Selligent & StrongView 2015 Holiday Email Marketing Trends Survey

Email marketers to rely primarily on promotions and basic tactics this holiday buying season

A new StrongView industry survey conducted with SENSORPRO from November 25 to December 9, 2015, reflects the attitudes of 295 business leaders in regards to their planned marketing activities around the 2015 holiday shopping season.

According to the data, the vast majority of respondents plan to focus primarily on promotional messaging and basic tactics during the 2015 winter holiday shopping season. Sixty-three percent of marketers selected promotion of sales and discounts as their top program for the holidays; 80% listed it as one as one of their top three programs.

This focus on promotions is at the expense of more advanced programs like cross-sell/up-sell and product recommendation programs, which earned distant second and third places with less than 10% of marketers selecting either program as a primary focus.

In terms of tactics, marketers are making segmentation and targeting their top focus for the season. The focus on personalization is admirable, but few marketers list more advanced tactics like open-time personalization and offer-testing as one of their top three priorities.

The following charts highlight the most relevant and significant data points from the survey.
More information on the survey can be found in the press release distributed on December 15, 2015:
www.strongview.com/2015HolidayTrends

1. **Are you using email marketing to generate more business during the 2015 winter holiday shopping season?**

Yes	45.92%
No	54.08%

2. **What email marketing programs are you employing to generate more business during the 2015 winter holiday shopping season? (Top 3)**

Promotion of sales and discounts

1 -	62.96%
2 -	10.37%
3 -	6.67%

Promotion of in-store sales events

1 -	4.44%
2 -	21.48%
3 -	10.37%

Product recommendation requests

1 -	8.89%
2 -	17.78%
3 -	14.07%

Integration of cross/upsell offers into triggered emails

1 -	8.15%
2 -	15.56%
3 -	18.52%

Cart abandonment program

1 -	2.22%
2 -	14.07%
3 -	6.67%

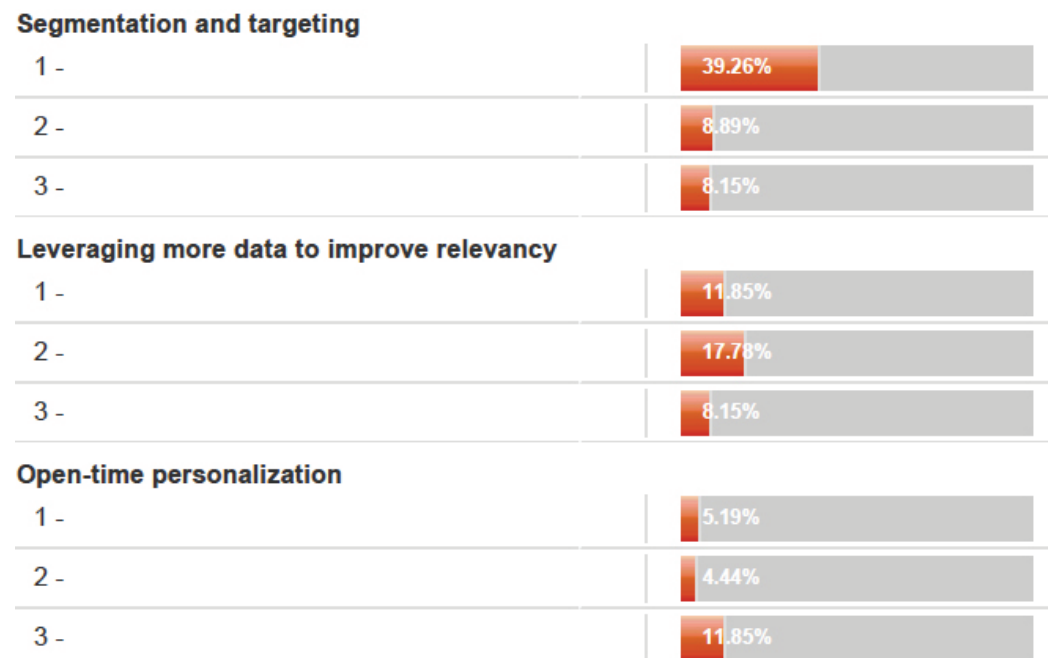## 2. What email marketing programs are you employing to generate more business during the 2015 winter holiday shopping season? (Top 3). Continued.

