2014 Marketing Trends Survey

Accessing and leveraging data are top email marketing challenges and
are directly related to top initiatives of improving engagement and targeting

A new StrongView survey conducted with SENSORPRO from November 18 to 27, 2013, reflects the attitudes of 387 business leaders in regards to their planned marketing budgets, priorities and challenges for 2014. This year's survey also takes a deeper dive into the challenges and opportunities presented by big data.

According to the data, marketing budgets will remain healthy in 2014, with 46% of companies increasing and 47% maintaining current levels. Email marketing, social media search and display continue to be top areas of investment, with mobile dropping to fifth place.

Leveraging customer data is the top challenge facing email marketers, with data quality, latency and lack of strategy being the biggest inhibitors. Of the data that marketers are leveraging, demographic, purchase history and web behavior are used most often. Sentiment, web and shopping behavior are the identified as the most valuable types of data that marketers would like to but aren't currently able to leverage.

The charts that follow highlight the most relevant and significant data points from the survey.

Press Release
More information on the survey can be found in the following press release distributed on December 17, 2013:
www.strongview.com/2014SurveyRelease

Infographic
View an infographic of the key findings here: *www.strongview.com/2014surveyinfographic*

1. What is the size of your organization?

1 to 50 Employees	33%
51 to 100 Employees	12%
101 to 500 Employees	18%
501 to 1000 Employees	8%
More than 1,000 Employees	29%
Don't know / Decline to state	1%

2. Where is your company headquartered?

North America	75%
Central America	0%
South America	2%
Europe	14%
Asia	6%
Middle East	1%
Africa	1%
Decline to state	2%
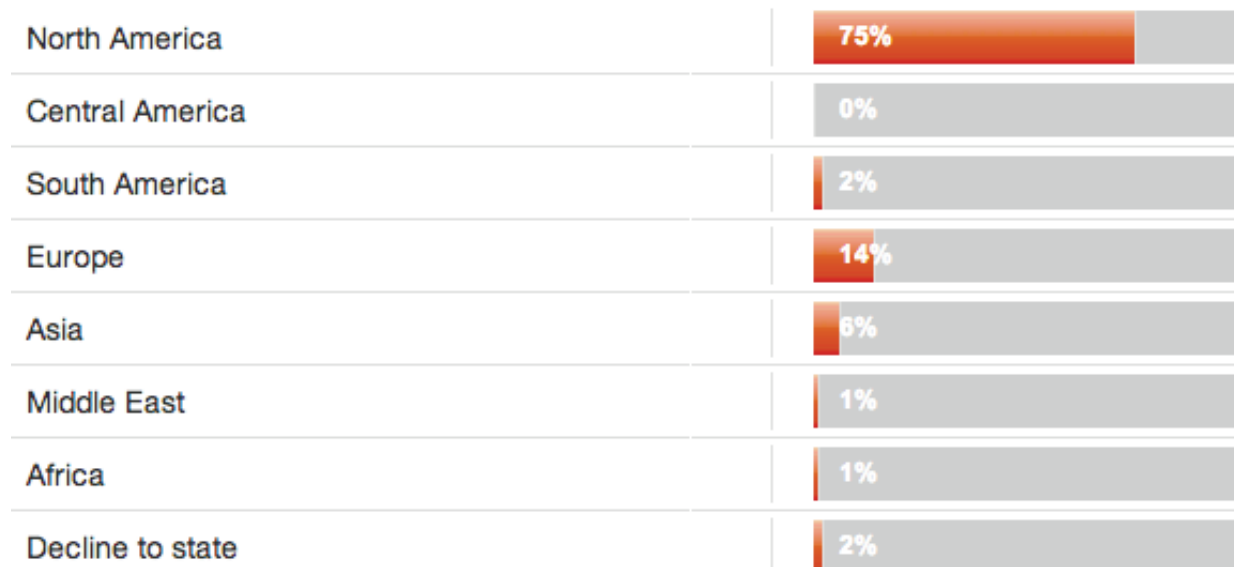
3. What industry is your company in?

