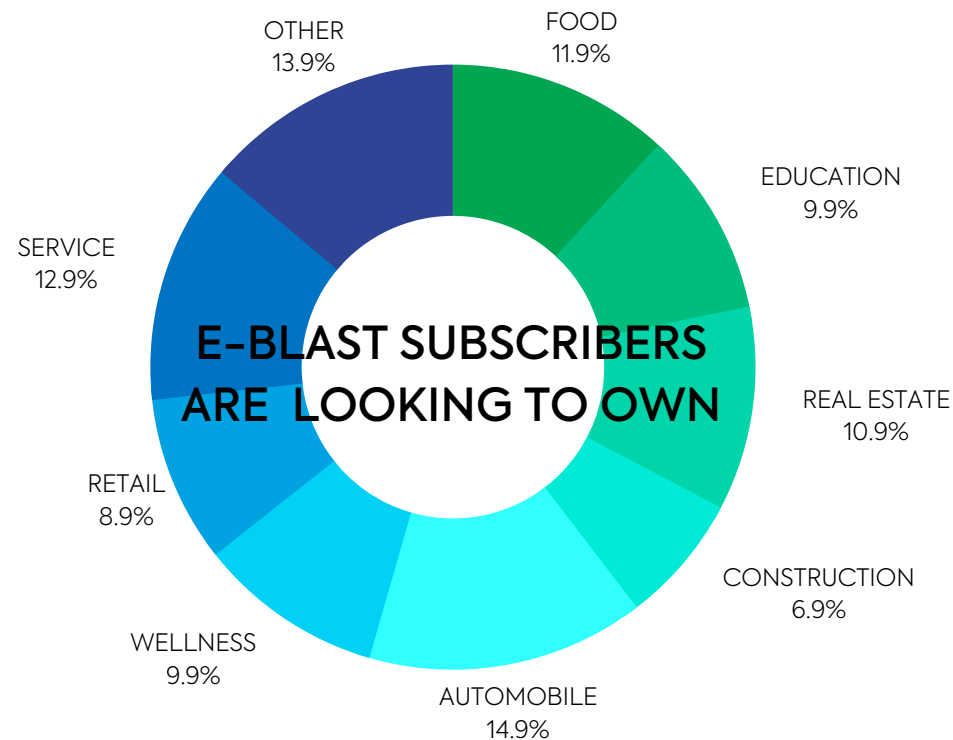
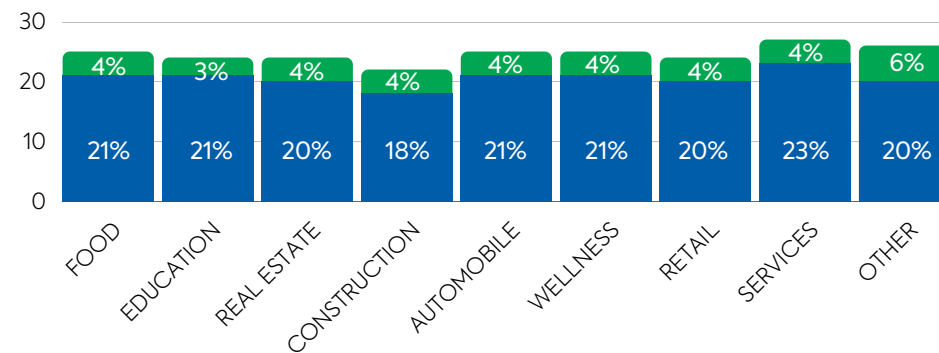
14K + SUBSCRIBERS

AVERAGE OPEN RATE 21%

AVERAGE CLICK RATE 4%

The Franchise Canada E-Blast can be fully branded to your guidelines and it is a great way to generate leads as it targets Canadians looking to own a business with your franchise opportunities.

