



# Best of the Best Benchmark (ASIA PACIFIC)

ADOBE DIGITAL INDEX | 2014

# Best of the Best Benchmark (ASIA PACIFIC)

Without context, marketers are left wondering if their results are any good. The Best of the Best Benchmark report compares the overall average versus websites in the top 20% on 6 key performance indicators across six regions — Australia & New Zealand (ANZ), Southeast Asia (SEA), India, South Korea, Hong Kong, China, and United States. See how your online presence measures up against other sites and how overall averages are trending year-over-year.

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# Share of smartphone visits

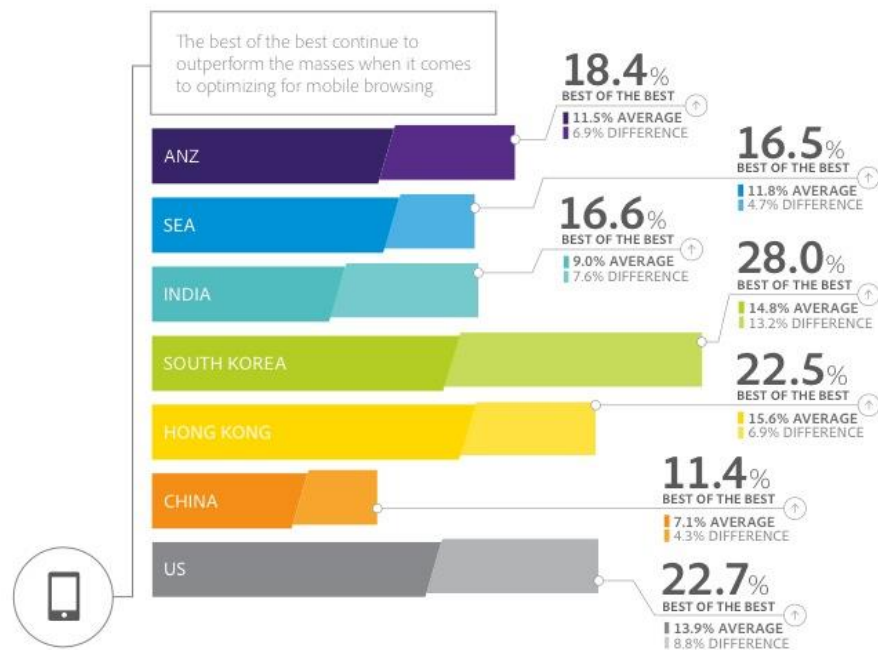
Websites optimized for smartphone visitors in South Korea see almost 90% difference in share of smartphone traffic than an average site. In the past year, the gap between average and best in class has grown in every single country.

Make smart sites.

Smartphone users love email, search, and social media and are more likely to explore new sites. Creating a relevant and navigable smartphone experience is vital to gain and retain customers.

Smartphone users:

- Search more than other visitors
- Are more likely to open email links
- Do more opportunistic browsing