Post-purchase program

1 -	1.48%
2 -	5.93%
3 -	18.52%

Refer-a-friend program

1 -	2.22%
2 -	8.15%
3 -	12.59%

Other

1 -	9.63%
2 -	6.67%
3 -	12.59%

3. What tactics are you employing via email marketing to generate more business during the 2015 winter holiday shopping season? (Top 3)

Segmentation and targeting

1 -	39.26%
2 -	8.89%
3 -	8.15%

Leveraging more data to improve relevancy

1 -	11.85%
2 -	17.78%
3 -	8.15%

Open-time personalization

1 -	5.19%
2 -	4.44%
3 -	11.85%
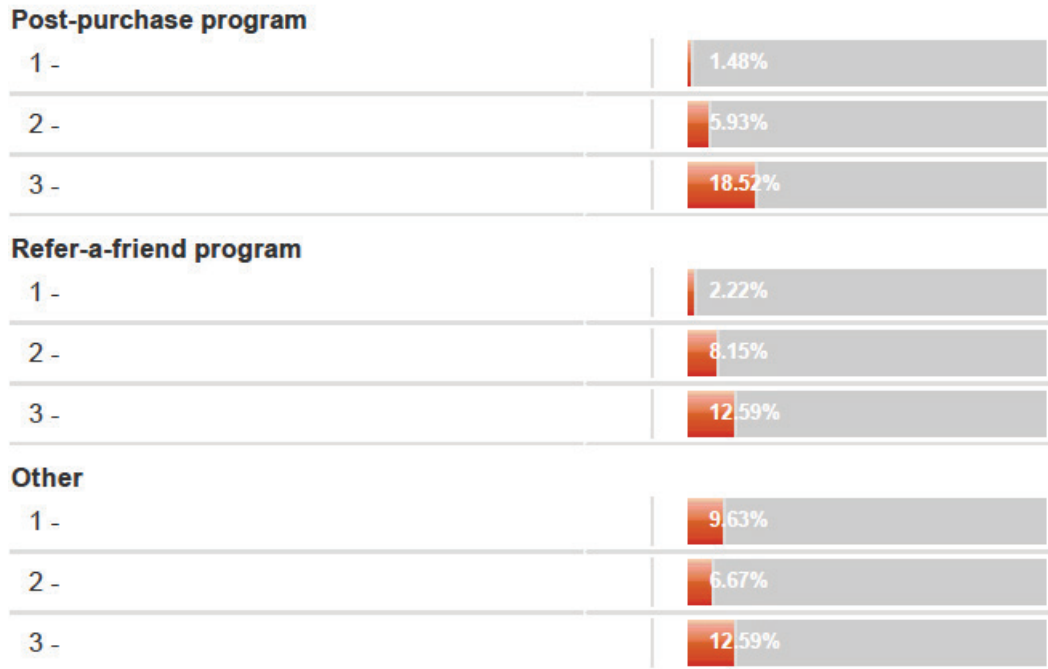
3. **What tactics are you employing via email marketing to generate more business during the 2015 winter holiday shopping season? (Top 3). Continued.**

Video-in-email

1 -	5.19%
2 -	3.70%
3 -	2.22%

Increased volume

1 -	8.89%
2 -	19.26%
3 -	16.30%

Earlier start to holiday season

1 -	8.15%
2 -	11.85%
3 -	6.67%

Free shipping

1 -	2.96%
2 -	7.41%
3 -	5.19%

Subject line testing

1 -	8.89%
2 -	18.52%
3 -	16.30%

Offer testing

1 -	2.96%
2 -	7.41%
3 -	12.59%

Other

1 -	6.67%
2 -	0.74%
3 -	12.59%

4. **How is your investment in email marketing changing for the 2015 winter holiday shopping season?**

Increasing	49.63%
Decreasing	1.48%
Staying the same	48.89%

5. **Are you planning to leverage location-based marketing to generate more business during the 2015 winter holiday season?**

Yes	41.48%
No	58.52%

6. **What will be your three most important email marketing initiatives in 2016? (Select three)**

Increasing subscriber engagement

1 -	34.69%
2 -	7.14%
3 -	3.74%

Improving data analysis to better understand customer context

1 -	12.93%
2 -	11.56%
3 -	4.08%

Improving segmentation and targeting

1 -	14.29%
2 -	15.31%
3 -	11.22%
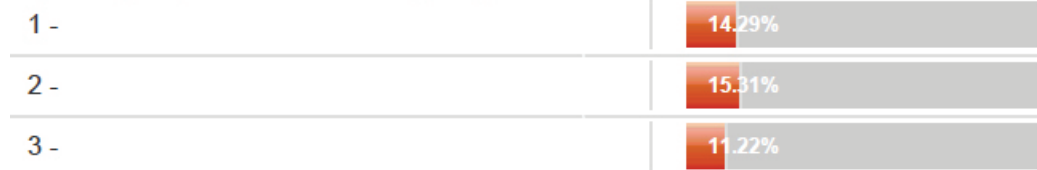
Implementing more lifecycle messaging

