Thoroughbred Sales 2020 Report

Directors message

I am pleased to be giving an update on the 2020 results for Thoroughbred Sales, as we all know it wasn't one of the smoothest on record for anyone.

We continue to strive to give our clients the best opportunity of any platform online to help them connect to new owners for their stable, we also aim to give that same opportunity to the owners to find and compare all the horses available to get involved in with Australian Racing.

The next few slides will show how and where we are reaching these new owners for you and how we continue to give our customers a return on their marketing investment over the 12 months on their account.

General Snapshot

(As of Dec 6th 2020)

- Horses listed – 578
- Enquiries Generated – 2036
- Marketing Reach – 3,311,432
- Avg Ads per user – 7.82
- Facebook Members – 6,315

Google

Google Numbers

Cost to reach 100,000 on Google – approx. $2000

Organic:
Organic is users that searched for Thoroughbred Sales or something to do with Thoroughbred sales and found the site without a paid Ad.

People Reached – 65,808

Paid Ads:
These are people that were shown an Ad for Thoroughbred Sales either at the top of the search results, in their Gmail inbox or another google controlled platform.

People Reached - 631,744

THOROUGHBRED SALES

Numbers as of December 6th 2020

Organic Reach:
This is people who have interacted with a Facebook or Instagram post with either a like, comment or link click through.

People Reached – 226,117

Cost to reach 100,000 on Facebook – approx. $719

Paid Ads:
A paid ad is shown to someone who has either interacted with a Thoroughbred Sales post previously, been to our website or has shown interest in racehorses.

People Reached – 2,313,798

THOROUGHBRED SALES

Numbers as of December 6th 2020

Email Reach:

People that receive our "feature Horse of the Week" and "Latest Weekly Listings" email each week, as well as, our promotional emails throughout the year.

Emails Opened - 73,965

Cost to reach 10,000 on Email - approx. $100

THOROUGHBRED SALES

Numbers as of December 6th 2020

In Closing

This year we also introduced our new National Sales Manager, Chris Burke, who has come onboard to be the point of contact for any current account and help with any new clients on board. Chris is a great asset to the business and has an outstanding knowledge of the industry and the processes of buying and selling horses to new clients.

Over the next few weeks we will also be putting together our 2021 expected reach numbers and results to help our clients see the potential market capture they will be able to reach.

I wish all our clients and their families a Merry Christmas and all the success in 2021. Myself and Chris will be kicking off the year at the Magic Millions Gold Coast sales so we would love to catch up with all of our clients if you have time. We will be in touch over the next couple of weeks regarding Magic Millions.

Regards
Jake Watkins
Managing Director
Thoroughbred Sales

THOROUGHBRED SALES