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.

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.

67% of consumers in Australia do not trust advertising they see on social media platforms.

56% of consumers in Australia have used their mobile phone while in a store to research or help make a purchase.

24% 38% 40% 63% of consumers in Australia have left a favored brand because they didn’t feel valued as a customer.

56% of consumers in Australia are more likely to take part in a loyalty program than last year.

33% increase in Australian consumers who want suggested products and services based on their preferences in return for their loyalty.

52% of consumers in Australia are prepared to pay more to purchase from a trusted brand.

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 engendering lasting loyalty.

48% increase in Australian consumers in who feel frustration with a brand whose personalization initiatives don’t recognize their want and needs.

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.

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.

13% of consumers in Australia think product recommendations from cookie tracking or similar is creepy, and not cool.

63% of consumers in Australia do not trust social media platforms with their data.

87% of consumers in Australia have gone to the trouble of installing ad blocking tech with 44% using a PC cleaner.

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

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.