Industry	
Automotive	3%
Business Services	3%
Education	6%
Financial Services	8%
Healthcare	4%
Manufacturing	4%
Marketing / Advertising	19%
Media / Entertainment / Publishing	8%
Non-profit	4%
Online Services	3%
Retail	11%
Technology/ Internet	11%
Travel / Leisure / Hospitality	5%
Other	11%
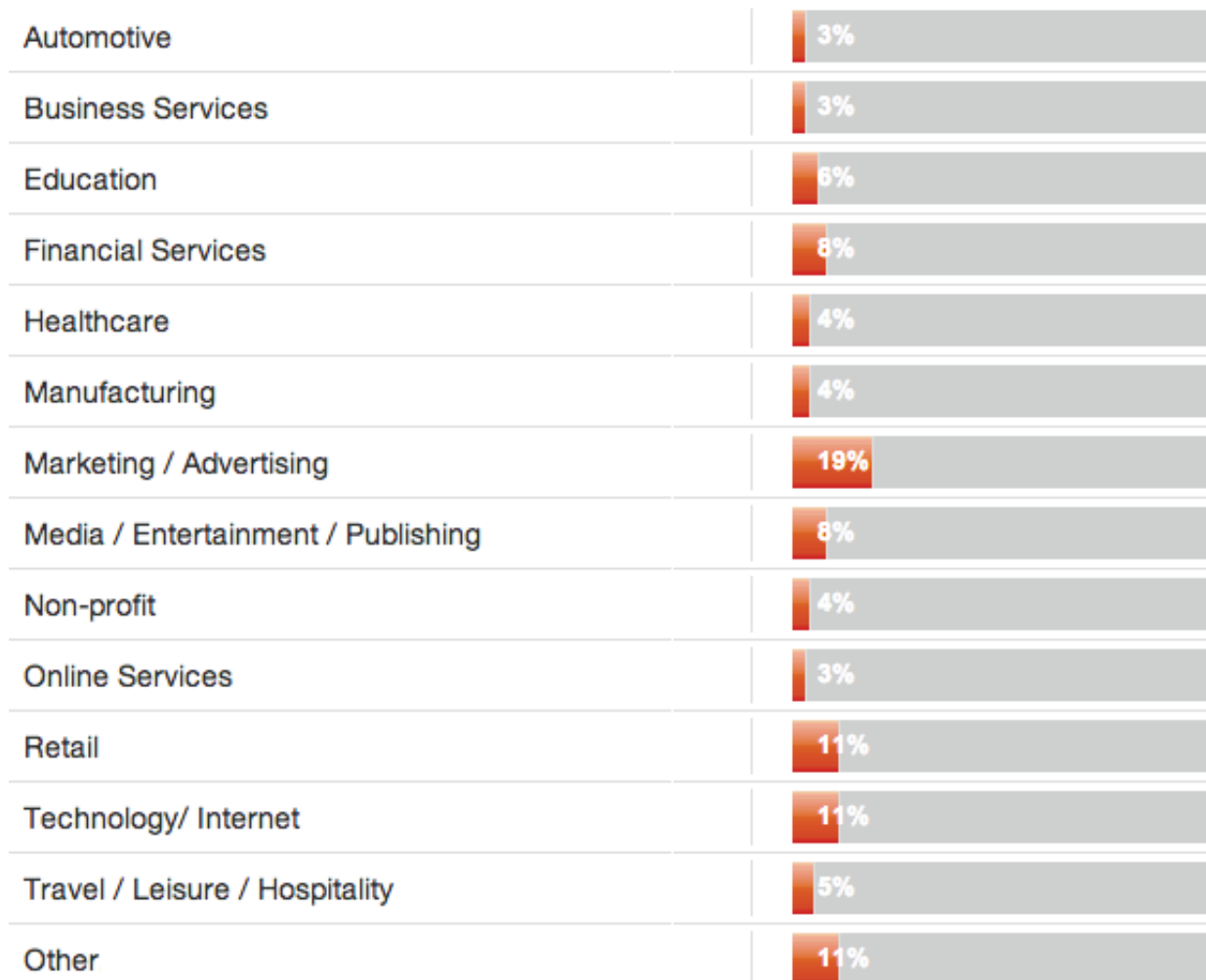
4. How do you expect your marketing budget to change in 2014?

