

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:** 28.88%
*** Average click through rate:** 4.33%
Top 5 country opens: USA, Australia, UK, China, Canada

To see these campaigns again head to www.ausfilm.com

* Note: industry standards for email marketing
in the Entertainment/Arts industry
Industry Average Open Rate: 21.15%
Industry Average Click-Through Rate: 2.35%