

\$445



 marketingsherpa
BENCHMARK REPORT

2012 MOBILE MARKETING

Detailed charts on responses from 1,372 marketers...

- Page 36** Few marketers track mobile adoption
- Page 72** Speed and efficiency are of top importance for mobile marketers
- Page 138** Mobile is proven effective when integrated with other marketing tactics

Research on Mobile Strategy and ROI

Welcome to the **MarketingSherpa inaugural benchmark study of mobile marketing**. Inside, you'll find data culled from a survey of expert marketers.

This data will provide you with insights to help **develop and optimize an effective mobile marketing strategy**, based upon feedback and data from an international field of marketers, across a wide range of industries, company sizes and customer types.

The **1,372 marketers** who participated in our research helped us to identify:

- Marketers' understanding of customer mobile adoption
- Marketers' perception of mobile adoption's **effect on customer behavior**
- Data marketers gathered about **customers' mobile preference**
- Whether or not marketers use (or plan to use) **mobile data to predict customer behavior**
- Which **mobile tactics improved relevance and engagement of content**
- **Challenges to achieving** mobile objectives
- The **types of mobile campaign elements** tested by marketers
- The amount of time and resources dedicated to **testing mobile campaigns**
- The percentage of marketers who **integrate mobile** with other tactics
- The **types of mobile marketing tactics** currently used by marketers
- The **degrees of adoption and integration** for select mobile tactics
- **Difficulty and effectiveness** of mobile tactics when integrated with other channels
- Planned mobile tactic adoption
- **Top business objectives** for surveyed marketers
- Organizational **effectiveness and difficulty** encountered with various business objectives
- Importance of mobile metrics
- Factors that **drive mobile market investment**
- Perception of mobile marketing ROI
- Expected changes in **mobile marketing budgets**
- **Types of metrics** tracked for mobile efforts
- Suggested areas of improvement for mobile tactics

2012 Mobile Marketing Benchmark Report

Use this data to gain approval, win clients, and help fellow marketers

At MarketingSherpa, our goal is to give marketers the instructions, statistics, and inspiration to improve their results. To that end, you are free to share any five (5) charts from this book in presentations to clients, business leadership, and at events as well as in blog posts, videos and other public and private venues, without written permission, as long as you attribute MarketingSherpa and link to MarketingSherpa.com (where applicable).

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2012 Mobile Marketing Benchmark Report

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Dear Marketer,

How are you using mobile to increase your bottom line? Do you have a strategy in place to maximize the return on your mobile investment? What are your peers doing in this space?

These are a few of the questions answered by 1,372 companies around the world in our new Mobile Benchmark Survey. Some of the most compelling findings may surprise you:

- Few marketers are tracking customer mobile adoption
- Speed and efficiency are of top importance for mobile marketers
- Mobile is proven effective when integrated with other marketing tactics

These discoveries represent more than 300 hours of rigorous research. And we have tried to make this work as useful as possible. But despite our best efforts, it could be better. To that end, I would like to ask for your help.

Once you have read (or at least skimmed) this material, you may have questions or recommendations. Please take the time to [share your thoughts](#).

Together, we can discover how to optimize this emerging medium.

Thank you for your trust,



Flint McGlaughlin
Managing Director, MECLABS

EXECUTIVE SUMMARY

- [Takeaway #1](#) Few marketers are tracking customer mobile adoption
- [Takeaway #2](#) Mobile marketing data tracked skews towards user device experience
- [Takeaway #3](#) Speed and efficiency are of top importance for mobile marketers
- [Takeaway #4](#) Mobile testing efforts focused on past results, not rigorous testing
- [Takeaway #5](#) Mobile proven effective when integrated with other marketing tactics
- [Takeaway #6](#) Mobile is expected to be a part of marketers' upcoming campaigns
- [Takeaway #7](#) Mobile marketing expected to be significant part of future success
- [Takeaway #8](#) Mobile marketing budgets increasing, even without proven ROI ...
- [Takeaway #9](#) ... and that increase is quite significant
- [Takeaway #10](#) Marketers are aware of challenges, need for a comprehensive strategy

CHAPTER 1: THE MARKET

Points to consider

Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

[Chart 1.1](#) All responses

[Chart 1.2](#) "Not Well" responses

Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers? (By industry, customer type, business type, company size, and perception of mobile impact)

[Chart 1.3](#) Healthcare

[Chart 1.4](#) Manufacturing or Packaged Goods

[Chart 1.5](#) Media or Publishing

Chart 1.6	Non-Profit and Education
Chart 1.7	Other
Chart 1.8	Professional or Financial Services
Chart 1.9	Retail or Ecommerce
Chart 1.10	Software or Software as a Service
Chart 1.11	Technology Equipment or Hardware
Chart 1.12	Travel or Hospitality
Chart 1.13	By customer type
Chart 1.14	Business-to-consumer (B2C)
Chart 1.15	Business-to-business (B2B)
Chart 1.16	B2C & B2B
Chart 1.17	Under 10 Employees
Chart 1.18	10-99 Employees
Chart 1.19	100-999 Employees
Chart 1.20	1,000-5,000 Employees
Chart 1.21	Over 5,000 Employees

Perception of mobile impact on customer behavior

How have mobile devices changed your organization's customers' behavior?

[Chart 1.22](#) All responses

Which mobile capabilities have had the most impact on your organization's customers' path to purchase?

[Chart 1.23](#) All responses

Data gathered on customer mobile preference

What data does your organization gather and review to understand your customers' mobile preferences? (By customer type)

[Chart 1.24](#) All responses

[Chart 1.25](#) Business-to-consumer (B2C)

[Chart 1.26](#) Business-to-business (B2B)

[Chart 1.27](#) B2C & B2B

[Chart 1.28](#) Use of mobile data to predict customer behavior

CHAPTER 2: THE MESSAGE

[Points to consider](#)

Improving mobile content relevance & engagement

Which do you use to improve the relevance and engagement of mobile content? (By customer type and company size)

[Chart 2.1](#) All responses

[Chart 2.2](#) Business-to-consumer (B2C)

[Chart 2.3](#) Business-to-business (B2B)

[Chart 2.4](#) B2C & B2B

[Chart 2.5](#) Under 100 Employees

[Chart 2.6](#) 100-999 Employees

[Chart 2.7](#) Over 1,000 Employees

Content relevance & engagement effectiveness

Indicate the level of EFFECTIVENESS for the mobile engagement and relevancy tactics used by your organization

[Chart 2.8](#) All responses

Content relevance and engagement difficulty

Indicate the level of DIFFICULTY for the mobile engagement and relevancy tactics used by your organization

[Chart 2.9](#) All responses

Comparing usage, effectiveness and difficulty

Comparing responses for the mobile engagement and relevancy tactics used by organizations

[Chart 2.10](#) All responses

[Chart 2.11](#) Very difficult/Very effective

[Chart 2.12](#) Not difficult/Very effective

[Chart 2.13](#) Not effective/Very difficult

[Chart 2.14](#) Somewhat effective/Somewhat difficult

Mobile marketing optimization efforts in 2012

What mobile marketing optimization efforts were utilized by your organization in 2012? (By company size)

[Chart 2.15](#) All responses

[Chart 2.16](#) Under 1,000 Employees

[Chart 2.17](#) Over 1,000 Employees

Testing and optimizing mobile messages

What percentage of your organization's mobile messages are tested and optimized? (By company size)

[Chart 2.18](#) All responses

[Chart 2.19](#) Under 100 Employees

[Chart 2.20](#) 100-999 Employees

[Chart 2.21](#) Over 1,000 Employees

Budget dedicated to mobile testing and optimization

What percentage of your organization's mobile budget is dedicated to testing and optimization? (By company size)

[Chart 2.22](#) All responses

[Chart 2.23](#) Under 100 Employees

[Chart 2.24](#) 100-999 Employees

[Chart 2.25](#) Over 1,000 Employees

CHAPTER 3: THE MEDIUM

Points to consider

Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization? (By customer type, company size and industry)

[Chart 3.1](#) All responses

[Chart 3.2](#) Business-to-consumer (B2C)

[Chart 3.3](#) Business-to-business (B2B)

[Chart 3.4](#) B2C & B2B

[Chart 3.5](#) Over 5,000 Employees

[Chart 3.6](#) Healthcare

[Chart 3.7](#) Manufacturing or Packaged Goods

[Chart 3.8](#) Media or Publishing

[Chart 3.9](#) Non-Profit & Education

[Chart 3.10](#) Other

[Chart 3.11](#) Professional or Financial Services

[Chart 3.12](#) Retail or Ecommerce

- [Chart 3.13](#) Technology equipment or Hardware
- [Chart 3.14](#) Software or Software as a Service
- [Chart 3.15](#) Travel or Hospitality

Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use? (By industry, customer type and company size)

- [Chart 3.16](#) All responses
- [Chart 3.17](#) Manufacturing or Packaged Goods
- [Chart 3.18](#) Media or Publishing
- [Chart 3.19](#) Non-Profit & Education
- [Chart 3.20](#) Other
- [Chart 3.21](#) Professional or Financial Services
- [Chart 3.22](#) Retail or Ecommerce
- [Chart 3.23](#) Software or Software as a service
- [Chart 3.24](#) Business-to-consumer (B2C)
- [Chart 3.25](#) Business-to-business (B2B)
- [Chart 3.26](#) B2C & B2B
- [Chart 3.27](#) Under 10 Employees
- [Chart 3.28](#) 10-99 Employees
- [Chart 3.29](#) 100-999 Employees
- [Chart 3.30](#) 1,000-5,000 Employees
- [Chart 3.31](#) Over 5,000 Employees

Degree of adoption of mobile tactics

How would you define your organization's degree of adoption of the following mobile tactics with your overall marketing strategy?

- [Chart 3.32](#) All responses

Effectiveness when integrated with other channels

Assess your organizations mobile program's EFFECTIVENESS when integrated with the following marketing channels.

- [Chart 3.33](#) All responses

Difficulty of integrating mobile with other channels

Indicate the degree of DIFFICULTY (time, effort and expense) involved in integrating mobile with the following marketing channels.

- [Chart 3.34](#) All responses

Comparing difficulty and effectiveness of mobile

Comparing responses for the difficulty and effectiveness of integrating mobile marketing tactics

- [Chart 3.35](#) All responses
- [Chart 3.36](#) Very effective/Very difficult
- [Chart 3.37](#) Not effective/Very difficult
- [Chart 3.38](#) Very effective/Not difficult
- [Chart 3.39](#) Somewhat effective/Somewhat difficult

Mobile tactics implemented within next six months

Which mobile marketing tactics does your organization plan to use in the next 1-6 months? (By industry and customer type)

Chart 3.40	All responses
Chart 3.41	Software or Software as a service
Chart 3.42	Retail or Ecommerce
Chart 3.43	Business-to-consumer (B2C)
Chart 3.44	Business-to-business (B2B)
Chart 3.45	B2C & B2B

CHAPTER 4: THE MARKETER

Points to Consider

Top business objectives for mobile marketing

What are your TOP BUSINESS OBJECTIVES for mobile marketing in the next 12 months? (By customer type)

Chart 4.1	All responses
Chart 4.2	Business-to-consumer (B2C)
Chart 4.3	Business-to-business (B2B)
Chart 4.4	B2C & B2B

Top business objectives for mobile marketing

What are your TOP BUSINESS OBJECTIVES for mobile marketing in the next 12 months? (By company size)

Chart 4.5	All responses
---------------------------	---------------

Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization? (By customer type, industry and company size)

Chart 4.6	All responses
Chart 4.7	Business-to-consumer (B2C)
Chart 4.8	Business-to-business (B2B)
Chart 4.9	B2C & B2B
Chart 4.10	Healthcare
Chart 4.11	Media or Publishing
Chart 4.12	Other
Chart 4.13	Professional of Financial services
Chart 4.14	Retail or Ecommerce
Chart 4.15	Software or Software as a service
Chart 4.16	Under 10 Employees
Chart 4.17	10-99 Employees
Chart 4.18	100-999 Employees

Difficulty in achieving marketing objectives

Please indicate the degree of DIFFICULTY involved in achieving the following mobile marketing objectives (By customer type)

Chart 4.19	All responses
Chart 4.20	Business-to-customer (B2C)
Chart 4.21	Business-to-business (B2B)
Chart 4.22	B2B & B2C

Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness of mobile tactics in achieving top business objectives

- [Chart 4.23](#) All responses
- [Chart 4.24](#) Very effective/Not difficult
- [Chart 4.25](#) Not effective/Very difficult
- [Chart 4.26](#) Very effective/Very difficult

Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs?

- [Chart 4.27](#) All responses

Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs? (By industry, customer type)

- [Chart 4.28](#) Media or Publishing
- [Chart 4.29](#) Professional or Financial Services
- [Chart 4.30](#) Retail or Ecommerce
- [Chart 4.31](#) Software or Software as a Service
- [Chart 4.32](#) Business-to-consumer (B2C)
- [Chart 4.33](#) Business-to-business (B2B)
- [Chart 4.34](#) B2C & B2B

Factors that drive mobile market investment

What is driving your organization's mobile investment?

- [Chart 4.35](#) All responses

Importance of mobile marketing in company growth

How important is mobile marketing to your organization's growth in the next three years? (By industry, customer type, company size)

- [Chart 4.36](#) All responses
- [Chart 4.37](#) By industry
- [Chart 4.38](#) By customer type
- [Chart 4.39](#) By company size

Companies' perception of mobile marketing ROI

Which statement best describes your organization's perception of mobile marketing's ROI at budget time?

- [Chart 4.40](#) All responses
- [Chart 4.41](#) By industry
- [Chart 4.42](#) By customer type
- [Chart 4.43](#) By company size

Methods for quantifying ROI from mobile marketing

Does your organization have a method for quantifying the ROI from mobile marketing programs?

- [Chart 4.44](#) All responses
- [Chart 4.45](#) By industry
- [Chart 4.46](#) By company size
- [Chart 4.47](#) By customer type

Expected change in mobile marketing budgets

How much do you expect your organization's mobile marketing budget to change from 2012 to 2013?

- [Chart 4.48](#) All responses
- [Chart 4.49](#) By industry
- [Chart 4.50](#) By company size
- [Chart 4.51](#) By customer type

Expected change in mobile marketing budgets

How do you expect the organization's budget for the following mobile marketing tactics change in 2013?

- [Chart 4.52](#) All responses

Mobile strategy integration with overall strategy

How would you describe your organization's mobile strategy in relation to its overall marketing strategy? (By industry)

- [Chart 4.53](#) All responses
- [Chart 4.54](#) Media or Publishing
- [Chart 4.55](#) Other
- [Chart 4.56](#) Professional or Financial Services
- [Chart 4.57](#) Retail or Ecommerce
- [Chart 4.58](#) Software or Software as a Service

Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle? (By industry and customer type)

- [Chart 4.59](#) All responses
- [Chart 4.60](#) Media or Publishing
- [Chart 4.61](#) Other
- [Chart 4.62](#) Professional or Financial Services
- [Chart 4.63](#) Retail or Ecommerce
- [Chart 4.64](#) Software or Software as a Service
- [Chart 4.65](#) Business-to-consumer (B2C)
- [Chart 4.66](#) Business-to-business (B2B)
- [Chart 4.67](#) B2C & B2B

Level of effectiveness for campaign types

Indicate the level of EFFECTIVENESS for each type of mobile lifecycle campaign sent by your organization.

- [Chart 4.68](#) All responses

Level of difficulty for campaign types

Please indicate the level of DIFFICULTY for each type of mobile lifecycle campaign sent by your organization.

- [Chart 4.69](#) All responses

Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness for each campaign employed to manage customer lifecycle.

- [Chart 4.70](#) All responses
- [Chart 4.71](#) Not effective/Very difficult
- [Chart 4.72](#) Very effective/Not difficult
- [Chart 4.73](#) Very effective/Very difficult

Marketer involvement with mobile metrics

Which of the following are you involved MOST with in regards to mobile metrics for your organization?

[Chart 4.74](#) All responses

Marketer involvement with mobile metrics

Which of the following are you involved most with in regards to mobile metrics for your organization?

[Chart 4.75](#) By industry

[Chart 4.76](#) By customer type

[Chart 4.77](#) By company size

Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track? (By industry, customer type and company size)

[Chart 4.78](#) All responses

[Chart 4.79](#) Manufacturing or Packaged Goods

[Chart 4.80](#) Media or Publishing

[Chart 4.81](#) Non-Profit and Education

[Chart 4.82](#) Other

[Chart 4.83](#) Professional or Financial Services

[Chart 4.84](#) Retail or Ecommerce

[Chart 4.85](#) Software or Software as a Service

[Chart 4.86](#) Business-to-consumer (B2C)

[Chart 4.87](#) Business-to-business (B2B)

[Chart 4.88](#) B2C & B2B

[Chart 4.89](#) Under 10 Employees

[Chart 4.90](#) 10-99 Employees

[Chart 4.91](#) 100-999 Employees

[Chart 4.92](#) 1,000-5,000 Employees

[Chart 4.93](#) Over 5,000 Employees

Metrics' effectiveness to show mobile marketing impact

Indicate the level of EFFECTIVENESS for each type of mobile metric your organization monitors and measures to demonstrate the impact of mobile marketing?

[Chart 4.94](#) All responses

Metrics' difficulty to show mobile marketing impact

Indicate the degree of DIFFICULTY (time, effort and expense) for each type of mobile metric your organization to monitors and measures to demonstrate the impact of mobile marketing?

[Chart 4.95](#) All responses

How mobile metric usage has changed

How have the following mobile metrics changed in the past year?

[Chart 4.96](#) All responses

Customers interacting with mobile initiatives

What percentage of customers/prospects interact with your organization's mobile initiatives?

[Chart 4.97](#) All responses

Customers interacting with mobile website, applications

What percentage of customers/prospects interact with your organization's mobile WEBSITE and APPS?

[Chart 4.98](#) All responses

Customers interacting with local marketing tactics

What percentage of customers/prospects interact with your organization's LOCAL mobile marketing tactics?

[Chart 4.99](#) All responses

Customers interacting with mobile email messages

What percentage of customers/prospects interact with your organization's mobile EMAIL messages?

[Chart 4.100](#) All responses

Customers interacting with push mobile messages

What percentage of customers/prospects interact with your organization's PUSH mobile messages?

[Chart 4.101](#) All responses

Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months? (By industry, customer type and company size)

Chart 4.102	All responses
Chart 4.103	Manufacturing or Packaged Goods
Chart 4.104	Media or Publishing
Chart 4.105	Non-Profit and Education
Chart 4.106	Other
Chart 4.107	Professional or Financial Services
Chart 4.108	Retail or Ecommerce
Chart 4.109	Software or Software as a Service
Chart 4.110	Business-to-consumer (B2C)
Chart 4.111	Business-to-business (B2B)
Chart 4.112	B2C & B2B
Chart 4.113	Under 10 Employees
Chart 4.114	10-99 Employees
Chart 4.115	100-999 Employees
Chart 4.116	1,000-5,000 Employees
Chart 4.117	Over 5,000 Employees

Mobile initiatives need for improvement

Please select your organization's NEED FOR IMPROVEMENT in the following areas.

[Chart 4.118](#) All responses

Significance of challenges faced in achieving objectives

How significant are the CHALLENGES your organization faces in achieving the following mobile marketing objectives?

[Chart 4.119](#) All responses

Comparing usage, challenges and needs improvement

Comparing usage, challenges and required improvement of top mobile objectives over the next 12 months.

[Chart 4.120](#) All responses

[Chart 4.121](#) Great Improvement Needed/Very Significant

[Chart 4.122](#) No Improvement Needed/Very Significant

[Chart 4.123](#) Great Improvement Needed/Not Significant

[Chart 4.124](#) Slight Improvement Needed/Somewhat Significant

Barriers to overcoming mobile marketing challenges

Which barriers exist to overcoming your organization's top challenges? (By customer type)

[Chart 4.125](#) All responses

[Chart 4.126](#) Business-to-consumer (B2C)

[Chart 4.127](#) Business-to-business (B2B)

[Chart 4.128](#) B2C & B2B

Solutions or services used with mobile programs

Which types of solution(s) or service(s) does your organization use with your mobile program?

[Chart 4.129](#) All responses

Mobile Marketing Benchmark Report

EXECUTIVE SUMMARY



2012 Mobile Marketing Benchmark Report

This is an exciting landmark for MarketingSherpa, as this title represents our first foray into a new approach to benchmark research. As a company intently focused on optimization, we're always looking for ways to improve our customers' experience, and better achieve our goal of helping marketers do their jobs more effectively.

As we interacted with buyers of our Benchmark Reports, we learned that the primary way you use this data is to answer questions from business management and clients, as well as to proactively use the information to gain budget approval and win new clients. This usage usually took the form of a presentation. To help make this process easier for you, we are now delivering our Benchmark Reports in a new PowerPoint format.

In line with this thinking, we decided to "trim the fat," so to speak, and streamline this mobile marketing information. In past efforts, our researchers provided succinct analysis of each chart to help you navigate a wealth of data. As we continued to look through our past publications, we realized that format did not as easily lend itself to the internal and external presentations our buyers were creating.

As such, we want this mobile marketing data to speak for itself on its own slide, and, in turn, better allow you to adapt these findings to your own planning, budgeting, and new business presentations. We want you to take this data and use it to make the best possible use of it for your needs.



2012 Mobile Marketing Benchmark Report

Our approach to fielding this survey has not changed, and the same level of thorough research is present for this Benchmark Report. We dove deep to find respondents' most intricate data and revealing insights about past and current mobile marketing information, as well as their plans for future mobile integration and implementation.

Included in our chapter overviews are questions our authors asked when viewing these charts. We intend for these questions to serve as triggers for you, your team, and your clients, to focus the conversation on how you can launch and/or optimize your own mobile marketing efforts. We encourage you to answer these questions with your team when reviewing the data, and ask your own in public forums, to broaden the scope of this research, better learn from your peers, and improve your own efforts.

We are excited about this new approach, and hope you find this streamlined, presentation-centric delivery more helpful for your marketing – today, and in the months and years to come. We look forward to hearing about your mobile marketing success.

