

60 SECONDS

WITH

↓

Campaign period: 19.09.2016 – 13.10.2016

Campaign communications sent: 4

Talent featured: 14

*** Average open rate:** 28.88%

*** Average click through rate:** 4.33%

Top 5 country opens: USA, Australia, UK, China, Canada

07 WIZARDS OF OZ

Campaign period: 22.10.2016 – 3.11.2016

Campaign communications sent: 2

Talent featured: 10

*** Average open rate:** 30.20%

*** Average click through rate:** 4.22%

Top 5 country opens: USA, Australia, UK, China, Canada

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* Note: industry standards for email marketing
in the Entertainment/Arts industry

Industry Average Open Rate: 21.15%

Industry Average Click-Through Rate: 2.35%