

2015 Marketing Trends Survey

Email marketing budgets continue to rise as marketers strive to improve automation, relevancy and data access

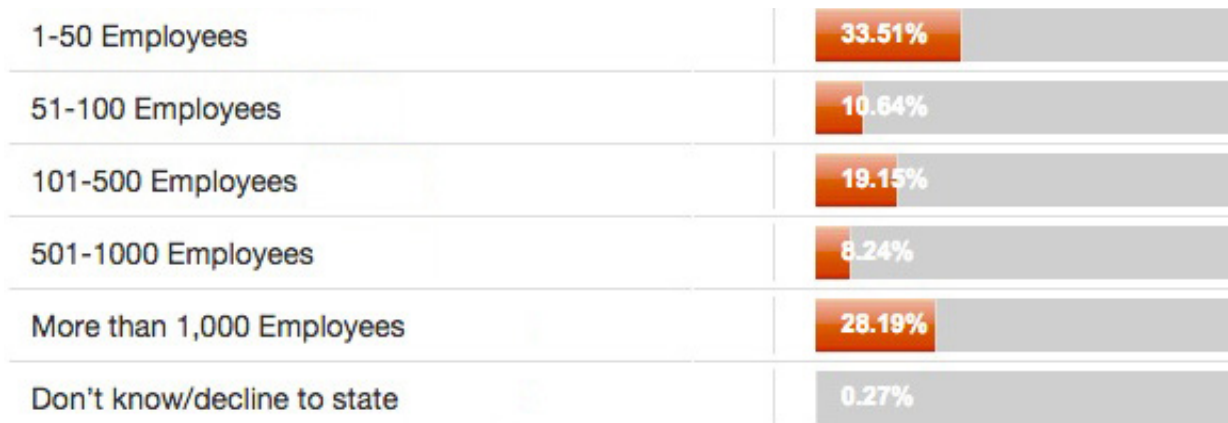
A new StrongView industry survey conducted with SENSORPRO from November 21 to December 5, 2014, reflects the attitudes of 377 business leaders in regards to their planned marketing budgets, priorities and challenges for 2015. This year's survey also provides unique insight into how email marketers plan to increase their use of automation to drive relevance and engagement.

According to the data, marketing budgets will continue to grow in 2015, with 54% of companies increasing and 40% maintaining current levels. The number of companies increasing budgets has grown 20% over 2014, when only 46% reported that they were increasing budgets. Email marketing continues its status as the top channel attracting increased investment, followed by social media and mobile marketing.

Accessing and leveraging customer data continues to be the top challenge facing email marketers in 2015, due to issues related to data cleanliness, budget and resources. The data also shows that triggered and lifecycle programs will be the top targets of increased spend, as email marketers embrace email automation to enable more one-to-one messaging.

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 10, 2014: www.strongview.com/2015SurveyRelease

