

Press Contacts

Frances Peng
Adobe Systems Incorporated
(852) 2916 2100 Ext. 47604
fpeng@adobe.com

Tiffany Tsang / Julia Wong
Newell Public Relations
(852) 2117 5026 / 2117 5011
tiffanyt@newell.com / juliaw@newell.com

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Adobe: *Best of the Best* digital marketers in Asia Pacific pull away from the rest

Adobe Digital Index presents a guide to the best in the region; the research reinforces the correlation between digital excellence and revenue for digital marketers.

Hong Kong — 25 July 2014 — New research from Adobe has found that marketers across Asia Pacific who deliver best practices are pulling further away from their competitors. The research also confirms that digital excellence can be closely linked to revenue growth and other business success metrics.

The Adobe Digital Index *Best of the Best Benchmark* for Asia Pacific compares the overall average versus websites in the top 20% on six key performance indicators across six regions: Australia and New Zealand, Southeast Asia, India, South Korea, Hong Kong, China and the United States. Key performance indicators are mobile and tablet traffic, stick rate*, visits-per-visitor, time spent and conversion rate.

The research reveals insights into how the best digital marketing organisations are performing relative to the average. The research has previously been released in North America and Europe, the Middle East and Africa, and is now available in Asia Pacific for the first time.

“We are seeing a major gap developing between being average and being in the top 20% of marketers across Asia Pacific,” said Tamara Gaffney, Principal Analyst, Adobe Digital Index. “For conversion rates alone, the ‘best of the best’ websites in industries that sell online deliver nearly double the average conversion rate. They are proving that making a commitment to digital excellence can result in a significant increase in revenue.”

Key findings in the *Best of the Best Benchmark* for Asia Pacific include:

- Websites optimised for smartphone visitors in South Korea see nearly 90% difference in share of smartphone traffic than an average site; in the past year the gap between average and best in class for mobile optimisation has grown in every country. Mobile optimisation refers to websites which have been optimised for smartphone visitors.
- Australia and New Zealand, and Southeast Asia, have seen the most overall growth in tablet share; the best of the best sites achieve about 5% more tablet visits than the average.
- All countries except South Korea saw an increase in stick rate year on year; India led all countries with that nation’s ‘best of the best’ marketers improving their stick rate by over 14% year on year.
- The ‘best of the best’ websites increase the amount of return visits by as much as 25% compared to the average across Asia Pacific.
- Time spent on websites is higher in Australia and New Zealand, and Southeast Asia, but has fallen year on year in all other countries.

“There is no such thing as ‘offline’ any more. The data is telling us that delivering seamless experiences across devices and within social media is driving the best performance and leading to superior business performance,” Ms Gaffney said.

“Across Asia Pacific, those marketers delivering best in class are on par with top marketers around the world. For example, we can see that stick rate is higher across Asia Pacific than in the United States, the United Kingdom and Germany. This is a leading indicator of two important elements of website success – optimised marketing acquisition activities and homepage relevance and engagement.

“Finding out where your organisation falls within the tiers of the Benchmark will help identify strengths and weaknesses and can help marketers prioritise areas to focus on.”

Adobe South East Asia, Hong Kong & Taiwan Managing Director, Stephen Hamill said Hong Kong had one of the highest shares of smartphone and tablet visits across the region which shows people enjoy rich media experiences. However, he noted that conversion rates in Hong Kong are the lowest across Asia Pacific and even a small improvement could result in a significant increase in revenue.

To find out where your organisation falls on within the Benchmark take Adobe’s [Digital Marketing Maturity Assessment](#).

*Stick rate is the percentage of visits that last more than one page.

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