2011 Lifecycle Email Marketing Survey

Businesses are Making the Shift to Lifecycle Marketing and Reaping Rewards

A new StrongMail survey conducted by Zoomerang from May 23 to June 3, 2011, reflects the attitudes of 1,070 business leaders in regards to their adoption of lifecycle marketing to power more effective email marketing programs. The data reveals that nearly half of all businesses are leveraging lifecycle marketing within their email marketing programs and that 58% of those who aren't plan to do so within the next 24 months. The ability to manage lifecycle marketing programs with a drag-and-drop interface was also shown as an important factor in increasing adoption. With 75% of companies reporting that lifecycle marketing programs outperform traditional batch-and-blast campaigns, the survey results show that increased subscriber engagement (67%), improved campaign performance (55%) and increased customer satisfaction (54%) are the top benefits of lifecycle email marketing adoption.

The following charts highlight the most relevant and significant data points from the survey. More information on the survey can be found in the following press release distributed on June 14, 2011: *http://www.strongmail.com/lifecycle-pr*

1. What is the size of your organization?

1-100 Employees		481	45%
101-500 Employees		231	22%
501-1000 Employees		98	9%
More than 1,000 Employees		249	23%
Don't know/decline to state		11	1%
	Total	1070	100%

2. What industry is your company in?

Automotive		16	1%
Business Services		44	4%
Education		52	5%
Financial Services		94	9%
Government		8	1%
Healthcare		40	4%
Manufacturing		56	5%
Marketing/Advertising		225	21%
Media/Entertainment/Publishing		99	9%
Non-profit		45	4%
Retail		109	10%
Technology/Internet		137	13%
Travel/Leisure/Hospitality		43	4%
Other, please specify		102	10%
	Total	1070	100%

3. What is your role within your organization?

Marketing		543	51%
E-Commerce		78	7%
Sales/Business Development		75	7%
Information Technology		101	9%
Product Management		42	4%
Executive Management		134	13%
Other, please specify		97	9%
	Total	1070	100%

This survey focuses on automated lifecycle email marketing programs that are triggered off of customer behaviors or attributes. Programs are usually multi-step, as illustrated by the following common examples: Welcome Programs, Cart Abandonment Programs, Post Purchase Programs, Winback Programs, Cross-Upsell Programs, Price-Drop Alerts, Product Lifecycle, etc.

4. Are you currently running automated, event-triggered, lifecycle email marketing programs?

Yes		493	46%
No		543	51%
Don't Know		34	3%
	Total	1070	100%

Travel & Hospitality

4. Are you currently running automated, event-triggered, lifecycle email marketing programs?

Yes		27	63%
No		16	37%
Don't Know		0	0%
	Total	43	100%

Retail

4. Are you currently running automated, event-triggered, lifecycle email marketing programs?

Yes		68	62%
No		38	35%
Don't Know		3	3%
	Total	109	100%

Technology

4. Are you currently running automated, event-triggered, lifecycle email marketing programs?

Yes		79	58%
No		51	37%
Don't Know		7	5%
	Total	137	100%

Marketing & Advertising

4. Are you currently running automated, event-triggered, lifecycle email marketing programs?

Yes		102	45%
No		117	52%
Don't Know		6	3%
	Total	225	100%

Media/Publishing/Entertainment

4. Are you currently running automated, event-triggered, lifecycle email marketing programs?

Yes		40	40%
No		55	56%
Don't Know		4	4%
	Total	99	100%

Financial Services

4. Are you currently running automated, event-triggered, lifecycle email marketing programs?

Yes		35	37%
No		55	59%
Don't Know		4	4%
	Total	94	100%

5. Why haven't you implemented any event-triggered, lifecycle email marketing programs? (check all that apply)

Too challenging to implement		68	13%
Lack of budget or resources		209	38%
Too time-consuming		62	11%
Don't have access to customer data (Integration challenges)		89	16%
Lack tools and/or technology		140	26%
Don't know where to start		72	13%
Don't see the value in lifecycle email marketing		14	3%
Not an appropriate fit for our business		103	19%
Don't know		47	9%
Other, please specify		65	12%

6. Would you leverage event-triggered, lifecycle email marketing programs if you could easily create and manage them yourself with a drag-and-drop interface?

Yes		312	57%
No		47	9%
Don't know		184	34%
	Total	543	100%

7. Are you planning to implement lifecycle email marketing programs in the future?

Yes, within six months		83	15%
Yes, in 6 - 12 months		90	17%
Yes, in 12 - 24 months		140	26%
No		230	42%
	Total	543	100%

8. What kind of lifecycle email marketing programs are you leveraging? (check all that apply)

Welcome Program		385	78%
Cart Abandonment Program		128	26%
Post-Purchase Program (Product reviews, customer service survey, etc.)		221	45%
Winback Program		164	33%
Cross/Upsell Program		216	44%
Website Action Program (Browsed items, visits, etc.)		138	28%
In-Stock Notifications		29	6%
Price-drop Alerts		46	9%
Event Countdown Program (message series leading up to an event)		119	24%
Don't know		8	2%
Other, please specify		43	9%

Retail

8. What kind of lifecycle email marketing programs are you leveraging? (check all that apply)

Welcome Program		55	81%
Cart Abandonment Program		39	57%
Post-Purchase Program (Product reviews, customer service survey, etc.)		46	68%
Winback Program		27	40%
Cross/Upsell Program		19	28%
Website Action Program (Browsed items, visits, etc.)		16	24%
In-Stock Notifications		15	22%
Price-drop Alerts		10	15%
Event Countdown Program (message series leading up to an event)		12	18%
Don't know		0	0%
Other, please specify		6	9%