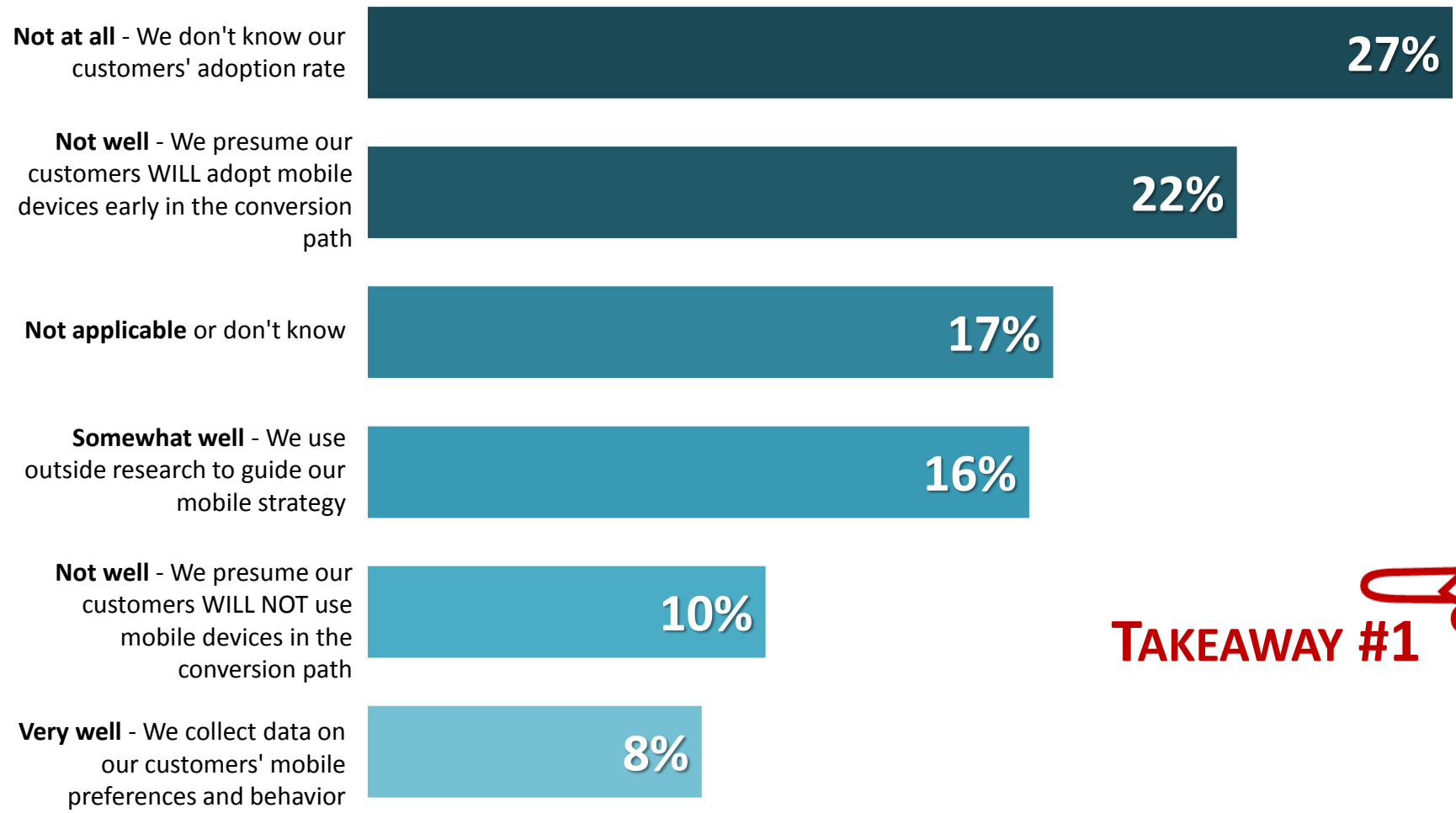
Best,

The MarketingSherpa Team



Few marketers are tracking customer mobile adoption

How well does your organization know the level of mobile device adoption of its customers?

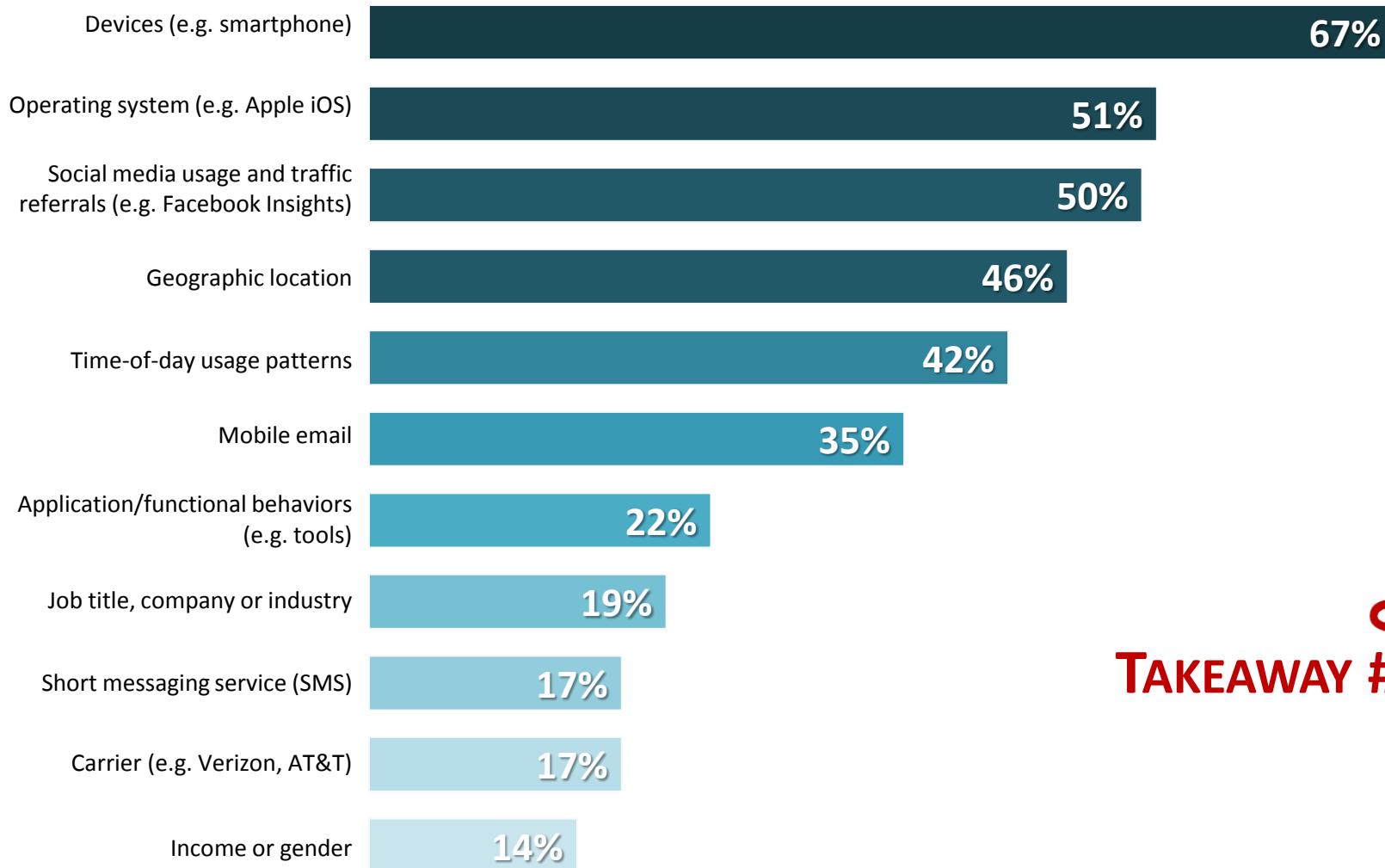


TAKEAWAY #1 



Mobile marketing data tracked skews towards user device experience

What data does your organization gather and review to understand your customers' mobile preferences?

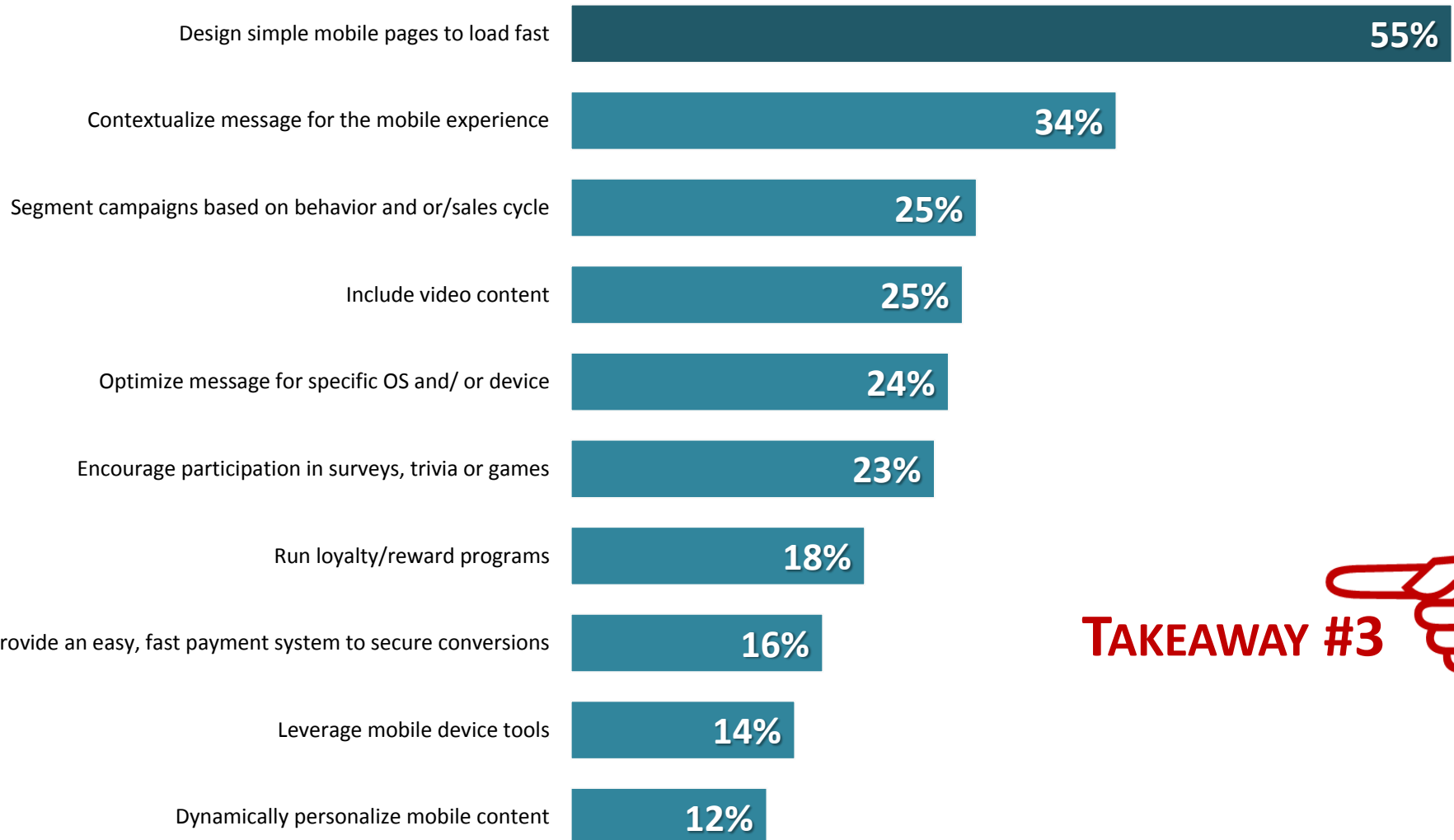


TAKEAWAY #2 



Speed and efficiency are of top importance for mobile marketers

Which of the following tactics is your organization using to improve the relevance and engagement of mobile content delivered to subscribers?



TAKEAWAY #3 

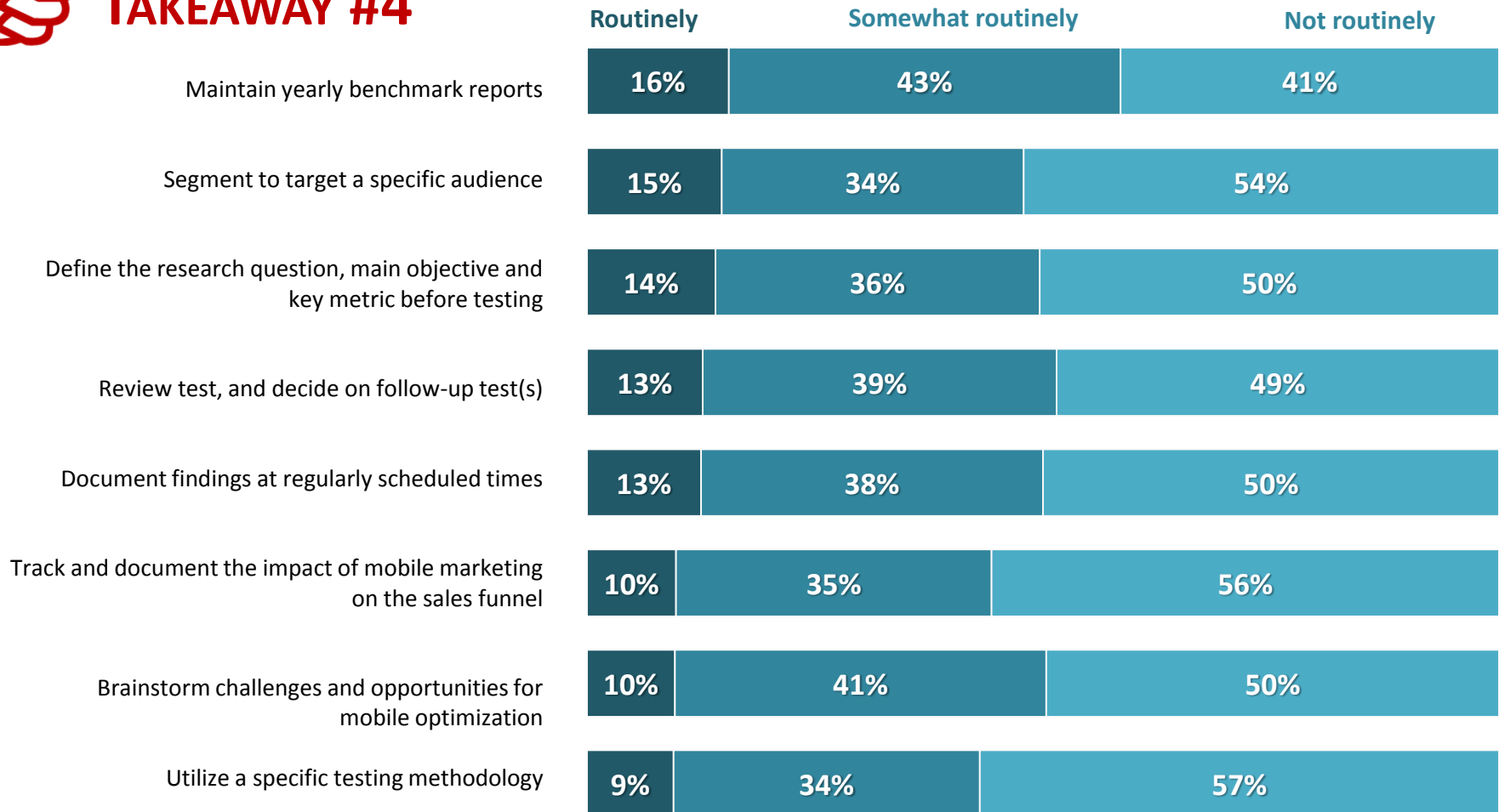


Mobile testing efforts focused on past results, not rigorous testing

How routinely does your organization implement the following testing practices?



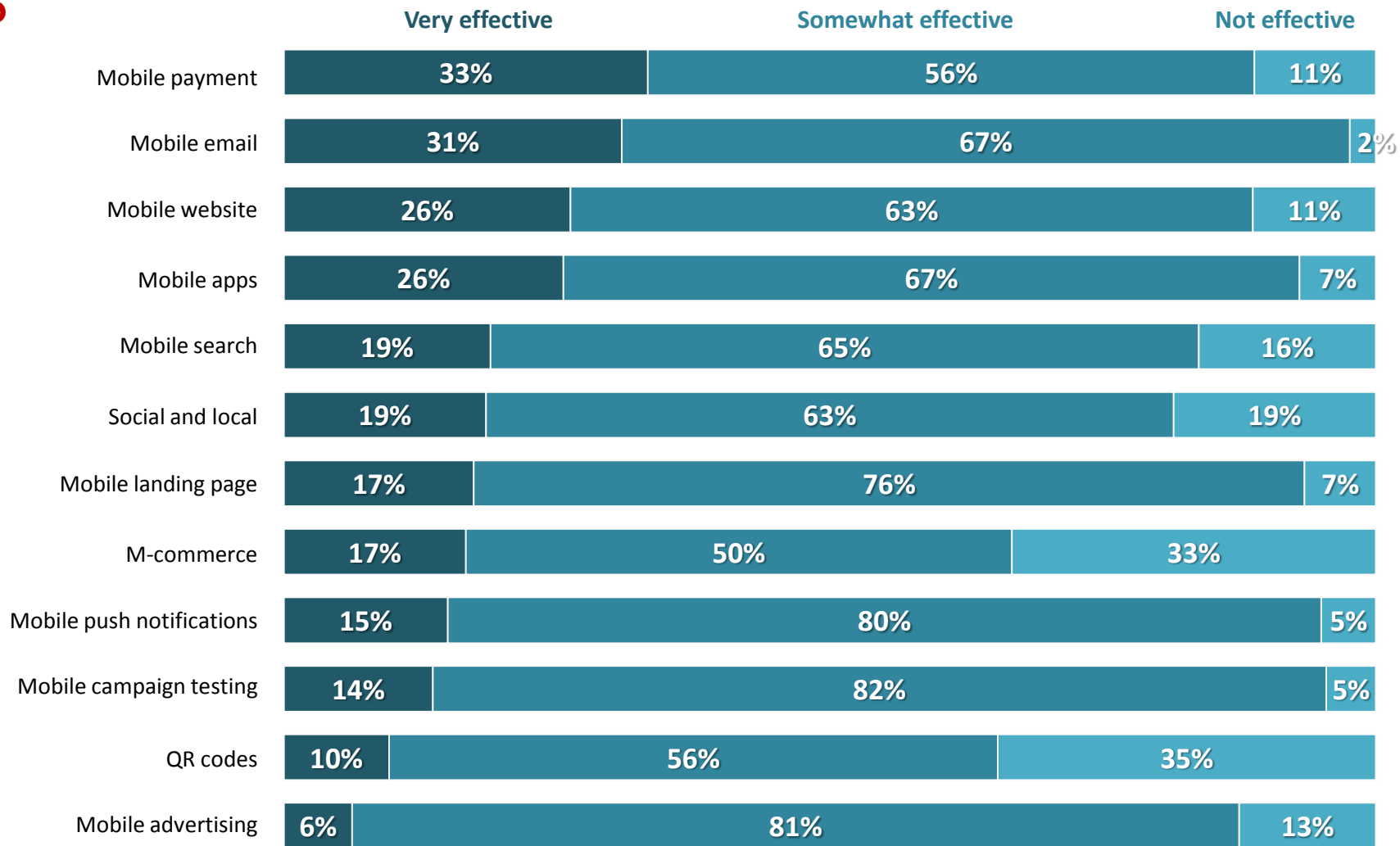
TAKEAWAY #4





Mobile proven effective when integrated with other marketing tactics

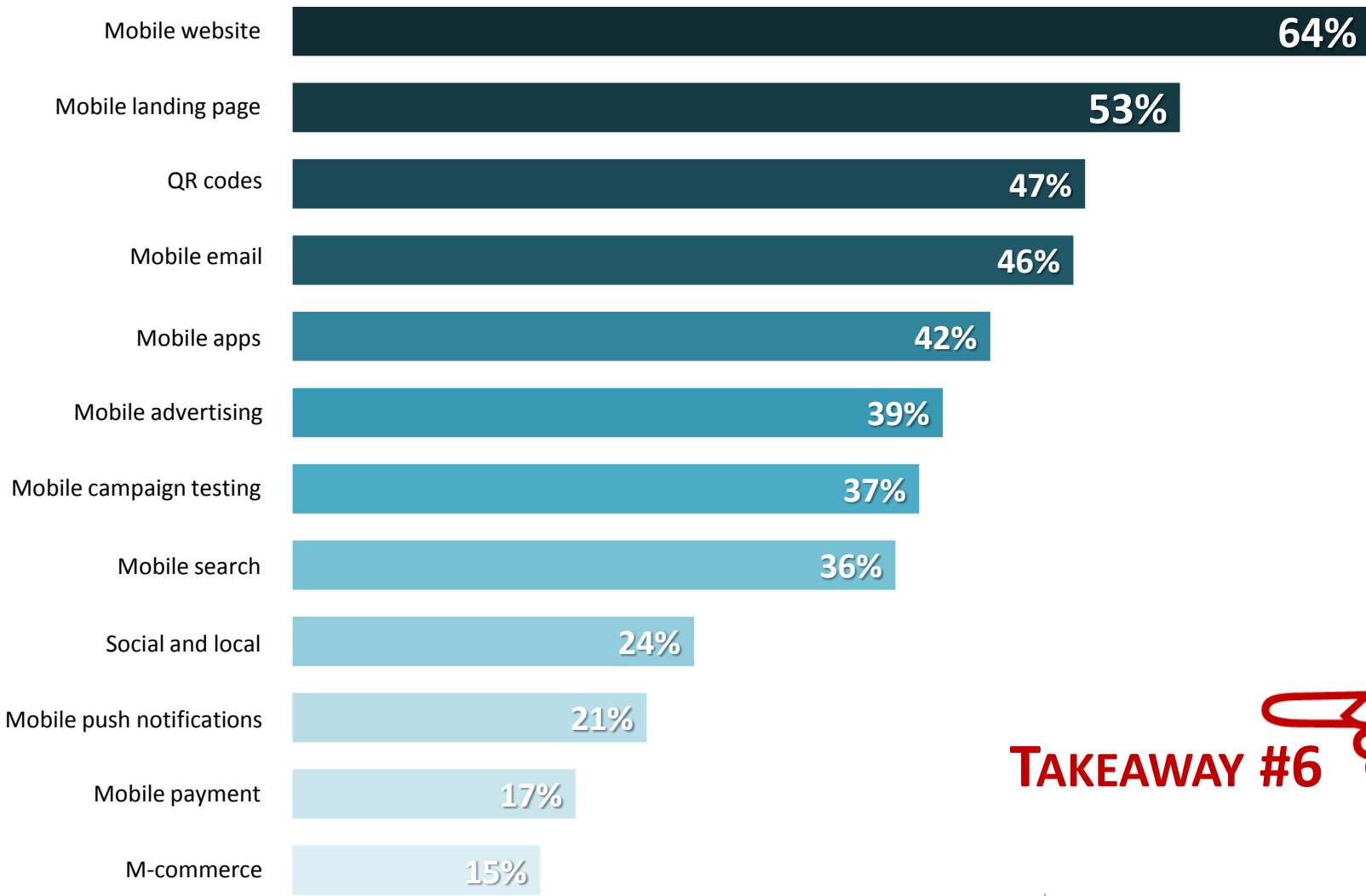
Please assess your organizations mobile program's EFFECTIVENESS when integrating with the following marketing channels.