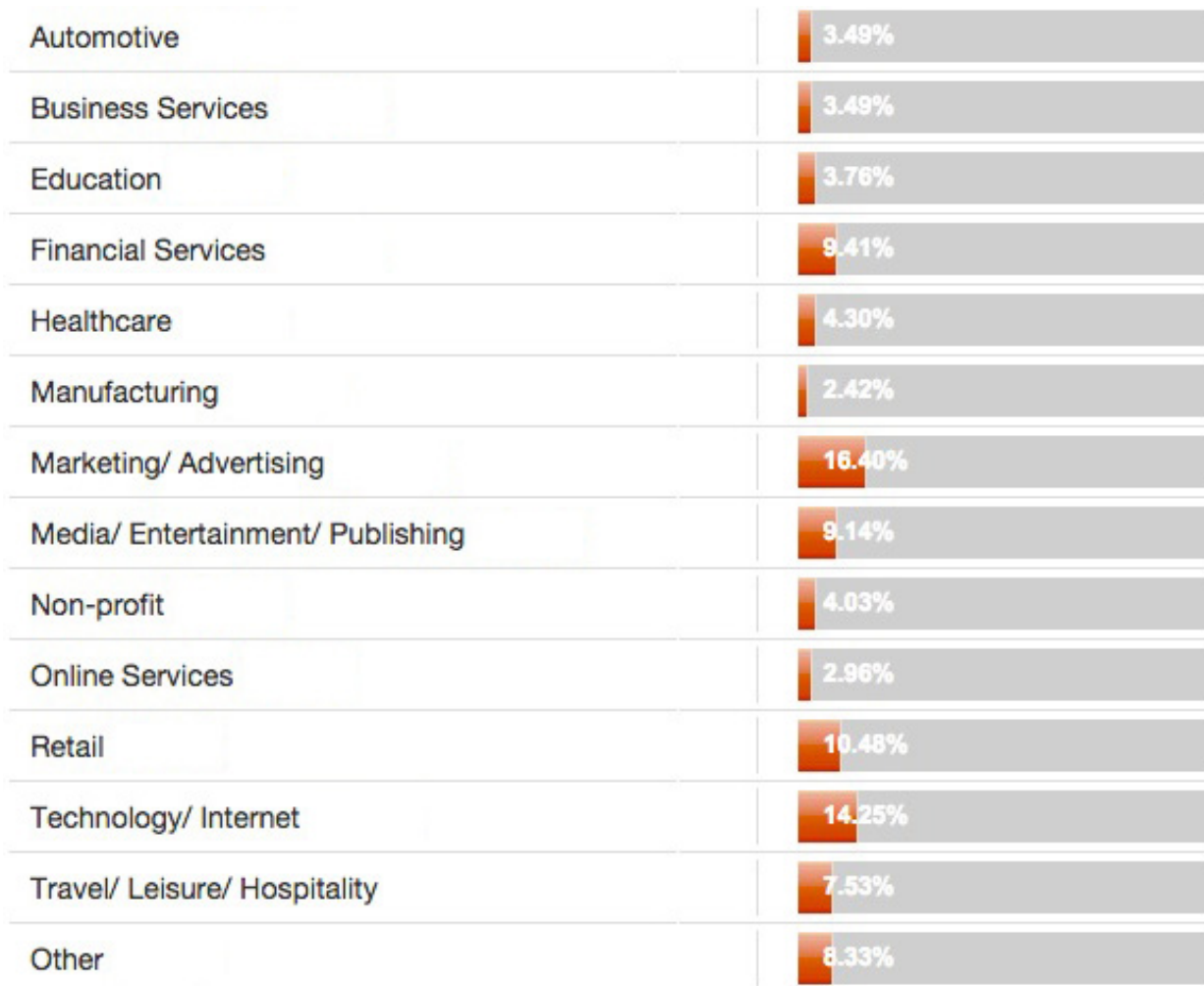
1. What is the size of your organization?



2. Where is your company headquartered?



3. What industry is your company in?



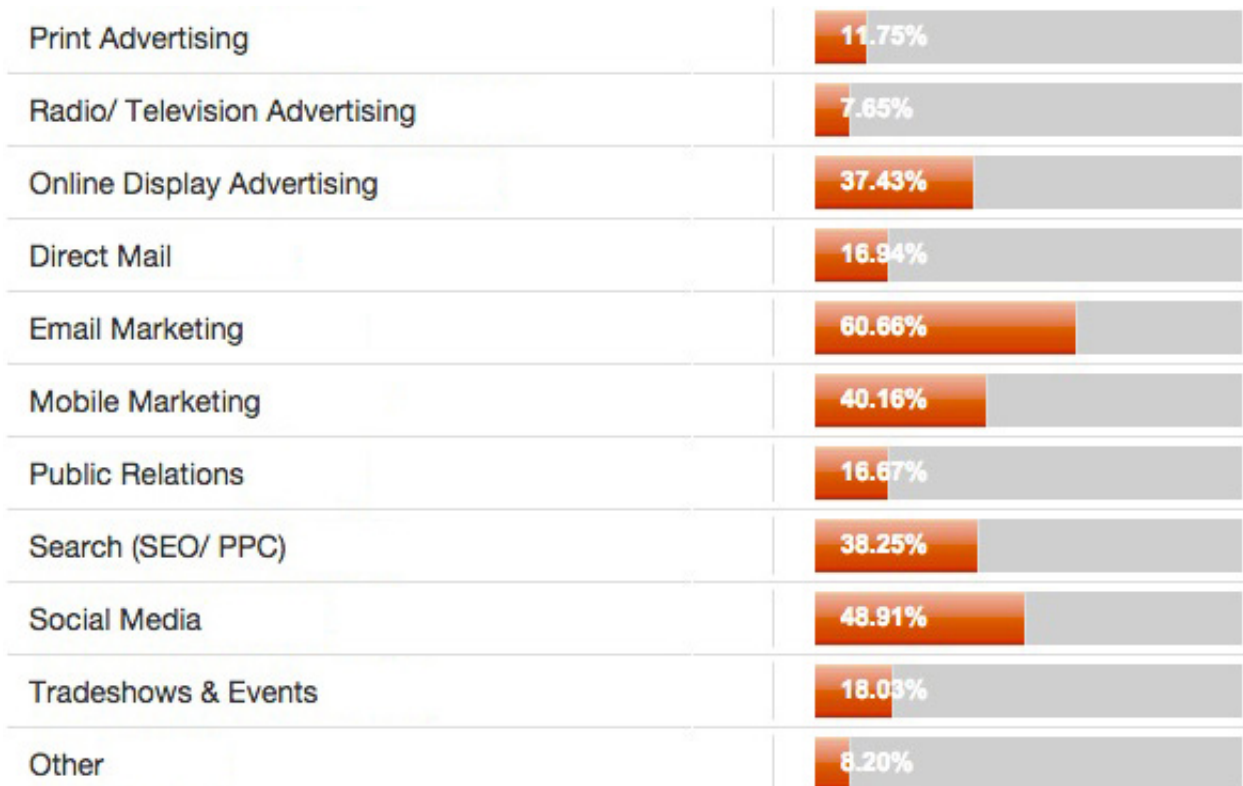
4. How do you expect your marketing budget to change in 2015?



