

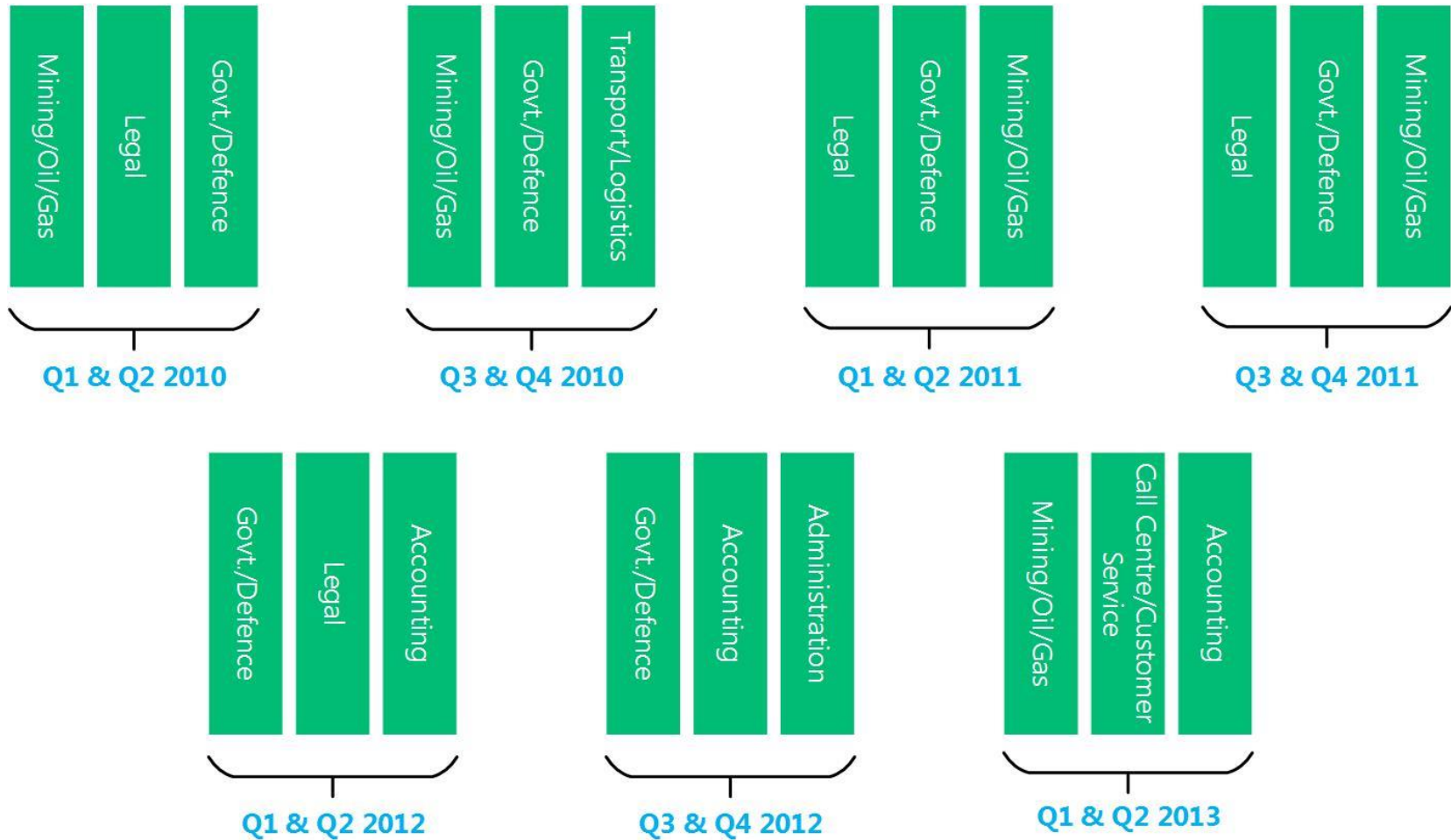


DIGITAL MARKETING STATISTICS - AUSTRALIAN PERSPECTIVE



RAD365 Media
Let's Go Digital

Top 3 Industries with Highest Email Open Rates- 2010 to 2013



Source: [Vision6](#)

