

# 2016

# MARKETING TRENDS

▶ Marketers Prioritize Email & Focus on Engagement ◀

# 56%



of marketers plan to **increase** their budget in **2016**.

## MARKETING CHANNELS TO BE INCREASED



**60%**  
Email



**56%**  
Social Media



**56%**  
Display



**52%**  
Mobile

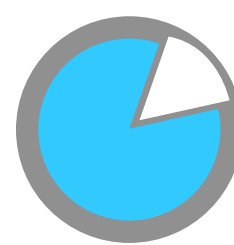
## TOP 3 EMAIL MARKETING INITIATIVES

Connecting *effectively* is top of mind

Data Analysis to Better Understand Customer Context



**34%**  
Increasing Subscriber Engagement



**14%**  
Improving Segmentation & Targeting



**12%**  
Improving

## TOP 3 EMAIL MARKETING CHALLENGES



**27%**  
Leveraging Data from Multiple Channels and Data Sources



**18%**  
Improving Segmentation and Targeting



**12%**  
Inadequate Data and Analytics Capabilities to Engage in Contextual Marketing

Conducted by Selligent and StrongView in conjunction with SENSORPRO from November 25, 2015, to December 9, 2015, the poll gathered feedback from 295 business executives across all major industries. Full Survey Results: [www.strongview.com/2016MarketSurvey](http://www.strongview.com/2016MarketSurvey) Copyright ©2016 Selligent. [www.selligent.com](http://www.selligent.com)