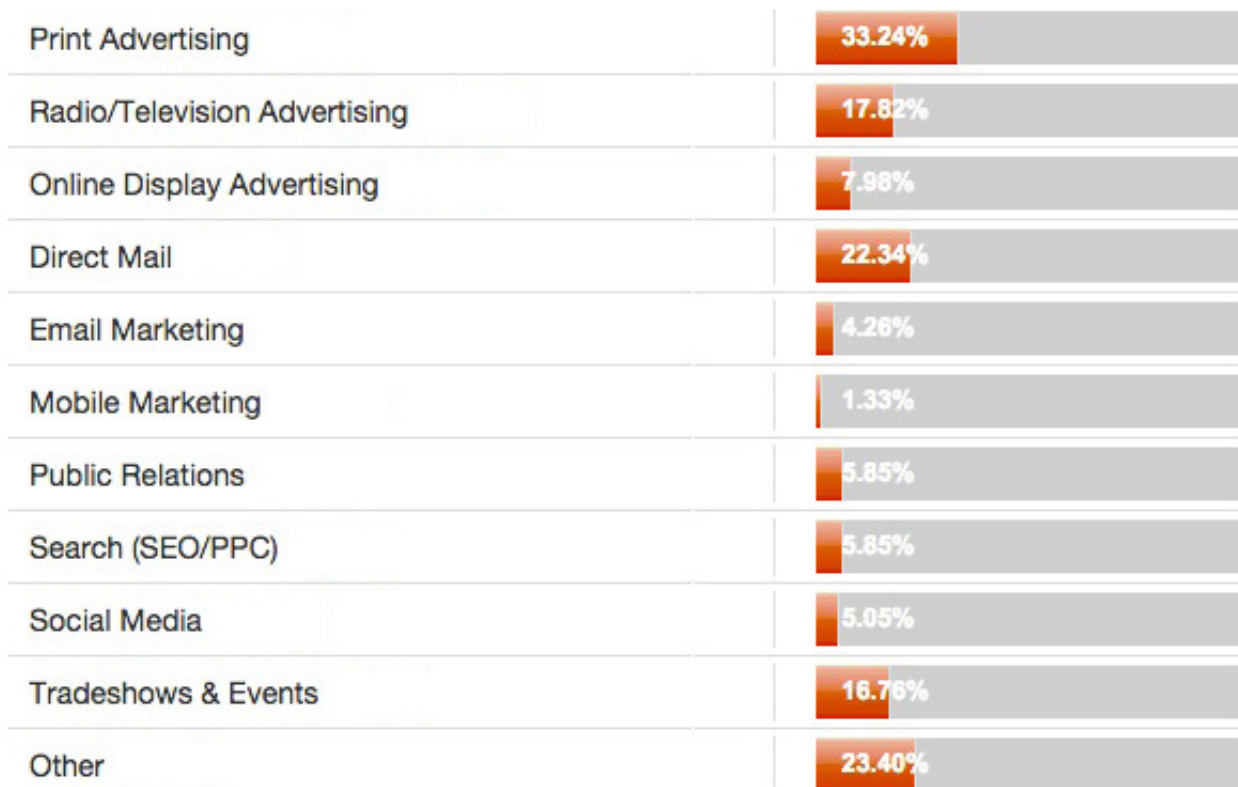
5. By what percentage do you expect the marketing budget to increase?



