



GLOBAL ACQUISITION (PTY) LTD

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Competitor Comparison

Product	Open Rate	Click Rate
IOL Bus Report	4.60%	2.40%
IOL News	14.11%	3.78%
Food24	11.00%	7.60%
Careers24	9.00%	6.80%
News24	16.00%	6.34%
Health24	9.23%	8.20%
Women24	13.00%	7.78%
Fin24	14.50%	4.79%
Webmail	1.70%	0.96%
Global Acquisition	33.00%	22.00%

Demographics

Gender	
Male	Female
48%	52%

Age	
20 - 30	31%
30 -40	32%
40 - 50	24%
50 +	13%

Income	
Less than R10 000 pm	18%
Between R10 000 - R20 000 pm	48%
More than R20 000 pm	34%