# Share of tablet visits

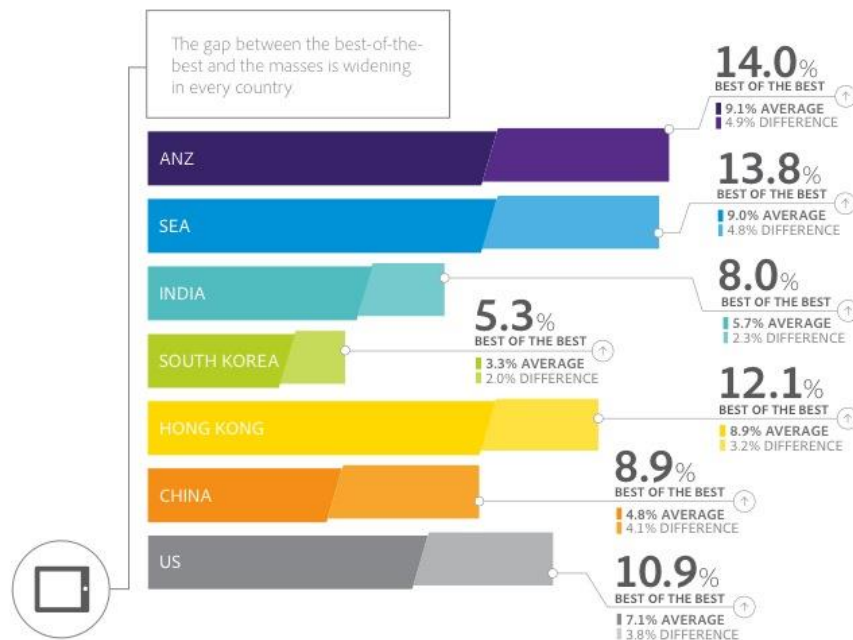
Australia & New Zealand (ANZ) and Southeast Asia (SEA) have seen the most overall growth in tablet share (4.3%), but with SEA seeing the most growth this year. The best-of-the-best sites achieve about 5% more tablet visits than the average. Tablet use in South Korea is significantly behind the rest of Asia Pacific.

Put it on their tab.

Tablet users are more affluent and among the most gadget-oriented consumers. They tend to use their tablets at home, often instead of their computers.

Tablet users:

- Enjoy rich media experiences and videos
- Spend more money on retail and travel sites
- Are easily frustrated by technologies that don't work on tabs



# Stick rate

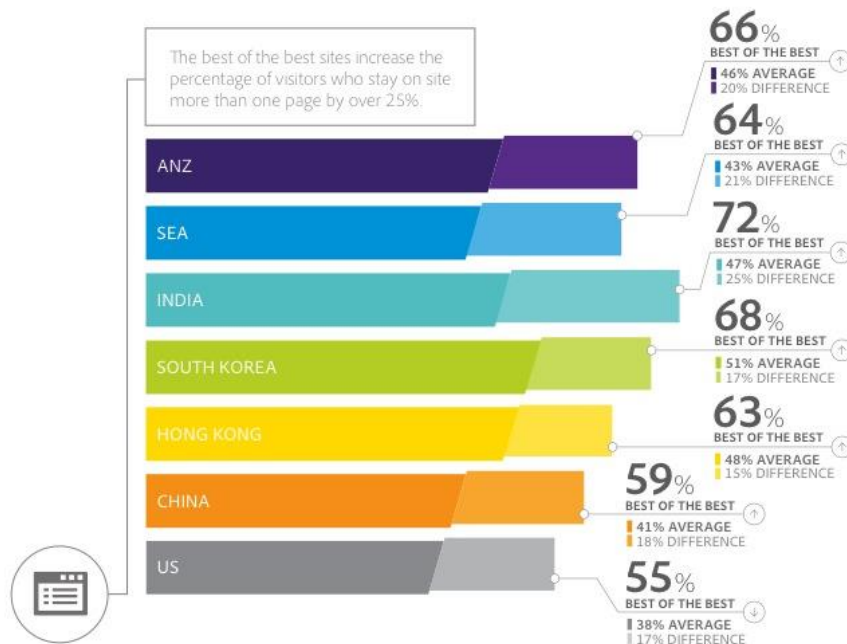
Stick rate is the percentage of visits that last more than one page. With the exception of South Korea, the masses saw an increase in stick rate year-over-year. In India, however, the best-of-the-best improved their stick rate by over 14% year-over-year to lead all countries in this key metric.

Be relevant and engaging.

Stick rate is a leading indicator of two very important elements of website success — optimized marketing acquisition activities as well as homepage relevance and engagement.

