



Merry Christmas  
AND  
A HAPPY NEW YEAR

## The Changing B2B Marketing Trends Of IAA Advertisers

2020 has been an unprecedented year for many reasons. For one, it has accelerated existing trends towards digital. IAA has noticed this trend for several years, as clients transition from our print products to digital. Print still plays an important part of IAA's overall product offering and comes with its own unique value proposition but the trend towards digital is undeniable.

Here we share key stats from IAA's digital growth illustrating our continued growth despite external conditions. Stay tuned for IAA continued evolution in 2021!

Year	Print	Digital	Print + Digital
<b>2016 Advertisers</b>	<b>80%</b>	<b>5%</b>	<b>15%</b>
<b>Website marketing</b>			
<b>Page View</b>	<b>384,000</b>		
<b>Traffic Users - unique</b>	<b>48,000</b>		
<b>Average View Duration</b>	<b>78 secs</b>		
<b>Average page views/session</b>	<b>8</b>		
<b>Bounce rate</b>	<b>71.25%</b>		

In 2016, IAA started developing our new website to cater to the movement of digital marketing trends with automation companies marketing strategies.

Year	Print	Digital	Print + Digital
<b>2017 Advertisers</b>	<b>67%</b>	<b>18%</b>	<b>15%</b>
<b>Website marketing</b>			<b>Growing</b>
<b>Page View</b>	<b>540,000</b>		<b>40.63%</b>
<b>Traffic Users - unique</b>	<b>57,600</b>		
<b>Average View Duration</b>	<b>105 secs</b>		
<b>Average page views/session</b>	<b>9.37</b>		
<b>Bounce rate</b>	<b>57.28%</b>		

In 2017, 33% of IAA advertisers started converting their marketing towards our digital platform following the new website creation in 2016 which increased our page views and traffic visits.

Year	Print	Digital	Print + Digital
<b>2018 Advertisers</b>	<b>52%</b>	<b>36%</b>	<b>12%</b>
<b>Website marketing</b>			<b>Growth</b>
<b>Page View</b>	<b>816,500</b>		<b>51%</b>
<b>Traffic Users - unique</b>	<b>75,600</b>		
<b>Average View Duration</b>	<b>136 secs</b>		
<b>Average page views/session</b>	<b>10.73</b>		
<b>Bounce rate</b>	<b>46.5%</b>		

In 2018, following the increasing traffic and new digital product development, 48% of IAA advertisers have increased their ad budget for IAA digital.

### Positions booked with IAA

Website banners	<b>10%</b>
eNewsletter	<b>5%</b>
eDM	<b>5%</b>

### Positions booked with IAA

Website banners	<b>12%</b>
Sponsored feature	<b>4%</b>
eNewsletter	<b>7%</b>
eDM	<b>9%</b>

### Positions booked with IAA

Website banners	<b>18%</b>
Sponsored feature	<b>7%</b>
Video marketing	<b>2%</b>
eNewsletter	<b>9%</b>
eDM	<b>12%</b>

Year	Print	Digital	Print + Digital
<b>2019 Advertisers</b>	<b>15%</b>	<b>70%</b>	<b>15%</b>
<b>Website marketing</b>			<b>Growth</b>
<b>Page View</b>	<b>996,000</b>		<b>22.05%</b>
<b>Traffic Users - unique</b>	<b>84,000</b>		
<b>Average View Duration</b>	<b>209 sec</b>		
<b>Average page views/session</b>	<b>11.85</b>		
<b>Bounce rate</b>		<b>28.83%</b>	

In 2019, as most automation companies have already established their brand presence in Asia with IAA print, 85% of IAA advertisers started adopting to our new digital ideas in building content marketing to build soft marketing approach to their potential market with IAA.

Year	Print	Digital	Print + Digital
<b>2020 Advertisers</b>	<b>5%</b>	<b>90%</b>	<b>5%</b>
<b>Website marketing</b>			
<b>Page View</b>	<b>1,041,000</b>		
<b>Traffic Users - unique</b>	<b>90,000</b>		
<b>Average View Duration</b>	<b>268 secs</b>		
<b>Average page views/session</b>	<b>11.55</b>		
<b>Bounce rate</b>		<b>10.67%</b>	

In 2020, thanks to our early adoption and new platforms positions created for our digital, IAA was well prepared during the pandemic seeing an increase of 90 percent revenue generated on digital products. With proper research and key word tagging, our website now has received more than 90k monthly page views and 8k users. 11.26 page views per session and lowest bounce rate in the industry standards.

Positions booked with IAA	
Website banners	<b>30%</b>
Sponsored feature	<b>9%</b>
Content marketing	<b>15%</b>
Video marketing	<b>2%</b>
eNewsletter	<b>12%</b>
eDM	<b>17%</b>

Positions booked with IAA	
Website banners	<b>33%</b>
Digital Roadmap	<b>1%</b>
Sponsored features	<b>10%</b>
Content marketing	<b>17%</b>
Video marketing	<b>2%</b>
eNewsletter	<b>13%</b>
eDM	<b>21%</b>

**Highest advertiser  
eDM open rate**

**52.06%**

**Lowest advertiser  
eDM open rate**


**18.75%**

**Email marketing - client exclusive**



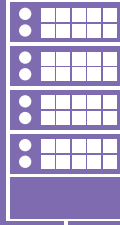
Total of **20 clients** booked exclusive **EDM blasts** have been sent out since January 2020 to a total of more than

**200k** emails reached



The **highest open rate** achieved was

**52.06** percent with zero bounce rate.



**Digital databases** increased by circulation

**433**