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



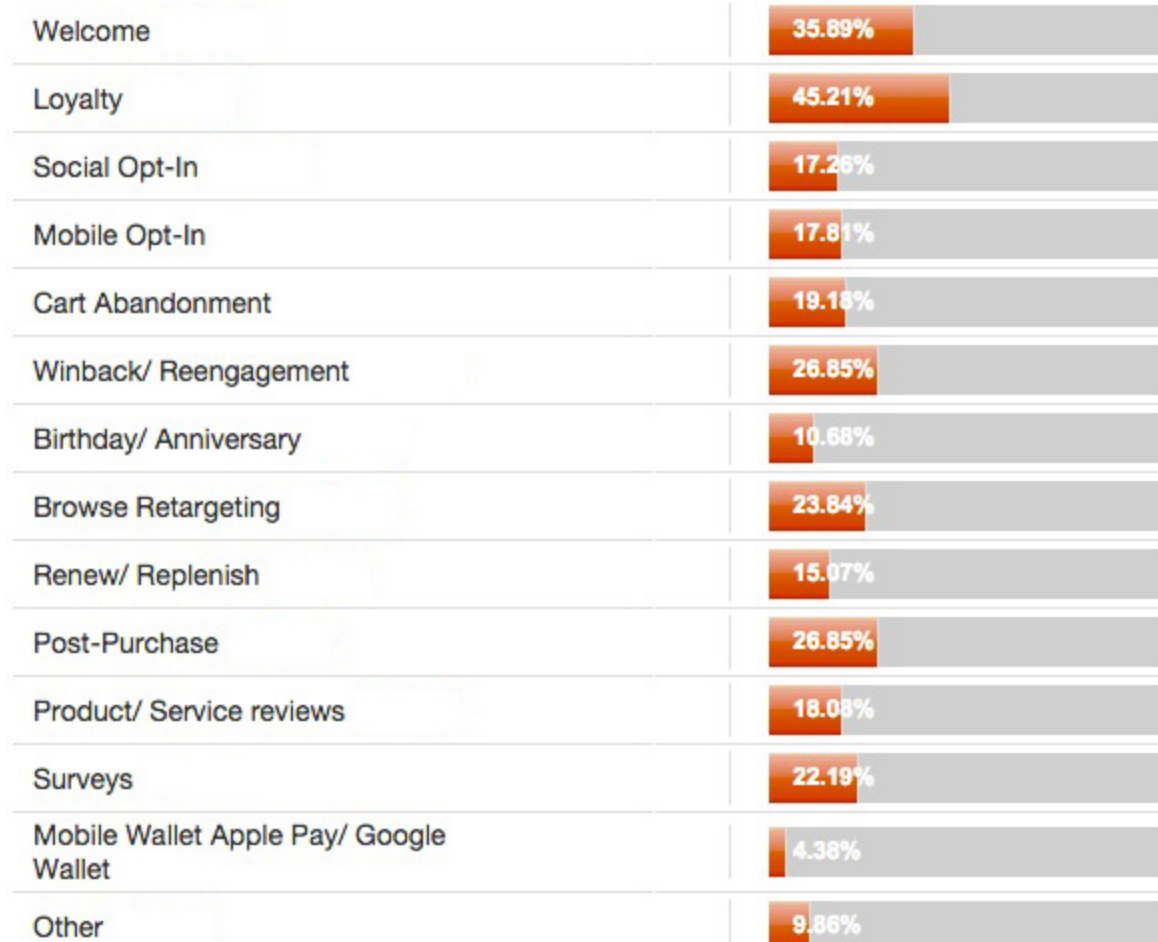
7. Please indicate the programs for which you plan to decrease spend



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



8A. On which of the following lifecycle email marketing programs are you increasing spend?