Mobile is expected to be a part of marketers' upcoming campaigns

Which mobile marketing tactics does your organization plan to use in the next six months?

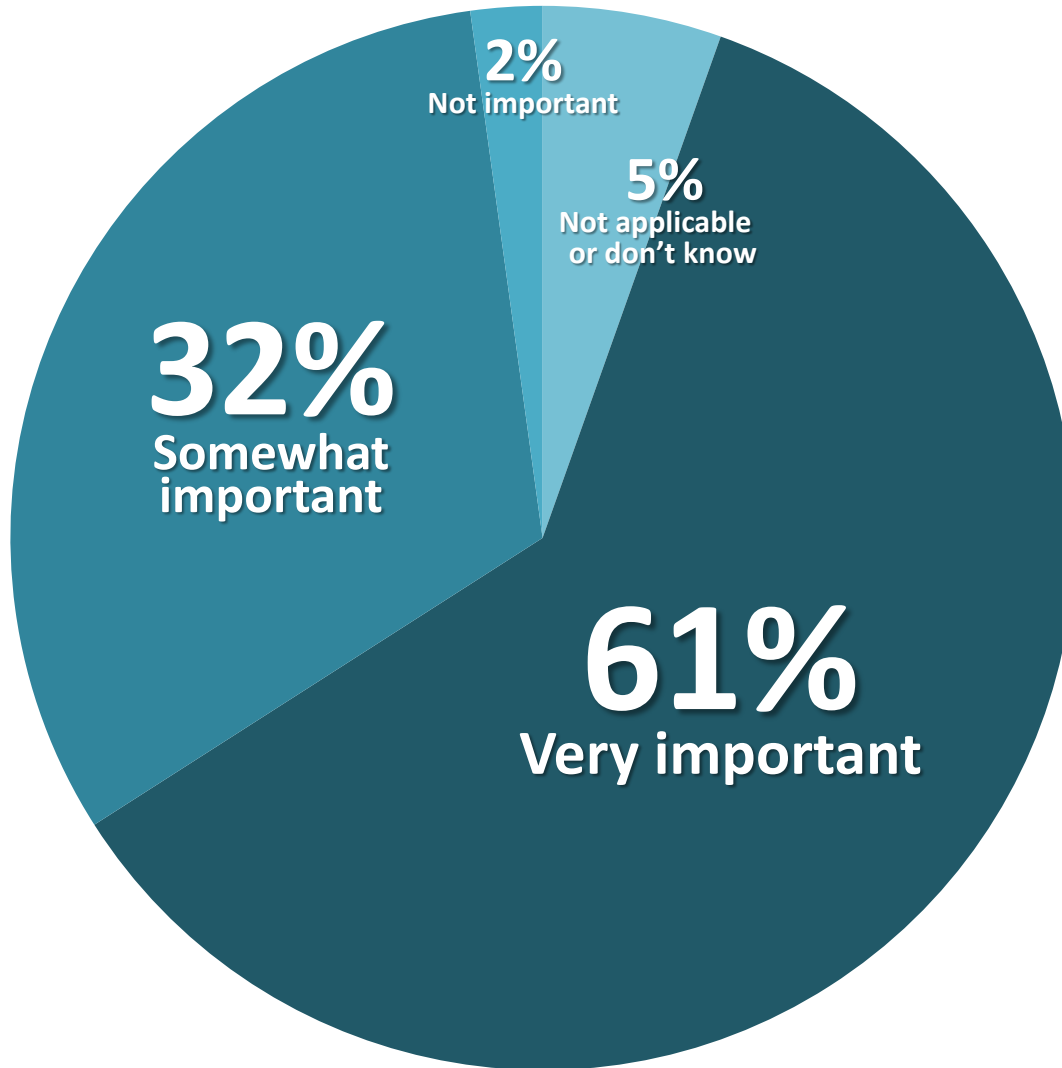


TAKEAWAY #6 



Mobile marketing expected to be significant part of future success

How important is mobile marketing to your organization's growth in the next three years?



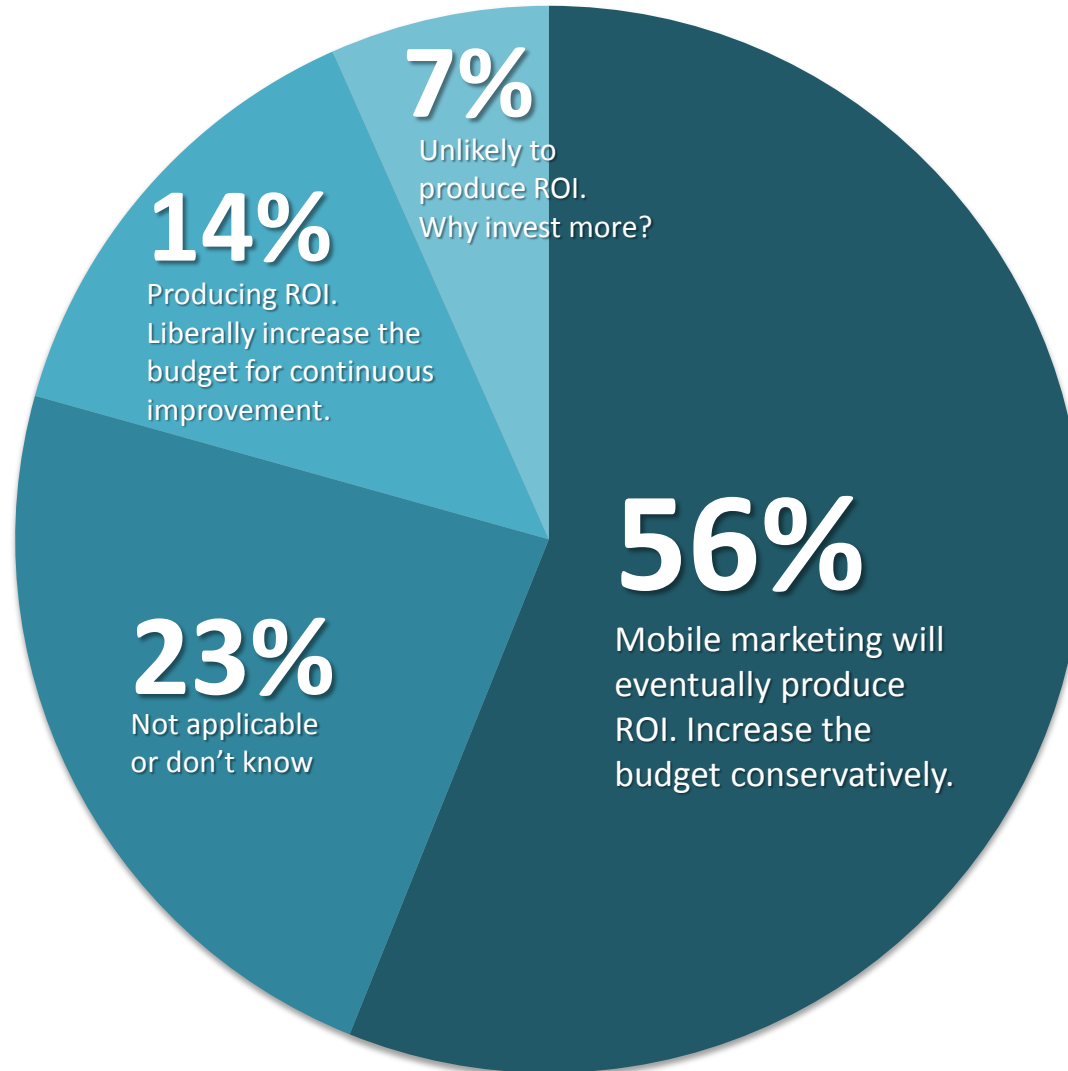
TAKEAWAY #7





Mobile marketing budgets increasing, even without proven ROI...

Which statement best describes your organization's perception of mobile marketing's ROI at budget time?



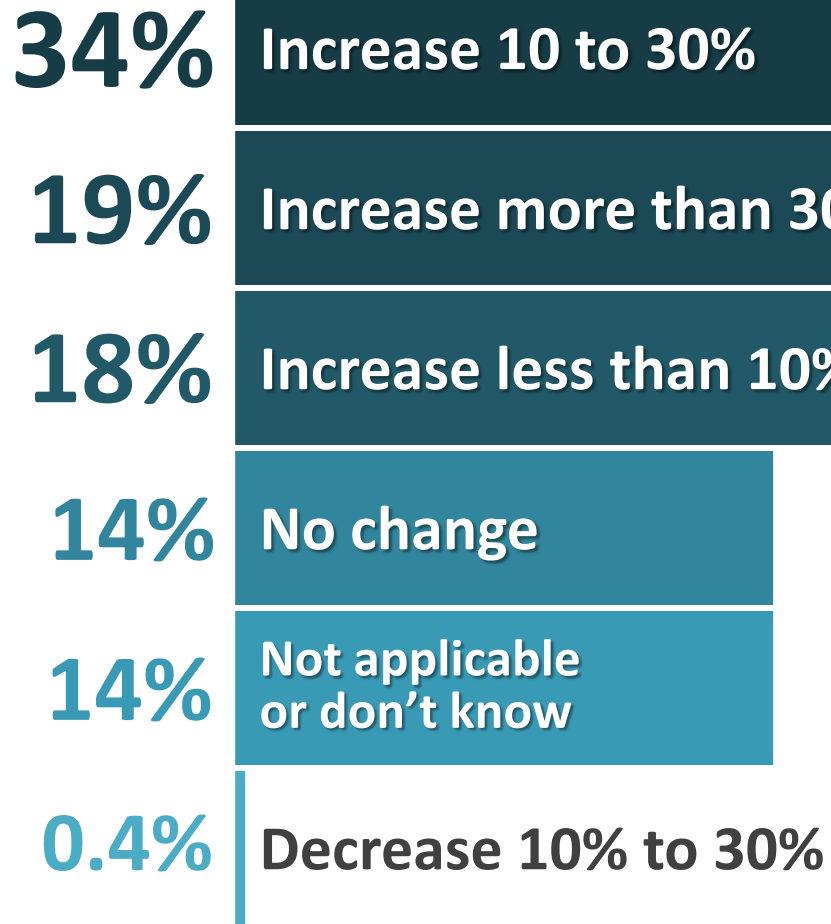
TAKEAWAY #8





... and that increase is quite significant

How much do you expect your organization's mobile marketing budget to change from 2012 to 2013?

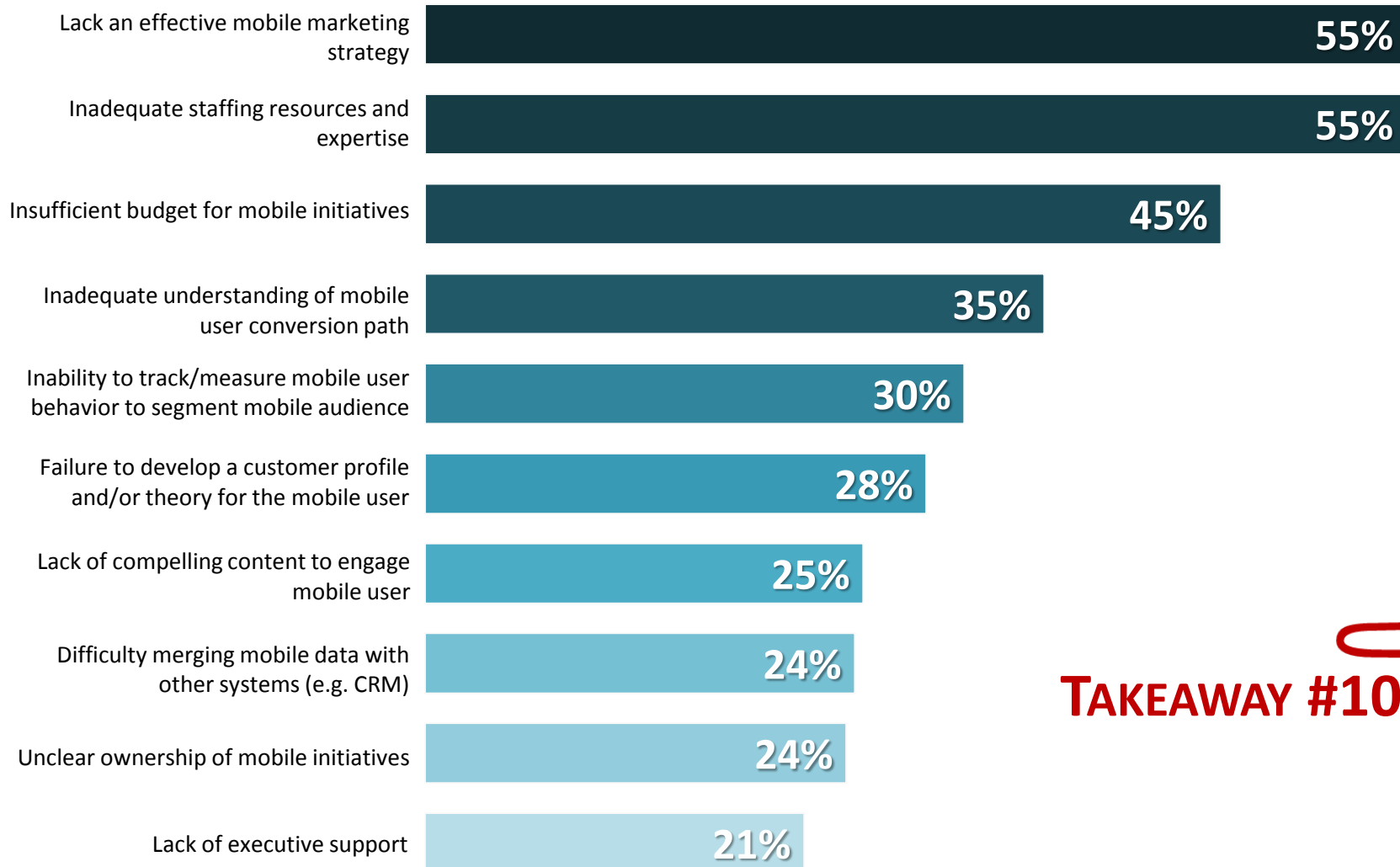


TAKEAWAY #9 



Marketers are aware of challenges, need for a comprehensive strategy

Which barriers exist to overcoming your organization's top challenges?



TAKEAWAY #10 

Mobile Marketing Benchmark Report

CHAPTER 1 THE MARKET





The Market: Points to consider

As we set out to create this Benchmark Report, we first needed to establish a baseline understanding of mobile device adoption, and how marketers perceive the effect of mobile devices on customer buying behavior.

The **1,372 marketers** who participated in our research helped us to identify:

- **Marketers' understanding of customer mobile adoption**, by industry, customer type and company size
- Marketers' perception of **mobile adoption's effect on customer behavior**
- Data gathered about **customers' mobile preference**
- Whether or not marketers use (or plan to use) **mobile data to predict customer behavior**

This chapter overview will help you parse the following benchmark data as you discover what other marketers have learned (and are learning) about mobile marketing, and focus on **questions you should be asking yourself, and your clients, as you explore, began to enact, or expand your mobile marketing campaigns.**



The Market: Points to consider

Do marketers know their customers' adoption rate of mobile devices?

When asked how many knew the level of mobile device adoption among their customers, **a significant two-thirds (66%) of all surveyed marketers reported low levels of understanding** ([Chart 1.1](#)). Of that group, 27% reported no understanding of customer mobile adoption rate, while another 17% reported “Not applicable or don’t know.” **Is your company tracking mobile adoption?** What customer trends have you noticed since you began this data collection?

Of the remaining 34% that reported an understanding of customers’ mobile adoption, the majority claimed they only knew the level “somewhat well,” and were using outside research to direct the company mobile strategy. **Only 8% claimed a strong understanding of customer mobile adoption, done through internal data collection,** making this the lowest reported category for this question.

Interestingly, **10% of respondents indicated they presumed customers would not use mobile devices to move toward conversion.** Have you implemented mobile tactics into your conversion path? If not, what factors have prevented you from doing so?



The Market: Points to consider

When further dissecting this data, we found that **only retail and e-commerce, software or software-as-a-service (SaaS), and travel and hospitality** companies reported something other than “Not at all” as their top response. And, these groups all reported that they didn’t know their customers level of mobile adoption well, yet also indicated their customers would adopt mobile devices during the conversion path ([Charts 1.9](#), [1.10](#) and [1.12](#)).

How do marketers feel mobile devices have affected customer behavior?

When gathering data for this Benchmark Report, we also wanted to garner marketers’ opinions about customer behavior, and how the adoption of mobile devices has possibly changed the way they arrive at conversion. **A slight majority (47%) indicated they believed customers were moving away from traditional online channels to mobile**, while 43% felt mobile channels were increasing interaction with their brands ([Chart 1.22](#)).



The Market: Points to consider

It was notable that only 6% of surveyed marketers felt showrooming – where a customer researches a product in-store, only to find better pricing online – was an effect of mobile adoption.

Considering **22% of B2C companies presume customers will adopt mobile devices early in the conversion path** ([Chart 1.14](#)), one might expect showrooming to be a more significant response for these marketers – both from brick-and-mortar retailers concerned about losing sales, and from online retailers looking to reap the rewards.

With an abundance of new mobile apps, such as RedLaser, Google Goggles, etc. arriving each day, have you experienced the effects of customer showrooming? Is it something for which you're accommodating, as you move forward?

Despite this finding, it should be noted that in a subsequent question, a combined **74% of surveyed marketers believed searching and sharing product/service reviews, and price comparison, were the two top mobile capabilities affecting customer path to purchase** ([Chart 1.23](#)).



The Market: Points to consider

What are we learning about customer mobile preferences?

Moving beyond marketer estimation of customer behavior, we then asked respondents to indicate the data they currently collect from mobile interactions. The most-commonly reported piece of data from the overall pool of respondents (B2B and B2C companies, as well as B2B2C companies that sell to both business and consumer audiences), was **the type of mobile device most used by customers**, whether it be smartphone or tablet computer ([Chart 1.24](#)).

This information was coupled with similarly strong response totals for “Operating System,” “Social Media Usage and Traffic Referrals,” “Geographic Locations” and “Time-of-Day Usage Patterns” – **which indicates that most companies, regardless of target audience, are tracking the best ways and means to get information and messaging to their specific customers.**

When broken out by audience type, more inherent differences in mobile preference arose. While B2B, B2C and B2B2C companies all placed emphasis on determining the above, **B2B companies were much more interested in tracking job title and functional behaviors than their B2C counterparts**, who focused more on customer income and gender, and mobile carrier details ([Chart 1.25](#)).



The Market: Points to consider

How will marketers use this customer data?

Though **only 11% of surveyed marketers indicated they currently use mobile data to predict customer behavior and motivations, 63% indicated this information would be put into play within 12 months** – 45% within the next six months ([Chart 1.28](#)).

However, questions arise from the fact that 26% indicated they had no plans to utilize mobile data to make decisions related to customer behavior. What factors are preventing you from incorporating mobile data findings into future efforts? Are you finding similar customer behavior data through more-established channels?





Chart 1.1 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

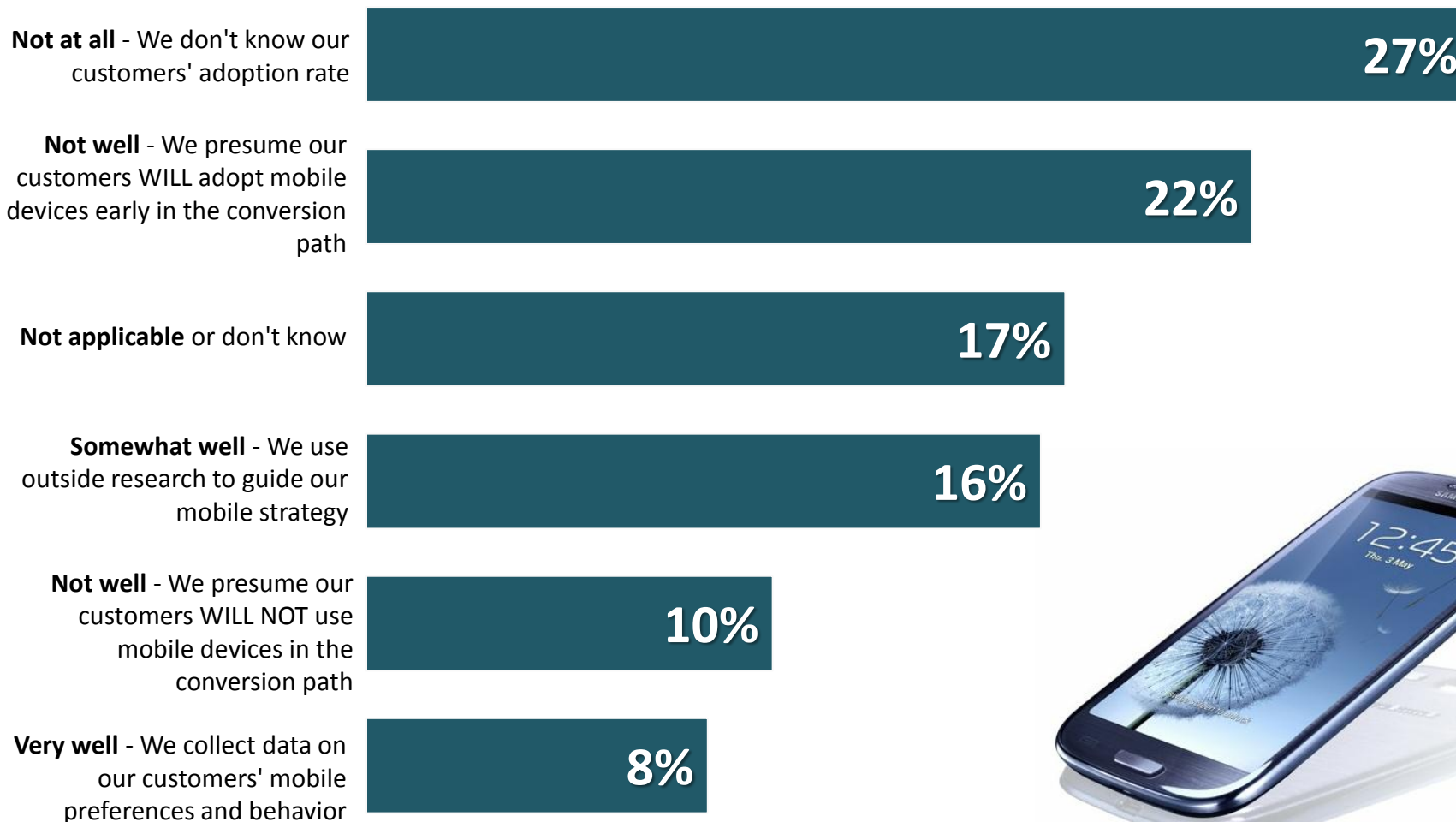




Chart 1.2 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

Of those who responded
“Not well” ...