Increase	46%
Decrease	7%
Maintain Current Spend Levels	47%
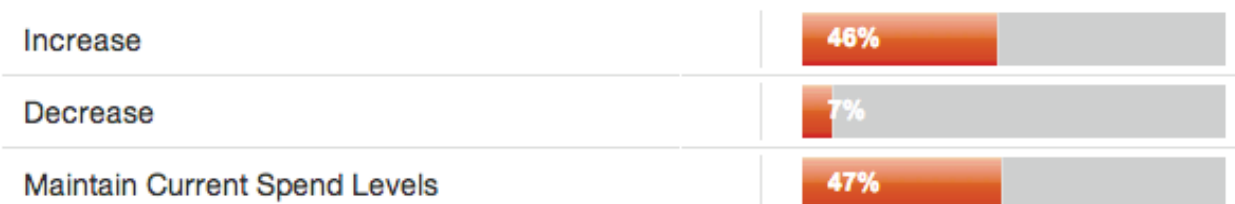
5. Please indicate the programs for which you plan to increase spend

Program	
Print Advertising	10%
Radio / Television Advertising	9%
Online Display Advertising	36%
Direct Mail	16%
Email Marketing	52%
Mobile Marketing	32%
Public Relations	13%
Search (SEO/PPC)	41%
Social Media	46%
Tradeshows & Events	21%
Others, please specify	3%
None	16%

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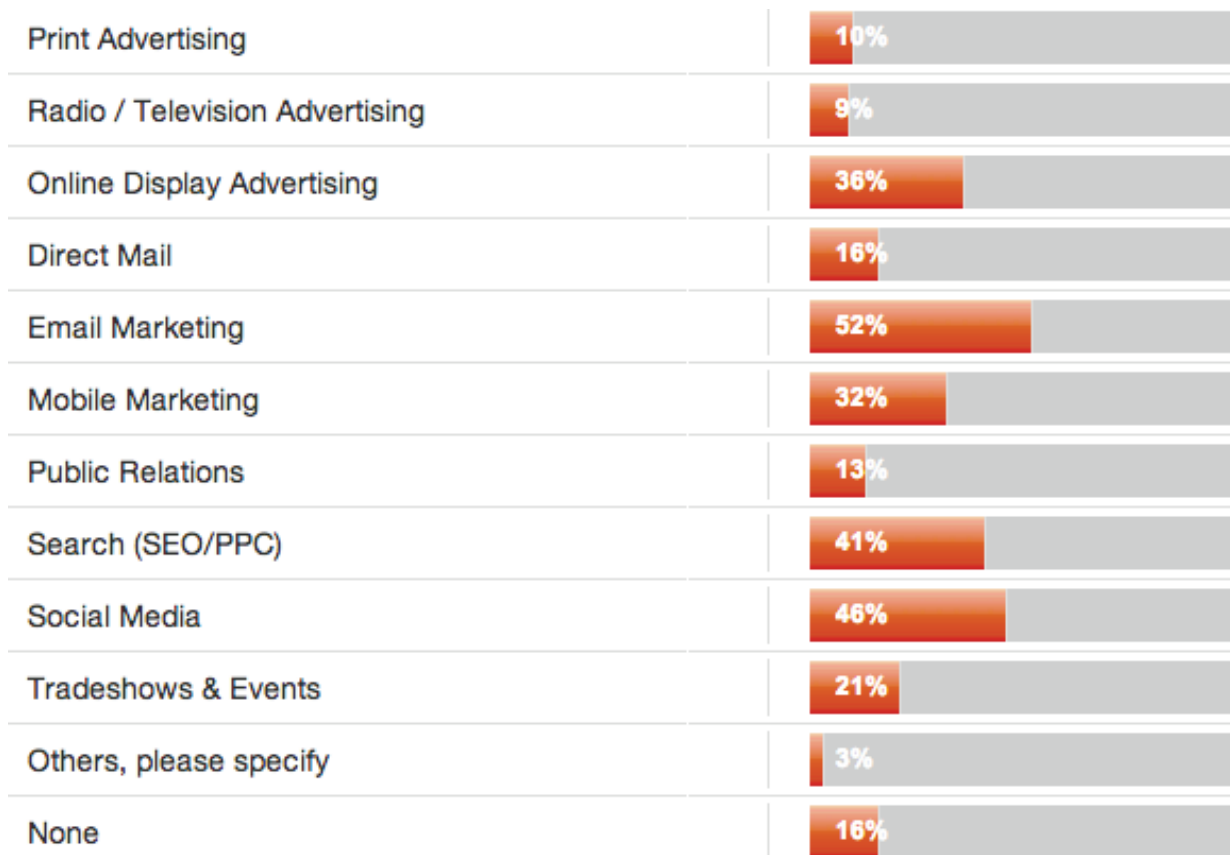
6. Please indicate the programs for which you plan to decrease spend

