2016 Marketing Trends Survey

Email marketing budgets are top targets for increased investment as brands focus on engagement and integration with additional channels and data sources

A new industry survey conducted by Selligent and StrongView from November 25 to December 9, 2015, reflects the attitudes of 295 business leaders in regards to their planned marketing budgets, priorities, and challenges for 2016.

According to the data, marketing budgets will once again rise in 2016, with 56% of companies increasing and 35% maintaining current levels. The number of companies increasing budgets has grown two percentage points over 2015 results. The number of brands decreasing budgets increased from 6% in 2015 to 9% in 2016. Email marketing remains the top channel attracting increased investment, followed by social media and display. Mobile slipped to fourth place compared to 2015 results. Increased interest in social media growth was reflected in responses to multiple questions.

Engagement, integration, and data were core themes in the 2016 results. "Increasing subscriber engagement" was by far the most important marketing initiative for 2016 at 34% – more than double the next response of "improving segmentation and targeting." Marketers chose "improving data analysis to better understand customer context" as the third most important initiative. Brands' ongoing struggle with data and channel integration was evident in the top 2016 challenge – "leveraging customer data from multiple channels and data sources."

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 January 20, 2016: *www.strongview.com/2016SurveyRelease*

1. What is the size of your organization?

1-50 Employees	41.69%
51-100 Employees	9.15%
101-500 Employees	17.29%
501-1000 Employees	6.44%
More than 1,000 Employees	24.75%
Don’t know/decline to state	0.68%

2. Where is your company headquartered?

North America	71.53%
Central America	1.36%
South America	2.71%
Europe	16.27%
Asia	5.08%
Middle East	1.69%
Africa	0.68%
Decline to state	0.68%

3. What industry is your company in?

Automotive	2.37%
Business Services	4.75%
Education	2.37%
Financial Services	8.47%
Healthcare	3.73%
Manufacturing	4.07%
Marketing/Advertising	24.41%
Media/Entertainment/Publishing	7.12%
Non-profit	3.73%
Online Services (e.g. Ancestry.com, eHarmony, etc.)	2.03%
Retail	11.19%
Technology/Internet (e.g. Seagate, McAfee, etc.)	8.14%
Travel/Leisure/Hospitality	5.76%
Other	11.86%

