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## MEDIA RELEASE

### Salmat showcases multichannel marketing solutions at CeBIT 2011

*Salmat reveals how to reach the multichannel consumer*

Australia's leading customer communications company, Salmat, will share its insights and expertise on how businesses can sell products and services to customers through multichannel communications at CeBIT 2011, between May 31 and June 2 in Sydney.

CeBIT Australia is the leading business event in the Asia Pacific region for Information and Communications Technology and a showcase for the latest technology-based business solutions.

Salmat's showcase at CeBIT will demonstrate how an integrated marketing approach that communicates to customers consistently across multiple channels – such as online, SMS, mobile applications and social media – is the most effective way to engage with Australian consumers and influence their pre-purchase, purchase and after-sales behaviour.

Salmat is at the forefront of this rapidly growing multichannel trend, delivering a true end-to-end experience across traditional and digital channels. Each week Salmat reaches 6 million Australian homes, placing the company in a unique position to uncover the latest insights into Australia's consumer behaviour.

Sean Boiling, Salmat's Technical Director of eCommerce, has seen impressive results when retailers integrate between channels, rather than simply running multiple channels in isolation from each other.

"Truly innovative retailers are expanding and integrating multiple channels to engage consumers, giving customers a seamless brand experience."

"Multichannel is no longer a buzzword, it is how consumers live today," said Boiling.

Embracing emerging technologies is particularly critical for Australian businesses wishing to find, acquire, grow and retain customers in an ever-increasing competitive environment. Mobile and social media are becoming key channels in customer communications, with mobile recognised as the 'glue' between online and in-store.

Australians spend 22 hours online per week – more time than any other media<sup>i</sup> and 50 per cent of all retail purchases are influenced online<sup>ii</sup>. It is expected that Australians will spend more than \$32 billion online in 2012, accounting for almost 3 per cent of total retail sales<sup>iii</sup>. Australians are also the biggest users of social media in the world<sup>iv</sup>.

Sean will be presenting his insights about the *Multi-Channel Customer in the Digital Age* at 11:30am on Thursday, June 2 in the Webciety Theatre.

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<sup>i</sup> Nielsen Australian Online Consumer Report

<sup>ii</sup> ACRS research

<sup>iii</sup> Forrester, 2010

<sup>iv</sup> Nielsen

## About Salmat

Salmat is Australia's leading marketing services provider specialising in targeted customer communication solutions. Salmat facilitates their clients' contact with their customers via an unmatched range of communication channel options – including voice, online, print, electronic and mobile - with comprehensive reporting on measurable results.

For more information about the Salmat Group, please visit [www.salmat.com](http://www.salmat.com).

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