



The Australian Customer Referral Marketing Report is here!

There's no sign on the horizon that advertising spend is about to taper off anytime soon. In fact, IAB Australia revealed that spending in Australia is booming with brands splurging \$3.746bn on advertising for the March quarter of 2024 (a 9.3% year-on-year increase)¹.

But there are strong indications that brands aren't getting the value they might be hoping for via traditional advertising.

A combination of consumer ad fatigue, diminishing levels of trust and the prevalence of ad blockers (912 million people worldwide were using them in 2023 according to Statista²), means cutting through is harder than ever.

In the face of these trends, it's no surprise that **referrals from trusted sources carry so much weight with consumers.**

To dig deeper and find out what was really influencing purchase decisions, impact.com conducted groundbreaking new Australian research, surveying over 500 consumers to understand more about where they put their trust before they buy. Tellingly, the vast majority identified peer recommendations as an important factor in their purchasing decisions.

Sources:

1 IAB Australia's Online Expenditure Advertising Report, June 2024

2 Statista: Number of adblock users worldwide in selected quarters from 2013 to 2023, May 2024

The findings revealed that in an era of information overload, we're more reliant than ever on close, trusted sources of information:

81%

of consumers indicated recommendations and referrals are important in their buying decisions.

58%

of consumers said someone they know personally is their most trusted source of information when purchasing.

3%

of consumers see ads as the most trusted source of information when making a purchase decision.

Younger consumers - the new rising class of financial decision-makers - are particularly influenced by the recommendations of their peers.

91%

of young millennials aged 28-35 value referrals from someone they know when making a first-time purchase.



Turn your best customers into revenue-driving advocates

If your brand hasn't yet considered a customer referral strategy, now is the time to jump onboard.

You can discover much more in [impact.com's full Australian Customer Referral Marketing report](#) right [here](#). And you can learn more about [impact.com's advocate platform](#) [here](#).



Setting up the perfect referral program for your business

Referral programs are rapidly growing in popularity, with **41% of consumers** surveyed by impact.com having participated in one. With a little less than half of all respondents taking part, this means there are plenty more consumers out there who are yet to be converted.

More encouraging still, of those who take part in official programs, nearly half have made **2 to 3 successful referrals**, while **18% have successfully referred someone 4 to 5 times**. It's evidence that those who participate can quickly become strong repeat advocates for brands.

There are many ways to achieve success with a new referral program. But the first step is to choose the most **customisable and configurable platform** that can deliver all these essential elements:



Accessible and reliable referral links with pre-written, sharable content



An easy-to-use mobile experience



A user-friendly dashboard to track the status of referrals



A secure platform with privacy-minded data management



A rewards exchange to let consumers choose reward types



Educational content showing referrers how the program works before joining



Instant access to rewards for the people referring and the people receiving the referral



Impactful Partnerships

impact.com makes creating, managing, and scaling customer referral programs simple. Its all-in-one offering gives your customers the peace of mind they need to feel confident promoting your brand, including rigorous data privacy controls and intuitive user experiences.

So if you're ready to set up your own referral program, you can find all the information you need, or request a meeting at impact.com/advocate.