4. How do you expect your marketing budget to change in 2016?

Increase	56.27%
Decrease	8.81%
Maintain current spend levels	34.92%

5. Please indicate the programs for which you plan to increase or decrease spend

Print Advertising

Increase	13.56%
Decrease	23.39%
Same	35.25%
NA	27.80%

Radio/Television Advertising

Increase	9.15%
Decrease	10.85%
Same	23.73%
NA	56.27%

Online Display Advertising

Increase	55.93%
Decrease	3.39%
Same	24.41%
NA	16.27%

Direct Mail

Increase	26.78%
Decrease	11.53%
Same	33.90%
NA	27.80%

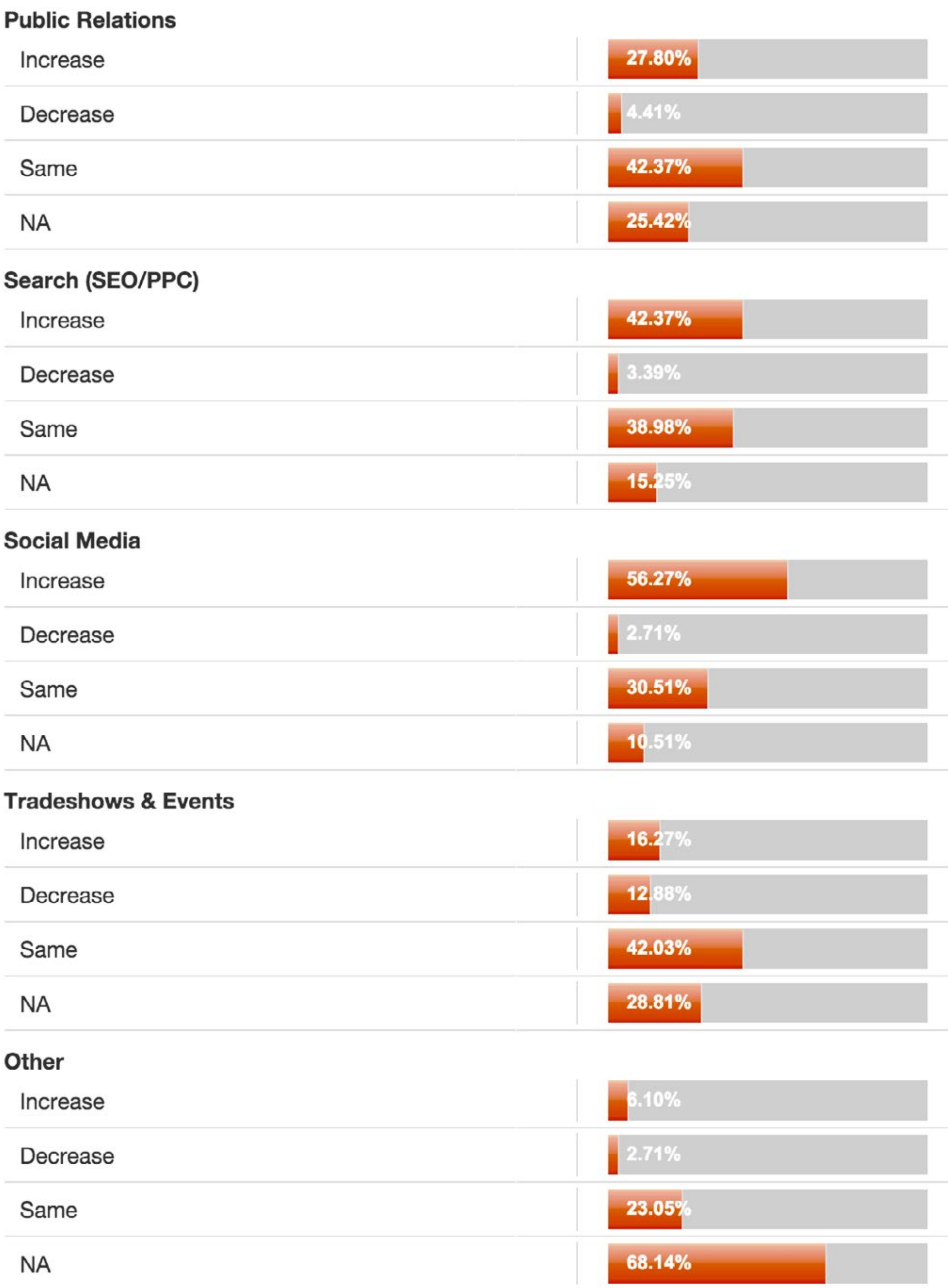
Email Marketing

Increase	59.66%
Decrease	3.05%
Same	29.49%
NA	7.80%

Mobile Marketing

Increase	51.86%
Decrease	2.03%
Same	26.78%
NA	19.32%

5. Please indicate the programs for which you plan to increase or decrease spend (continued)



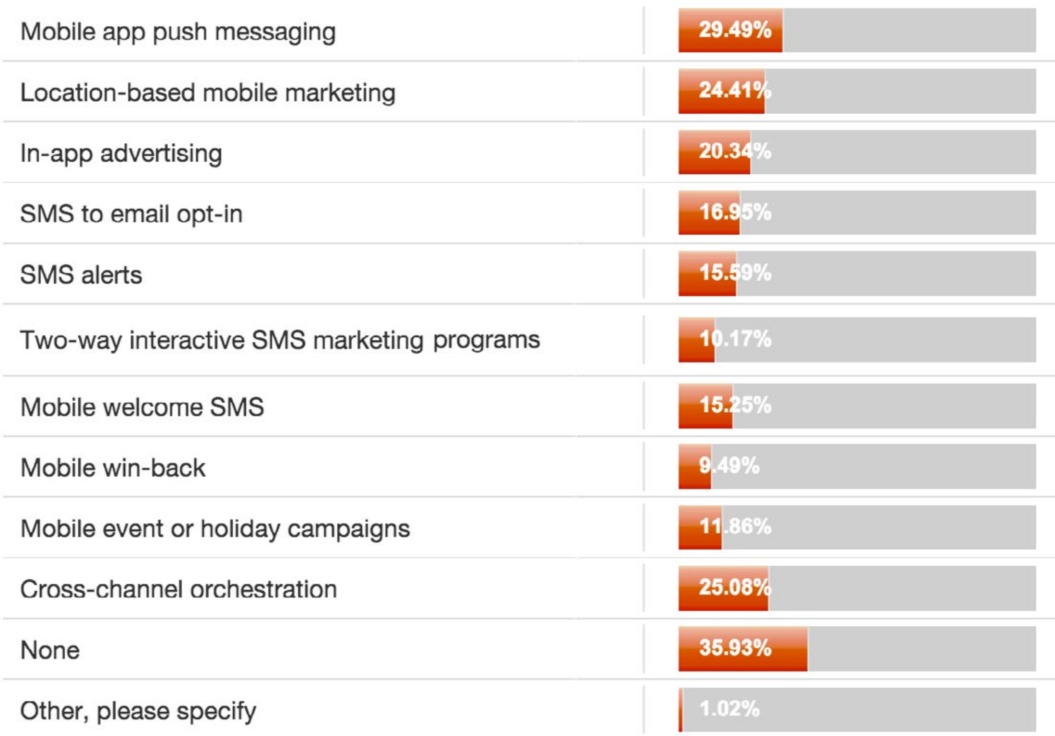
6. On which email marketing programs do you plan to increase spend?