Program	Percentage
Print Advertising	32%
Radio / Television Advertising	17%
Online Display Advertising	5%
Direct Mail	21%
Email Marketing	2%
Mobile Marketing	2%
Public Relations	7%
Search (SEO/PPC)	4%
Social Media	2%
Tradeshows & Events	15%
Others, please specify	1%
None	41%

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7. On which email marketing programs do you plan to increase spend?

Program	%
Lifecycle Programs	34%
Triggered / Transactional Programs	38%
Promotional (Batch)	26%
Newsletter (Batch)	26%
Progressive Polling Profiles	7%
Referral Program	18%
Social Media Channel Growth (Facebook, Twitter, Pinterest, etc.)	38%
None	19%
Other	1%

7A. On which of the following lifecycle email marketing programs are you increasing spend?

Program	%
Welcome	53%
Loyalty	57%
Social Opt-In	20%
Mobile Opt-In	18%
Cart Abandonment	29%
Winback / Reengagement	50%
Birthday / Anniversary	20%
Browse Retargeting	33%
Renew / Replenish	18%
Post-Purchase	37%
Product or Service Review Request	29%
None	2%
Other	1%

8. On which mobile programs do you plan to increase spend?

Program	Percentage
SMS to Email Opt-in	16%
SMS Alerts	13%
Two-Way Interactive SMS Marketing Programs	7%
Mobile Welcome SMS	6%
Mobile Win-Back	7%
Mobile Event or Holiday Campaigns	8%
Building an App(s) for Android, iPhone, Blackberry, Windows 8 Mobile, Etc.	20%
Mobile App Push Messaging	13%
In-App Advertising	9%
Cross-Channel Orchestration	13%
Location-Based Mobile Marketing	15%
None	44%
Other	0%

9. What are your most important email marketing initiatives in 2014? (Top 3)

Initiative	Percentage
Increasing subscriber engagement	44%
Understanding customer context through data analysis	22%
Improving segmentation and targeting	36%
Implementing lifecycle messaging	17%
Accessing data from other systems to increase customer understanding and relevance	13%
Implementing a data-driven CRM strategy to get a holistic view of the customer	16%
Orchestrating messaging across channels	11%
Integrating marketing into our transactional and event-triggered emails	11%
Integrating mobile and email marketing	13%
Growing our opt-in email list	31%
Re-engaging inactive subscribers	17%
Improving deliverability	8%
Reducing costs	9%
Centralizing our email onto one platform	6%
Other	2%

10. What are your biggest email marketing challenges heading into 2014? (Top 3)

Challenge	Percentage
Accessing and leveraging customer data from multiple channels and data sources	40%
Coordination across marketing channels (e.g., mobile, social, display, etc.)	34%
Understanding current customer context	20%
Developing more relevant engagements	32%
Visibility into response data	8%
Managing send cadence/frequency	13%
Content management	24%
Controlling costs	12%
Lack of resources/staff	36%
Maintaining high email deliverability	17%
Other	2%

11. What channels are you planning to integrate email with in 2014?

Channel	Percentage
Mobile	55%
Display	23%
Social Media	59%
Search	20%
Other, please specify	6%

12. What data are you currently leveraging to power your email marketing?

Demographic	**53%**
Purchase History	**49%**
Web Behavior	**31%**
Life Stage	**25%**
Sentiment	**6%**
Channel Engagement	**21%**
Device Engagement	**12%**
Location Data	**26%**
Shopping / Browse Behavior	**21%**
External Feeds (weather, economic conditions, etc.)	**5%**
Other	**7%**

