



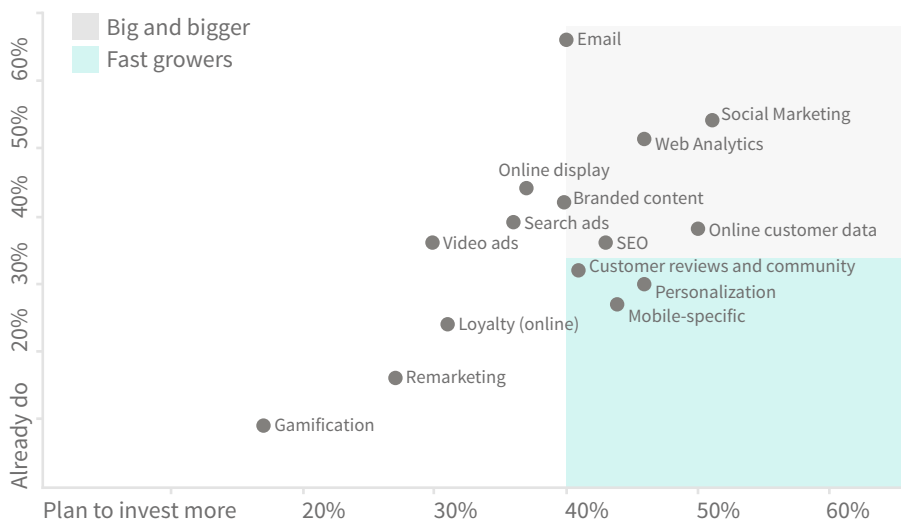
# What do digital marketers really want in 2015?

# Digital marketers in 2015

In digital marketing, new trends are born and die every minute. It's hard to see the lasting changes through all the noise. That's why we asked digital marketers from medium-size to large US companies about their real plans for 2015 and beyond.

## Let's get up close and personal... with data!

Social is not enough. Marketers plan to get closer to customers – both metaphorically and literally speaking. The fastest growing areas in 2015 relative to their size are planned to be personalization of online content, marketing and mobile-specific activities (apps and ads). Social marketing and analytics are already widespread but marketers plan to invest in them even more.

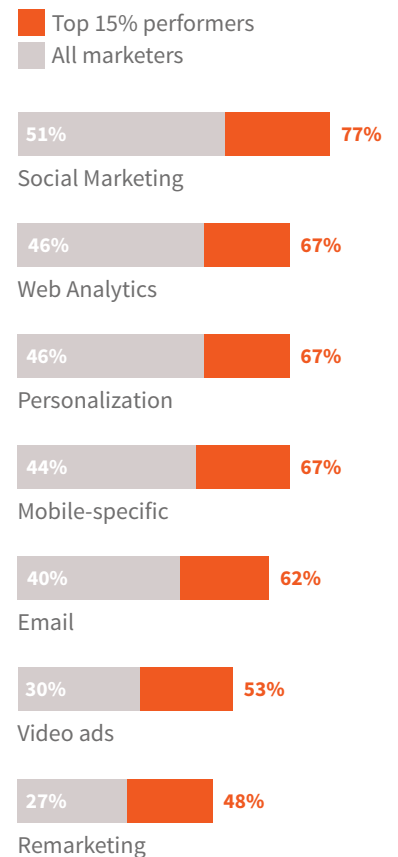


## Top performers plan for email's "comeback"

What do successful marketers think about differently? Their plans for 2015 are not only more investment into social and mobile, but compared to the average company they also plan to put more money back into Email marketing.

Note: Top performers group consists of 15% of the surveyed marketers who claimed their marketing performed much better than at their average competitors.

### Where do top performing marketers plan to invest?



# Hype or trend? Marketer's priorities vs. buzzwords

## Quest for the seamless: customer experience rules them all

Customer experience is the highest priority when averaged for different types of companies and marketers. 30% of marketers put good experience management with a coordinated strategy in their top 3 priorities for the next 3 years.

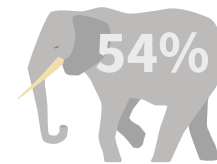
% of marketers give high priority to



Customer Experience

## No one can escape Big Data

Big Data hasn't gone away. The use of Big Data in marketing is a very high priority (within the top 3) for 27% of marketing departments.



