

TELL US WHERE CAMPAIGN RESULTS

DIGITAL ADVERTISING

1.5 MILLION

UNIQUE REACH OF SOCIAL MEDIA ADS

1.0 MILLION

UNIQUE REACH OF PROGRAMMATIC DISPLAY ADS



TELLUSWHERE.COM

58,460

TOTAL AUSTRALIAN TRAFFIC TO TELLUSWHERE.COM



ATDW

10,857

ATDW LEADS
ACHIEVED FOR THE WEEK. THIS IS
A **17% INCREASE** YEAR ON YEAR.

SOUTHAUSTRALIA.COM

MORE THAN **17K** AUSTRALIANS VISITED
SOUTHAUSTRALIA.COM IN **1 DAY**.



+30%

INCREASE IN **AUSTRALIAN TRAFFIC** TO
SOUTHAUSTRALIA.COM DURING THE
CAMPAIGN.

OWNED SOCIAL MEDIA

96,733

TOTAL SOCIAL MEDIA ENGAGEMENTS

20,818

TOTAL NEW FOLLOWERS FOR @SOUTHAUSTRALIA SOCIALS



OOH

20 MILLION

TELL US WHERE REACH

TOTAL COMPETITION ENTRIES

3,594 ENTRIES



All numbers are for the three week period of 9 September - 29 September, 2018.

TOURISM.SA.GOV.AU

TELL US WHERE CAMPAIGN RESULTS

DIGITAL ADVERTISING

1.5 MILLION

UNIQUE REACH OF SOCIAL MEDIA ADS

1.0 MILLION

UNIQUE REACH OF PROGRAMMATIC DISPLAY ADS



TELLUSWHERE.COM

58,460

TOTAL AUSTRALIAN TRAFFIC TO TELLUSWHERE.COM



ATDW

10,857

ATDW LEADS
ACHIEVED FOR THE WEEK. THIS IS
A **17% INCREASE** YEAR ON YEAR.

SOUTHAUSTRALIA.COM

MORE THAN **17K** AUSTRALIANS VISITED
SOUTHAUSTRALIA.COM IN **1 DAY**.



+30%

INCREASE IN **AUSTRALIAN TRAFFIC** TO
SOUTHAUSTRALIA.COM DURING THE
CAMPAIGN.

OWNED SOCIAL MEDIA

96,733

TOTAL SOCIAL MEDIA ENGAGEMENTS

20,818

TOTAL NEW FOLLOWERS FOR @SOUTHAUSTRALIA SOCIALS



OOH

20 MILLION

TELL US WHERE REACH

TOTAL COMPETITION ENTRIES

3,594 ENTRIES



All numbers are for the three week period of 9 September - 29 September, 2018.

SOUTHAUSTRALIA.COM | **REWARDS WONDER**