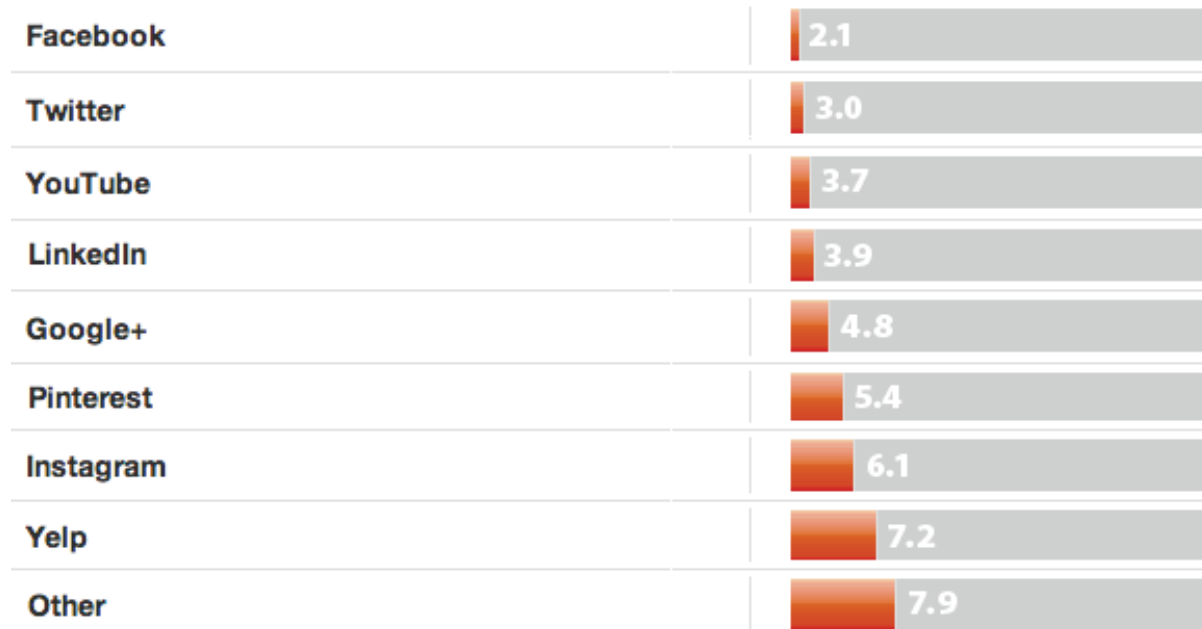## 13. What are the most valuable types of data that you're currently not able to leverage in your email marketing programs?

