

# Marketing, Content, and Sales Pathway Source Note

## Thailand digital audience classroom extract

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This pathway uses public aggregate digital-audience and advertising-reach signals for Thailand. The packaged CSV is a small classroom extract for campaign brief practice. It is not a media-buying model, a full audience report, or first-party customer data.

## Sources Used

### DataReportal Digital 2026 Thailand

<https://datareportal.com/reports/digital-2026-thailand>

Primary source for public Thailand digital adoption, social platform reach, and reported change figures.

### Google Trends export and citation guidance

<https://support.google.com/trends/answer/4365538>

Optional enrichment workflow for future search-interest CSVs; no Google Trends data is packaged in this pathway.

## Packaged Data Fields

- Audience values are in millions where available.
- Reach percentages are source-reported percentages of total population or internet users, depending on the field.
- Yearly and quarterly changes are source-reported changes where available, not recalculated from previous reports.
- The chart is generated from the CSV and compares platform audience size with reported yearly change.

## Classroom Caveats

- Advertising reach is not the same as monthly active users, buyer intent, or guaranteed campaign performance.
- Platform tools revise reported audience reach, so negative or positive changes may reflect reporting changes rather than behavior changes.
- Social media user identities may not represent unique individuals.
- Reddit change figures are included as source-reported but should be handled carefully because the source flags unusually large reported movement.
- Use this as a briefing and testing input, not as a final media-buying decision.

## Teaching Purpose

Learners practice asking Claude Code to inspect mixed source files, prioritize campaign channels, generate content angles, write a sales follow-up outline, and state data caveats clearly.