9. What are your most important email marketing initiatives in 2015? – Top 3

Increasing subscriber engagement



Improving data analysis to better understand customer context



Improving segmentation and targeting



Implementing more lifecycle messaging



Accessing more data sources to improve targeting and relevance



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



9. What are your most important email marketing initiatives in 2015? – Top 3 (Continued)

Orchestrating messaging across channels



Integrating marketing into transactional and event-triggered emails



Integrating mobile and email marketing



Using display retargeting to improve email performance



Growing your opt-in email list



Re-engaging inactive subscribers



9. What are your most important email marketing initiatives in 2015? – Top 3 (Continued)

Improving deliverability



Reducing costs



Centralizing your email onto one platform

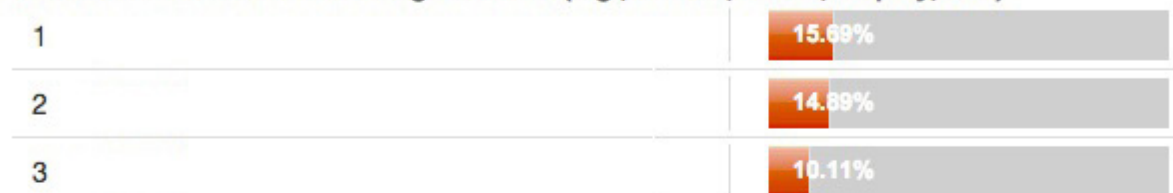


10. What are your biggest email marketing challenges heading into 2015? – Top 3

Accessing and leveraging customer data from multiple channels and data sources



Coordination across marketing channels (e.g., mobile, social, display, etc.)