Stick rates help:

- Indicate if your marketing is targeting the right audience
- Fine tune targeting and eliminate wasteful spending
- Identify design improvement opportunities



# Visits per visitor

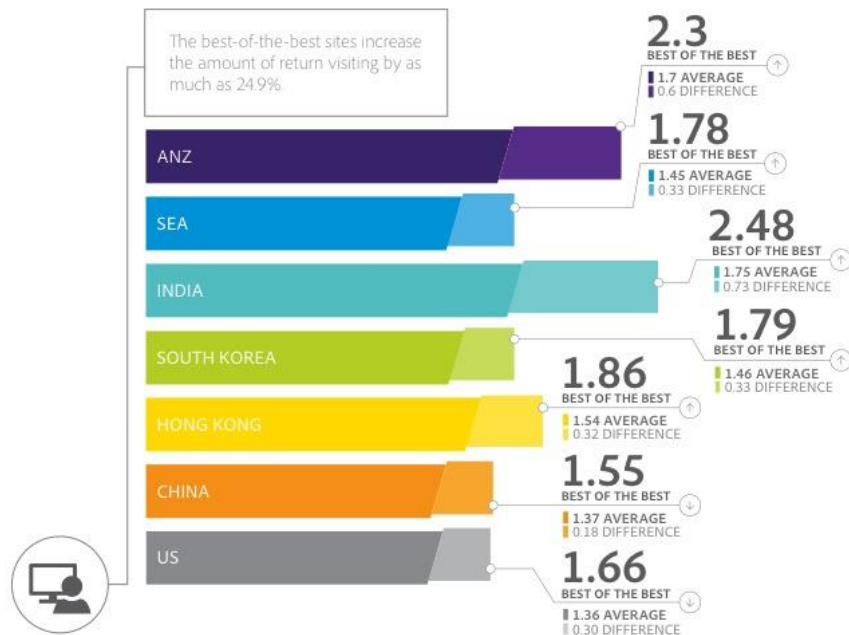
Return visitors have become critical for website success. The difference in return visits for the best-of-the-best sites is highest in India, a whopping 41.8% higher.

Loyal visitors are a key to success.

Sites generally use search marketing to acquire traffic but could do more to remind former visitors to return through re-marketing and well targeted email and social media campaigns.

More return visits offers:

- Reduced acquisition expenses
- Improved conversion and larger basket sizes
- Greater opportunities for customized experiences

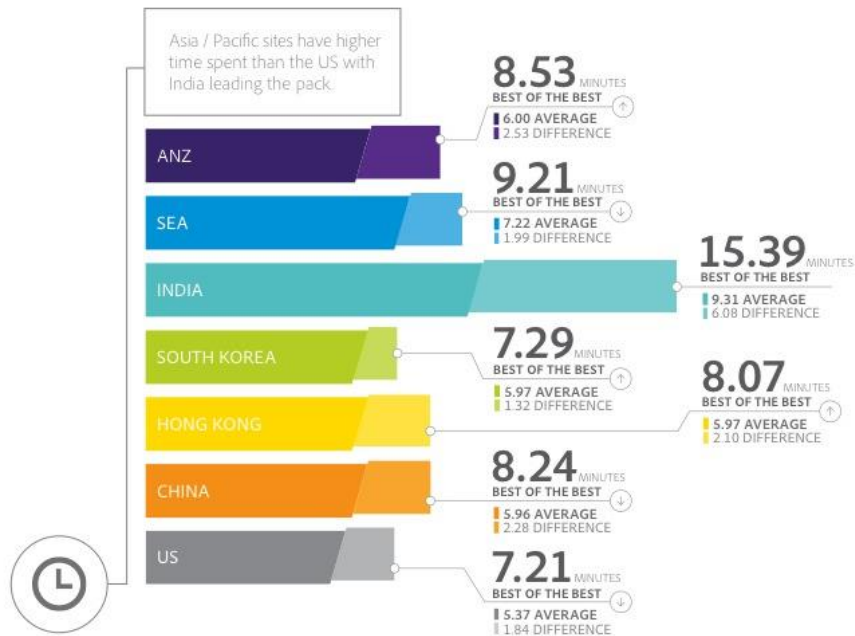


# Time spent

Aside from India, time spent on websites is higher in Australia & New Zealand (ANZ) and Southeast Asia (SEA) but has fallen in all the other countries. In 2012 the average session time was around 6 and a half minutes and has increased by approximately 15 seconds.