Lifecycle Programs	33.90%
Triggered/Transactional Programs	39.66%
Promotional (Batch)	43.05%
Newsletter (Batch)	33.90%
Progressive Polling Profiles	7.12%
Referral Program	17.97%
Social Media Channel Growth (Facebook, Twitter, Pinterest, Snapchat, etc.)	44.75%
None	16.61%
Other, please specify	1.69%

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

Welcome	67.68%
Loyalty	60.61%
Social Opt-In	24.24%
Mobile Opt-In	29.29%
Cart Abandonment	26.26%
Winback/Reengagement	56.57%
Birthday/Anniversary	25.25%
Browse Retargeting	36.36%
Renew/Replenish	23.23%
Post-Purchase	43.43%
Product or Service Review Request	24.24%
Other, please specify	4.04%

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



9. What were your three most important email marketing initiatives in 2015?

Increasing subscriber engagement

1	35.25%
2	7.46%
3	5.76%

Improving data analysis to better understand customer context

1	16.61%
2	8.47%
3	4.07%

Improving segmentation and targeting

1	12.54%
2	16.95%
3	12.20%

Implementing more lifecycle messaging

1	2.37%
2	4.41%
3	8.47%

Leveraging open-time personalization

1	1.02%
2	3.05%
3	1.36%

Accessing more data sources to improve targeting and relevance

1	2.37%
2	8.14%
3	7.12%

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

1	3.39%
2	5.76%
3	6.78%

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9. What were your three most important email marketing initiatives in 2015? (continued)

Orchestrating messaging across channels

1	3.39%
2	6.10%
3	8.47%

Integrating marketing into transactional and event-triggered emails

1	3.39%
2	5.76%
3	4.07%

Integrating mobile and email marketing

1	1.02%
2	7.12%
3	4.75%

Using display retargeting to improve email performance

1	0.68%
2	1.69%
3	2.71%

Growing your opt-in email list

1	5.76%
2	12.54%
3	9.49%

Re-engaging inactive subscribers

1	1.69%
2	2.71%
3	7.46%

9. What were your three most important email marketing initiatives in 2015? (continued)

Improving email deliverability

1	4.07%
2	2.71%
3	5.76%

Reducing costs

1	2.71%
2	3.39%
3	5.42%

Centralizing email programs onto one platform

1	2.37%
2	2.71%
3	3.39%

Other

1	1.36%
2	1.02%
3	2.71%

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10. What will be your three most important email marketing initiatives in 2016?

