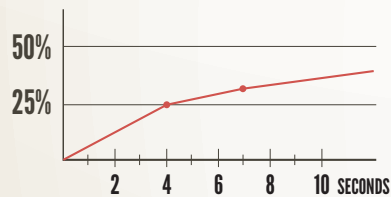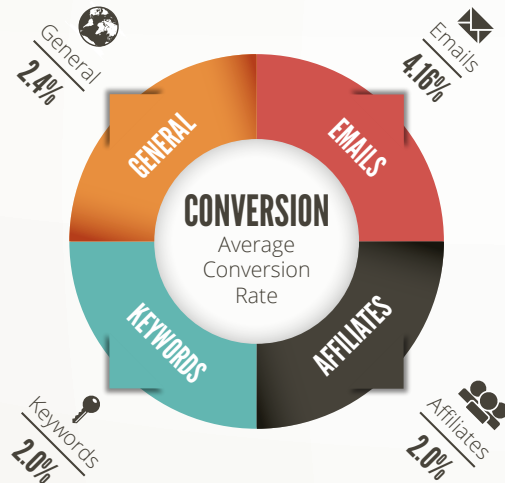# A SNAPSHOT OF THE WEB

Page load times are still important as abandonment rates increase to 25% after 4 seconds based on page load speed. Website session duration has reduced over several years showing a reduction in attention span. Engage quickly and use clever tools to connect. Google Analytics is still the most used website tracking software.

PAGE ABANDONMENT
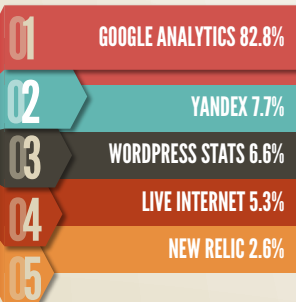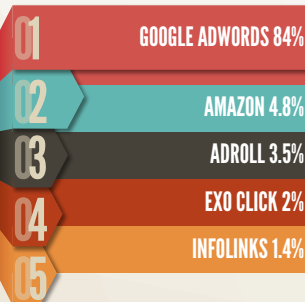
AVERAGE PAGE LOAD TIME VS ABANDONMENT

50%
25%

2 4 6 8 10 SECONDS

AVERAGE CONVERSION RATE

General 2.4%
Emails 4.16%

GENERAL
EMAILS

CONVERSION
Average Conversion Rate

KEYWORDS
AFFILIATES

Keywords 2.0%
Affiliates 2.0%

SITE METRICS AVERAGES

Web Page Size	Session Duration (organic)	Session Length	Page Display Time	Session Duration (direct)
1953 kb	53 seconds	5.4 pages	3.4 seconds	110 seconds

TOP 5 TRAFFIC ANALYSIS TOOLS*

01 GOOGLE ANALYTICS 82.8%
02 YANDEX 7.7%
03 WORDPRESS STATS 6.6%
04 LIVE INTERNET 5.3%
05 NEW RELIC 2.6%

TOP 5 ADVERTISING NETWORKS*

01 GOOGLE ADWORDS 84%
02 AMAZON 4.8%
03 ADROLL 3.5%
04 EXO CLICK 2%
05 INFOLINKS 1.4%

TOP 5 SOCIAL WIDGETS*

01 FACEBOOK 56.7%
02 TWITTER 39.2%
03 G+ 30.5%
04 ADDTHIS 15%
05 PINTEREST 8.2%
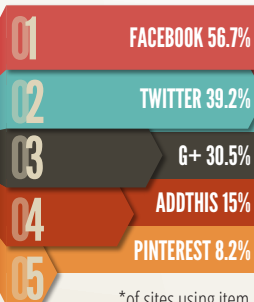
*of sites using item

HOW EFFECTIVE IS ONLINE MARKETING

The vast majority of purchasing behaviour starts online and you can gain leverage in the research and purchase phases of your customer's buying cycle through digital means. Mobile device usage is the most prevalent way of accessing the internet.

87% of purchase decisions start online

25.5% growth year on year of eCommerce market %

16.6B online retail shopping expenditure last year

51% of people have shopped online whilst watching TV

MOBILE DEVICE POPULARITY

Mobile Internet has taken over desktop internet usage.

62% of people use mobile devices whilst watching TV

JULY 2014 the month when mobile devices became more prevalent than desktops

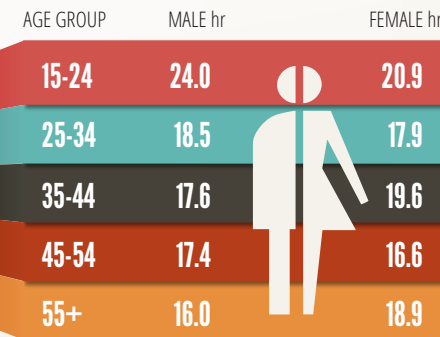**6.2B** searches with/from mobile devices

40% of video watch time is on mobile devices

97% of retail purchase research in Australia begin online

AVERAGE HOURS SPENT ONLINE BY AGE AND GENDER PER WEEK

AGE GROUP	MALE hr	FEMALE hr
15-24	24.0	20.9
25-34	18.5	17.9
35-44	17.6	19.6
45-54	17.4	16.6
55+	16.0	18.9

61% LESS Inbound digital marketing costs per lead than traditional, outbound marketing