Type	Percentage
Demographic	18%
Purchase history	20%
Web Behavior	34%
Life stage	18%
Sentiment	23%
Channel engagement	16%
Device engagement	19%
Location data	10%
Shopping/browse behavior	25%
External feeds (weather, economic conditions, etc.)	12%
Other	8%
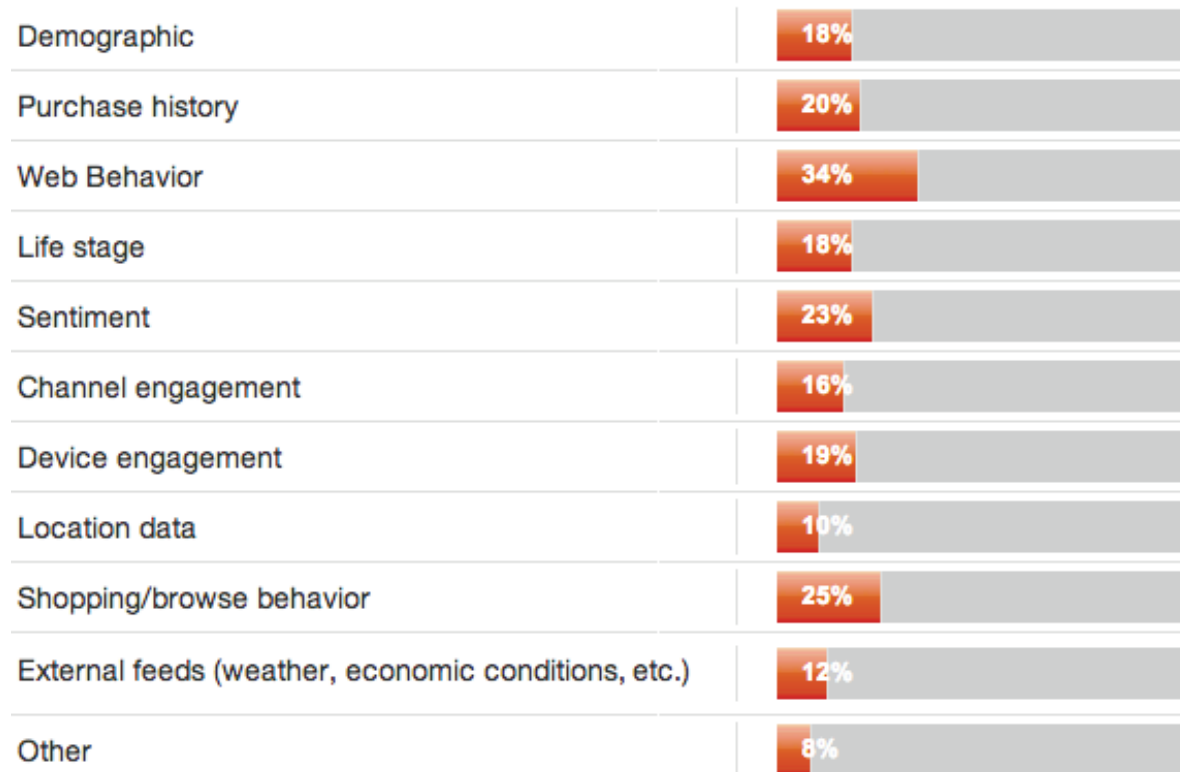
14. What's your biggest challenge to leveraging more data in your email marketing programs?

