

# FAST CONNECTIONS

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## Dear Valued Customer

I recently saw a quote from Jeff Bezos, best known as the founder, CEO, and President of Amazon. He said, "We see our customers as invited guests to a party, and we are the hosts. It's our job to make every important aspect of the customer experience a little bit better."

Two thoughts came to mind. One is that we know how important the PenTeleData Fiber Network is to you. We know that you need service to be as close to perfect as possible, and that is our goal, always. I can't promise you that your connection will always be perfect, but I can promise you that our team does everything possible to avoid any issue that causes disruption to our customers. Secondly, I wonder about the businesses we serve. Have you taken the time to review our latest offerings? Could we be helping you more, especially since the last few months have changed so many daily routines? Maybe your company could benefit from a faster connection, assistance from our IT Services team, business voice, or another service that provides added value to your connection with us? I encourage you to reach out to us if we can help.

Thank you for your business and continued support.

**Jaime Mendes**

Vice-President of Operations  
PenTeleData

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## OUR FAST CONTEST

**Who is today's fastest man and what is his top running speed?**

One lucky winner will receive a \$150 Amazon gift card.

Rack your brain and figure out the answer to the brain teaser. Then send us an e-mail with your full name, address, daytime telephone number (where we can contact you), and the answer to the brain teaser below, to [chat@corp.ptd.net](mailto:chat@corp.ptd.net) All entries must be received by 10/31/20. **Good Luck! PenTeleData**

# FAST CONNECTIONS

## WELCOME ABOARD!

We appreciate the opportunity to serve companies who have chosen to ride PenTeleData's Fiber Network. Welcome aboard to American Water Works Service Company, Inc.; EcoTech Marine; JCM Machinery, Inc./GenPro Power Systems; and Barrini LLC.

## INTERNET STATISTICS

### Internet Advertising Trends 2020

66% of companies use online advertising and do so through a variety of channels. According to The Manifest, the most popular are:

- Social media ads: 86%
- Display ads: 80%
- Paid search marketing: 66%
- Retargeted ads: 43%

According to Zenith Media, the greatest share of ad spend (for all media) goes to the following:

1. Television: 29%
2. Paid search: 17%
3. Social media: 13%

Statista reports that in 2018, U.S. businesses generated over \$100 billion from advertising. 65% of that revenue came from mobile advertising efforts. 20.3% of consumers have never purchased anything after seeing an ad for it in search or on social media. More commonly, 37.9% of consumers will buy something a quarter of the time that they see an ad.

According to SparkToro/Jumpshot, 6.85% of all Google desktop search clicks and 11.38% of mobile are on paid ads.

The GlobalWebIndex Global Ad-Blocking Infographic shows nearly 50% of consumers had an ad blocker installed on at least one device in 2018. Here's the geographic breakdown:

- APAC: 50%
- MEA: 49%
- North America: 45%
- Latin America: 44%
- Europe: 40%

They also report the top 3 reasons consumers give for using ad blockers are:

1. Too many ads: 48%
2. Ads are annoying or irrelevant: 47%
3. Ads are too intrusive: 44%

Digiday estimated that businesses will lose \$16 billion in 2020 if they put ad-blocking countermeasures in place. If they don't, they stand to lose \$78 billion.

## WORK PRODUCTIVITY APP

### Apple Shortcuts

Apple Shortcuts is a free productivity app for anyone with an iPhone or iPad with iOS 12. It lets you create (or shortcuts), that is, a series of events that happens automatically when you trigger it, just by using Siri. For example, you can make one that says, "When I arrive at work, automatically put my phone on silent." Another might be "When I stop my phone's wake-up alarm, tell me the local weather." Best of all, you don't need to know anything about programming to create shortcuts and can combine steps across multiple apps.

For detailed instructions about using Apple Shortcuts, visit Apple's website at <https://support.apple.com/en-us/HT208309>

## I.T. CORNER

### We Can Offer an Added Value to Your Commercial Cable Modem Service

Many of our business customers choose to use our Broadband Internet, not only to run their operations, but also to offer Guest Wi-Fi to their own customers. How can you ensure that offering guest Wi-Fi won't bog down your company's network? PenTeleData I.T. Services can help by designing a system that allows you to offer your customers the Guest Wi-Fi they want, while ensuring the business side can keep doing what it does best...business.

Because offering Guest Wi-Fi does potentially carry some risk, advanced features like Internet Content Filtering are available to help prevent inappropriate/undesirable content from being viewed and Firewalling can be added on for that extra layer of protection. In fact, many customers opt for some level of requiring a user to "log in" with some sort of credential rather than just creating a wide-open access point that anyone can anonymously use.

To learn more, visit [www.penteledata.net/IT](http://www.penteledata.net/IT) or call us today.

## ICE HOCKEY NEWS

American Hockey League President and CEO Scott Howson has announced a revised start date for the 2020-21 AHL season, as approved by the league's Board of Governors during its 2020 Annual Meeting. At the recommendation of the AHL's Return to Play Task Force, the Board of Governors has approved moving the anticipated start of the 2020-21 regular season to December 4, 2020. The AHL will continue to work with its member clubs to monitor developments and local guidelines in all 31 league cities. Further details regarding the 2020-21 American Hockey League schedule are still to be determined. It is likely that teams will play against others within a shorter driving distance and for now a limited capacity of spectators in attendance.

PenTeleData is proud to support our local teams, including the Lehigh Valley Phantoms and the Wilkes-Barre/Scranton Penguins. We wish them both a successful season.