Understanding the current context of each customer



Developing more relevant engagements



Visibility into response data



Managing email send cadence/frequency

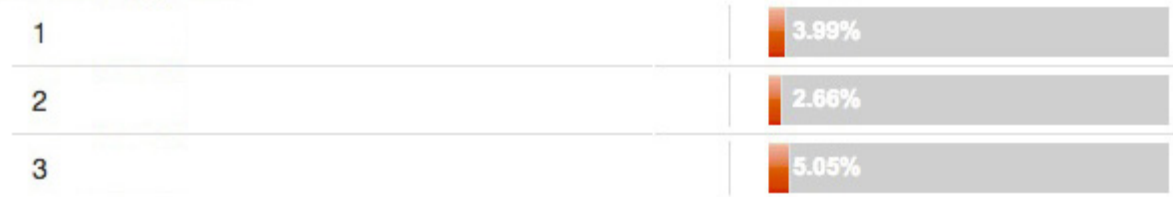


10. What are your biggest email marketing challenges heading into 2015? – Top 3 (Continued)

Content management



Controlling costs



Lack of resources/staff



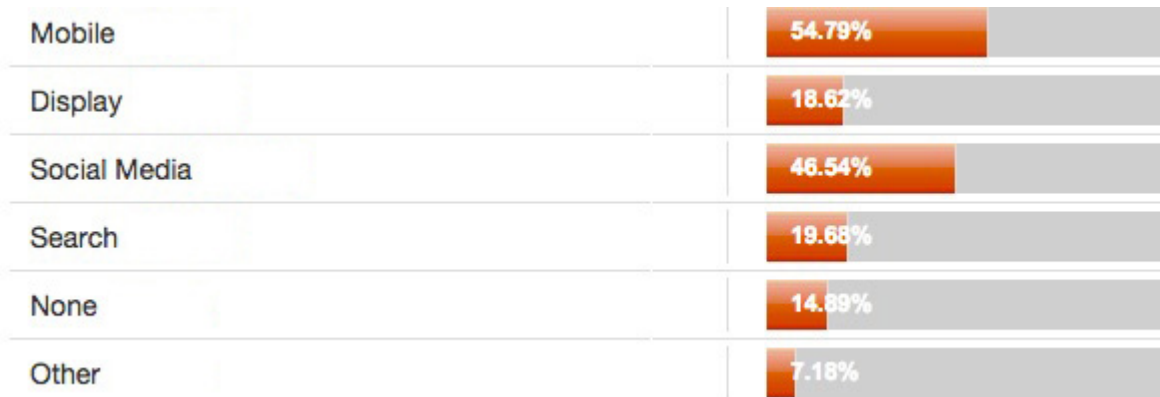
Maintaining high email deliverability



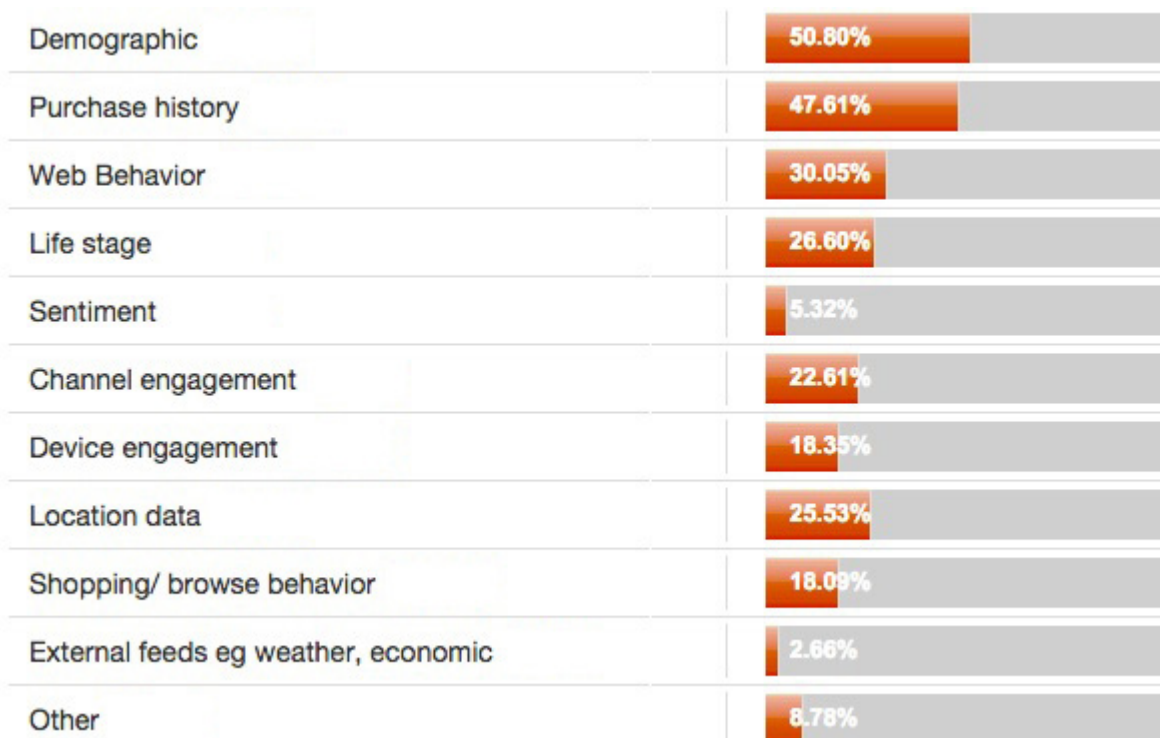
Other



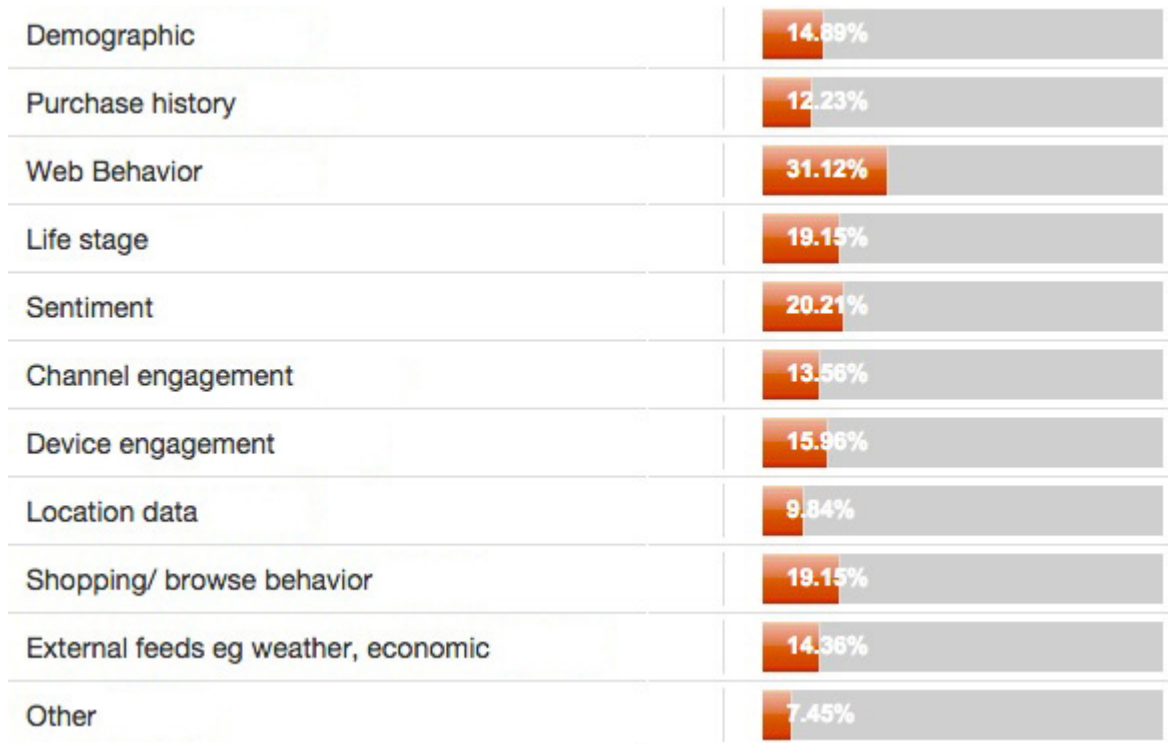
11. What channels are you planning to integrate email with in 2015?



