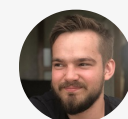


## AustralianSuper leads industry in funnel metrics, while CommBank sets the standard for customer support.

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Conjointly has launched Brand Tracker by Conjointly, a brand tracking solution that sheds light on brand performance in the Australian superannuation fund market.

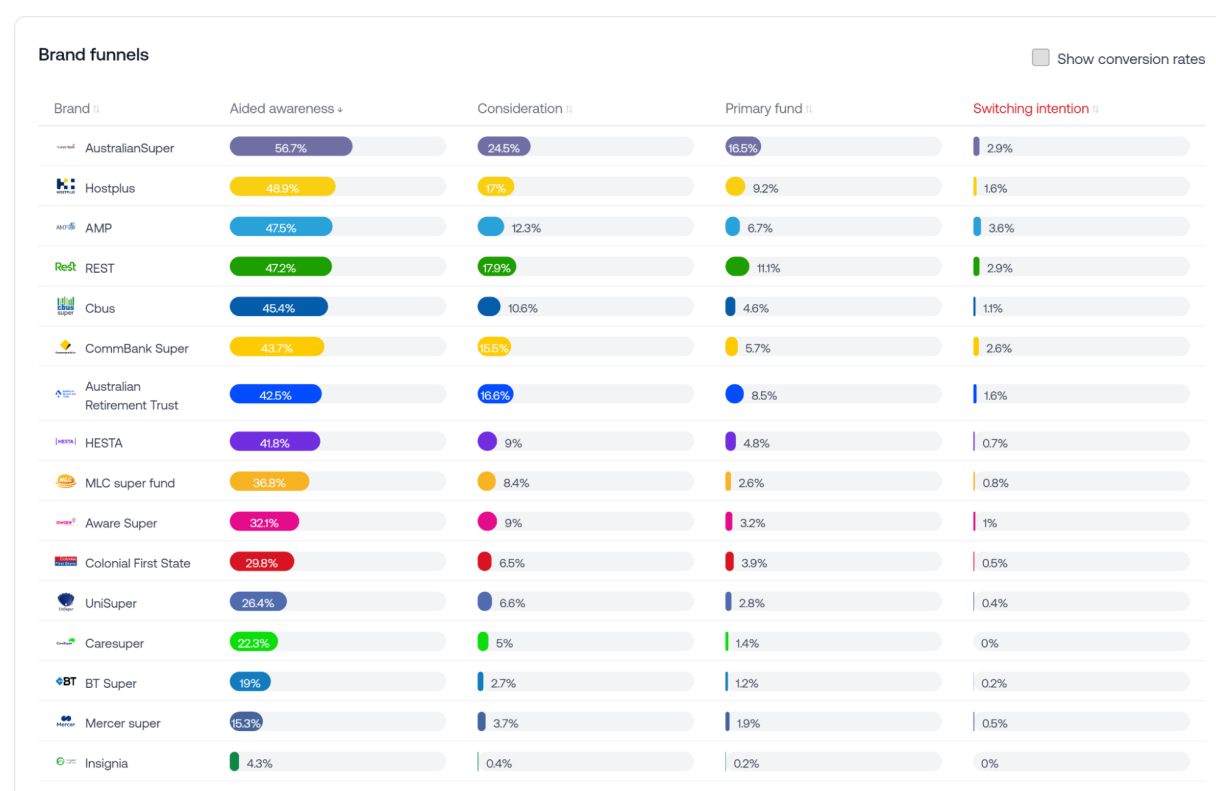
### The market at a glance

- **Highest market presence:** AustralianSuper holds the top position across all primary metrics, leading the industry in aided awareness (56.7%), consideration (24.5%), and primary fund status (16.5%).
- **Conversion Benchmarks:** While AustralianSuper maintains the industry's most efficient funnel, REST (11.1%) and Australian Retirement Trust (8.5%) emerge as the strongest challengers in converting brand awareness into primary fund status.
- **Performance and service leaders:** Insignia leads the market in performance perception (71.7% identifying it for competitive returns). Meanwhile, CommBank Super sets the industry gold standard for service, achieving the highest score for customer support at 72.5%.

**Sydney, 29 January 2026** – Conjointly has launched Brand Tracker by Conjointly, a brand tracking solution that sheds light on brand performance in the superannuation industry.

### Initial Findings from Australian Superannuation Market

The Australian superannuation landscape is currently led by AustralianSuper, which maintains the highest market presence across all tracking metrics: 56.7% aided awareness, 24.5% consideration, and 16.5% primary fund. The closest competitors in terms of combined awareness and primary choice are Hostplus (48.9% awareness, 17% consideration, 9.2% primary fund) and REST (47.2% awareness, 17.9% consideration, 11.1% primary fund).



Beyond total market scale, AustralianSuper also leads the industry in conversion efficiency from awareness to primary fund choice. Among the broader field, REST and Australian Retirement Trust (42.5% awareness, 16.6% consideration, 8.5% primary fund) demonstrate the strongest movement through the funnel, outperforming peers with similar levels of brand awareness.

Consumer perception data highlights different brand strengths across the sector. Insignia ranks first for perceived competitive returns (71.7%) and investment philosophy alignment (67.5%). CommBank Super achieved the highest single diagnostic score in the study for customer support at 72.5%.

“Our initial wave of findings shows AustralianSuper’s position as the leader across all primary market metrics, from awareness through to fund choice,” says Nik Samoylov, Founder of Conjointly. “At the same time, the diagnostics also show Insignia and CommBank Super outperforming the market in perceived returns and customer service, showing their specific value propositions are clearly recognised by their users.”

The findings are based on a syndicated study of 1,344 Australian customers, with 721 respondents qualifying as having a superannuation account and being under 65 years of age. Participants were recruited via Conjointly’s panel network and compensated for their time, with the sample weighted to national demographics to ensure findings are market-representative.

### About Brand Tracker by Conjointly

Brand Tracker delivers automated brand performance reporting with rigorous, market-representative insights. Australian businesses across industries can now access statistically weighted brand funnel data, including awareness, consideration, purchase intent and preference.

“We built Brand Tracker because traditional brand tracking locked businesses into expensive, inflexible contracts and delivered snapshots long after market conditions shifted,” said Nik Samoylov, Founder of Conjointly. “Brand Tracker gives Australian businesses the easy-to-use and easy-to-digest analytics they need to know their brand positioning, brand awareness and more, without requiring a six-figure commitment.”

Brand Tracker currently offers Australian businesses free access to detailed public brand data across four industries. For monitoring of your own brand with advanced analytics and real-time dashboards, Priority Access starts from the industry-breaking price of \$6,000 per year – a fraction of traditional agency costs. Custom tracking solutions are also available for businesses with specific needs.

### About Conjointly

Conjointly started as a simple online tool for conjoint analysis in 2016 and has since evolved into an industry-leading market research platform. Conjointly holds ISO 20252:2019 (Sampling), ISO 27001:2022, ISO 27701:2019, and SOC 2 Type II certifications, and is a member of the Insights Association and the British Healthcare Business Intelligence Association.

Conjointly’s tools address the most common pricing and product research problems and are supplemented with expert support and guidance from experienced researchers. With thousands of projects performed on the platform, Conjointly is the go-to research place for hundreds of clients.