Retail

8. What kind of lifecycle email marketing programs are you leveraging? (check all that apply)

Program		Count	Percent
Welcome Program		55	81%
Cart Abandonment Program		39	57%
Post-Purchase Program (Product reviews, customer service survey, etc.)		46	68%
Winback Program		27	40%
Cross/Upsell Program		19	28%
Website Action Program (Browsed items, visits, etc.)		16	24%
In-Stock Notifications		15	22%
Price-drop Alerts		10	15%
Event Countdown Program (message series leading up to an event)		12	18%
Don't know		0	0%
Other, please specify		6	9%

Travel & Hospitality

8. What kind of lifecycle email marketing programs are you leveraging? (check all that apply)

Program		Count	Percent
Welcome Program		26	96%
Cart Abandonment Program		5	19%
Post-Purchase Program (Product reviews, customer service survey, etc.)		11	41%
Winback Program		9	33%
Cross/Upsell Program		14	52%
Website Action Program (Browsed items, visits, etc.)		9	33%
In-Stock Notifications		2	7%
Price-drop Alerts		6	22%
Event Countdown Program (message series leading up to an event)		6	22%
Don't know		0	0%
Other, please specify		0	0%

Technology

8. What kind of lifecycle email marketing programs are you leveraging? (check all that apply)

Welcome Program		58	73%
Cart Abandonment Program		15	19%
Post-Purchase Program (Product reviews, customer service survey, etc.)		42	53%
Winback Program		28	35%
Cross/Upsell Program		36	46%
Website Action Program (Browsed items, visits, etc.)		19	24%
In-Stock Notifications		2	3%
Price-drop Alerts		7	9%
Event Countdown Program (message series leading up to an event)		23	29%
Don't know		1	1%
Other, please specify		9	11%

Media/Publishing/Entertainment

8. What kind of lifecycle email marketing programs are you leveraging? (check all that apply)

Welcome Program		32	80%
Cart Abandonment Program		7	18%
Post-Purchase Program (Product reviews, customer service survey, etc.)		13	32%
Winback Program		14	35%
Cross/Upsell Program		15	38%
Website Action Program (Browsed items, visits, etc.)		7	18%
In-Stock Notifications		0	0%
Price-drop Alerts		4	10%
Event Countdown Program (message series leading up to an event)		8	20%
Don't know		2	5%
Other, please specify		5	12%

Marketing & Advertising

8. What kind of lifecycle email marketing programs are you leveraging? (check all that apply)

Program		Count	Percent
Welcome Program		83	81%
Cart Abandonment Program		29	28%
Post-Purchase Program (Product reviews, customer service survey, etc.)		47	46%
Winback Program		38	37%
Cross/Upsell Program		50	49%
Website Action Program (Browsed items, visits, etc.)		33	32%
In-Stock Notifications		7	7%
Price-drop Alerts		9	9%
Event Countdown Program (message series leading up to an event)		28	27%
Don't know		3	3%
Other, please specify		10	10%

Financial Services

8. What kind of lifecycle email marketing programs are you leveraging? (check all that apply)

| Program		Count	Percent
Welcome Program		26	74%
Cart Abandonment Program		2	6%
Post-Purchase Program (Product reviews, customer service survey, etc.)		11	31%
Winback Program		9	26%
Cross/Upsell Program		19	54%
Website Action Program (Browsed items, visits, etc.)		8	23%
In-Stock Notifications		0	0%
Price-drop Alerts		3	9%
Event Countdown Program (message series leading up to an event)		6	17%
Don't know		1	3%
Other, please specify		3	9%

9. Are your lifecycle email marketing programs outperforming your traditional outbound marketing campaigns?

		Count	Percent
Yes		235	75%
No		78	25%
	Total	313	100%

10. What kind of performance increases (opens, clicks, purchases, registrations, etc.) have you seen from implementing lifecycle email marketing programs?

None		19	4%
Under 100%		177	36%
100 – 200%		77	16%
200 – 400%		23	5%
400% - 600%		2	0%
600% or more		2	0%
Don't know		193	39%
	Total	493	100%

11. What systems are you integrating with to trigger your lifecycle email marketing programs? (check all that apply)

Multichannel Campaign Management or Marketing Automation System		157	32%
Web Analytics		228	46%
Recommendation Engine		38	8%
E-Commerce Engine		94	19%
Customer Database		312	63%
Email Service Provider		275	56%
Don't know		27	5%
Other, please specify		12	2%

12. What do you see as the main benefits of an event-triggered, lifecycle email marketing program? (choose 3)

Increased Subscriber Engagement		328	67%
Lift in Campaign Performance (Opens, clicks)		269	55%
Sending fewer but more profitable messages		185	38%
Higher ROI		221	45%
Increased revenue		229	46%
Increased customer satisfaction & retention		266	54%
Other, please specify		8	2%

Survey Methodology

The StrongMail "2011 Lifecycle Email Marketing Survey" was conducted online by Zoomerang on behalf of StrongMail. The poll, which gathered feedback from 1,070 business leaders across a wide range of industries, was conducted from May 23 - June 3, 2011.

About StrongMail

StrongMail enables marketers to forge meaningful, profitable and long-lasting connections with their customers through email marketing and social media. Featuring a unique combination of technology and services, StrongMail takes a fundamentally different approach that provides you with easy access to customer data, superior performance, low total cost of ownership and grounding breaking strategic and creative services. Learn more at **www.strongmail.com** or call us at **(800) 971-0380**.