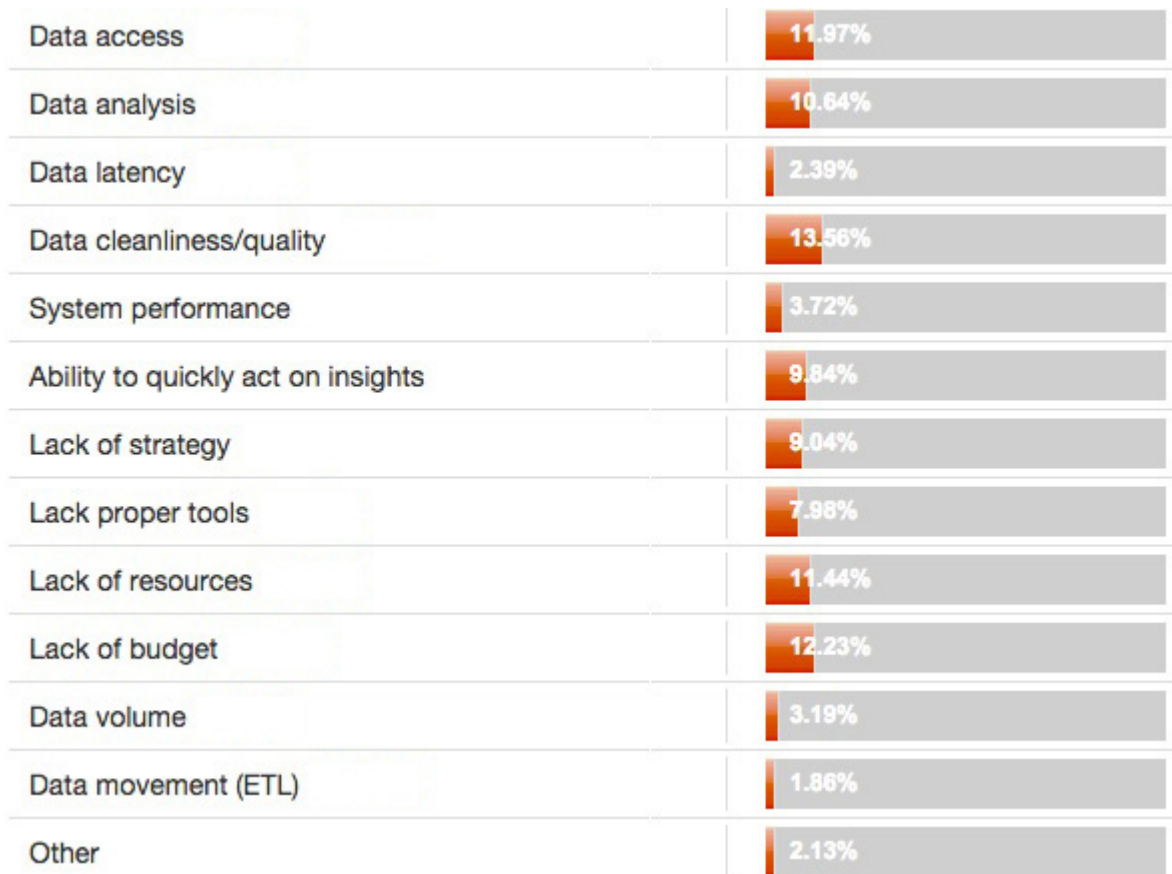
12. What data are you currently leveraging to power your email marketing programs?