#### E-BLAST OPEN/CLICK RATE PER INDUSTRY

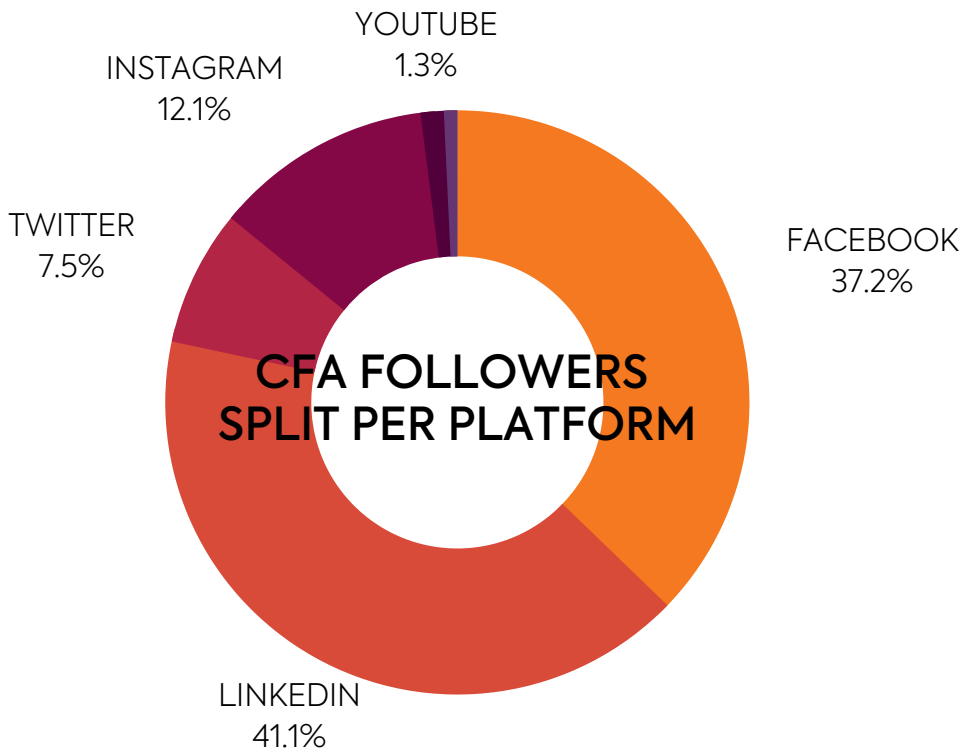


**16K + FOLLOWERS**

834K + IMPRESSIONS  
 21.9K + ENGAGEMENT

Our number of social followers keeps growing with an average growth of 24% each year!

Whether it's a message, a graphic, or a video, get more reach or targeted reach with a sponsored social post on our social accounts!

