



COMMERCIAL SYSTEMS AUSTRALIA PTY LTD PROOF OF PERFORMANCE

Education Australia

6 MONTH REPORT - March 2025 to September 2025

This report examines the metrics and performance of your company's campaign and provides you with a snapshot overview of the statistics.

EDM OPENS

The number of opens the 'newsletter update' EDMs (5) have had since March 2025

61,887

32,188

This measures the number of clicks from the 'newsletter update' EDM to your individual article/newsletter

UNIQUE EDM CLICKS

SOCIAL MEDIA IMPRESSIONS

The total number of impressions your last two sponsored ads received

106,308

921

The total number of times people have clicked on a link in your last two social media sponsored ads

SOCIAL MEDIA CLICKS

E-BOOK TRAFFIC

The amount of traffic to the EA eBook since March 2025

88,777

45K
Readership

NT

1 153 44 2

QLD

2 1,251 548 12

NSW

2 2,223 965 11

ACT

1 89 48 5

VIC

16 1,613 1,124 9

TAS

1 177 67 2

WA

5 784 316 6

SA

2 605 211 5

TAFE Providers (30) 556 Total campus locations

Government Schools (6,825)

Non-Government Schools (2,925)

Universities (43)