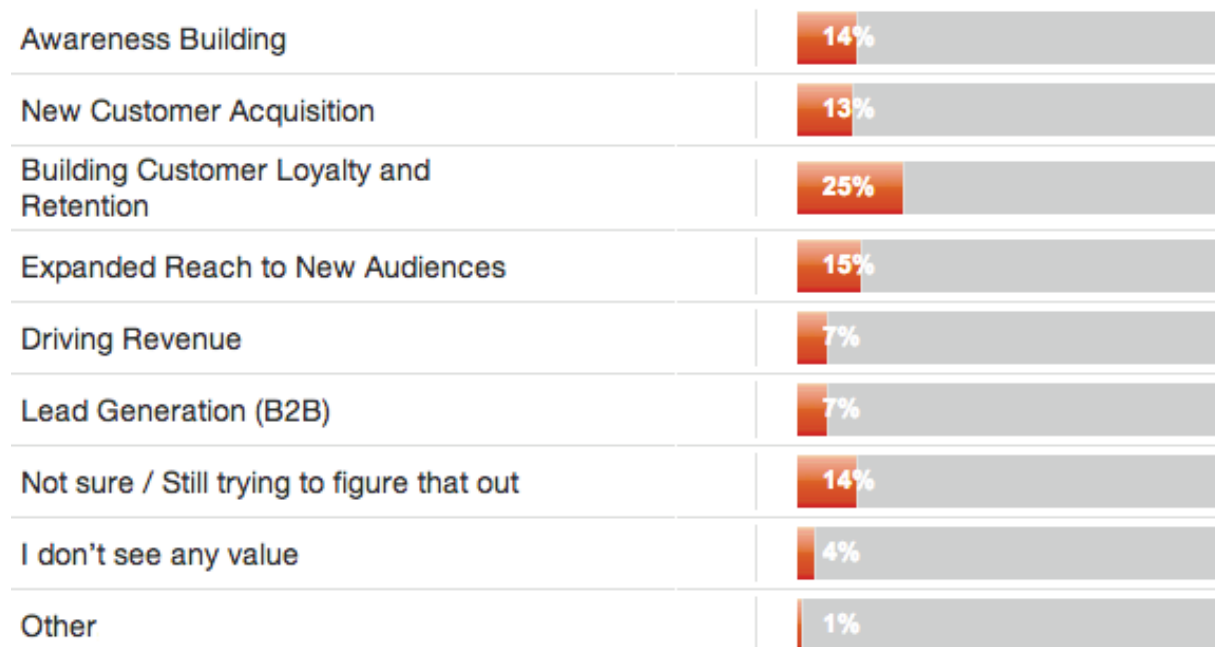| Challenge	Percentage
Data Access	14%
Data Analysis	12%
Data Cleanliness / Quality	22%
System Performance	3%
Ability to Quickly Act on Insights	16%
Lack of Strategy	15%
Lack Proper Tools	13%
Other	5%
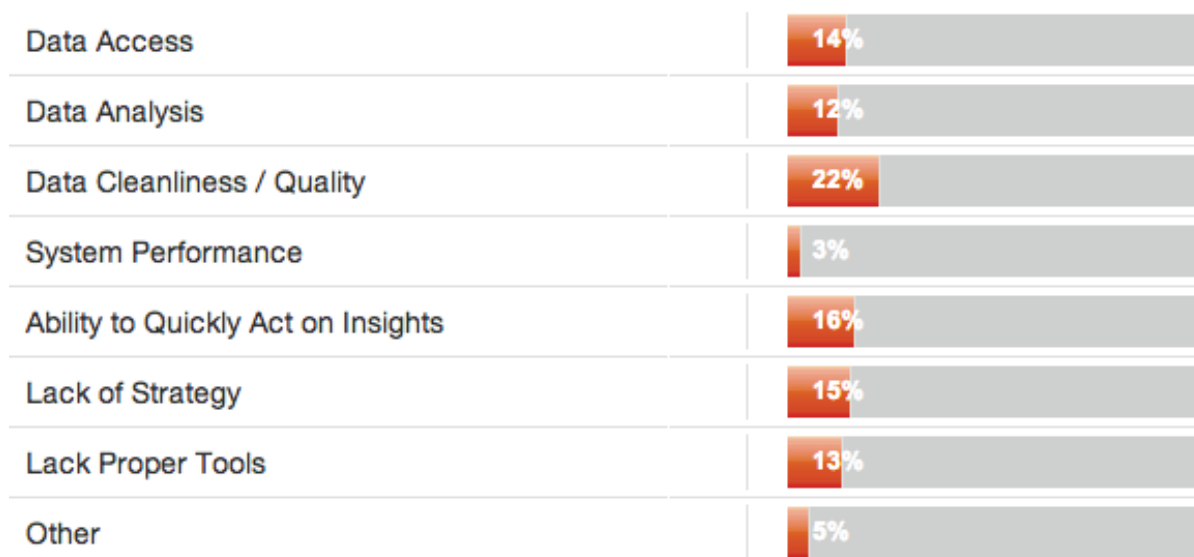
15. Please rank the following social media channels in terms of their value to you as a marketer?
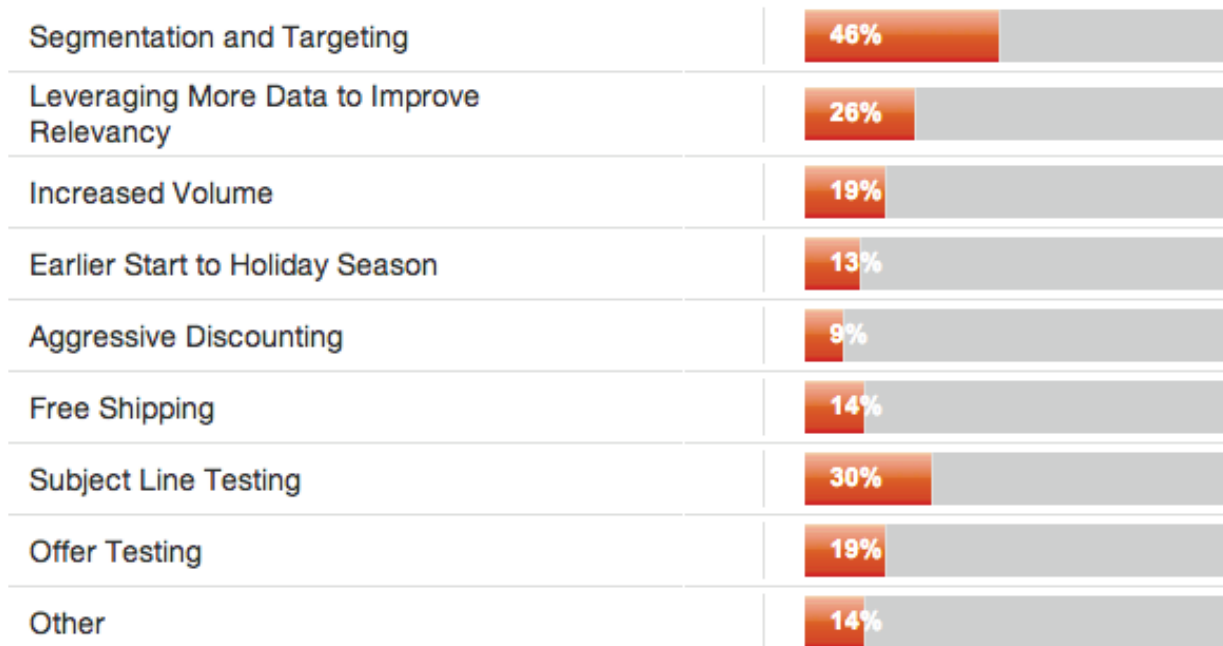**(1 is most important, 9 is least important)**

