

July 2020

Audience Breakdown



VISITS

2,245,497

Visits to realcommercial.com.au, which is 12% more visits than commercialrealestate.com.au.¹



TIME ON SITE

8.5 million

Total minutes spent on web and app, which is 1.48 million minutes more than commercialrealestate.com.au.²



RECORD APP LAUNCHES

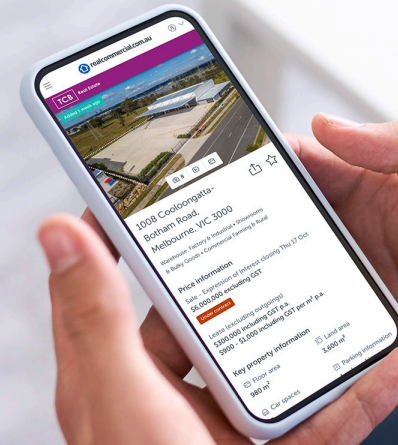
456,713

9x more app launches compared to commercialrealestate.com.au.³



DIGITAL INSPECTIONS⁴

49,994



1. Nielsen Digital Content Ratings (Monthly Tagged), July 2020, P2+, Digital (C/M), Text, realcommercial.com.au vs commercialrealestate.com.au, total sessions
2. Nielsen Digital Content Ratings (Monthly Tagged), July 2020, P2+, Digital (C/M), Text, realcommercial.com.au vs commercialrealestate.com.au, total time spent (static)
3. Nielsen Digital Content Ratings (Monthly Tagged), July 2020, P2+, Digital (C/M), Text, realcommercial.com.au vs commercialrealestate.com.au, app launches
4. Adobe Analytics, digital inspections and 3D virtual tours, July 2020