Big Data in marketing

## Goodbye smart crowd

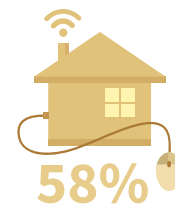
Only about a third of companies consider it important to have user-generated ideas for products, service innovations or marketing content in the future. Who are those turning away from crowdsourcing? Mainly B2C companies. Perhaps their customers didn't live up to expectations or simply don't care anymore.



Crowdsourcing marketing content

## Connect each and every thing

The Internet of Things has gotten marketers' attention and entered their plans. Half of the companies give a high priority to the trend of interconnecting all possible devices over the next 3 years.



Internet of Things

## Moving software to the Cloud?

About half the companies give it high priority. It didn't seem to incite the same urgency as data or CX, but software as a service is catching the attention of all types of marketers across all industries.



Moving software to the Cloud

# What helps marketers... and what troubles them?

## Like humans, marketers socialize, send emails and analyze

The most common tools marketing departments (in over 50% of companies) invest their time and money in are Email marketing, Social marketing and analytics. These are followed by online display ads, branded content and search advertising.

## Successful marketers

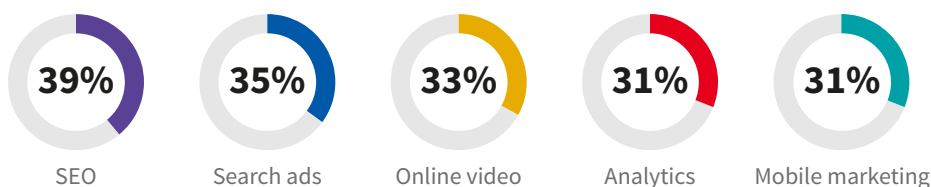
Marketing departments that perform above average use significantly more video advertising (especially those companies with shops both online and off-line) and mobile-specific marketing. Top performers also gather and analyze customer data the most often (62% compared to 38% for average marketing).

Note: The group of successful marketers consisted of those respondents who claimed that their marketing performed better than average in their industry.

## Two thirds of them outsource at least some part of digital marketing

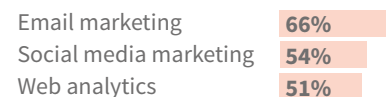
About a third of companies (including top performers) outsource their main digital marketing activities, most notably search ads, SEO and online video. Why? It keeps them flexible enough to stay ahead of the curve in an ever-changing landscape. However, half of those who outsource their marketing would prefer to manage it in-house, especially Social marketing, email and branded content. And they find it cheaper as well.

% of marketers who outsource

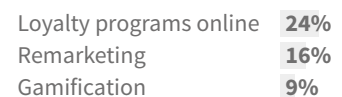


Note: % of those who do the activity, not total sample

### TOP 3 activities marketers currently invest in (%)

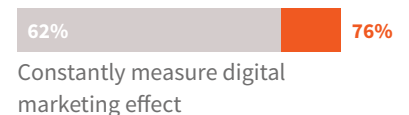
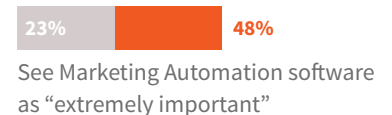
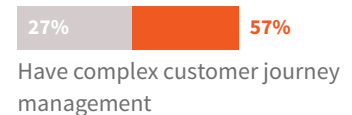


### BOTTOM 3 activities marketers currently invest in (%)



### Where high-performing and low-performing marketers differ the most

High-performing marketing teams (orange)  
Lower-performing marketing teams (grey)



# Weapons of choice: Software, platforms and solutions

## Half of marketers have the essential tools

About half of them have the essential technology to make their work more automated – mostly CRM, analytical, CMS, Email and Testing & Optimization solutions. Naturally, those selling more online and marketing more online use more technology, but even relatively small companies with marketing budgets under \$1.5 million annually use software as often much as the biggest ones.

### Top 5 most used solutions

- 52% – Customer Management
- 49% – Web & Mobile Analytics
- 48% – Testing & Optimization
- 43% – Email
- 43% – Web Content Management