Increasing subscriber engagement

1	34.58%
2	7.12%
3	4.07%

Improving data analysis to better understand customer context

1	12.88%
2	11.53%
3	4.07%

Improving segmentation and targeting

1	14.24%
2	15.25%
3	11.19%

Implementing more lifecycle messaging

1	5.42%
2	7.80%
3	5.76%

Leveraging open-time personalization

1	3.05%
2	2.03%
3	2.03%

Accessing more data sources to improve targeting and relevance

1	2.71%
2	5.76%
3	6.44%

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

1	6.44%
2	7.80%
3	7.12%

10. What will be your three most important email marketing initiatives in 2016? (continued)

Orchestrating messaging across channels

1	2.03%
2	7.80%
3	7.12%

Integrating marketing into transactional and event-triggered emails

1	2.37%
2	8.14%
3	7.46%

Integrating mobile and email marketing

1	2.71%
2	3.39%
3	8.47%

Using display retargeting to improve email performance

1	1.02%
2	2.03%
3	2.71%

Growing your opt-in email list

1	5.76%
2	6.44%
3	9.49%

Re-engaging inactive subscribers

1	1.36%
2	5.08%
3	10.85%

Improving email deliverability

1	1.36%
2	4.41%
3	4.07%

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10. What will be your three most important email marketing initiatives in 2016? (continued)

