

FINAL STORY RESULTS

Details

Contact

Sample Report

Campaign name

Branding September

Live dates

Tue 13 Sep 2022- Tue 27 Sep 2022

Duration

14 days

URL

<https://itbrief.com.au/story/accenture-solutions-help-companies-promote-diversity-inclusion-and-equity>

Running on

Syndicated to 6 sites from our network:

CFotech Asia **CFotech Australia** **CFotech New Zealand**

IT Brief Asia **IT Brief Australia** **IT Brief New Zealand**



Preview



BUSINESS

Accenture solutions help companies promote diversity, inclusion and equity

Research from experts at Accenture and other third-party sources has revealed some alarming statistics about employees' professional wellbeing and work attitude.

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High level results

Total

420,728 impressions

Reads

4,546 delivered / 1,500 booked

CTR (Impressions to reads)

1.08%

Dwell time

1 minute 44 seconds

* We find this is mainly a function of story length.

Bounce rate

35%

* The range varies widely between 31% and 66%.

Performance

303% of target

Bonuses

3,046 extra reads delivered



Target achieved



Very high CTR



Low bounce rate



Bonus delivery

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Results by website

CFotech Asia

Impressions	14,698
Reads	165
CTR	1.12%
Proportion	3%

CFotech Australia

Impressions	38,059
Reads	1,135
CTR	2.98%
Proportion	9%

CFotech New Zealand

Impressions	15,363
Reads	169
CTR	1.10%
Proportion	4%

IT Brief Asia

Impressions	22,090
Reads	207
CTR	0.94%
Proportion	5%

IT Brief Australia

Impressions	217,103
Reads	2,426
CTR	1.12%
Proportion	52%

IT Brief New Zealand

Impressions	113,415
Reads	442
CTR	0.39%
Proportion	27%

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Results by reader

Financial decision-makers

CFOs and finance department employees who are interested in information technology at organisations with 200 seats or more.

Impressions	68,121
Reads	1,470
CTR	2.16%
Proportion	16%

IT decision-makers

CIOs, IT managers & other IT decision-makers at large enterprise and government organisations.

Impressions	352,609
Reads	3,075
CTR	0.87%
Proportion	84%

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Results by region

Asia	
Impressions	36,788
Reads	373
CTR	1.01%
Proportion	9%

Australia	
Impressions	255,163
Reads	3,562
CTR	1.40%
Proportion	61%

New Zealand	
Impressions	128,779
Reads	611
CTR	0.47%
Proportion	31%

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Safety & bots

Our systems automatically track and exclude both bot and duplicates from your reporting. This can sometimes result in our numbers appearing lower than your numbers, because we have already made exclusions.

Contacts

Your account manager

It has been a pleasure for us to serve you. If you have any questions or want to engage again, then please contact your account manager:

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Management feedback

If you have any issues, concerns or feedback that you want to discuss with us, contact Lama Farhat our Head of Account Management on lama@techday.com. Genuinely your input is welcome.