## Successful marketers rely more on technology

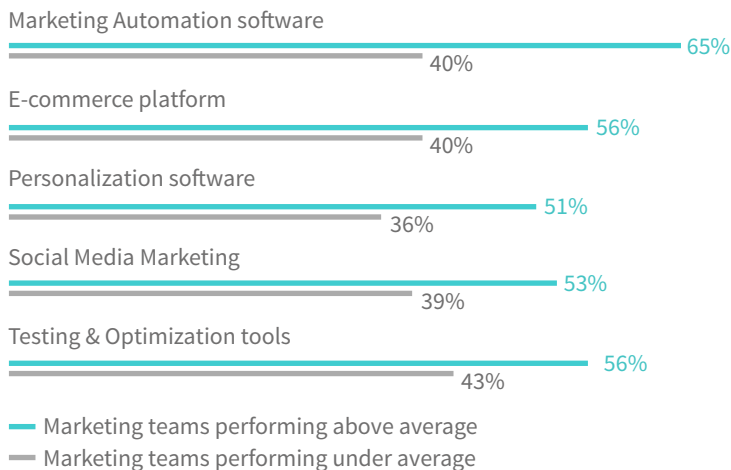
Overall, they use more software and cloud solutions. The top 15% of marketers use 5 software solutions significantly more than others: E-commerce software, Email, Marketing automation solutions, Social media and Personalization solutions.



## Is the difference in perception?

While both groups of marketers (high-performing and lower-performing) need and use similar software, they differ in what they find important. Top marketers found Marketing Automation to be considerably more important than their less successful counterparts.

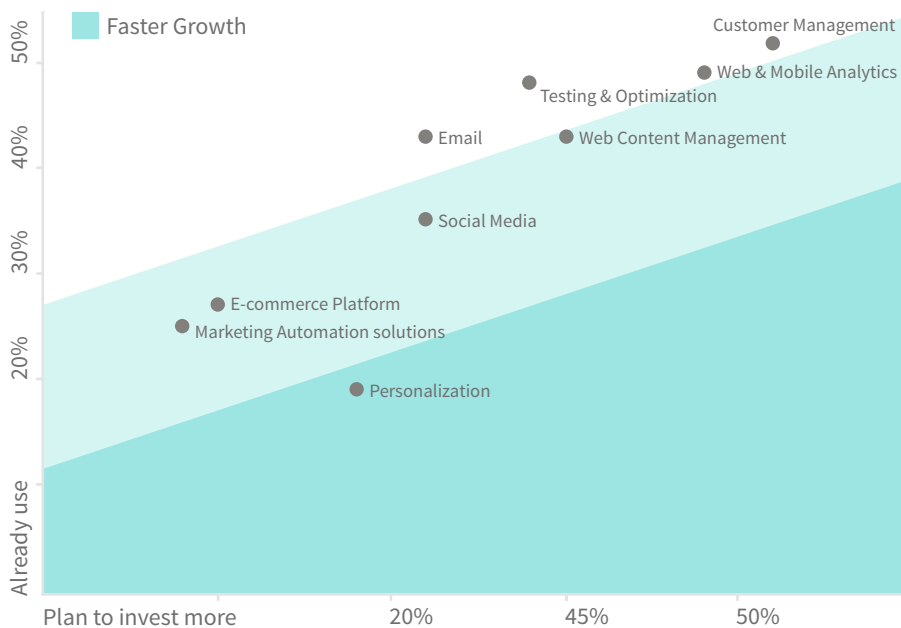
### Tools that successful marketers find significantly more important than others



# The shopping list

## To know and to manage the customer

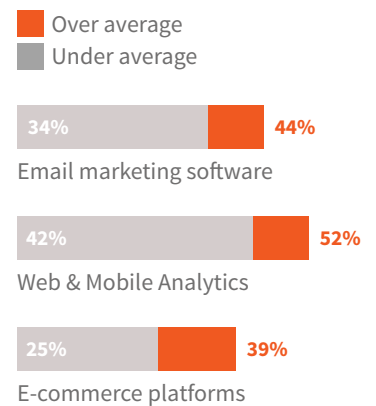
Over the next two years, digital marketers plan to invest more in the tools they use the most: Customer management software, analytics, testing and content management. Compared to their user base now, the technologies that can grow most are Personalization software, marketing automation solutions and e-commerce platforms.



## Those performing better look for platforms

Successful marketing teams are putting their attentions on data, e-commerce and good old email. The growing interest in e-commerce isn't a reflection of industry at all; it's a cross-industry finding - even for traditional and B2B companies.

### Where successful companies differ the most



# Customer highway or customer odyssey?

## We have a plan. Maybe

Only a fraction of marketers are strongly confident in their customer journey management. However, 60% of them think they have some plan for managing it. One third admits this topic is not their forte, and that it's possible their customers get lost.