Click and stay a while.

Time spent is the best metric for determining site engagement. Time spent transcends content type. Engagement equals success for every type of site and for Media & Entertainment, directly relates to advertising revenue.





# Conversion rate

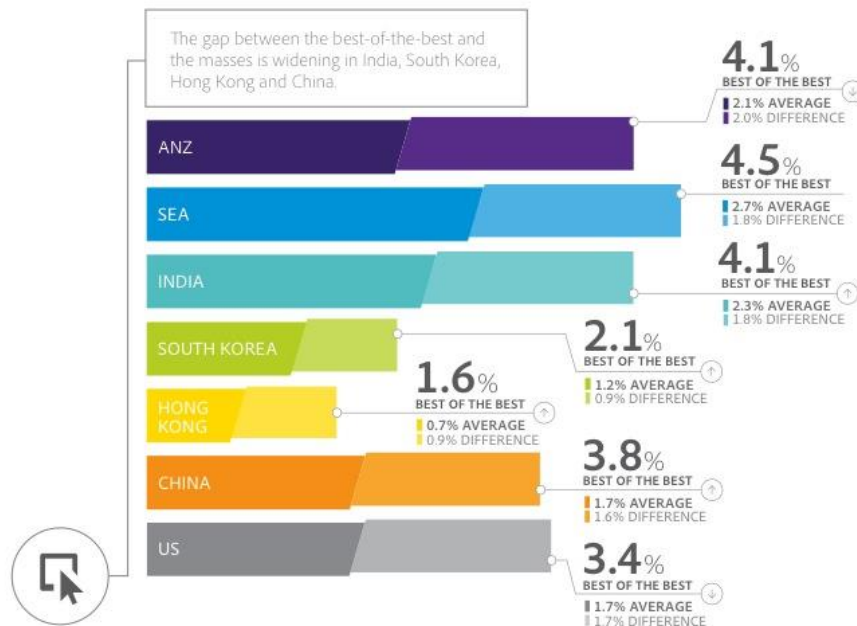
The best-of-the-best sites in industries that sell online nearly double the average conversion rate. While percentage rates may seem small and conversion rates were mostly flat year-over-year, improvements of just a tenth of a percent can result in millions of dollars.

Convert for success.

Conversion rate is probably the key metric to determine revenue success for websites that sell online.

Improvement

in conversion of just a tenth of a percent can result in millions of dollars in incremental revenue. Cross tabbing conversion rate with device type is important as some of the greatest incremental opportunity comes from optimizing conversion for tablet users.





# Methodology

This data is based on 120 billion visits during the 2012 and 2013 calendar years and is comprised of the aggregated and anonymous data from 16,000+ websites.

- Southeast Asia (SEA) includes: Singapore, Cambodia, Laos, Myanmar (Burma), Thailand, Vietnam, Brunei, Malaysia, East Timor, Indonesia, Philippines.
- ANZ includes: Australia and New Zealand
- Share of Smartphone Visits =  $\text{phone visits} / \text{total visits}$
- Share of Tablet Visits =  $\text{tablet visits} / \text{total visits}$
- Stick Rate =  $1 - (\text{single-page visits} / \text{total visits})$
- Visits per visitor =  $\text{total visits} / \text{unique visitors last 30 days}$
- Time Spent =  $\text{total minutes} / \text{visits}$
- Conversion =  $\text{orders} / \text{visits}$

