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FOR IMMEDIATE RELEASE

Adobe Research Shows Hong Kong's Top Websites Lead Asia Pacific on Website Stickiness

Hong Kong's top 20% of websites got the highest stickiness in Asia Pacific according to the latest Best of the Best report from Adobe Digital Index (ADI).

Hong Kong — 3 October 2016 — Research from Adobe reveals Hong Kong's top 20% of websites ranked first in website stickiness¹ in Asia Pacific with 64% of all website traffic tending to stay and engage with a site, followed by Australia and New Zealand (62%). Hong Kong is also the only market in the region to enjoy a growing stickiness.

Adobe Digital Index's *Asia-Pacific Best of the Best* study is based on aggregated and anonymous data from more than 3,000 websites in Asia Pacific during the 2015 calendar year gathered via Adobe Analytics and Adobe Social. It compares the overall average versus the top 20% of websites and shows how the best digital marketing organisations are performing relative to the average across six regions: Australia and New Zealand (ANZ), Japan, India, Hong Kong, South Korea and Southeast Asia (SEA) - across various industries².

Statistics from the report have also shown that Hong Kong websites are successful in driving traffic from social platforms across Asia Pacific, with 1.8% of social media traffic³, higher than Japan (1.2%) and South Korea (0.5%), and was only topped by ANZ (2.4%). In terms of the top 20% of websites on the same metric, Hong Kong (2.8%) ranked in third place after ANZ (4%) and SEA (3.9%). Hong Kong was one of the very few markets which had a narrowing social media traffic rate gap between the top 20% and the average, showing its good position as a whole with more room to catch up on the top level.

"The high level of stickiness recorded in the report might imply that Hong Kong brands have figured out ways to provide outstanding customer experience and therefore engage with customers well even if they do not visit the websites for long," said Yew Hwee Ng, Senior Managing Director, Adobe Greater China. "Digital marketers can use the analysis as a reference as it enables them to visualize the whole picture of the customer base using comprehensive data. Then they can start to think about what they are performing well at and why. By studying the metrics like stickiness or conversion⁴, marketers can develop corresponding strategies to cater to specific needs," he added.

"When seeking information about a brand, they expect to be entertained, informed and delighted. And this experience needs to be equally good regardless of whether they're engaging on a laptop or a smartphone or

¹ Stickiness is the traffic that stays and engages with a site.

² Industries include retail, travel, media & entertainment, finance, technology, telecom and automotive.

³ Social media traffic rate is the percentage of website traffic driven by social media sites.

⁴ Conversion is the average orders or booking per visit, overall and by device.

tablet. It's never been a better time to be a customer – but the pressure on marketers to deliver is enormous," said Marta DeBellis, Adobe APAC Vice President of Marketing.

Other key findings in the *Best of the Best* research for Hong Kong include:

- 29% of Hong Kong website traffic is from smartphone. This was monitored as smartphone traffic⁵ in this survey. Hong Kong has been developing steadily in this area but not outstanding when compared to Japan, Korea and SEA. Japan was a clear leader in smartphone traffic (38%), especially in terms of the top 20% brands (59%), showing that quite a few Japan website owners may have figured out mobile optimization and are capitalizing on the opportunity. In general, consumers across Asia-Pacific region have been relying more on smartphones to browse websites.
- Desktop traffic volume also showed that Hong Kong websites are performing quite moderately in their transformation to smartphones. Average Hong Kong websites have a 63% of desktop traffic while top 20 websites have 77%, these figures were at the middle of Asia Pacific desktop usage.
- Both smartphone and desktop visit rates⁶ suffered on a year-over-year basis. Almost all countries in Asia Pacific recorded a decrease in average website visit rates. In Hong Kong, the gap between the best and the average websites had been widening for the desktop while narrowing for smartphones. As more traffic moved from desktop to smartphones, the average businesses may benefit from the narrower gap to catch up with the top.
- Hong Kong has a relatively low consumption⁷ (average: 5.89; Top 20%: 7.28), measured by the average minutes per website visit.

From an APAC perspective, the top three sectors for smartphone traffic were telecommunications (44%), media and entertainment (37%) and retail (37%). The fastest growing sectors for average mobile conversion year-on-year growth were retail, travel and hospitality.

Nearly all top performing brands in every industry have Twitter, Facebook and YouTube presence, with retail and travel and hospitality leading the pack. Media and entertainment is the standout industry for driving social traffic from social media efforts, while telecommunications and financial services were the worst performers in driving social traffic.

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⁵ Smartphone traffic is the percentage of visits to a website originating on a smartphone.

⁶ Visit rate is the average monthly website visits per visitor, overall and by device.

⁷ Consumption is the average minutes per visit.