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Adobe: Smartphone traffic rises, but desktop is where the money lies for 'Best of the Best' websites in Australia and New Zealand

SYDNEY —28 June 2017 — New research from Adobe has found that despite browser traffic continuing to move towards smartphones, consumers from Australia and New Zealand (ANZ) significantly prefer making purchases via desktop.

The Adobe Digital Insights Asia-Pacific *Best of the Best* Report, which aggregated anonymous data from approximately 100 billion visits to 3,000+ websites across the region during the 2016 calendar year, has found that while ANZ consumers are among those leading the shift from desktops (52.5% share of browser traffic) to smartphones (37.7% share of browser traffic), desktop conversion rates (2.9%) were three times that of smartphones (0.8%).

Comparing data from Australia and New Zealand, Southeast Asia, India, Japan, Hong Kong, South Korea and the United States, the report found that the 'Best of the Best', or top 20% of websites in ANZ, are widening the gap with average websites, seeing a 5.8% desktop conversion rate, compared with the average of 2.9%. Along with Japan (5.8%), ANZ's 'Best of the Best' are achieving higher desktop rates than the United States (5.4%).

"We are seeing that while browsing activity is shifting towards smartphones, consumers in Australia and New Zealand still prefer to make their final purchase via desktop," said Becky Tasker, Senior Manager, Adobe Digital Insights. "Smartphone traffic and conversion rates are rising, but ANZ's best marketers recognise that the desktop is still likely to be the final destination, even in a cohesive multi-device experience."

Adobe's research also highlights an evolution in the way consumers are engaging with the technology sector. While tech websites maintain one of the highest visit rates, the sector has also seen the time consumers spend during these visits decreasing – the customer journey now consists of interactions that are more numerous, but shorter.

"With the customer journey now involving an increasing number of interactions across a range of devices, we need to keep pace with changing customer expectations," said Danielle Uskovic,

Head of Digital & Social, Lenovo Asia Pacific. "Using Adobe Analytics Cloud, we are able to ensure we deliver a superior experience for our customers, no matter how they choose to engage with us."

"This research illustrates how 'Best of the Best' websites have a clear advantage over the competition. With the increasing complexity of the customer journey, a commitment to digital excellence helps marketers create satisfied customers, who in turn generate a significant increase in revenue," added Tasker.

Other key findings in the *Best of the Best* Report include:

- ANZ sees the highest visit rates for the region across both desktops (1.77 visits per month) and smartphones (1.61 visits per month)
- ANZ is only region to see an increase in time spent across average and 'Best of the Best' websites (6.28 and 9.01 minutes respectively), with tech and retail the only two ANZ industries to show a decrease
- ANZ and India were the only countries to see visit rates increase across both smartphone and desktop
- ANZ's 'Best of the Best' websites lead the region in website stickiness (percentage of visits that last for more than one page)

To view the 2016 Best of the Best Report for Asia Pacific in full, please visit <https://www.slideshare.net/adobe/adi-2016-japan-asiapacific-best-of-the-best>.

About Adobe Digital Insights

Adobe Digital Insights publishes research on digital marketing and other topics of interest to senior marketing and e-commerce executives across industries. Research is based on the analysis of select, anonymous and aggregated data from more than 5,000 companies worldwide that use the Adobe Experience Cloud to obtain real-time data and analysis of activity on websites, social, media and advertising.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform integrating with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, a robust partner ecosystem delivering an unmatched expertise on experience delivery.

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