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## Appendix



SHARE OF  
SMARTPHONE  
VISITS

2013

	ANZ	SEA	India	South Korea	Hong Kong	China	United States
Average	11.5%	11.8%	9.0%	14.8%	15.6%	7.1%	13.9%
80th Percentile	18.4%	16.5%	16.6%	28.0%	22.5%	11.4%	22.7%
Difference	6.9%	4.7%	7.6%	13.2%	6.9%	4.3%	8.8%
Percent Difference	59.5%	39.5%	84.1%	88.6%	44.4%	60.2%	63.5%

2012

ANZ	SEA	India	South Korea	Hong Kong	China	United States
6.3%	6.1%	4.6%	9.1%	10.3%	3.5%	8.1%
10.1%	9.1%	8.3%	14.3%	15.0%	5.7%	13.6%
3.8%	2.9%	3.7%	5.3%	4.7%	2.2%	5.5%
60.0%	47.8%	82.3%	58.0%	45.8%	64.7%	68.4%

Change Year-Over-Year

ANZ	SEA	India	South Korea	Hong Kong	China	United States	
5.2%	5.7%	4.4%	5.8%	5.3%	3.6%	5.8%	Average (Change)
8.3%	7.4%	8.3%	13.7%	7.5%	5.6%	9.1%	80th Percentile (Change)
3.1%	1.7%	3.8%	7.9%	2.2%	2.0%	3.3%	Gap
Wider	Wider	Wider	Wider	Wider	Wider	Wider	Gap Change



SHARE OF  
TABLET VISITS

	ANZ	SEA	India	South Korea	Hong Kong	China	United States
Average	9.1%	9.0%	5.7%	3.3%	8.9%	4.8%	7.1%
80th Percentile	14.0%	13.8%	8.0%	5.3%	12.1%	8.9%	10.9%
Difference	4.9%	4.8%	2.3%	2.0%	3.2%	4.1%	3.8%
Percent Difference	54.8%	53.3%	39.9%	59.9%	36.9%	84.9%	53.2%

ANZ	SEA	India	South Korea	Hong Kong	China	United States
4.8%	4.6%	2.0%	1.8%	5.5%	2.4%	4.1%
7.7%	7.0%	3.2%	2.9%	7.9%	4.0%	7.2%
2.9%	2.4%	1.2%	1.1%	2.4%	1.6%	3.0%
61.9%	50.7%	57.1%	63.8%	44.1%	63.9%	73.5%

ANZ	SEA	India	South Korea	Hong Kong	China	United States	
4.3%	4.3%	3.7%	1.5%	3.4%	2.4%	3.0%	Average (Change)
6.3%	6.8%	4.8%	2.4%	4.3%	4.9%	3.7%	80th Percentile (Change)
2.0%	2.4%	1.1%	0.9%	0.9%	2.5%	0.7%	Gap
Wider	Wider	Wider	Wider	Wider	Wider	Wider	Gap Change



STICK RATE

	ANZ	SEA	India	South Korea	Hong Kong	China	United States
Average	46%	43%	47%	51%	48%	41%	38%
80th Percentile	66%	64%	72%	68%	63%	59%	55%
Difference	20%	21%	25%	17%	15%	18%	17%
Percent Difference	44%	48%	53%	34%	31%	45%	44%

ANZ	SEA	India	South Korea	Hong Kong	China	United States
45%	41%	40%	54%	44%	41%	39%
63%	56%	58%	64%	57%	57%	57%
18%	15%	18%	9%	14%	17%	17%
41%	37%	45%	17%	31%	41%	43%

ANZ	SEA	India	South Korea	Hong Kong	China	United States	
1.2%	2.3%	7.1%	-3.7%	4.4%	0.1%	-1.4%	Average (Change)
3.1%	8.3%	14.1%	4.4%	5.5%	1.8%	-1.8%	80th Percentile (Change)
1.9%	5.9%	7.0%	8.1%	1.1%	1.7%	-0.4%	Gap
Wider	Wider	Wider	Wider	Wider	Wider	Narrower	Gap Change



