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## Millward Brown Survey Shows Strategies of Successful Marketers in 2015

**Nashua, New Hampshire, February 2, 2015 – [Kentico Software](#), the Web Content and Customer Experience Management provider, today announced a new survey conducted by independent global research agency Millward Brown that shows what today's most successful marketing professionals are doing differently than their peers. The [What Do Digital Marketers Really Want in 2015](#) report also includes top areas of investment for marketing activities, staffing, technology and more.**

According to the survey, high performing marketers not only plan to invest more into social and mobile than their underperforming peers in 2015, they also plan to put more money back into email marketing. These same marketers report that customer experience management, Big Data, and the Internet of Things are among this year's highest priorities.

Other areas of focus for 2015 include personalization of online content and marketing, mobile-specific apps and ads, and social marketing and analytics. Meanwhile, high performing marketers are moving away from user-generated product, service innovations and marketing content.

### Key Technology Investments

The most common tools marketing departments are investing in are essential for automating certain tasks; these include CRM, analytics, CMS, email, and testing and optimization solutions. Digital marketers also plan to invest more in already commonly used tools such as customer management software, analytics, testing, and content management. Meanwhile, personalization software, marketing automation solutions, and ecommerce platforms stand to gain the most in terms of new investment.

Overall, successful marketers are using more software and cloud solutions. The top 15% of marketers use several software solutions significantly more than their peers; these include ecommerce software, e-mail, marketing automation solutions, social media and personalization solutions.

Other topics covered by the report include:

- Customer journey management
- Measuring ROI
- Marketing automation: people vs. machines
- Next big disruptive forces in marketing, including 3D printing and smart TVs
- Integration of marketing software

"The survey we conducted with Millward Brown shows there was quite a bit of commonality among today's most successful marketers in terms of where they're investing the most time, money and resources across various marketing activities, technology and more," said Kentico CEO and Founder Petr Palas. "While it's exciting to see so many of today's high performing marketers planning for the full-scale emergence of Big Data and the Internet of Things, older mainstays such as email marketing, which is staging a comeback of sorts, are also attracting a great deal of investment in 2015."

300 digital marketers from US-based companies of various sizes, types and industries participated in this survey. The full report may be downloaded at <http://www.kentico.com/marketers2015>.

### About Kentico

Kentico brings smart integrated digital marketing to businesses of all sizes with a comprehensive suite of solutions. With Kentico's Web Content Management, Online Marketing, E-commerce, Online Communities, and Intranet & Collaboration solutions, clients can deliver superior cross-channel customer experiences across all devices. Based on the Microsoft .NET platform, Kentico comes with 450 web parts and fully documented API and is available on-premise or in the cloud. Flexible, robust and scalable, Kentico delivers right-first-time technology, out-of-the-box speed, and affordable sophistication to help customers meet their goals faster and more profitably.

### About Kentico Software

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; Microsoft; Mighty River Power; Run and Become; Sony; Vodafone.