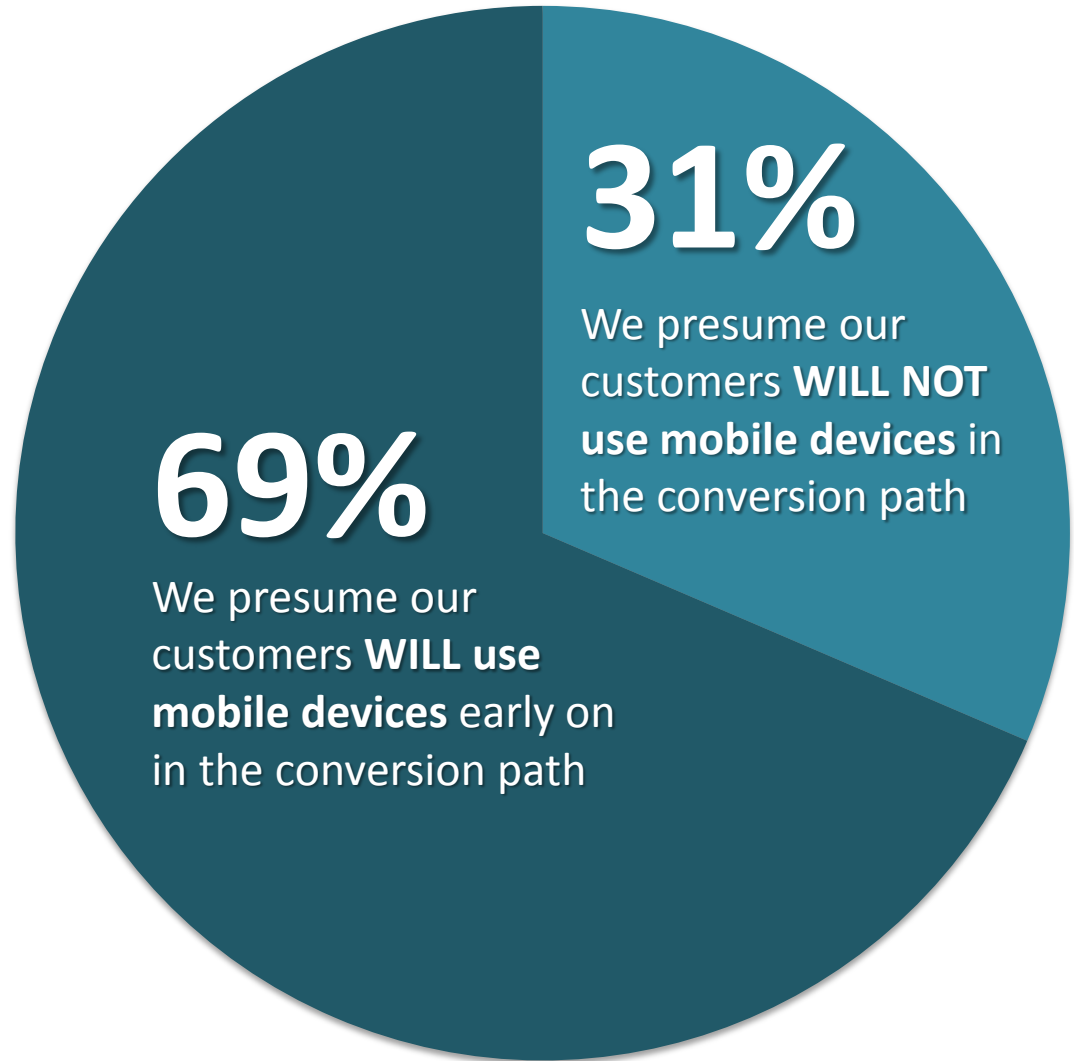




Chart 1.3 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

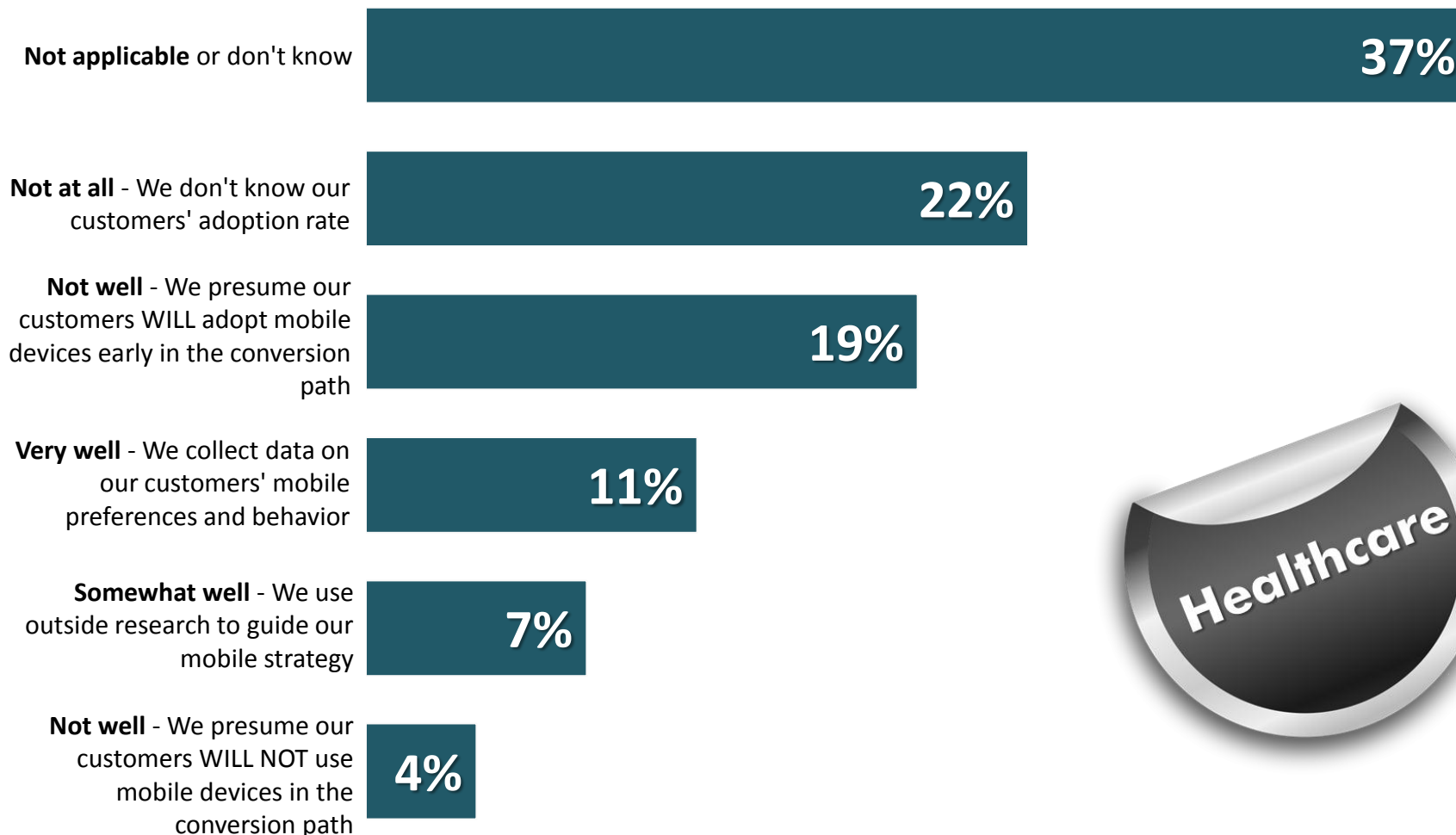




Chart 1.4 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?





