



FOR MARKETING AND EDUCATIONAL PURPOSES

Channel Mix

Australian Campaigns 2026

How CMB Amplify plans and allocates media for Australian campaigns — search, social, BVOD/CTV, audio and out-of-home.

June 2026

01

How We Plan

Australia is a large market, and it is easy to spread a budget thin across too many channels and measure none of them well. This guide sets out how CMB Amplify allocates a campaign budget for Australia advertisers. It is a starting framework, not a template — the right mix depends on the objective, the offer, the category and the geography.

We always size each channel against the job it is doing. Awareness, consideration and direct response need different mixes; a direct-response brief over-weighted to video will underperform, and an awareness brief running only on search will stall.

02

Demand Capture: Search & Retail Media

Search and retail media capture existing intent — people already looking. For considered purchases and retail/FMCG categories these are usually the efficient core of the mix.

Channel	Best for	Typical role
Google Search	High-intent demand	Core of most plans
Coles 360 / Cartology	Shopper marketing	Growing share
Shopping / PMax	E-commerce catalogues	Catalogue-led brands

03

Reach: BVOD & Connected TV

Broadcaster video on demand (9Now, 7plus, 10 Play, SBS On Demand) and connected TV deliver targetable, measurable video at CPMs well below historical linear TV. For Australian awareness they are increasingly the backbone of the plan.

Platform	Strength	Note
9Now / 7plus / 10 Play	Premium broadcaster reach	Strong metro + regional

Platform	Strength	Note
SBS On Demand	Multicultural audiences	Distinct reach
YouTube CTV	Scale & targeting	Living-room screens

04 Audio, Out-of-Home & Social

Commercial radio and digital audio (streaming, podcasts) reach Australians in drive-time and at-work moments that video misses, often at attractive cost. Out-of-home works hardest in the dense metro corridors — transit, retail precincts and CBD — where the population actually concentrates.

Where each channel earns its place

Channel	Awareness	Consideration	Direct response
Search & retail media	10%	30%	45%
Paid social	15%	25%	30%
BVOD / CTV	35%	20%	5%
Digital audio & radio	20%	10%	5%
Out-of-home	20%	10%	5%
Email / owned	0%	5%	10%

05 Geography & Weighting

Australia’s population is concentrated in a handful of capital cities, so national reach is expensive relative to audience size. A single national plan usually overpays for regional reach or underdelivers in metro. We split metro and regional and budget each against its real audience value — Sydney and Melbourne auction costs run materially higher than regional markets, and excluding metro postcodes from generic campaigns often improves regional cost-per-lead.

06

Measurement & Reporting

Every plan ships with KPIs agreed upfront and a reporting cadence. We separate platform-reported metrics (clicks, impressions) from business outcomes (qualified leads, sales, ROAS), and we attribute audio and OOH with promo codes, vanity URLs and geo-holdouts rather than pretending they are click channels.

Allocations in this guide are illustrative starting points that show how weighting shifts with objective — they are not recommendations for any specific business. CMB Amplify builds the actual plan from your brief and measures against the agreed KPIs.

CM Beyer Australia Pty Ltd | ACN 694 721 992 | ABN registered in New South Wales
Suite 1146, Unit 5, 7 Eden Park Drive, Macquarie Park NSW 2113, Australia
cmbeyer.com.au | contact@cmbeyer.com.au | +61 480 040 213
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