Channel	Rating Average
Facebook	2.1
Twitter	3.0
YouTube	3.7
LinkedIn	3.9
Google+	4.8
Pinterest	5.4
Instagram	6.1
Yelp	7.2
Other	7.9

Rating Average

16. What do you see as the primary value of mobile as a marketing channel?

Awareness Building	14%
New Customer Acquisition	13%
Building Customer Loyalty and Retention	25%
Expanded Reach to New Audiences	15%
Driving Revenue	7%
Lead Generation (B2B)	7%
Not sure / Still trying to figure that out	14%
I don't see any value	4%
Other	1%

17. What email marketing programs are you employing to generate more business during the 2013 winter holiday shopping season? (Top 3)

Promotion of sales or savings	39%
Integration of cross/ upsell offers into transactional emails	22%
Cart abandonment program	12%
Post-purchase program	12%
Refer-a-friend program	11%
Promotion of in-store sales events	10%
Product recommendations	22%
Newsletter	38%
Other	12%

18. What tactics are you employing via email marketing to generate more business during the 2013 winter holiday shopping season? (Top 3)

Tactic	Percent
Segmentation and Targeting	46%
Leveraging More Data to Improve Relevancy	26%
Increased Volume	19%
Earlier Start to Holiday Season	13%
Aggressive Discounting	9%
Free Shipping	14%
Subject Line Testing	30%
Offer Testing	19%
Other	14%

19. Are you planning to leverage mobile marketing to generate more business during the 2013 winter holiday season?

Answer	Percent
Yes	29%
No	71%

About the Survey

The StrongView "2014 Marketing Trends Survey" was administered online in conjunction with StrongView's survey partner SENSORPRO. The poll, which gathered feedback from 387 business leaders across a wide range of industries, was conducted from November 18 – 27, 2013.

About StrongView

StrongView's cross-channel marketing solutions provide enterprise marketers with the tools, services and insights required to effectively engage today's constantly connected customers. Combining a powerful cross-channel campaign management solution with market-leading data access and analysis, StrongView's Marketing Cloud enables marketers to understand the current context of each customer and respond in real time with relevant messages across email, mobile, social, display and web.

A champion of "Present Tense Marketing," StrongView is committed to delivering solutions that reflect the new reality of the technology-empowered customer. Based in Redwood City, CA and backed by leading venture capital investors, StrongView has been helping global brands in retail, travel, finance, entertainment and online services overcome the limitations of other marketing platform providers for more than a decade.

For a stronger view of marketing go to www.StrongView.com, and follow us at www.twitter.com/StrongView and www.facebook.com/StrongViewInc.