

Australians Love to Watch When Bargain Shopping Online

OZtion, Australia's second largest online auction site (www.oztion.com.au), has today announced findings from an analysis of their recent Australian sales figures.

The new research shows that when Australians use online shopping tools which allow them to monitor the price of an item they are considering buying, they are 20% more likely to purchase the product.

Philip Druce, Managing Director of OZtion commented, "Australians love to watch, whether it is shopping online, or watching a TV show about house mates sitting in their spa on the Gold Coast. The principle is the same, and they are clearly voting with their mouse clicks. Any business selling online can improve their online sales figures by using sales tactics that encourage people to vigilantly watch their product."

OZtion has recently introduced enhanced online tools to allow sophisticated selling strategies aimed at convincing watchers to become spenders.

The new online tools allow the person selling a product online to offer instant discounts to shoppers that watch a specific product. To avoid privacy concerns, and the feeling of big brother secretly watching their shopping habits, shoppers are given the choice to nominate themselves as being interested in receiving the discount offers.

These new online tools allow sellers to improve sales volume without resorting to general discounting, and the online shopper gets the specific bargain they want at a discount price.

OZtion's online product listings have grown 178% in calendar year 2007, currently averaging 415,000 simultaneous items for sale.

The first quarter of 2007 delivered a record number of visitors and product sales for OZtion. With more than 1.4 million Australian visitors in March 2007, OZtion now has 140,000 registered members.

Membership at OZtion is free. Anybody can join and purchase products. OZtion offers extensive online safety features, including in-depth identity verification measures.

Items listed for sale via OZtion are offered by businesses or individuals that have been security verified by OZtion's unique seller verification process. Seller verification is currently available for sellers based in Australia, New Zealand, the United Kingdom, and the United States of America.

About OZtion

OZtion is an Australian online auction site, based on unique Australian designed and developed technology. Based in Melbourne, OZtion has grown enormously to become the 2nd largest Australian online auction site. OZtion was recently voted Australia's best new website by the readers of Australian Netquide magazine. Visit www.oztion.com.au for more information.

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