VISITS/VISITOR

	ANZ	SEA	India	South Korea	Hong Kong	China	United States
Average	1.70	1.45	1.75	1.46	1.54	1.37	1.36
80th Percentile	2.30	1.78	2.48	1.79	1.86	1.55	1.66
Difference	0.60	0.33	0.73	0.33	0.32	0.18	0.30
Percent Difference	34.9%	22.7%	41.8%	22.5%	20.8%	13.3%	21.7%

ANZ	SEA	India	South Korea	Hong Kong	China	United States
1.36	1.28	1.26	1.22	1.35	1.24	1.30
1.73	1.51	1.49	1.48	1.64	1.43	1.61
0.37	0.23	0.22	0.26	0.29	0.19	0.31
26.9%	17.5%	17.7%	20.9%	21.3%	15.4%	23.8%

ANZ	SEA	India	South Korea	Hong Kong	China	United States	
0.34	0.17	0.49	0.24	0.19	0.13	0.06	Average (Change)
0.57	0.17	1.00	0.32	0.23	0.12	0.04	80th Percentile (Change)
0.23	0.17	0.51	0.07	0.03	-0.01	-0.01	Gap
Wider	0.17	Wider	Wider	Wider	Narrower	Narrower	Gap Change



TIME SPENT

	ANZ	SEA	India	South Korea	Hong Kong	China	United States
Average	6.10	7.22	9.31	5.97	5.97	5.96	5.37
80th Percentile	8.53	9.21	15.39	7.29	8.07	8.24	7.21
Difference	2.43	1.99	6.08	1.32	2.10	2.28	1.84
Percent Difference	39.8%	27.6%	65.2%	22.1%	35.1%	38.4%	34.3%

ANZ	SEA	India	South Korea	Hong Kong	China	United States
6.09	7.06	N/A	6.40	6.34	6.29	5.74
8.21	9.10	N/A	7.39	8.21	8.62	7.70
2.12	2.04	N/A	1.00	1.87	2.32	1.97
34.8%	28.9%	N/A	15.6%	29.5%	36.9%	34.3%

ANZ	SEA	India	South Korea	Hong Kong	China	United States	
0.01	0.15	N/A	-0.42	-0.36	-0.34	-0.36	Average (Change)
0.32	0.10	N/A	-0.10	-0.14	-0.37	-0.49	80th Percentile (Change)
0.31	-0.05	N/A	0.32	0.23	-0.04	-0.12	Gap
Wider	Narrower	N/A	Wider	Wider	Narrower	Narrower	Gap Change



CONVERSION

	ANZ	SEA	India	South Korea	Hong Kong	China	United States
Average	2.1%	2.7%	2.3%	1.2%	0.7%	1.7%	1.7%
80th Percentile	4.1%	4.5%	4.1%	2.1%	1.6%	3.8%	3.4%
Difference	2.0%	1.8%	1.8%	0.9%	0.9%	2.1%	1.6%
Percent Difference	97.0%	69.1%	75.5%	75.9%	108.9%	125.4%	92.4%

ANZ	SEA	India	South Korea	Hong Kong	China	United States
2.4%	N/A	0.9%	0.8%	0.9%	1.8%	2.3%
5.4%	N/A	2.1%	1.6%	1.6%	3.1%	4.4%
3.0%	N/A	1.1%	0.8%	0.7%	1.3%	2.1%
126.9%	N/A	119.2%	108.4%	75.2%	71.4%	93.4%

ANZ	SEA	India	South Korea	Hong Kong	China	United States	
-0.3%	N/A	1.4%	0.4%	-0.2%	-0.1%	-0.5%	Average (Change)
-1.3%	N/A	2.0%	0.4%	-0.1%	0.7%	-1.0%	80th Percentile (Change)
-1.0%	N/A	0.6%	0.0%	0.1%	0.8%	-0.5%	Gap
Narrower	N/A	Wider	Wider	Wider	Wider	Narrower	Gap Change

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