Chart 1.5 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

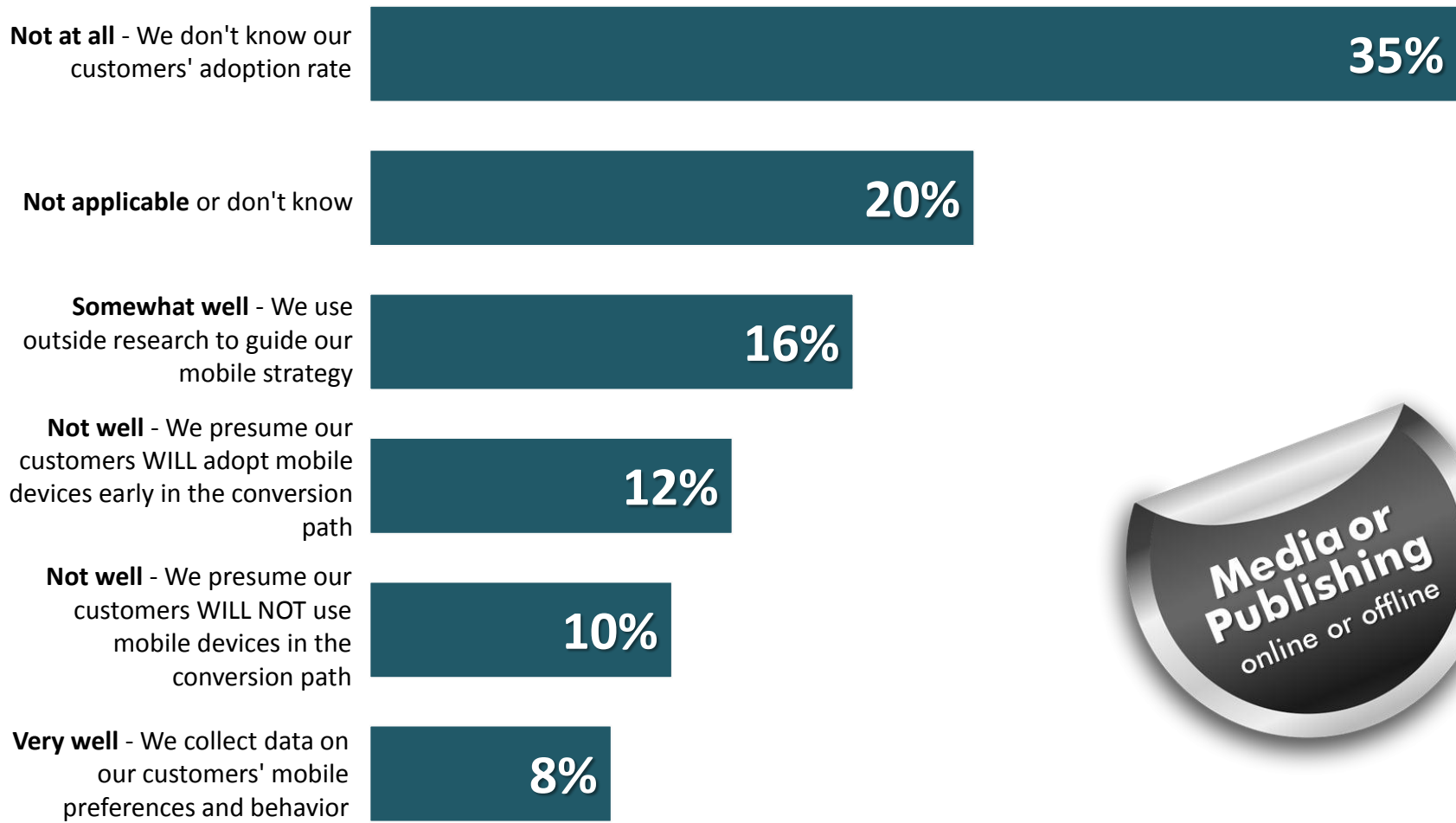




Chart 1.6 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

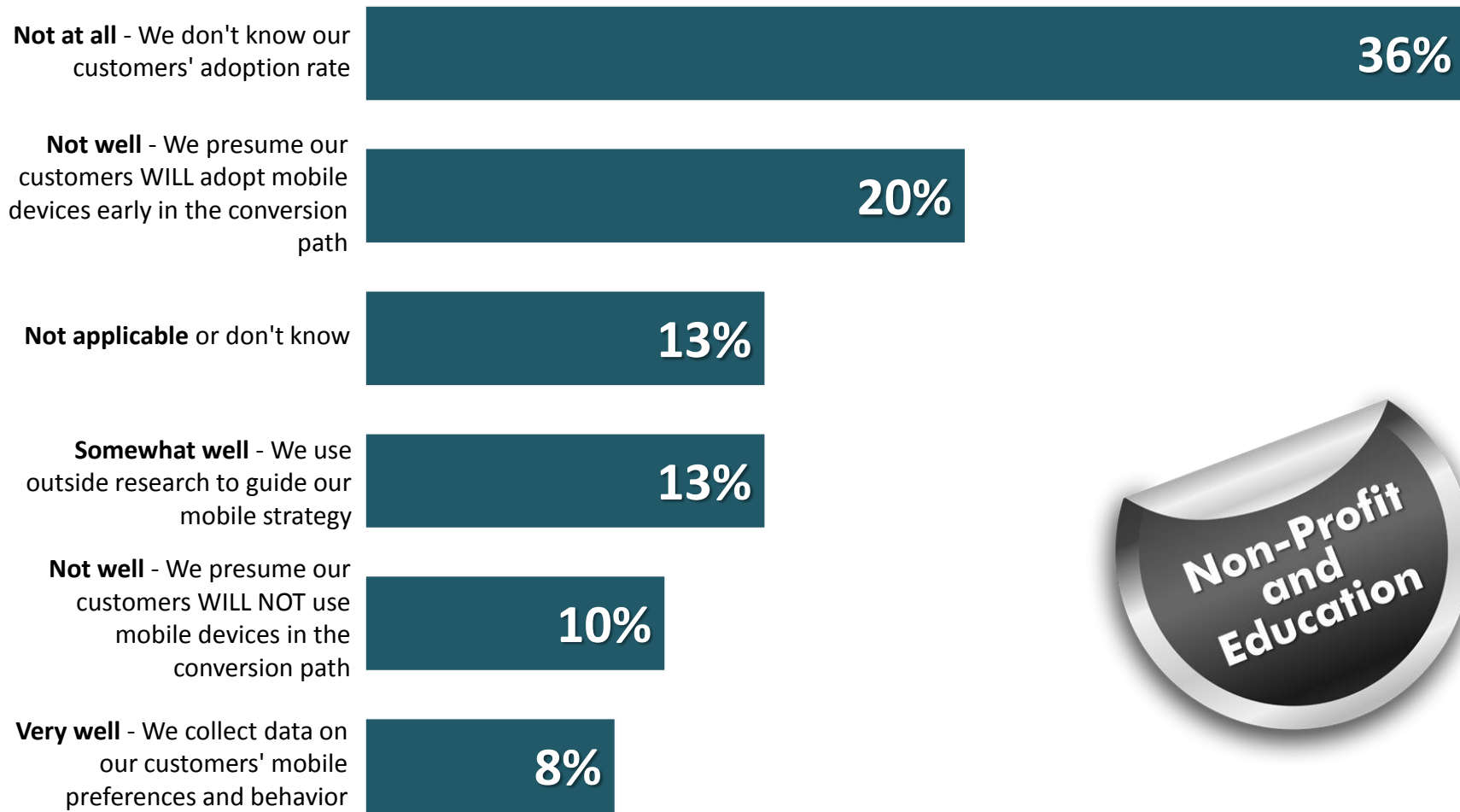




Chart 1.7 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

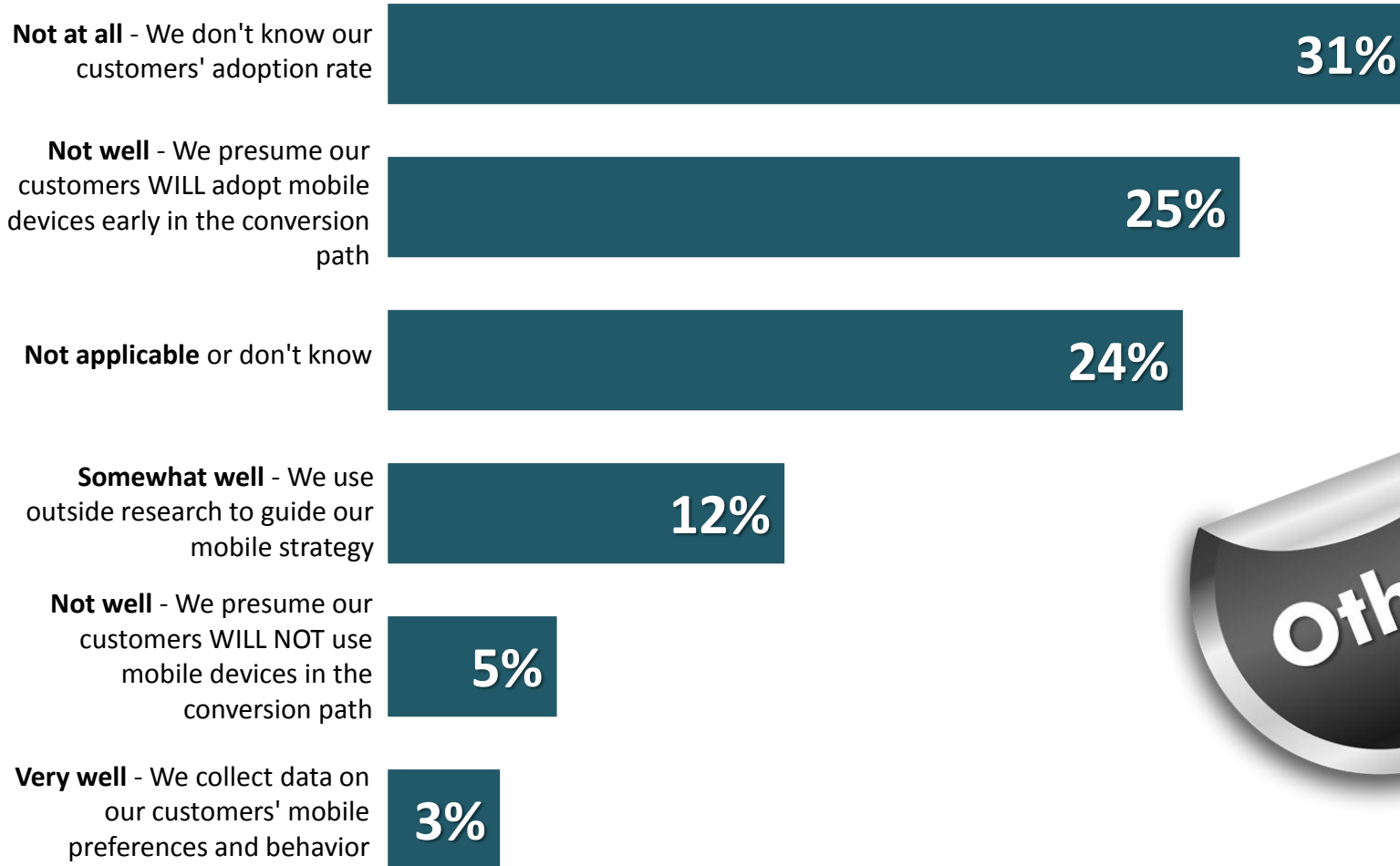




Chart 1.8 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

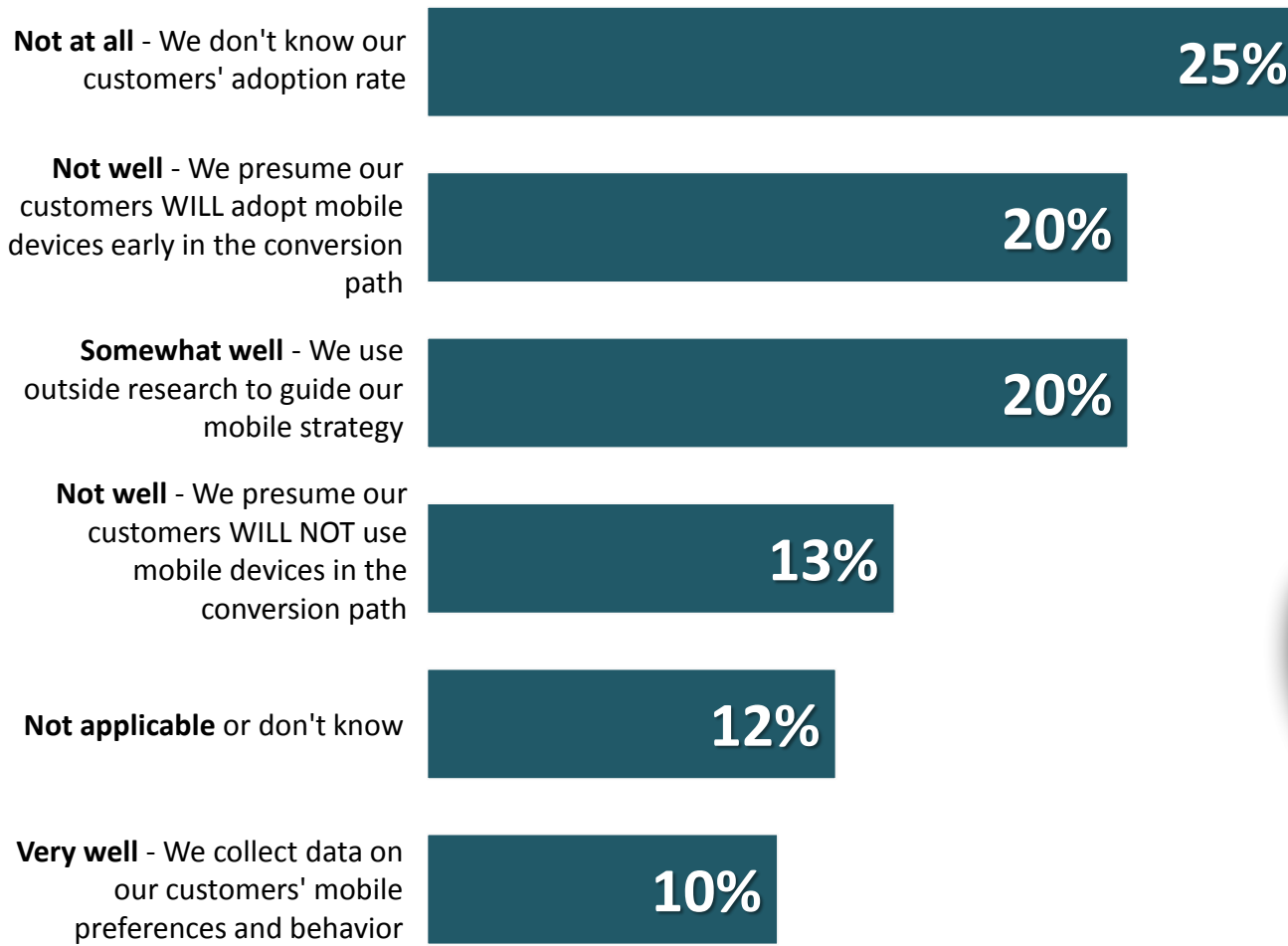




Chart 1.9 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

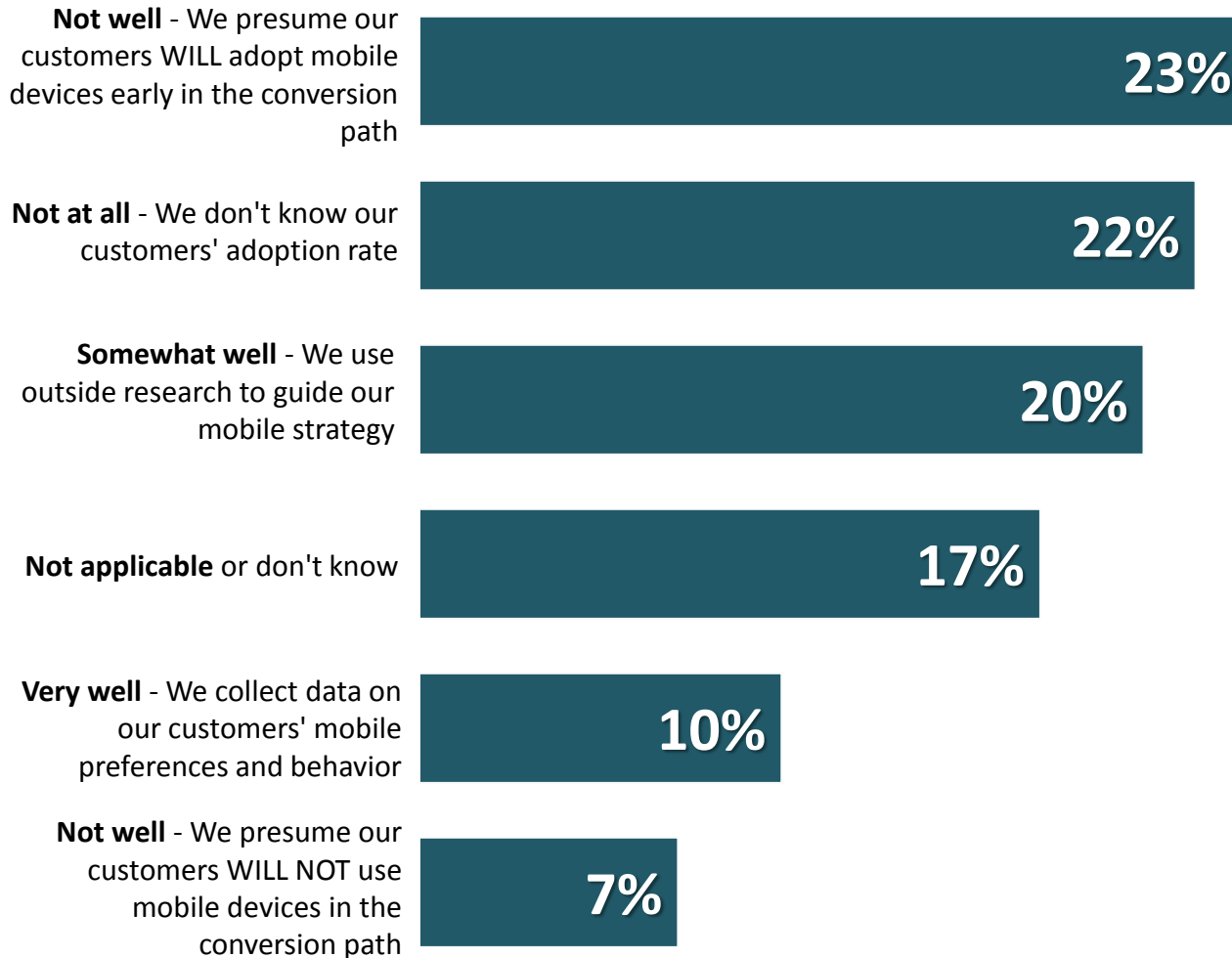




Chart 1.10 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

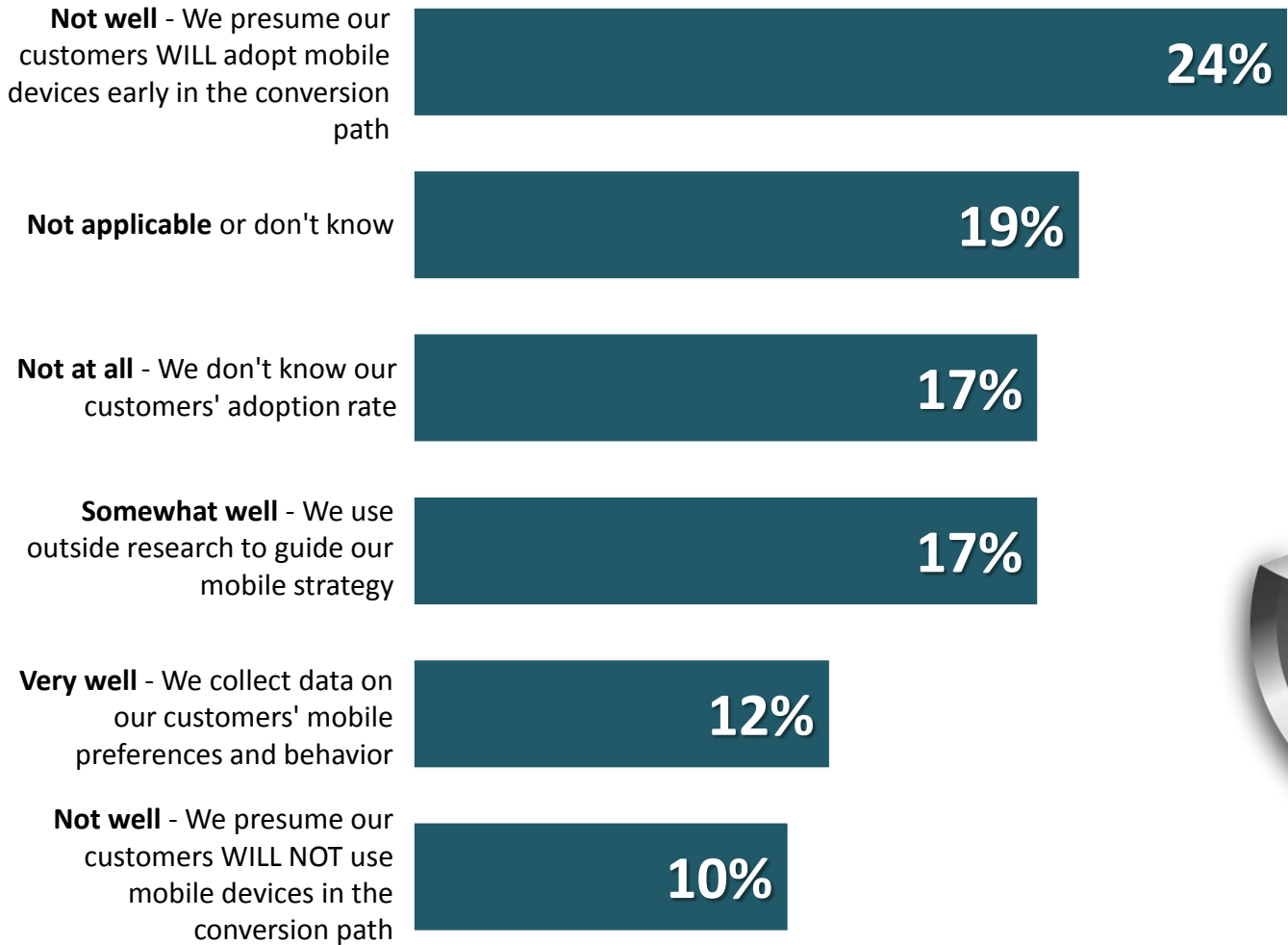




Chart 1.11 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

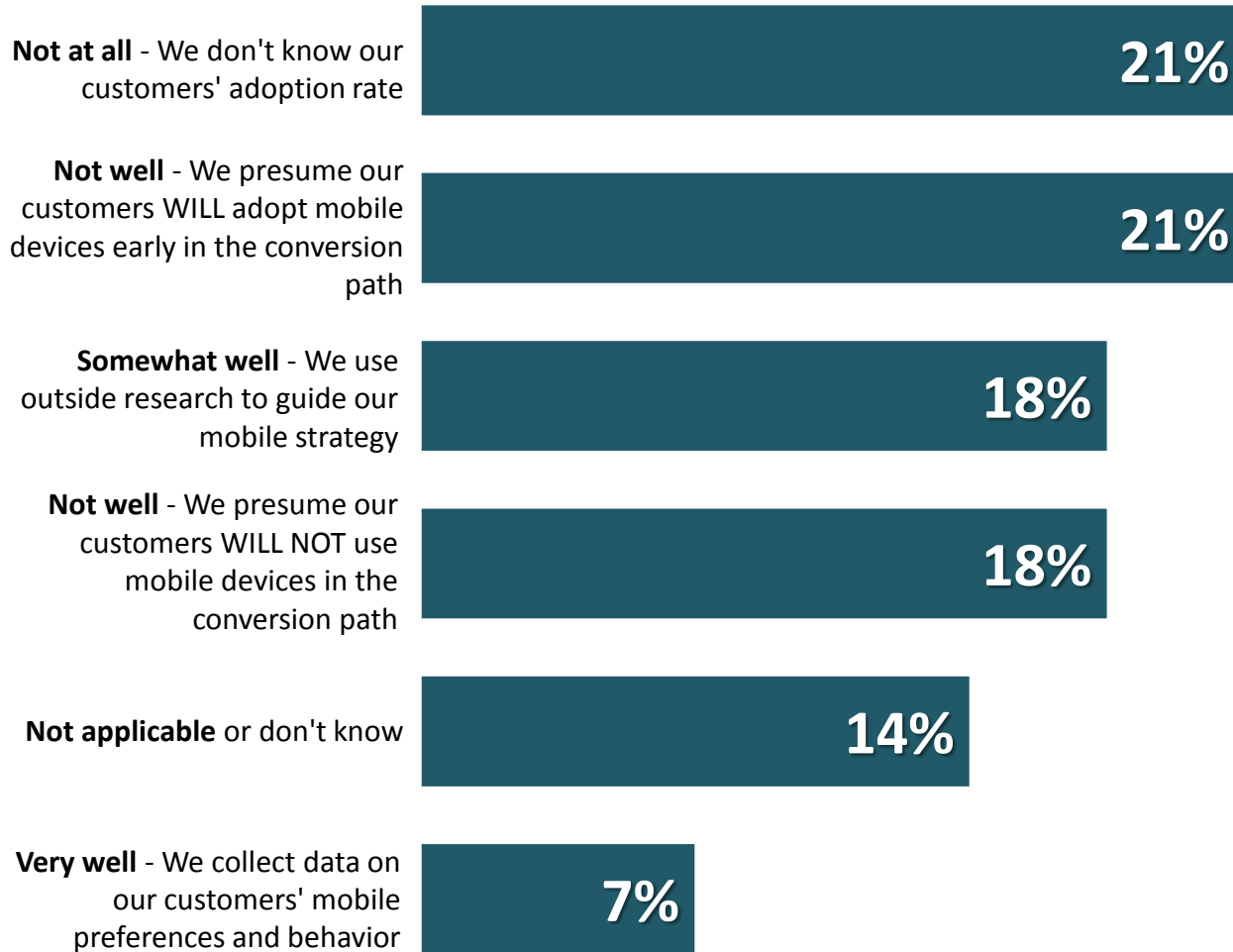




Chart 1.12 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

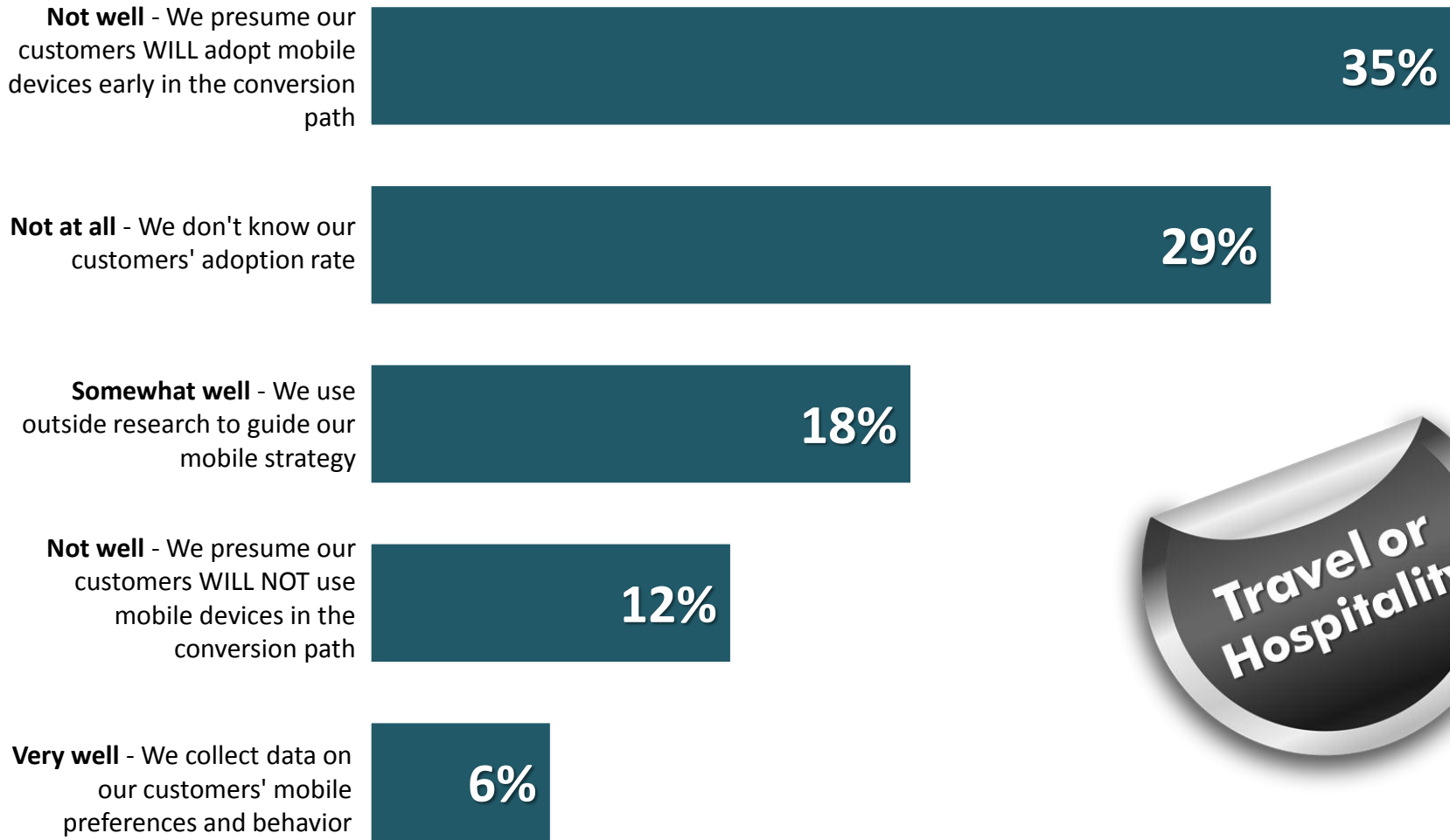




Chart 1.13 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

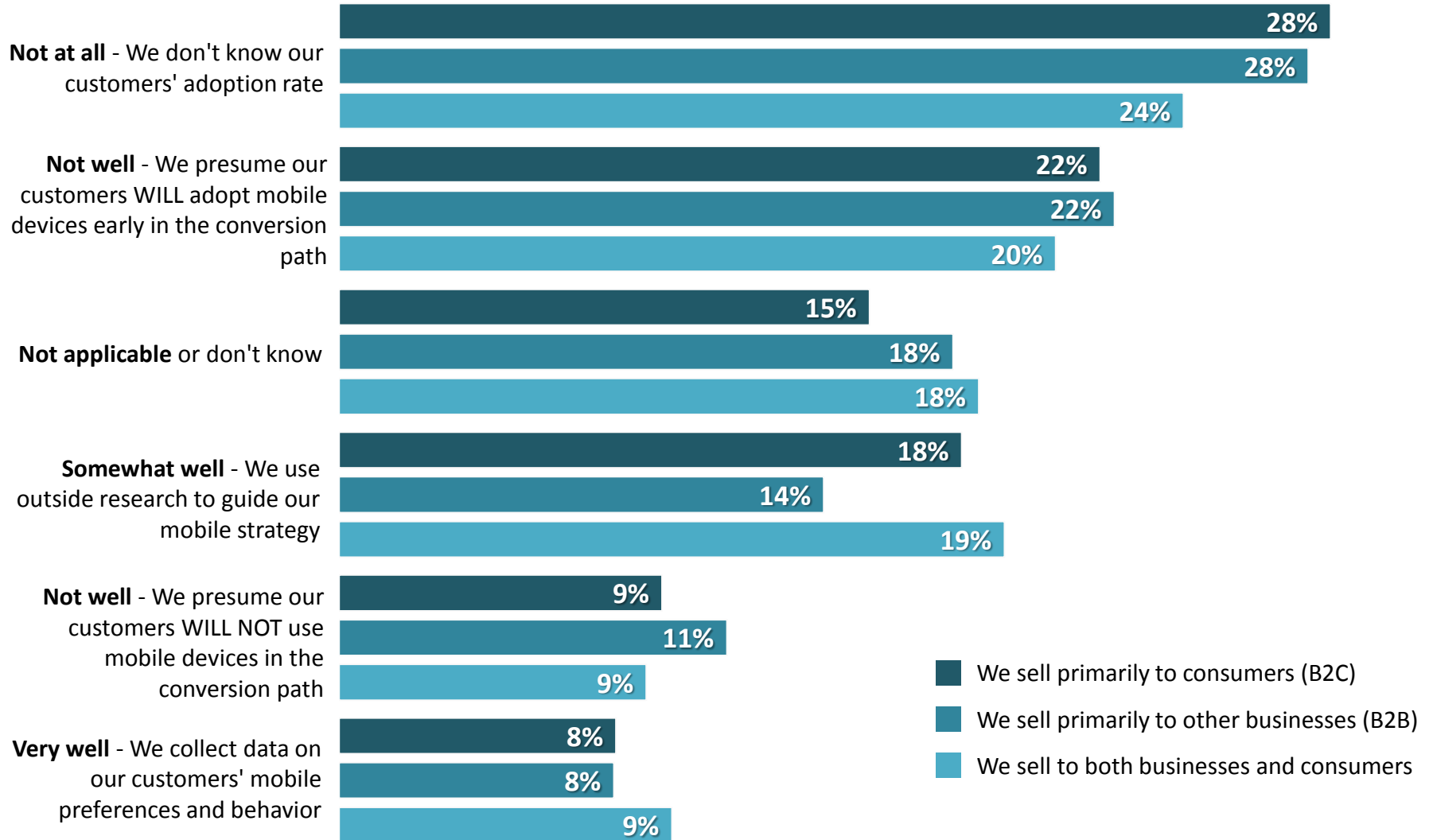




