

Press Contacts

Celest Lim
Adobe
+65 6511 9959
celim@adobe.com

Jamie Tan / Emelyne Sng
Text100 for Adobe
+65 6603 9000
Adobesg@text100.com.sg

Adobe Experience Forum: Empowering brands across Southeast Asia to become Experience Businesses

New Adobe research reveals a widening gap between the top performing websites and the rest in Southeast Asia.

SINGAPORE — 25 July, 2017 — Adobe Experience Forum 2017 is underway in Singapore with over 500 business leaders gathered to discuss how their organizations can transform to become *Experience Businesses*. At the Forum, Adobe also released new research examining average website performance versus the top 20% across Asia Pacific (APAC).

Today's Singapore event is the second in a series of three Adobe Experience Forums taking place across Southeast Asia. Along with events in Thailand and Malaysia, over 1,000 business leaders will attend the three Forums. In Singapore today, brands including DBS Bank, StarHub, Tourism Australia and Discovery Networks Asia-Pacific will take the stage, while top sponsors include VML, Mirum, Amazon Web Services and Observe Point.

Adobe's [Best of the Best research](#) has found that despite falling desktop traffic across APAC, Southeast Asia (SEA) businesses are still driving consumer purchases largely via desktop, vs. smartphone. Findings of the research are based on aggregated and anonymous data from 100 billion visits to 3,000+ websites across the region including India, Australia, New Zealand, Korea, Hong Kong, Japan and the United States.

The report found that SEA experienced the largest decrease in time spent¹ on websites at 13%, while at the same time SEA saw 40% growth in smartphone conversion² rates. This highlights an evolution in the way consumers are engaging with brands, as attention spans shorten and network connection speeds improve across the region.

The top 20% performing websites in SEA saw the biggest decrease in desktop traffic in favor of smartphone interactions, however, SEA's 'average' websites saw the lowest decrease (-6%). This highlights the widening gap between the best and the average websites, with the best, or top 20%, achieving 57% more conversions on smartphones than the competition.

¹ Time spent: average minutes per visit

² Conversion: average orders or bookings per visit, overall and by device

Despite declining desktop traffic and a corresponding increase in smartphone traffic³ in SEA, desktop conversion rates also grew YoY (average +21%; BoB +25%) and were still more than double the conversion rates of smartphones. This suggests that even as SEA consumers are browsing more on their smartphones, they are still purchasing via desktop.

"While consumers in SEA are still making their purchases largely on the desktop, brands should not ignore the rise of smartphones that will fast overtake desktops," said Tamara Gaffney, Head of Adobe Digital Insights.

"SEA's smartphone conversions have grown incredibly over the past year, but are still falling behind all other countries measured, with significant room for improvements. Brands need to adapt quickly to this change in the way consumers are engaging on the web, to make gains for the decreased time spent and stickiness⁴ seen across almost every industry."

"Organizations that are overly dependent on desktop traffic, and not optimizing on smartphones, may find themselves at risk of becoming obsolete as smartphone share of visits⁵ continues to multiply."

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

- SEA experienced an 18% YoY increase for smartphone traffic to 37% but still falls below the APAC average of 39%
- SEA saw a 40% YoY increase in smartphone conversion rates to 0.7% but still lags the APAC average rate of 1.1%
- Smartphone repeat visit rate⁶ decreased for both the Top 20 and average performers in SEA, indicating consumers are less likely to return to a website in the same month than in 2015

[View full report here.](#)

At today's Adobe Experience Forum in Singapore, brands are discussing how to develop and deliver standout customer experiences in a world with ever increasing competitive pressures, consumer expectations, new emerging technologies and customer touch points.

Pearlyn Phau, Managing Director & Deputy Group Head of Consumer Banking Group and Wealth Management, DBS Bank, is attending the Forum and said putting customers at the center of business strategies is paramount.

"At DBS, we define our strategic priority as being able to embed ourselves seamlessly into the customer's journey in getting their job done. We firmly believe that a customer's journey encompasses his experience from beginning to end rather than at a single point of transaction. It is important for us to place customers at the heart of the banking experience. To do so, we continually embrace a culture of innovation to make banking simpler and faster for our customers. We have designed our digital banking services to be innovative and nimble enough to address customer needs, and to provide an intuitive and relevant banking experience across all devices. Having been named the world's best digital bank, we continue to leverage world-class technology, customer insights and analytics to create

³ Smartphone traffic: percent of visits to a website originating on a smartphone

⁴ Stickiness: percent of visits that last more than one page

⁵ Share of visits: share of visits to a website by device

⁶ Visit rate: average monthly website visits per visitor, overall and by device

a first-class customer experience. Through the Adobe Experience Cloud, we aim to better understand our customer preferences and deliver that in a timely fashion," said Ms. Phau.

About Adobe Digital Insights

Adobe Digital Insights (ADI) 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

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea. Information and news on Adobe Southeast Asia can also be found on the official Facebook page (<http://www.facebook.com/AdobeSEA>).

###

© 2017 Adobe Systems Incorporated. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.