Reducing costs

1	1.36%
2	2.03%
3	4.75%

Centralizing email programs onto one platform

1	0.68%
2	3.05%
3	3.05%

Other

1	2.03%
2	0.34%
3	1.36%

11. What are your biggest email marketing challenges heading into 2016? (select top 3)

Leveraging customer data from multiple channels and data sources

1	26.78%
2	8.47%
3	11.86%

Inadequate data and analytics capabilities to engage in contextual marketing

1	12.20%
2	9.83%
3	9.49%

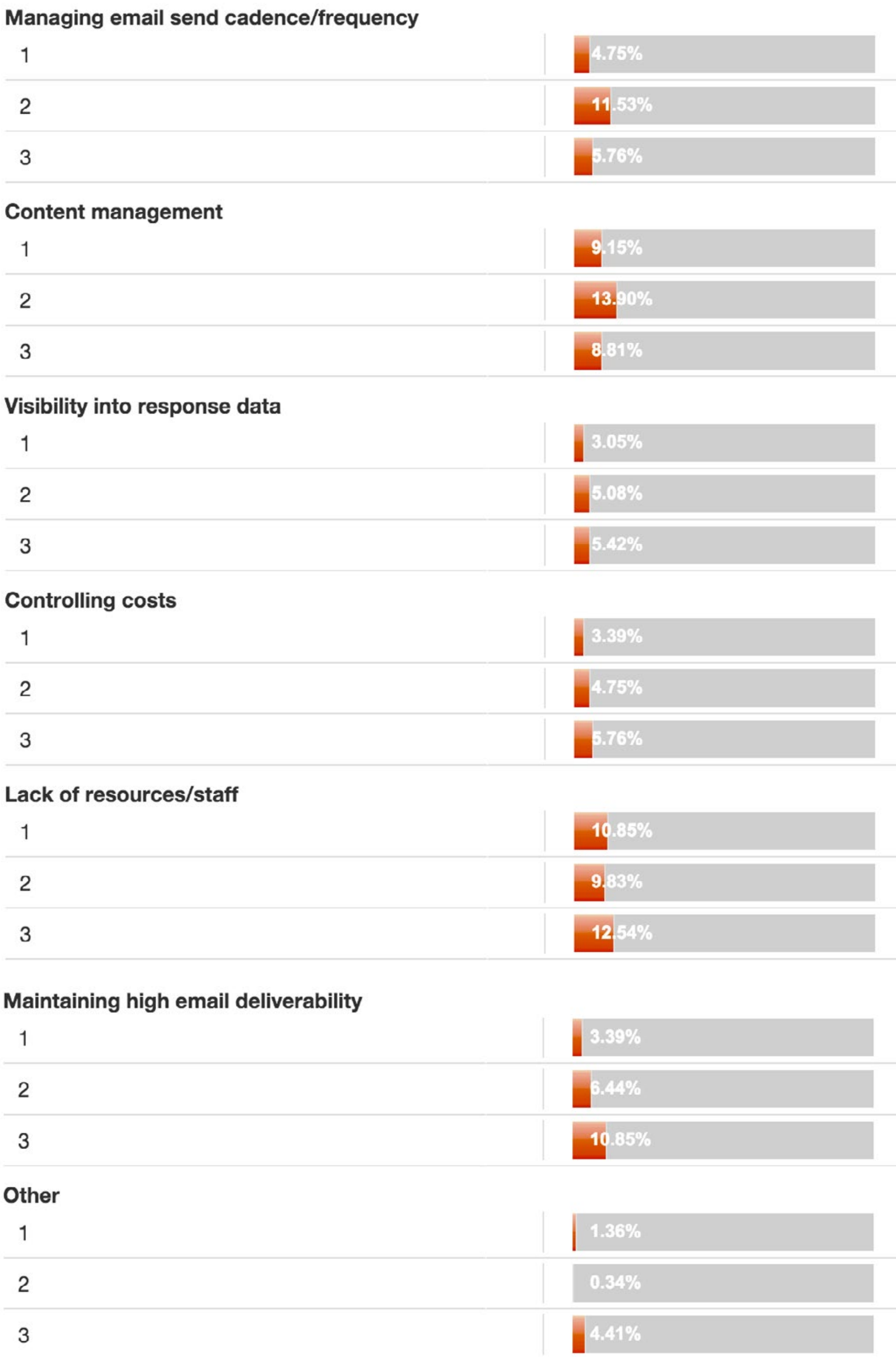
Improving segmentation and targeting

1	17.63%
2	15.25%
3	12.20%

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

1	7.46%
2	14.58%
3	12.88%

11. What are your biggest email marketing challenges heading into 2016? (continued)



12. What channels are you planning to integrate email with in 2016?

Mobile	41.69%
Display	24.41%
Social Media	61.02%
Search	21.69%
Web (landing pages, preference centers, etc.)	58.31%
Other, please specify	4.07%

13. How will you be integrating mobile with email in 2016?

Mobile Push	61.79%
Mobile SMS	53.66%
Mobile MMS	14.63%
Other	13.82%

14. What statement best reflects how email marketing is deployed in your organization?

Email is a separate channel with its own technology and its own audience database	26.10%
Email is a separate channel with its own technology and a shared audience database	27.12%
Email is a part of a multi-channel marketing effort using multiple platforms that are integrated	35.59%
Email is a part of a multi-channel marketing effort using a single multi-channel platform (e.g. social, mobile, display, etc.)	11.19%

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

Demographic	52.20%
Purchase history	47.80%
Web behavior	35.93%
Life stage	23.73%
Sentiment	6.44%
Channel engagement	24.41%
Mobile app data	6.44%
In-Store POS data	6.44%
Device engagement	9.49%
Location data	24.07%
Shopping/browse behavior	15.93%
External feeds (weather, economic conditions, etc.)	2.71%
Other	14.58%

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

Demographic	9.49%
Purchase history	9.49%
Web behavior	17.97%
Life stage	11.86%
Sentiment	8.47%
Channel engagement	8.81%
Mobile app data	3.73%
In-Store POS data	2.71%
Device engagement	2.71%
Location data	5.08%
Shopping/browse behavior	7.46%
External feeds (weather, economic conditions, etc.)	5.08%
Other	7.12%

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

Data access	13.56%
Data analysis	11.53%
Data latency	3.39%
Data cleanliness/quality	20.34%
System performance	2.37%
Ability to quickly act on insights	6.44%
Lack of strategy	9.49%
Lack of proper tools	7.12%
Lack of resources	14.92%
Lack of budget	6.78%
Other	4.07%

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

Facebook		
	1	66.10%
	2	15.93%
	3	7.12%
Twitter		
	1	6.78%
	2	42.03%
	3	16.61%
YouTube		
	1	1.36%
	2	14.58%
	3	21.02%
Google+		
	1	3.05%
	2	1.02%
	3	8.14%
Pinterest		
	1	1.69%
	2	3.39%
	3	6.44%
LinkedIn		
	1	14.58%
	2	12.20%
	3	16.61%
Instagram		
	1	2.71%
	2	5.76%
	3	11.86%

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

Instagram		
	1	2.71%
	2	5.76%
	3	11.86%
Yelp		
	1	0.68%
	2	1.36%
	3	1.02%
Flickr		
	1	0%
	2	0.34%
	3	0.34%
Vine		
	1	0%
	2	0.34%
	3	0%
Tumblr		
	1	0%
	2	0%
	3	0.34%
SnapChat		
	1	0%
	2	0.68%
	3	0.68%
Other		
	1	3.05%
	2	2.37%
	3	9.83%

ABOUT THE SURVEY

The "2016 Marketing Trends Survey" from Selligent and StrongView 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** and **www.selligent.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** and connect with the team at **Twitter**, **LinkedIn**, and our **blog**.

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