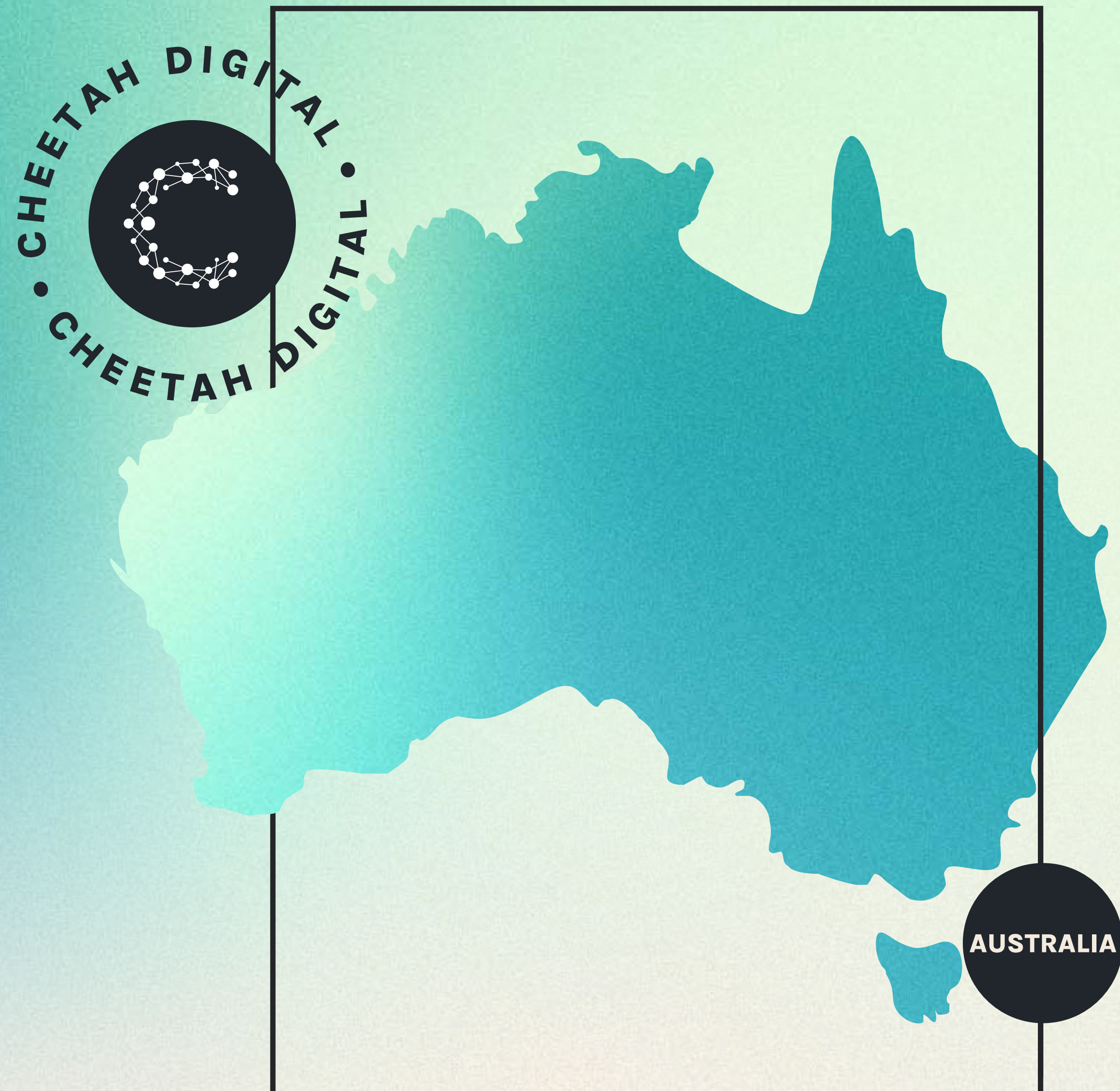


2022 Digital Consumer Trends Index

Australian Consumer Attitudes and Trends in Personalization, Privacy, Messaging, Advertising, and Brand Loyalty

In conjunction with **Econsultancy**



Messaging & Advertising

Email is still comfortably the preferred channel of consumers in Australia for receiving offers, content, incentives, and rewards from brands. However consumers in Australia interact with a brand on multiple channels, oftentimes unpredictably. The way to engage with these consumers is through real-time, hyper-personalized experiences. To cut the buzzwords, that's providing the right offer, on the right channel, at the right time

228%

When it comes to driving sales, email beats paid social and display advertising by up to 228%

46%

of consumers in Australia have purchased a product or service in-app

56%

of consumers in Australia have used their mobile phone while in a store to research or help make a purchase

67%

of consumers in Australia do not trust don't trust advertising they see on social media platforms

Loyalty Drivers

The core of loyalty is not merely the cheapest price point, but a brand that creates emotive bonds by fostering community, recognizing the customer as an individual, and delivering bespoke offers, and product recommendations that reflect this. Consumers in Australia are clear, they like loyalty programs, they'll pay more to purchase from a favored brand, and ones that go beyond points-win-prizes with engender lasting loyalty.

24%

of consumers in Australia have left a favored brand because they didn't feel valued as a customer

38%

increase in Australian consumers who want suggested products and services based on their preferences in return for their loyalty

40%

of consumers in Australia are more likely to take part in a loyalty program than last year

63%

of consumers in Australia are prepared to pay more to purchase from a trusted brand

Personalization & The Value Exchange Economy

If you want your customers' preference data to deliver true-personalization, you need to offer something tangible in return — this is the value exchange economy consumers in Australia are craving more individualization from brands and rewarding those that have made that commitment. Personalization that goes beyond a first name or mass segmentation will yield ROI and long-term excitement from consumers.

52%

of consumers in Australia will trade personal and preference data to feel part of a brand's community

50%

of consumers in Australia are comfortable sharing data about themselves like clothing size, age, and family make-up for better service

56%

of consumers in Australia felt frustration when they received irrelevant content or offers

48%

increase in Australian consumers in who feel frustration with a brand whose personalization initiatives don't recognize their want and needs

Privacy & The Death Of The Cookie

As Google and other behemoth browsers cement plans to comprehensively curtail third-party cookie tracking, and consumers in Australia get proactive about protecting their privacy online, marketers need to shift to a first- and zero-party data strategy to power their advertising and marketing initiatives. The cookie is truly crumbling.

13%

Only 13% of consumers in Australia will miss cookies and think they make for a better online experience

40%

of consumers in Australia have gone to the trouble of installing ad blocking tech with 44% using a PC cleaner

63%

of consumers in Australia do not trust social media platforms with their data

69%

of consumers in Australia think product recommendations from cookie tracking or similar is creepy, and not cool

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