

2015

MARKETING TRENDS

Good News!

54% of marketers plan to increase their budget in 2015. **THAT'S 17% MORE THAN LAST YEAR!**

of those **80%** expect to increase their marketing budget by over 5%, and more than 1/3 expect to increase it over 10%

EMAIL MARKETING

KEEPS GROWING

over **60%** of budget increases to go to email marketing, which is increasingly focused on automation

LOYALTY 45%

WELCOME 36%

WINBACK 27%

LEADING AUTOMATED LIFECYCLE PROGRAMS

TOP 3 CHALLENGES TO LEVERAGING DATA

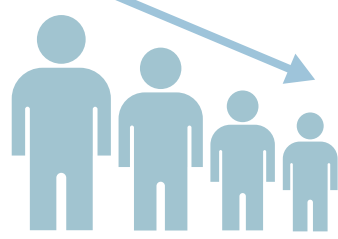


14% DATA CLEANLINESS

Accessing and leveraging customer data remain the top email marketing challenges in 2015



12% LACK OF BUDGET



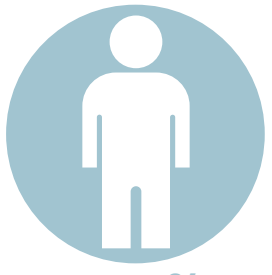
12% LACK OF RESOURCES

TOP TYPES OF DATA MARKETERS STRUGGLE TO LEVERAGE



31%

Web Behavior



19%

Life Stage



20%

Sentiment



19%

Shopping/Browsing Behavior



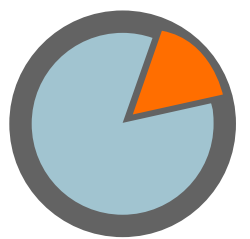
14%

External Feeds

2014/15 Holiday Season



Top Email Marketing Tactics Employed to Drive Holiday Sales



Segmentation



Increased Volume



Leveraging Data

Nearly 1/3 of marketers will use location-based marketing



Find out more in StrongView's 2015 Marketing Trends Survey at www.strongview.com/2015marketsurvey

STRONGVIEW

Conducted in conjunction with SENSORPRO, the poll, which gathered feedback from 377 business executives across all major industries, was conducted from November 21 - December 5, 2014. For more information on cross-channel marketing trends, tips and best practices, visit our blog at www.strongview.com/blog. Copyright ©2014 StrongView Systems, Inc. www.strongview.com