Chart 1.14 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

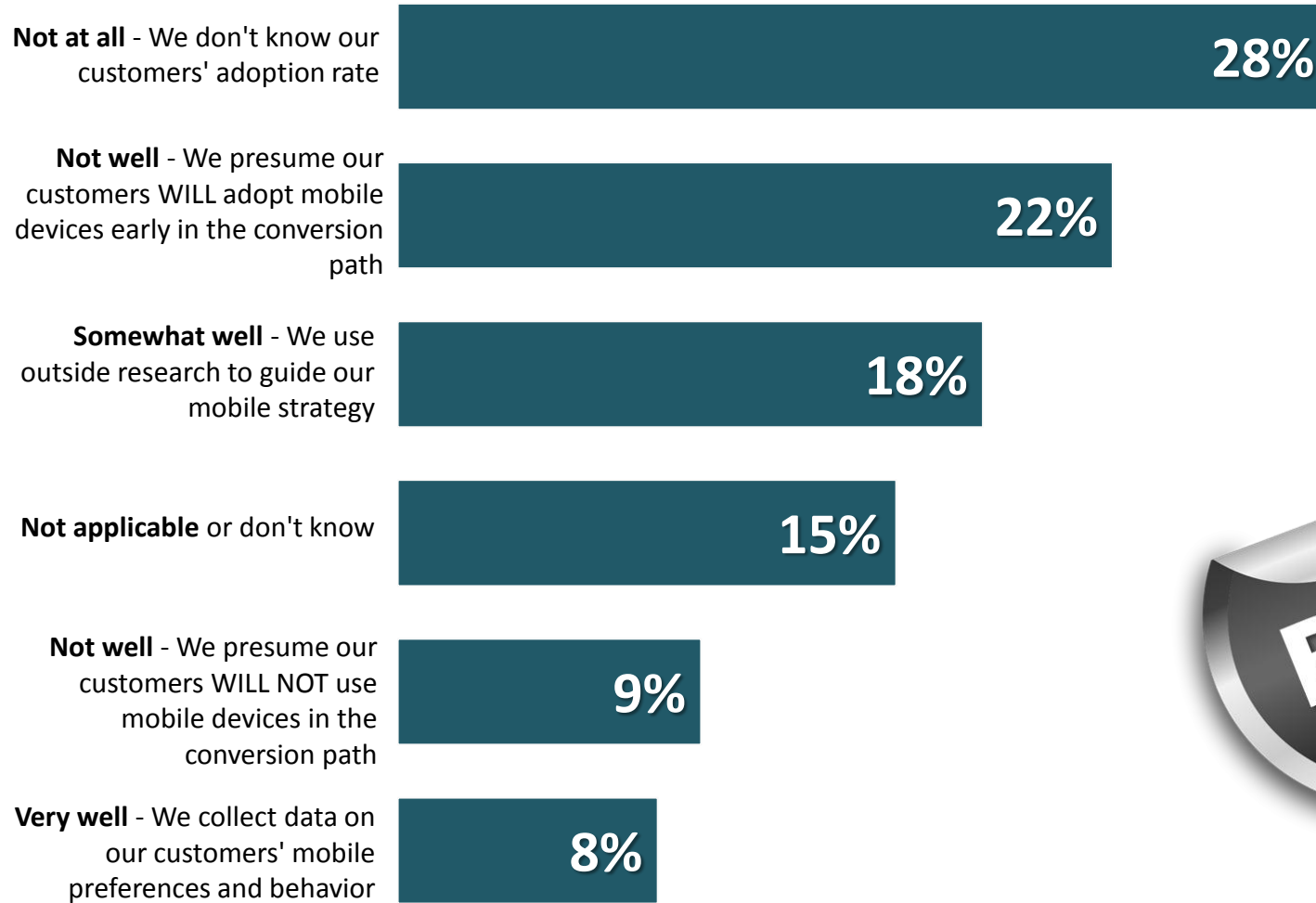




Chart 1.15 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

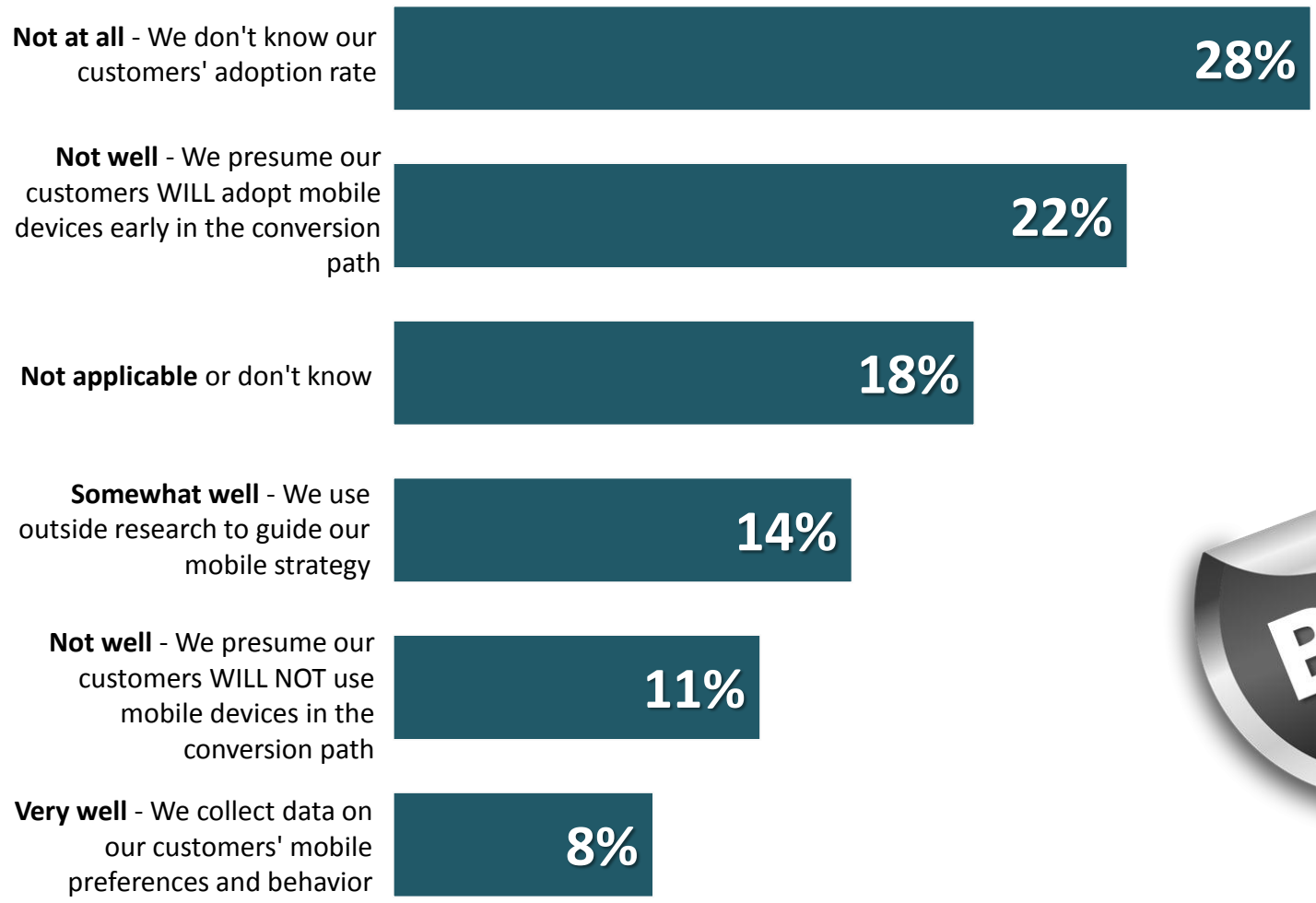




Chart 1.16 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

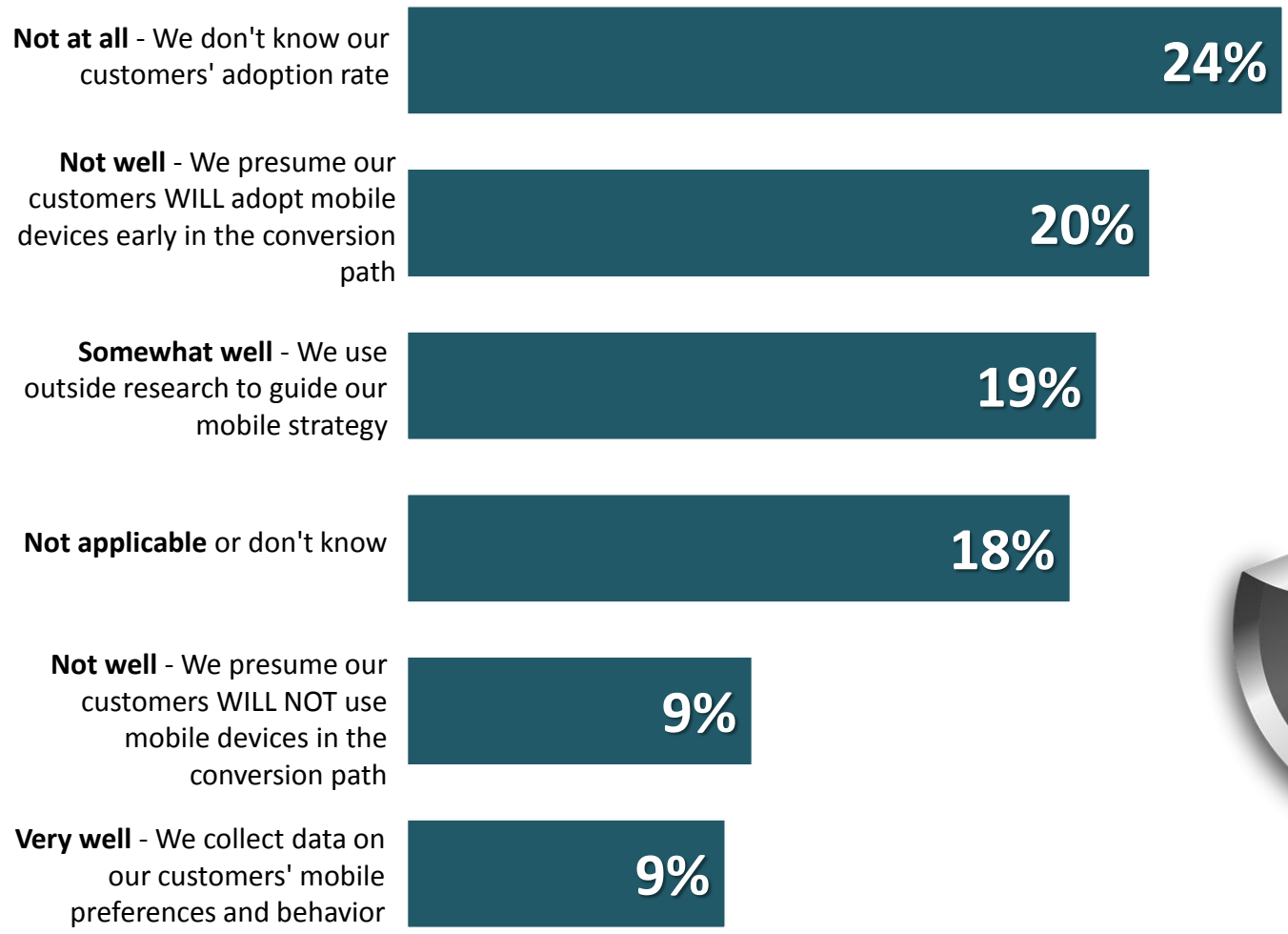




Chart 1.17 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

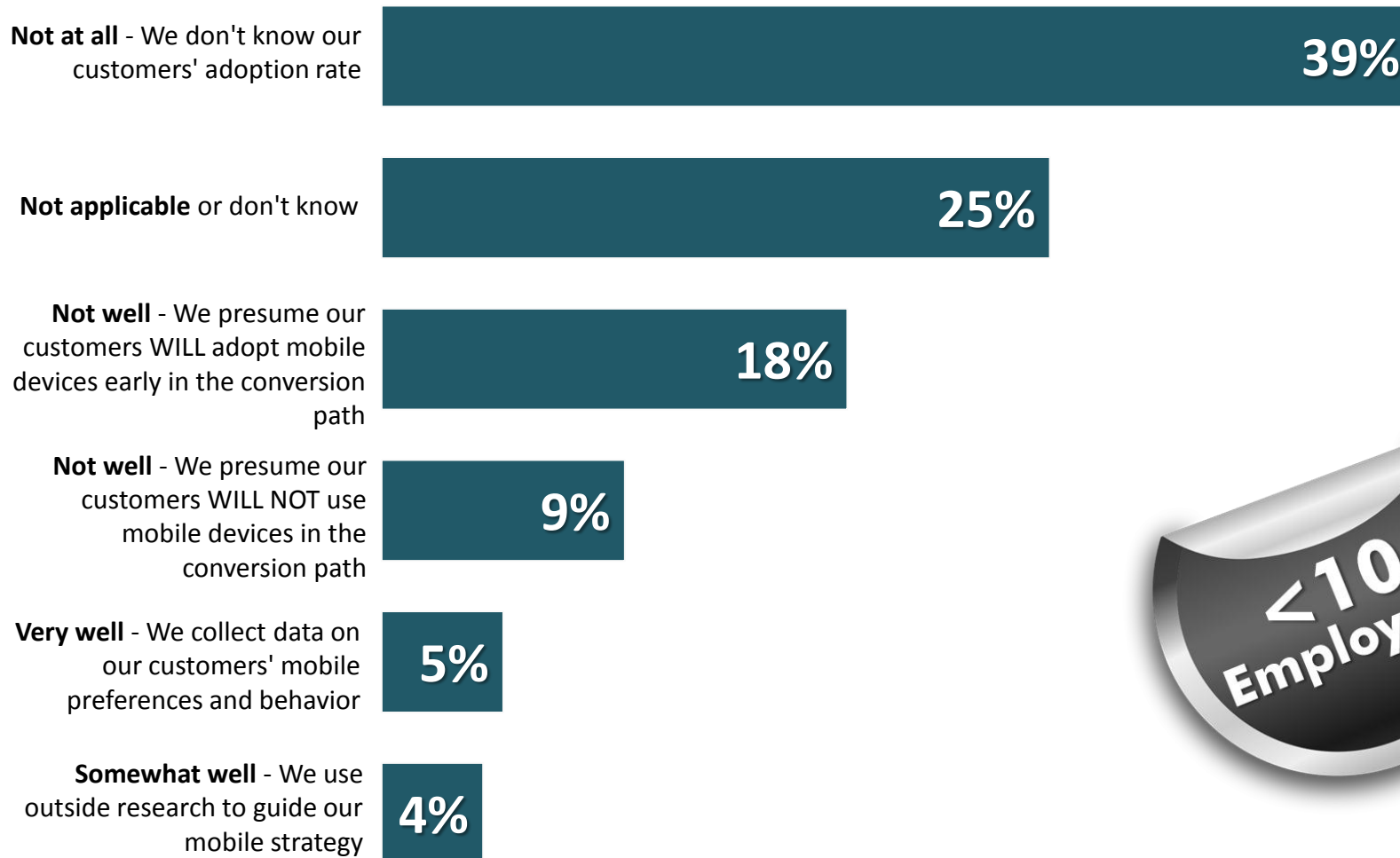




Chart 1.18 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

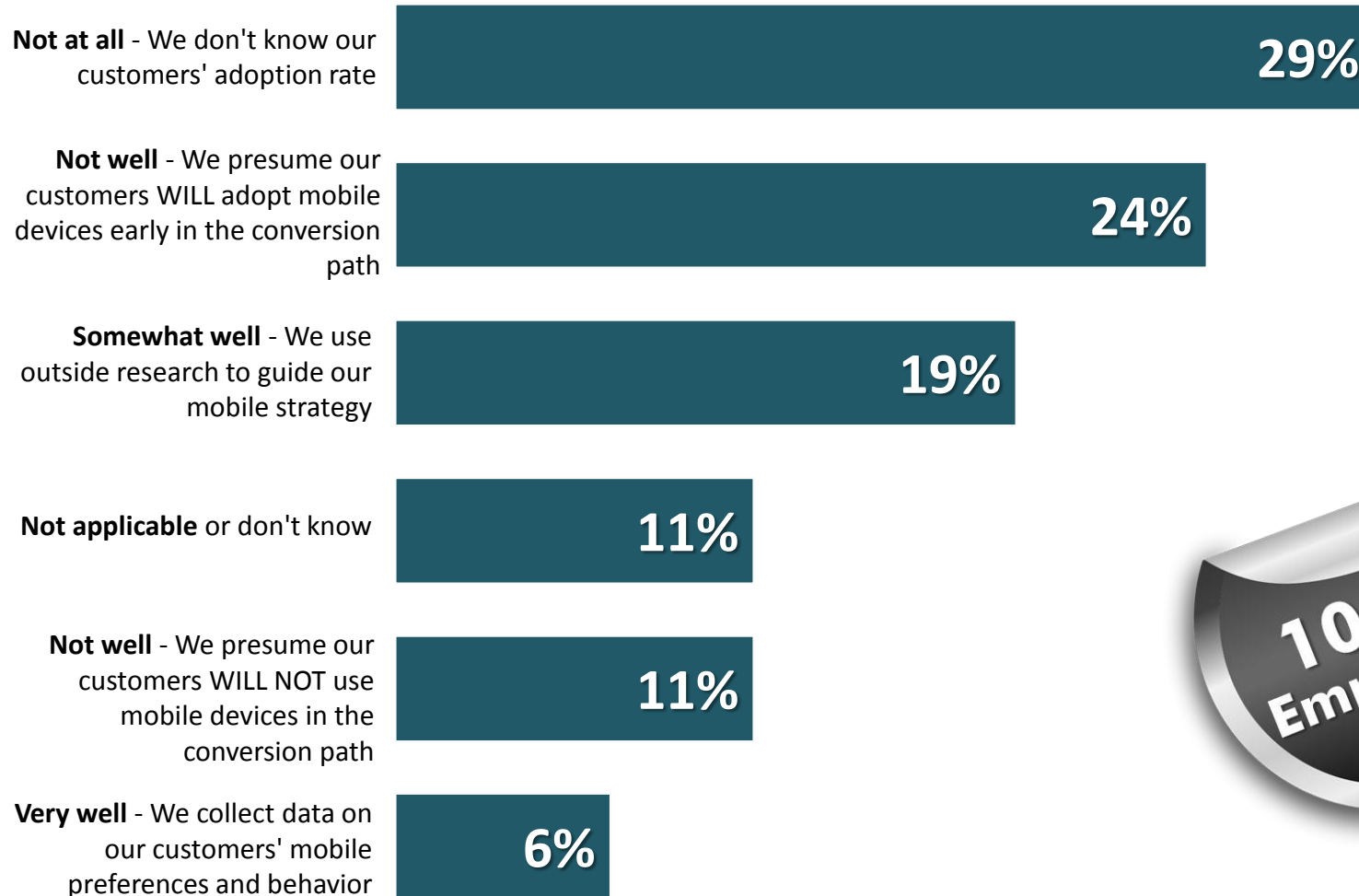




Chart 1.19 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

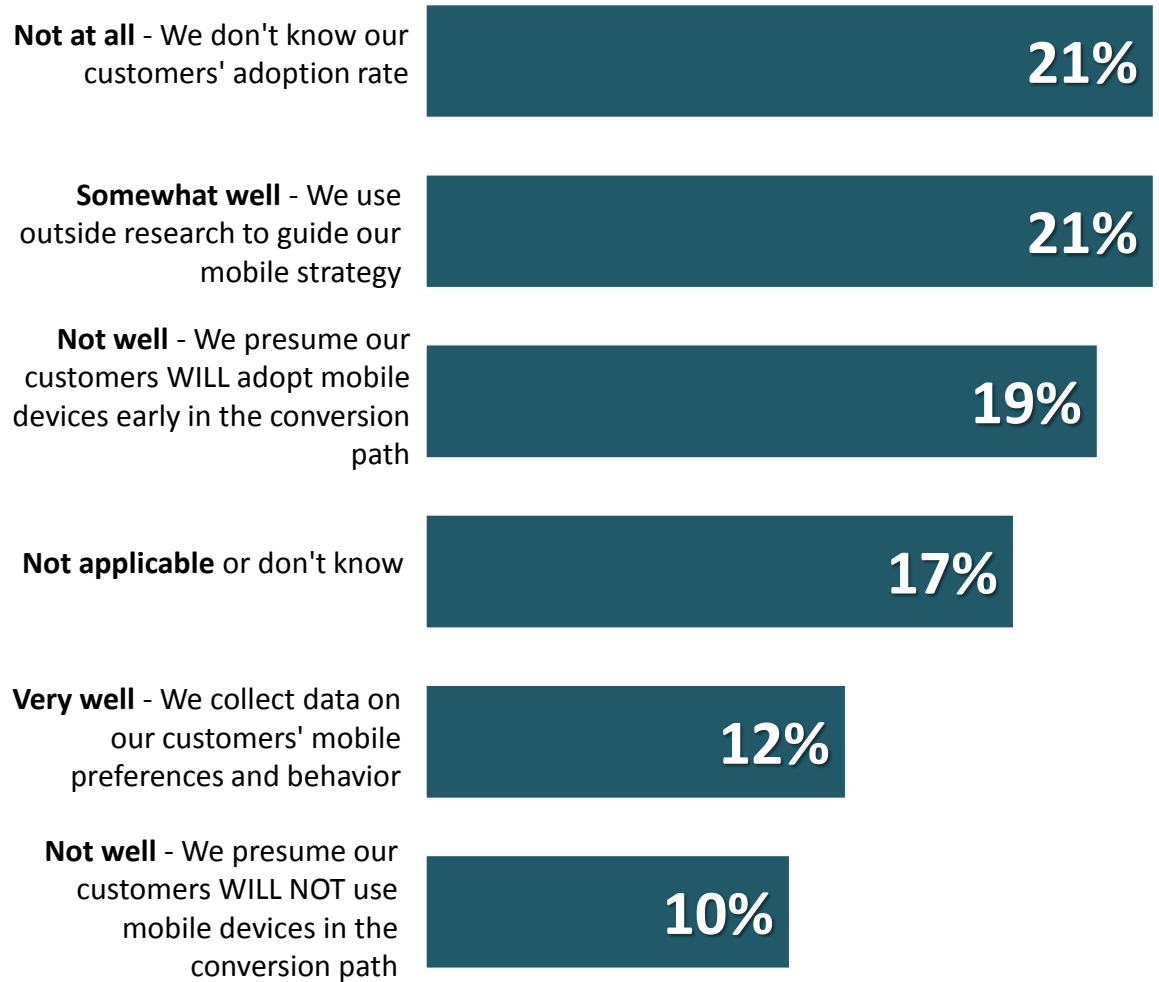




Chart 1.20 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

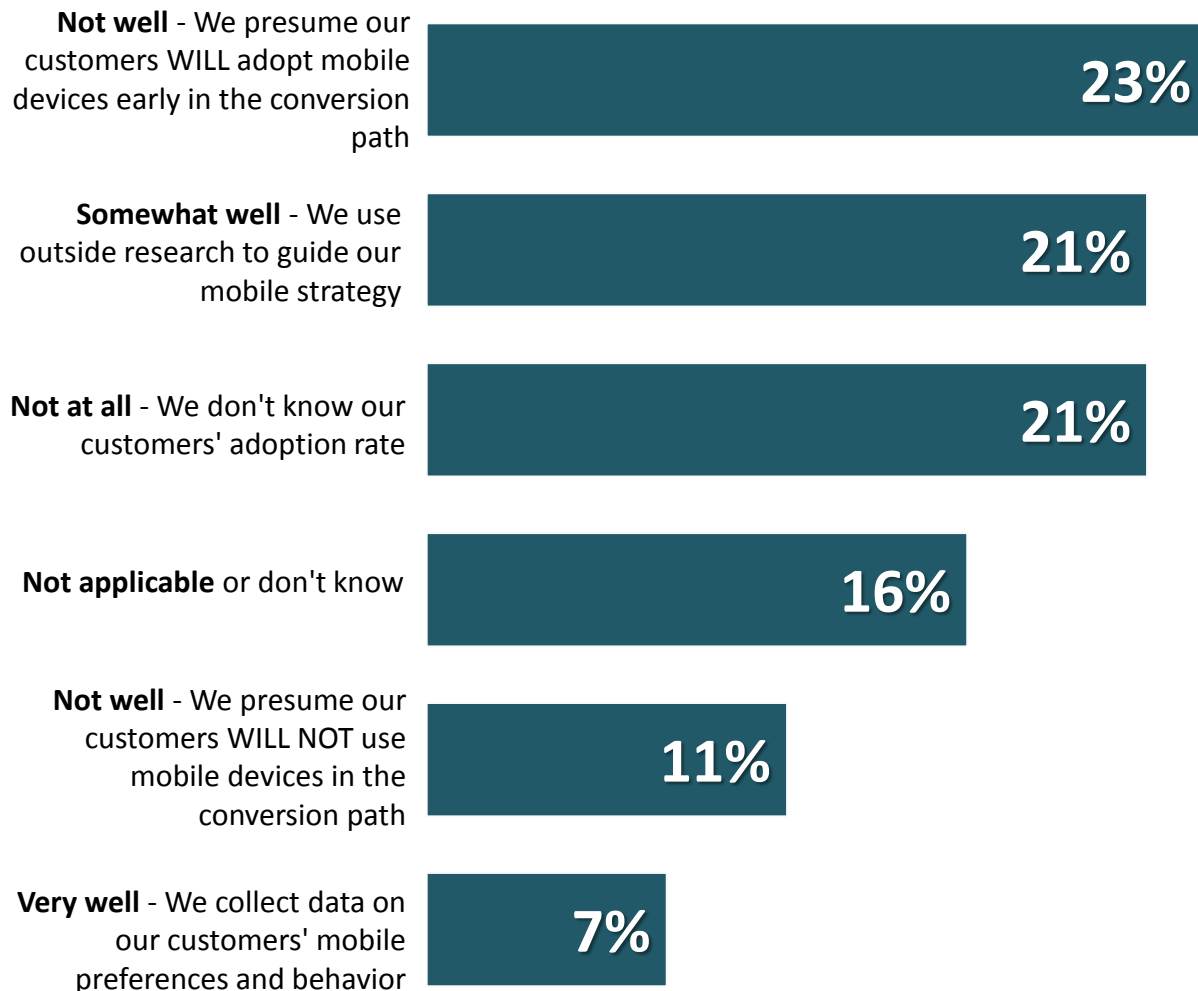




Chart 1.21 Understanding of customer mobile device adoption

How well does your organization know the level of mobile device adoption of its customers?

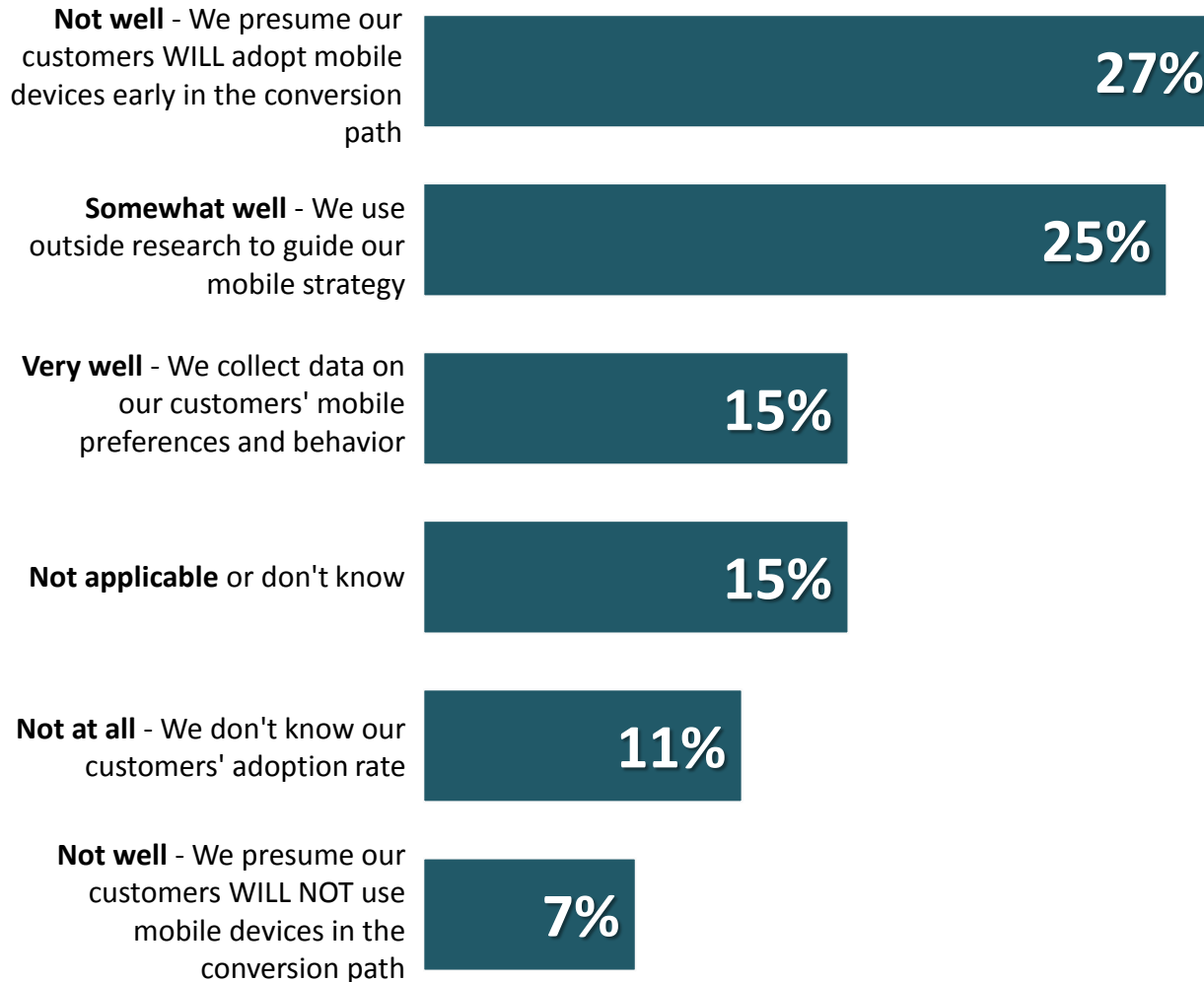