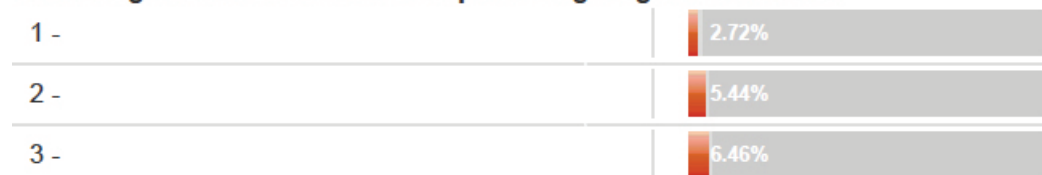|	
1 -	5.44%
2 -	7.82%
3 -	5.78%

6. What will be your three most important email marketing initiatives in 2016? (Select three). Continued.

Leveraging open-time personalization

1 -	3.06%
2 -	2.04%
3 -	2.04%

Accessing more data sources to improve targeting and relevance

1 -	2.72%
2 -	5.44%
3 -	6.46%

Implementing a data-driven CRM strategy to get a holistic view of the customer

1 -	6.12%
2 -	7.82%
3 -	7.14%
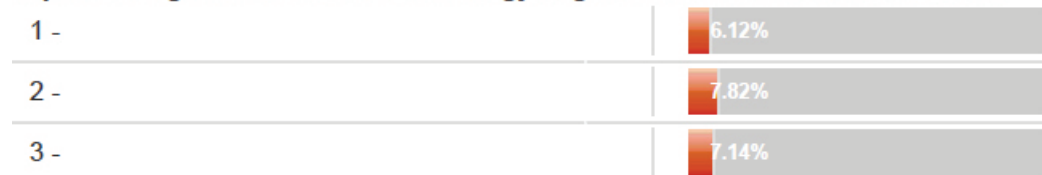
Orchestrating messaging across channels

1 -	2.04%
2 -	7.82%
3 -	7.14%

Integrating marketing into transactional and event-triggered emails

1 -	2.38%
2 -	8.16%
3 -	7.48%

Integrating mobile and email marketing

1 -	2.72%
2 -	3.40%
3 -	8.50%

Using display retargeting to improve email performance

1 -	1.02%
2 -	2.04%
3 -	2.72%

6. What will be your three most important email marketing initiatives in 2016? (Select three). Continued.

Growing your opt-in email list

1 -	5.78%
2 -	6.46%
3 -	9.52%

Re-engaging inactive subscribers

1 -	1.36%
2 -	5.10%
3 -	10.88%

Improving email deliverability

1 -	1.36%
2 -	4.42%
3 -	4.08%

Reducing costs

1 -	1.36%
2 -	2.04%
3 -	4.76%

Centralizing email programs onto one platform

1 -	0.68%
2 -	3.06%
3 -	3.06%

Other

1 -	2.04%
2 -	0.34%
3 -	1.36%

About the Survey

The Selligent & StrongView 2015 Holiday Email Marketing Trends Survey was administered online in conjunction with survey partner SENSORPRO. The poll, which gathered feedback from 295 business leaders across a wide range of industries, was conducted from November 25 to December 9, 2015.

About StrongView, A Selligent Company

StrongView helps brands understand, engage, and deliver value to consumers. Recognized as a leading provider of email and cross-channel marketing solutions, StrongView enables brands to recognize and act on consumers' fast-changing circumstances before, during, and after each moment of engagement.

In October 2015, Silicon Valley-based StrongView merged with Selligent, Europe's rapidly growing marketing automation and data management solutions provider. Together, StrongView and Selligent enable enterprise marketers to leverage a broad and robust suite of digital marketing solutions from a single global provider. Learn more at **www.strongview.com**.

About Selligent

Selligent is a global marketing automation provider that powers audience engagement programs for nearly 700 leading brands in retail, financial services, automotive, publishing and travel with an omnichannel marketing platform that includes best-in-class email capabilities. The solution empowers brands to create meaningful omnichannel communications across email, site optimization, social, mobile and customer care at a competitive price point that makes Selligent the best value in the market.

The platform uses rich data analytics to provide 360-degree audience insights and offers customer journey mapping capabilities to deliver optimal audience engagement to customers and prospects alike. Serving brands in 19 countries across both Europe and the Americas, Selligent works with companies ranging from the mid-market to large enterprise, often partnering with its extensive network of agencies and MSPs.

Selligent has offices in San Francisco, Boston, New York, London, Belgium, Paris, Munich, Barcelona and Australia. Learn more at **www.selligent.com**.