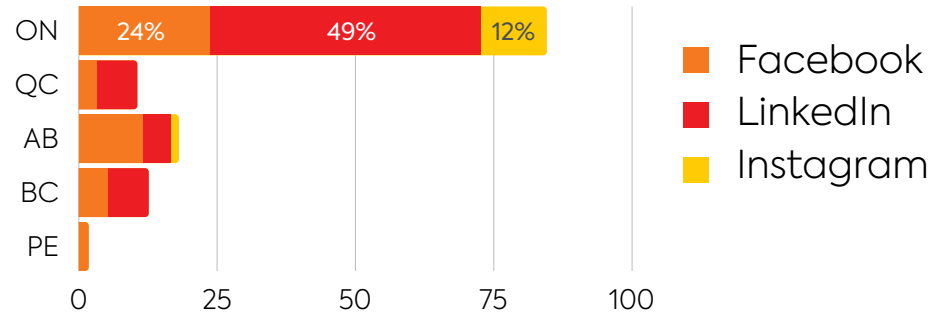


**WHO THEY ARE (based on Facebook/Instagram)**



30% FEMALE  
 70% MALE

**WHERE ARE THEY LOCATED?**



**POTENTIAL REACH ON FACEBOOK/INSTAGRAM**

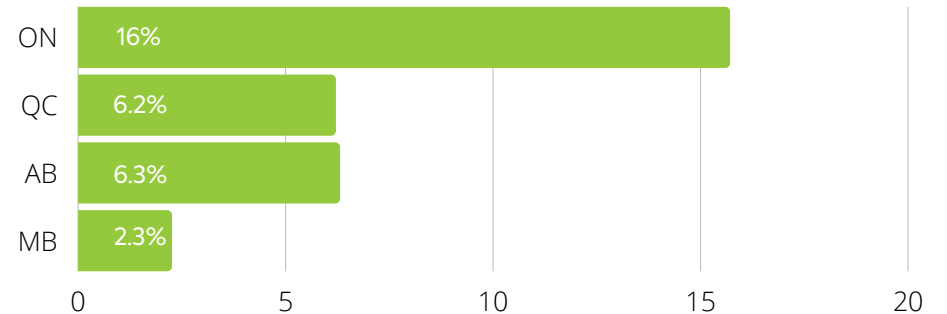
*Following data is an estimate only*

**POTENTIAL AUDIENCE SIZE OF 26.5 to 31.2 MILLIONS**



60% FEMALE  
 40% MALE

**WHERE ARE THEY LOCATED?**





40K + UNIQUE VISITORS

4K + LEADS PER MONTH



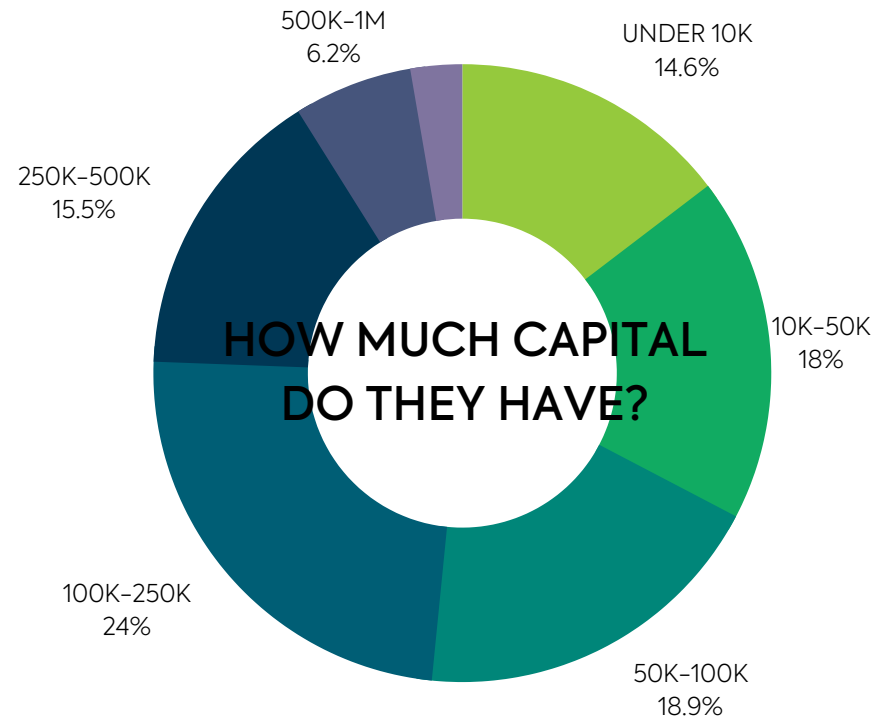
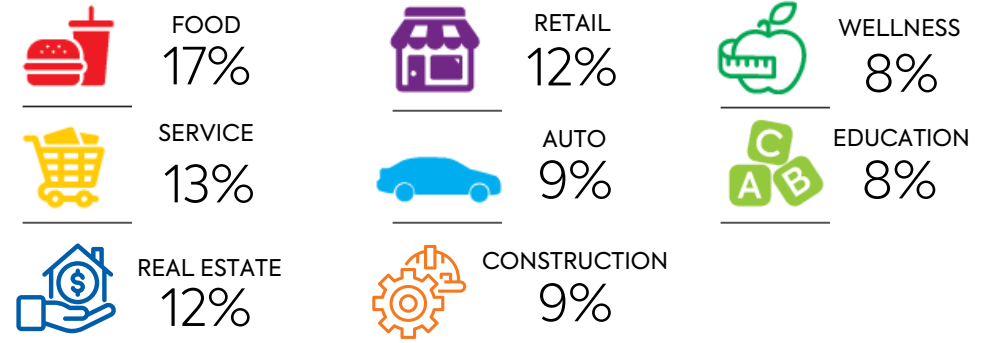
LookforaFranchise.ca is the official online directory of the Canadian Franchise Association. The following statistics are from 2021 and are not a guarantee of performance.

Get more leads by helping Canadians find your opportunities and learn about your brand with an enhanced listing!

	MORE PAGEVIEWS	MORE LEADS
SILVER	21%	18%
GOLD	37%	32%
PLATINUM	43%	39%



**THEY ARE LOOKING TO INVEST IN...**



**WHEN ARE THEY LOOKING TO INVEST?**