Chart 1.22 Perception of mobile impact on customer behavior

How have mobile devices changed your organization's customers' behavior?

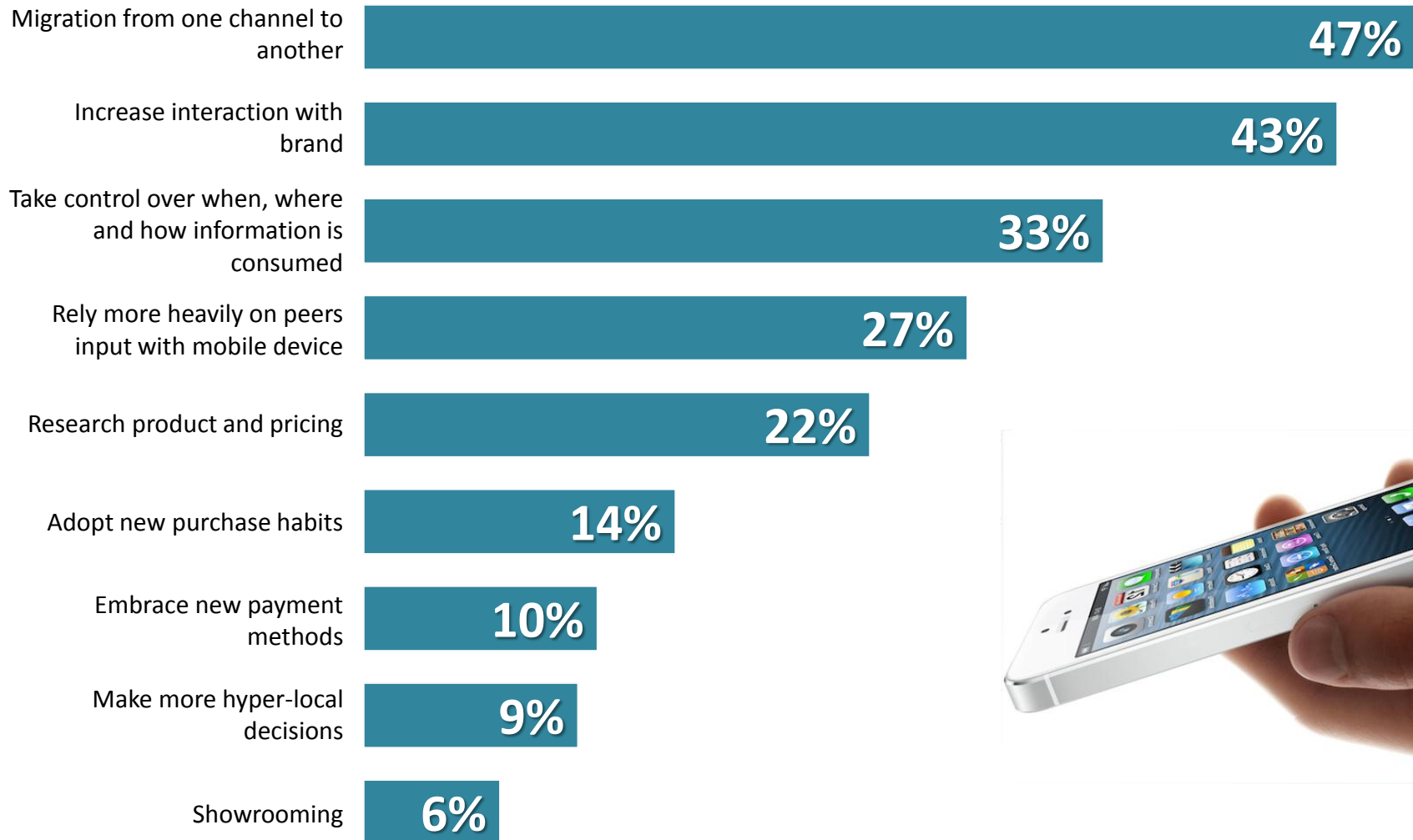




Chart 1.23 Perception of mobile impact on path to purchase

Which mobile capabilities have had the most impact on your organization's customers' path to purchase?

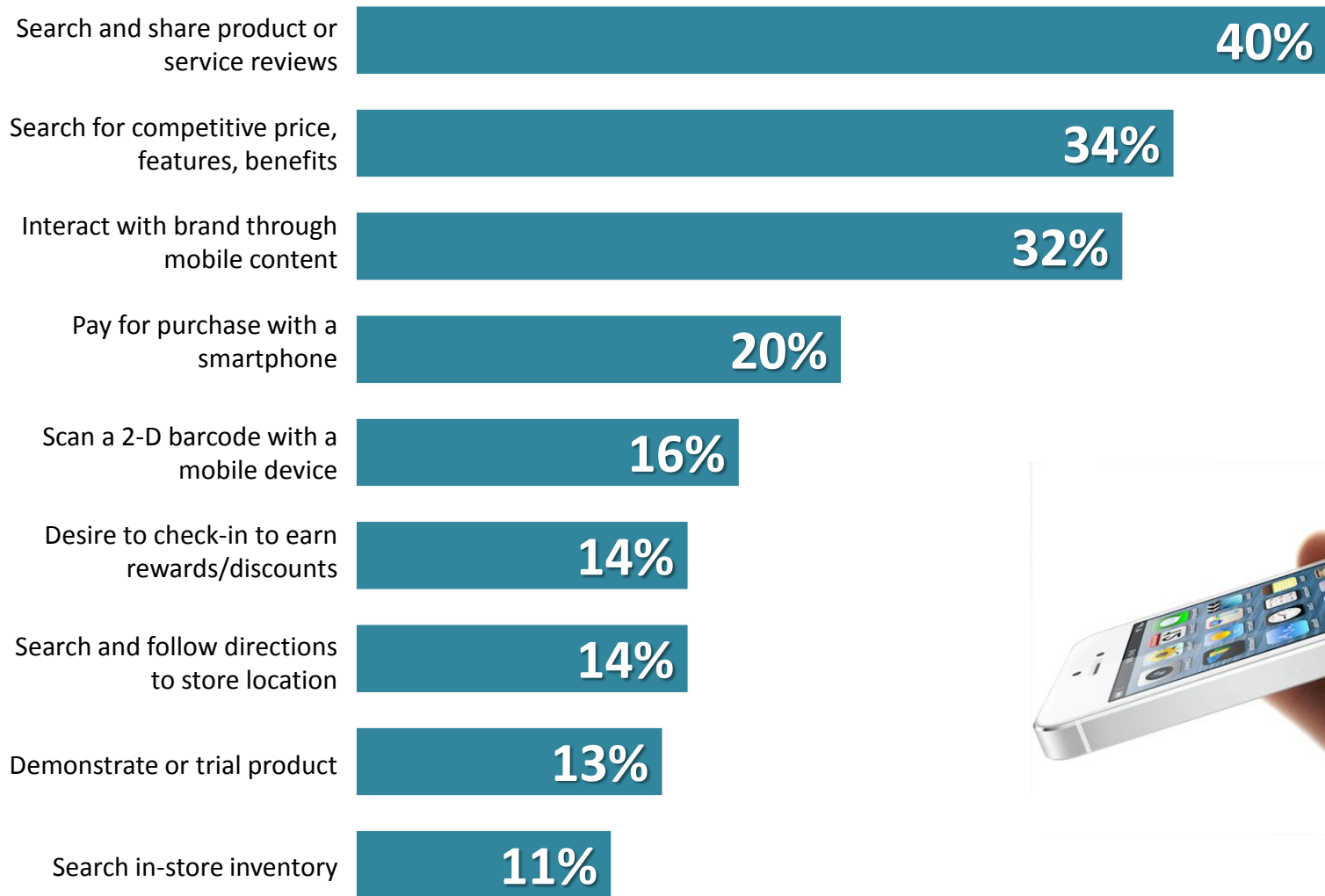




Chart 1.24 Data gathered on customer mobile preference

What data does your organization gather and review to understand your customers' mobile preferences?

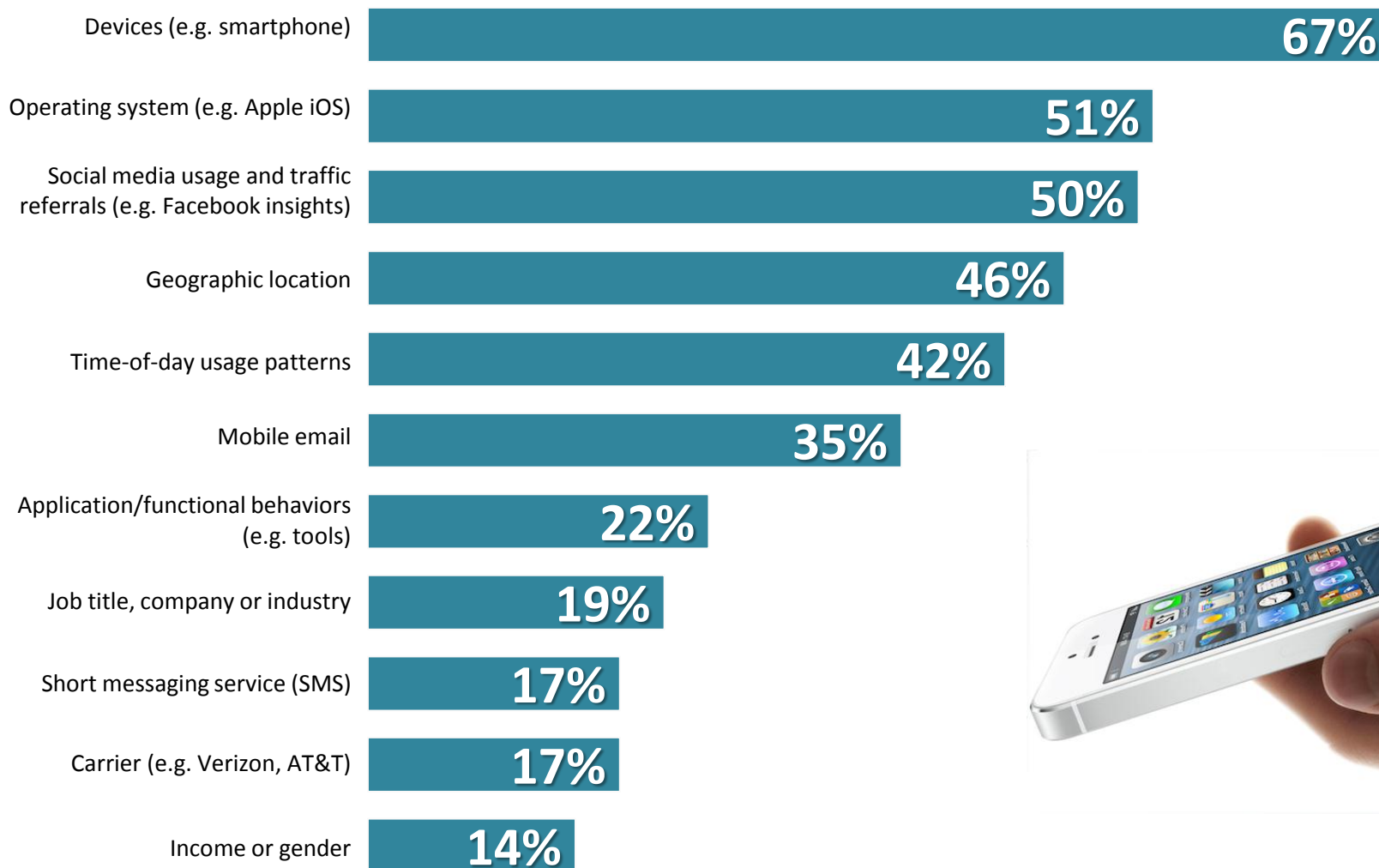




Chart 1.25 Data gathered on customer mobile preference

What data does your organization gather and review to understand your customers' mobile preferences?

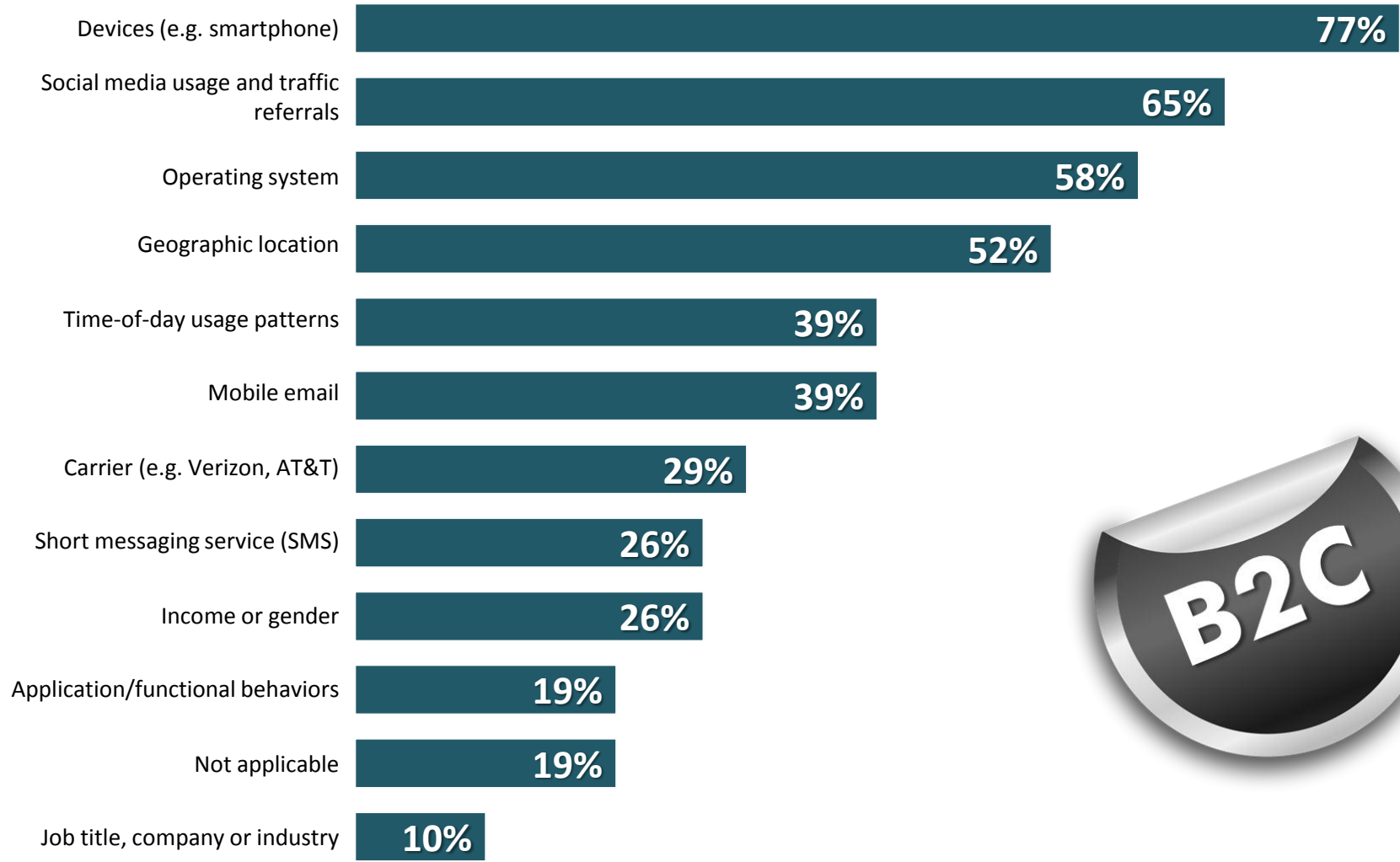




Chart 1.26 Data gathered on customer mobile preference

What data does your organization gather and review to understand your customers' mobile preferences?