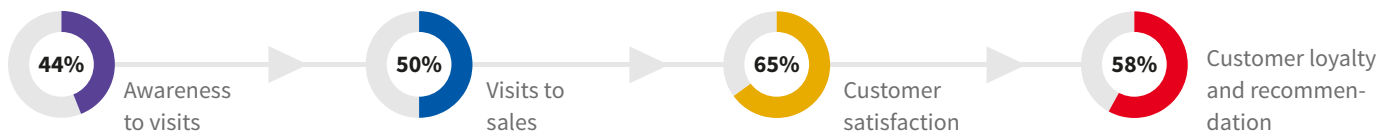
## Customer journey management is what makes the difference

Confidence in the management of the customer journey breeds confidence in marketing. Two thirds of high-performing marketers have clear responsibilities and half of those believe that customer journey management is a complex task that encompasses all major steps. Only less than third of less successful marketers agree and only 48% have clear management responsibilities.

## The journey is measured, but not regularly

Over 90% marketers measure the effectiveness of customer journey transition joints. But only about half of them do it often enough to have regular feedback.

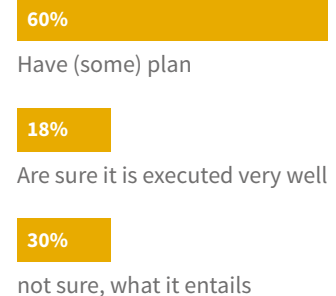
### Regularly measure



## ROI? Ahoy!

More than two thirds of companies measure their online marketing effectiveness most of the time (72%), but only 17% do it constantly. The rest measure it at some point and only 3% ignore it all. Those with bigger online budgets (78%), companies selling more online (85%) and businesses performing above average (82%; 28% measure constantly), measure it more.

### Customer journey management



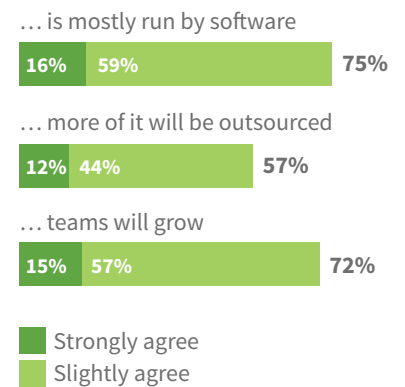
# Will robots take over before 2020?

## Marketing becomes highly automatic

Marketing is becoming more and more automated. 72% agree it is the necessary route to success. Smaller companies, online retailers and less performing companies predict digital marketing will be outsourced more often as it becomes faster and more complex – but others are split down the middle on this issue. Despite the robots available, more successful marketers believe more than ever that people will be needed in the digital side of their business.

**86%** of high performers believe marketing is mostly run by software by 2020

### Digital marketing by 2020



## Further disruptions not visible... yet

Marketers feel their playing field is definitely going to change, but can't point to one new direction. Social and mobile marketing are the most likely bets. But it can come from other directions, including 3D printing or smart TVs.

## Integration and humans are putting the brakes on

But there are other hurdles that hold companies back from free falling into mobile and Social marketing. Only 25–30% of companies have mobile and social channels fully integrated within their marketing platform, while websites and Email marketing are fully integrated at almost 60% of companies. High performing companies were able to integrate mobile and social in 50–60% of cases.

When companies take up new software they also fear relatively high non-financial costs, such as integration (20% of marketers mention) or extensive training (22%).

### The next disruption?





# How do we know this?

## About the research

Millward Brown surveyed 300 marketers responsible for digital marketing activities at various US companies. The sample consists of medium and large businesses with 100+ employees (50% with 500+) that sell at least 10% of their products or services online, invest at least 20% of their marketing budget into digital channels and have a significant marketing budget overall. The respondents come from all US states and from diverse industry and service sectors and are both B2C and B2B oriented. Responses were collected from an invitation-only online B2B research panel in December 2014. Millward Brown is a worldwide marketing research and consultancy agency which adheres to the ESOMAR rules on data collection and publication. For that information please visit [www.millwardbrown.com](http://www.millwardbrown.com).

## About Kentico Software

Kentico Software ([www.kentico.com](http://www.kentico.com)) provides an affordable, award-winning integrated marketing solution that's easy to use but also highly customizable for powerful real-time customer-centric marketing across multiple channels, on-premise or in the Cloud. Founded in 2004, Kentico is headquartered in the Czech Republic with offices in the US, UK, and Australia. A Microsoft Gold Certified Partner with 1,100 digital agency partners, Kentico powers more than 18,000 websites in 90 countries. Customers include Bacardi; Great British Chefs; Gibson; Mazda; Twinings; Mighty River Power; Run and Become; Sony; Vodafone.