Recent Australian Email Marketing Statistics

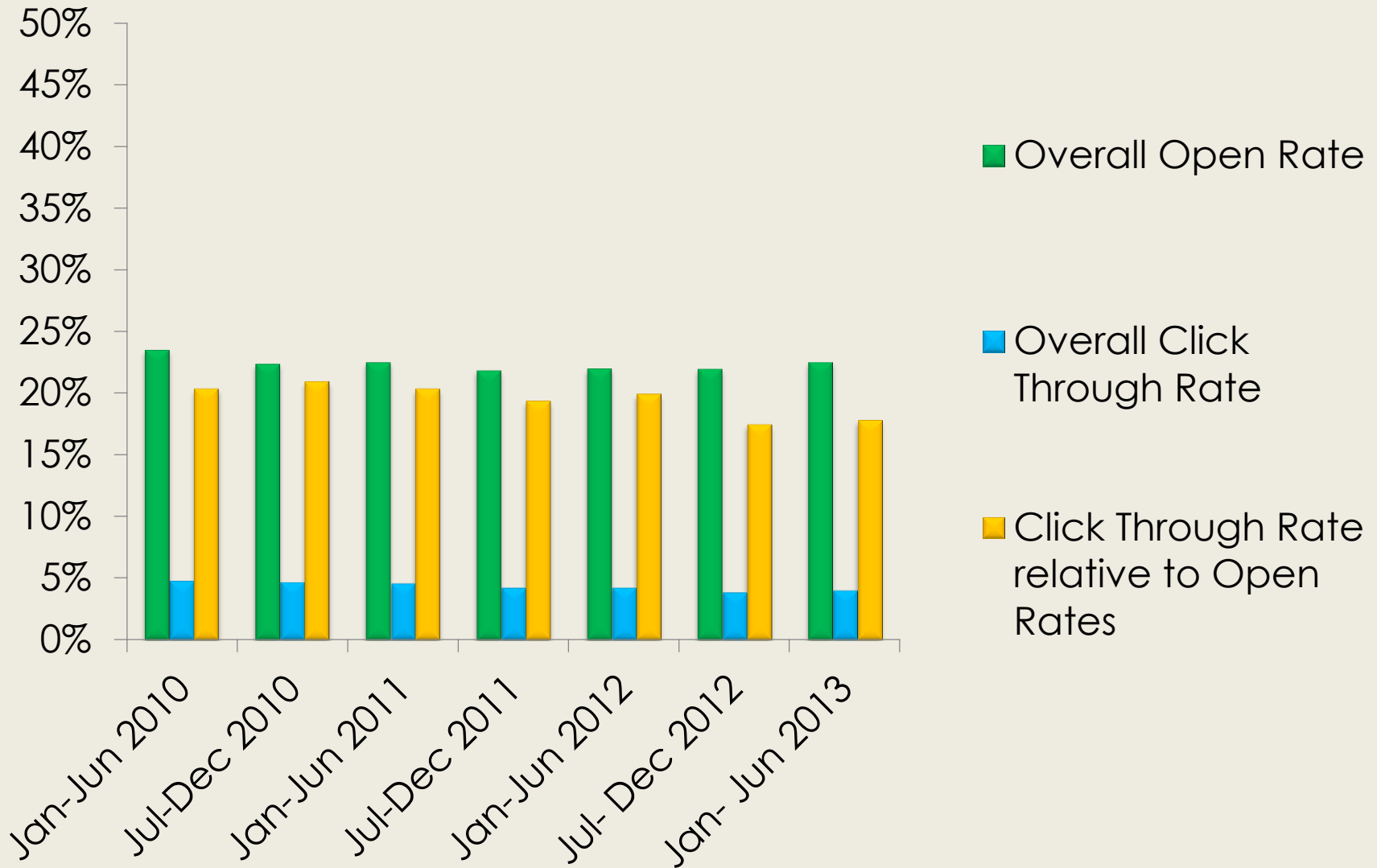


Australia

- **Open Rate= 8.08 %**
- **Open Rate of HTML messages= 19.51 %**
- **Click Through Rate= 3.34 %**
- **Click to Open Rate= 33.05 %**
- **Bounce Rate = 0.52 %**
- **Complaint Rate = 0.06 %**
- **Unsubscribe Rates = 0.15 %**