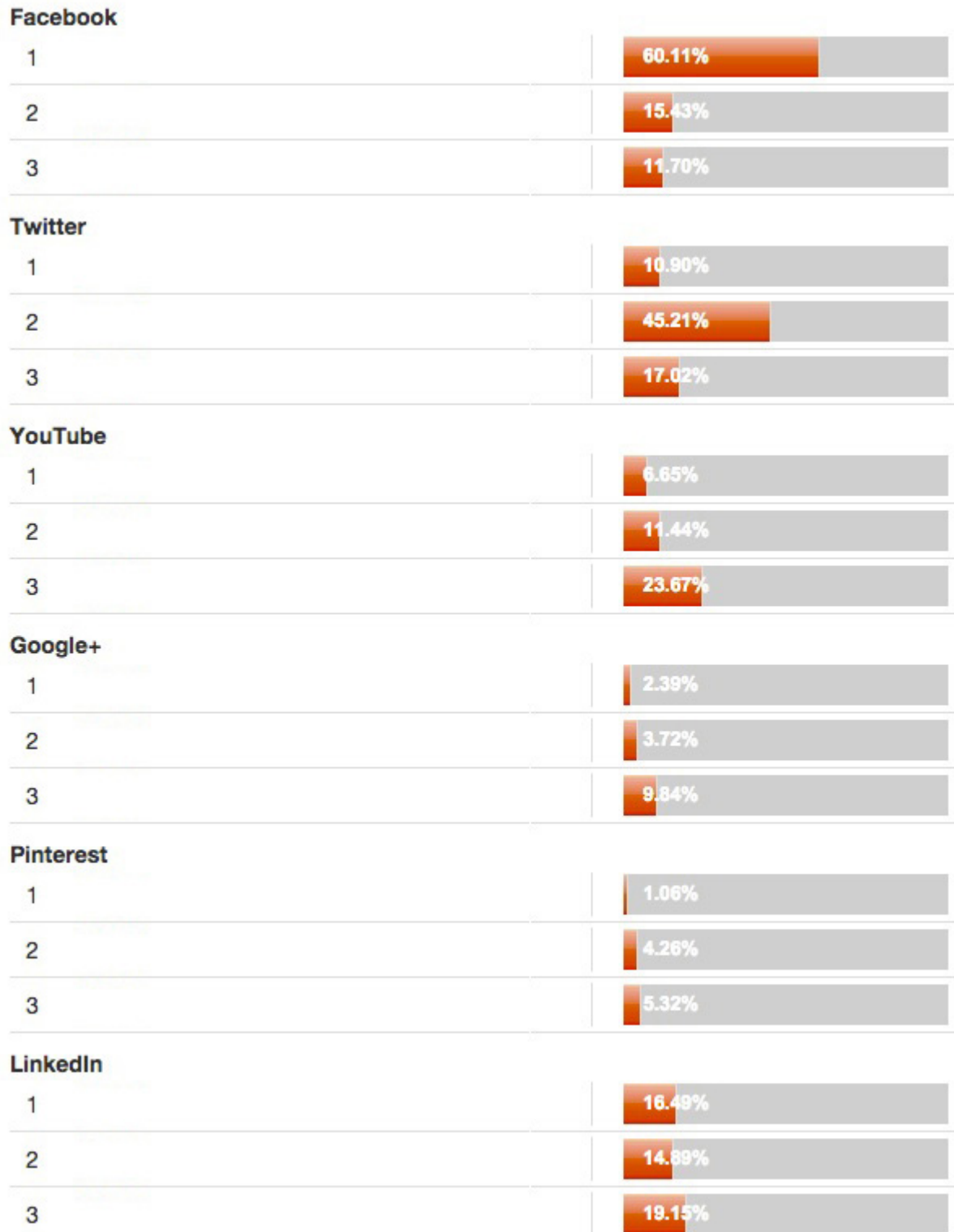
13. What is the most valuable type of data that you're currently not able to leverage in your email marketing programs?



14. What's your biggest challenge to leveraging more data in your email marketing programs?



15. Please identify the top three performing networks for your social media marketing efforts



15. Please identify the top three performing networks for your social media marketing efforts (Cont)

Instagram



Yelp



Flickr



Vine



Tumblr



16. What email marketing programs are you employing to generate more business during the 2014/2015 winter holiday shopping season? – Top 3

Promotion of sales or savings



Integration of cross/upsell offers into transactional emails



Cart abandonment program



Post-purchase program



Refer-a-friend program



Promotion of in-store sales events



16. What email marketing programs are you employing to generate more business during the 2014/2015 winter holiday shopping season? – Top 3 (Continued)

Product recommendations



Newsletter



17. What tactics are you employing via email marketing to generate more business during the 2014/2015 winter holiday shopping season? – Top 3

Segmentation and targeting



Leveraging more data to improve relevancy



Increased volume



Earlier start to holiday season



Free shipping



Subject line testing



Offer testing



18. How is your investment in email marketing changing for the 2014/2015 winter holiday shopping season?



19. Are you planning to leverage location-based marketing to generate more business during the 2014/2015 winter holiday season?



About the Survey

The StrongView “2015 Marketing Trends Survey” was administered online in conjunction with StrongView’s survey partner SENSORPRO. The poll, which gathered feedback from 377 business leaders across a wide range of industries, was conducted from November 21 to December 5, 2014.

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.