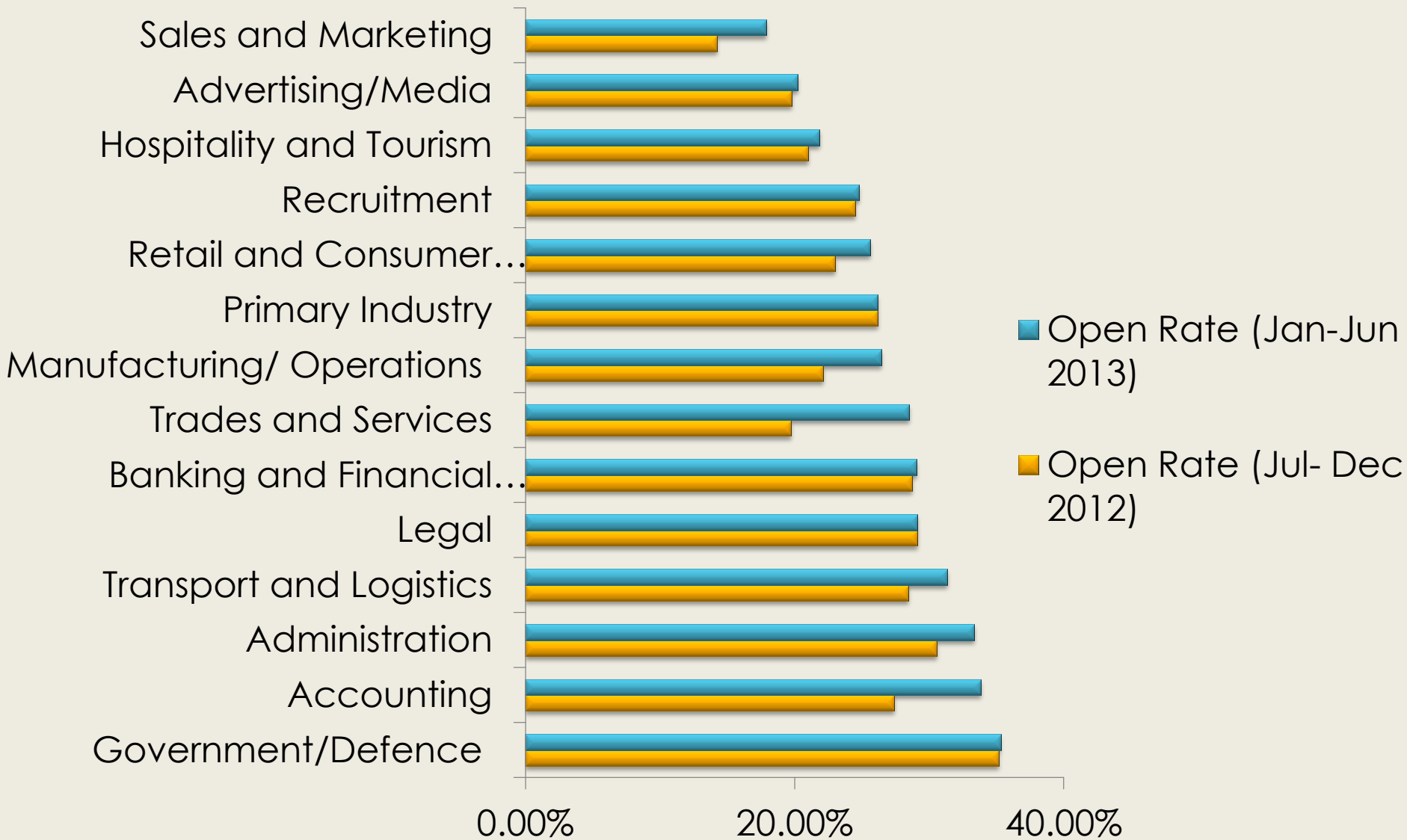
AUSTRALIA

% Change in Email Marketing Statistics- 2010 to 2013



Source: [Vision6](#)

% Change in Email Open Rates- Industry Specific Statistics



Source: [Vision6](#)

Some Additional Figures.....

- ✓ According to a Sensis eBusiness Report, 77 % of Australian population owns a Smartphone.
- ✓ A September 2014 Sensis eBusiness Report says 53 % of Australians having internet enabled phone access the internet more than five times a day.
- ✓ According to a July 2014 report, the online sales in Australia reached \$ 15.6 billion by exhibiting a growth of 8.6 %.
- ✓ 3 in 4 Australians spend more than \$ 2,500 each year to buy online services and products, according to September 2014 Sensis eBusiness Report.
- ✓ 95 % of Australian social media users are on Facebook.
- ✓ There is a 22 % increase in the digital advertising expenditure in the year 2014.
- ✓ 63.9 % of Australian Internet users use search engines to find information before making a buying decision.

Businesses are recognizing the importance of social media. The corporate social media presence rose from 18 % in 2011-12 to 26 % in 2012-13.

Source: Australian Bureau of Statistics

Internet commerce continues to grow. The proportion of online commerce increased to 30 % in 2012-13, generating overall income of \$ 246 billion.

Source: Australian Bureau of Statistics

Online data consumption is on the rise. SMEs are using tablet devices to consume information and do business. Tablet usage increased to 30 % in 2013 from 23 % in 2012.

Source: Australia Dept. of Communications



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