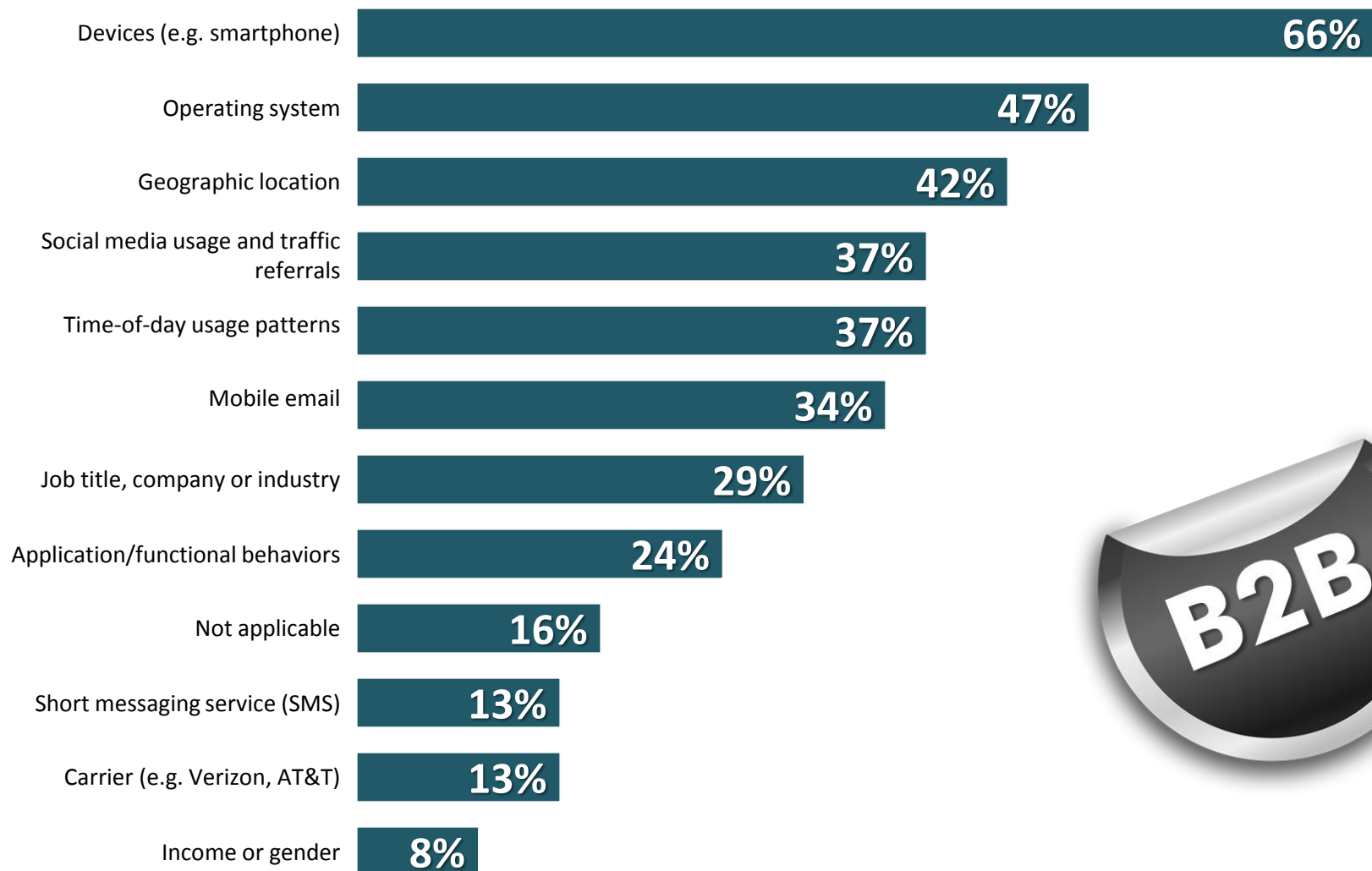




Chart 1.27 Data gathered on customer mobile preference

What data does your organization gather and review to understand your customers' mobile preferences?

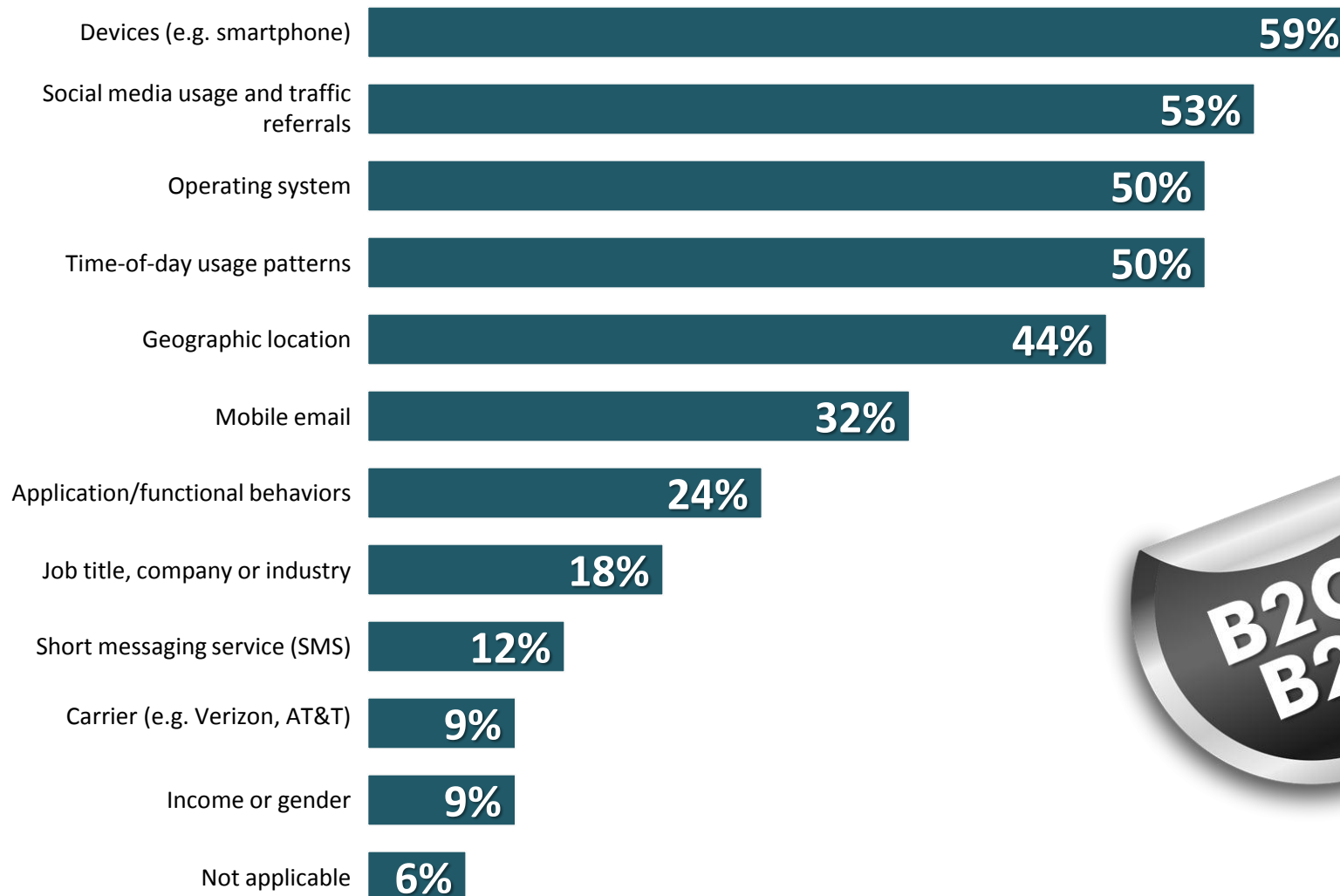
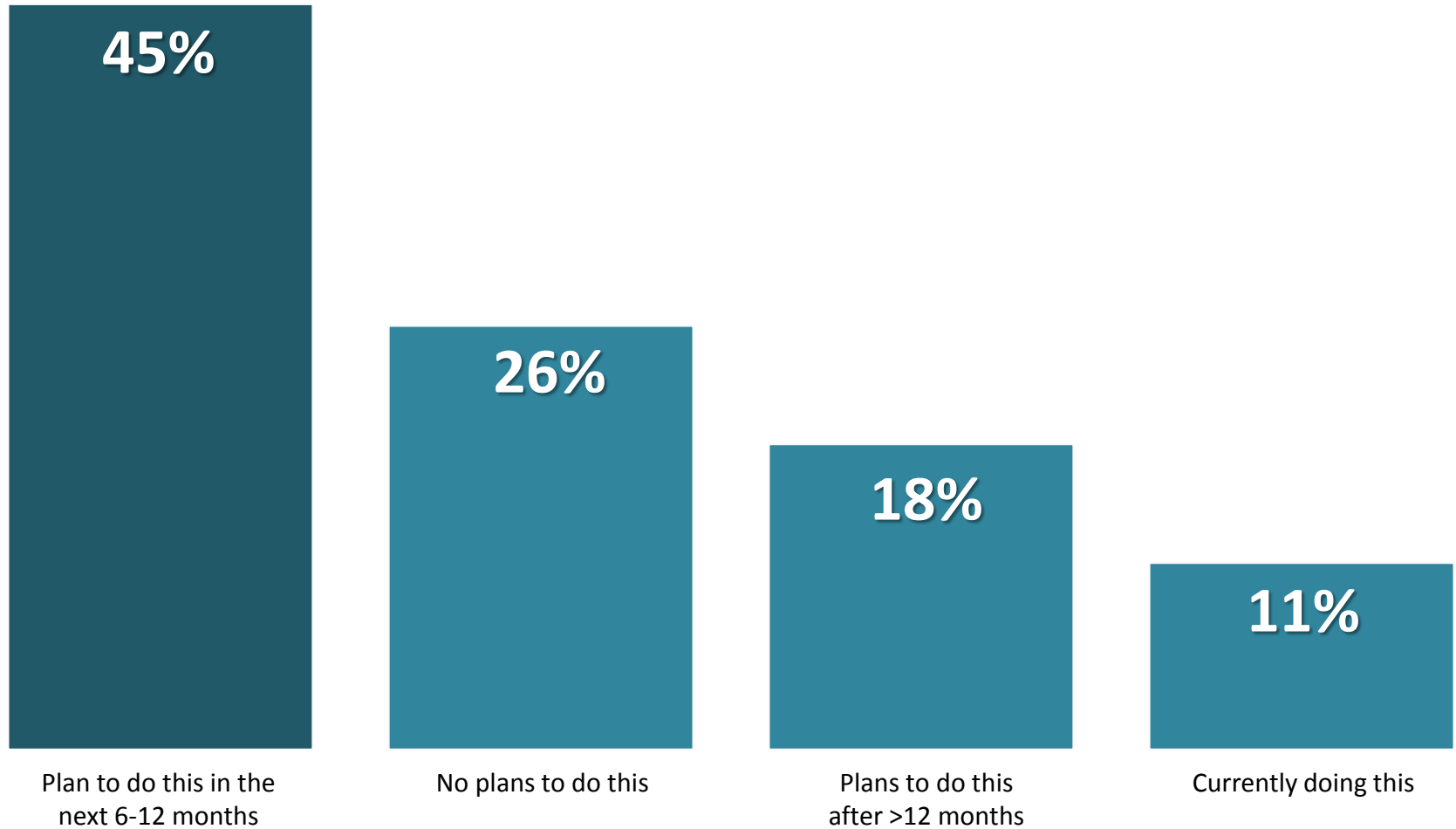




Chart 1.28 Use of mobile data to predict customer behavior

Is your organization using mobile data to predict customer behavior and motivations to make campaign decisions?



Mobile Marketing Benchmark Report

CHAPTER 2 THE MESSAGE





The Message: Points to consider

As we delve further into the data that shaped this Benchmark Report, we **investigate customer engagement and optimization of mobile practices**. Our survey respondents helped us to identify:

- Which **mobile tactics improved relevance and engagement of content**, by company type and size
- What **mobile optimization efforts** were used by marketers, by industry, company type and size
- The **types of mobile campaign elements tested** by marketers
- The **amount of time and resources dedicated to testing** mobile campaigns

The data we garnered is telling, yet brings about a number of questions about the **maturity of the mobile channel**, and marketers' overall understanding of **mobile testing practices**.



The Message: Points to consider

What tactics are used to engage customers through mobile marketing?

The **immediate nature of mobile marketing had a significant effect** on marketers' strategies over the past year, with more than half (55%) indicating they focused on **designing simple mobile pages that load quickly** ([Chart 2.1](#)). This category was selected as the top priority by all surveyed marketers from B2B, B2C and B2B2C companies ([Charts 2.2-2.4](#)), regardless of company size ([Charts 2.5-2.7](#)).

This emphasis on speed may not provide users with a traditional Web experience offered by a particular company, but it does **allow for more efficient delivery of messaging and relevant content**.

Though surveyed marketers were predominantly focused on speed and efficiency, there was more diversity within other categories. For example, consumer-focused companies **reported significant use of gamification tactics** (33%) and **fast checkout processes** (31%) to increase customer engagement – two tactics that were not highly regarded by their B2B and B2B2C counterparts ([Chart 2.2](#)).



The Message: Points to consider

Dynamic personalization of mobile content was not reported by many respondents, regardless of target market, with the largest contingent coming from companies that have more than 1,000 employees ([Chart 2.7](#)).

Though personalized content delivery was not reported by many respondents, the **contextualization of messaging for the mobile experience** was, at 34%, the second-most reported tactic overall ([Chart 2.1](#)).

Considering interactions with mobile customers are often a more “intimate” conversation, do you personalize your mobile emails? Or, are technological limitations holding you back? Perhaps your focus is simplicity across ever-changing and -diversifying mobile platforms?

Likely due to the rapid evolution and improvement of mobile device and platform capabilities, marketers indicated the inclusion of video content (38%), gamification elements (33%) and faster mobile pages (33%) were “very effective” tactics (Chart 2.8). Likewise, these three tactics were not considered “very difficult” by many respondents ([Chart 2.9](#)).



The Message: Points to consider

How are marketers optimizing their mobile efforts?

According to this data, **59% reported they did not perform any mobile testing or optimization** ([Chart 2.15](#)). In fact, when asked about their testing practices, “did not perform any mobile testing or optimization” was the most-selected category across all company types, sizes and industries, with the exception of those from companies with more than 5,000 employees.

Do you feel mobile is too immature a channel to effectively optimize using standard tactics? Or, do you not have the resources to test and your focus right now is to simply start executing some mobile campaigns?

A significant number of respondents across all company types, sizes and industries indicated they **employed optimization without testing** – in other words, making changes **based on published best practices or benchmarks** – to dictate their mobile strategies. Does the use of established best practices offer your company enough information to best serve your mobile audience?



The Message: Points to consider

How much time and effort do marketers spend on mobile testing?

Of the surveyed marketers who do test mobile campaigns, we found that **78% of respondents spend 10% or less of available resources on mobile testing**, with a majority (40%) spending 1-5% of their time and resources doing so. However, it is notable that 22% of overall respondents indicated more than 10% of their efforts go into mobile optimization and testing ([Chart 2.18](#)).

Of companies with **more than 1,000 employees, 84% indicated they spent significant time and resources on mobile testing**. However, within this group, nearly half reported allocating 1-5%, compared to the 24% that allocated more than 10% ([Chart 2.21](#)).

Also notable on this chart is that the fewest number of respondents (12%) indicated their companies spent between 6-10% of time and resources on mobile testing – 4% less than those who reported no resource allocation at all. What factors play a role in how you allocate resources for testing? While larger companies have more resources, 19% of marketers from companies with fewer than 1,000 employees were able to dedicate more than 10% of their time to testing.



The Message: Points to consider

What mobile campaign elements are marketers testing?

In terms of establishing routine testing practices, **59% of respondents indicated they routinely, or somewhat routinely, adhered to the tried-and-true practice of maintaining annual benchmark reports** ([Chart 2.26](#)). However, just 43% said their companies routinely, or somewhat routinely, utilize a specific testing methodology.

Do you invest in measurable, repeatable testing methodologies, or rely more on less regularly documented data? What elements of mobile marketing practices do you feel make it difficult to establish routine testing procedures?

When asked about their companies' **testing of specific mobile campaign elements, the landing page was the predominant selection** (42%), followed closely by mobile device and target audience ([Chart 2.27](#)).



The Message: Points to consider

What mobile campaign elements are marketers testing?

What is notable about this data is how **highly mobile device testing ranked in comparison to mobile operating system testing, which was selected by just 26% of respondents**. Likewise, mobile carrier testing was the least-selected campaign element by our respondents.

This unclear focus on mobile device testing is further clouded by the fact that **16% of marketers find this testing to be ineffective** ([Chart 2.28](#)). Since user experience can vary by operating system and mobile device, do you test software- and network-based elements to optimize mobile efforts?

Contrarily, while just 26% of respondents routinely test time of day/day of week sends ([Chart 2.27](#)), **100% of surveyed marketers found this testing tactic to be very, or somewhat, effective** ([Chart 2.28](#)). Since mobile marketing has the unique ability to reach into customers' lives any time of day or night, do you test the effect timing has on your marketing effectiveness?



Chart 2.1 Improving mobile content relevance and engagement

Which do you use to improve the relevance and engagement of mobile content?

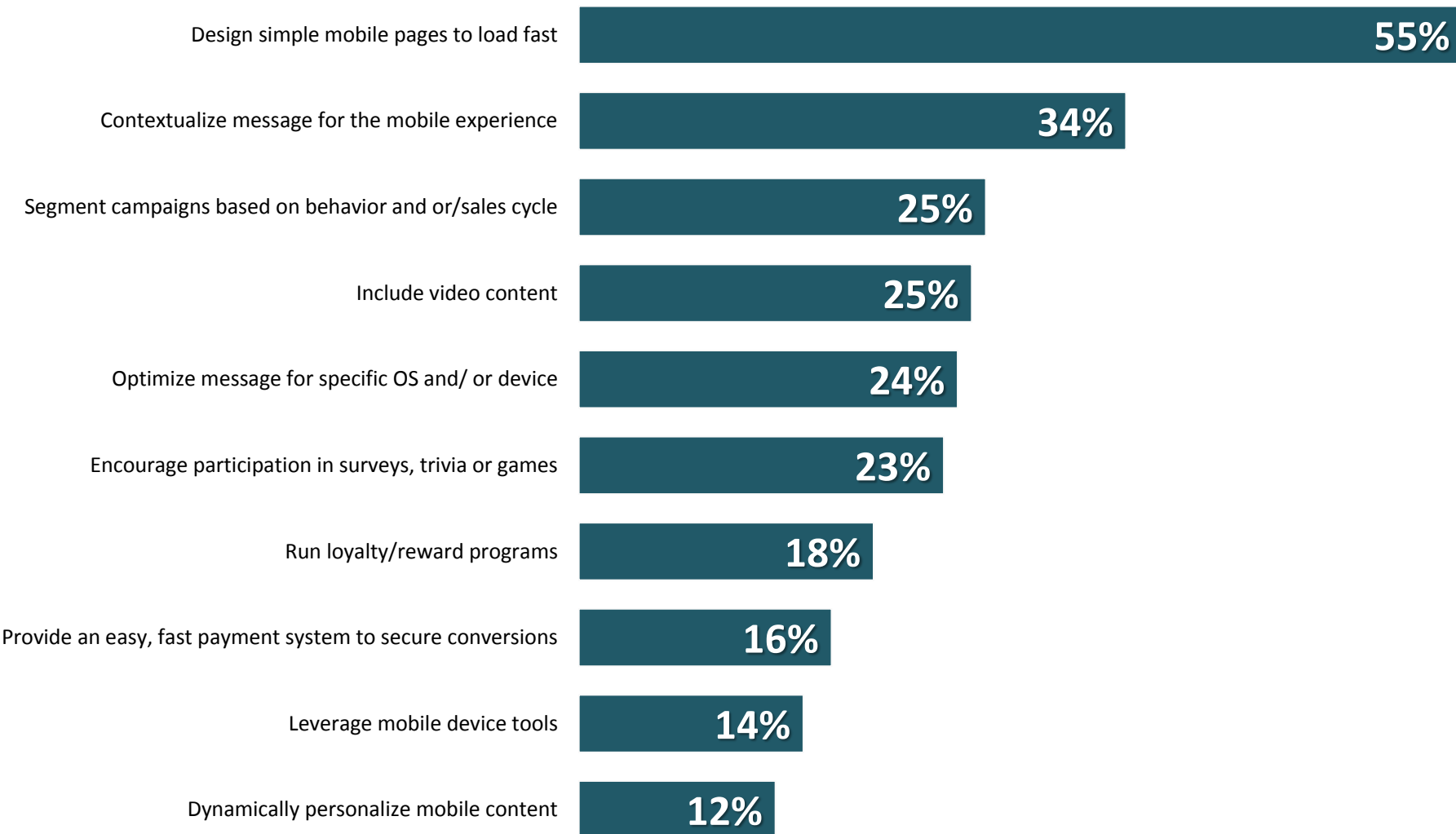




Chart 2.2 Improving mobile content relevance and engagement

Which do you use to improve the relevance and engagement of mobile content?

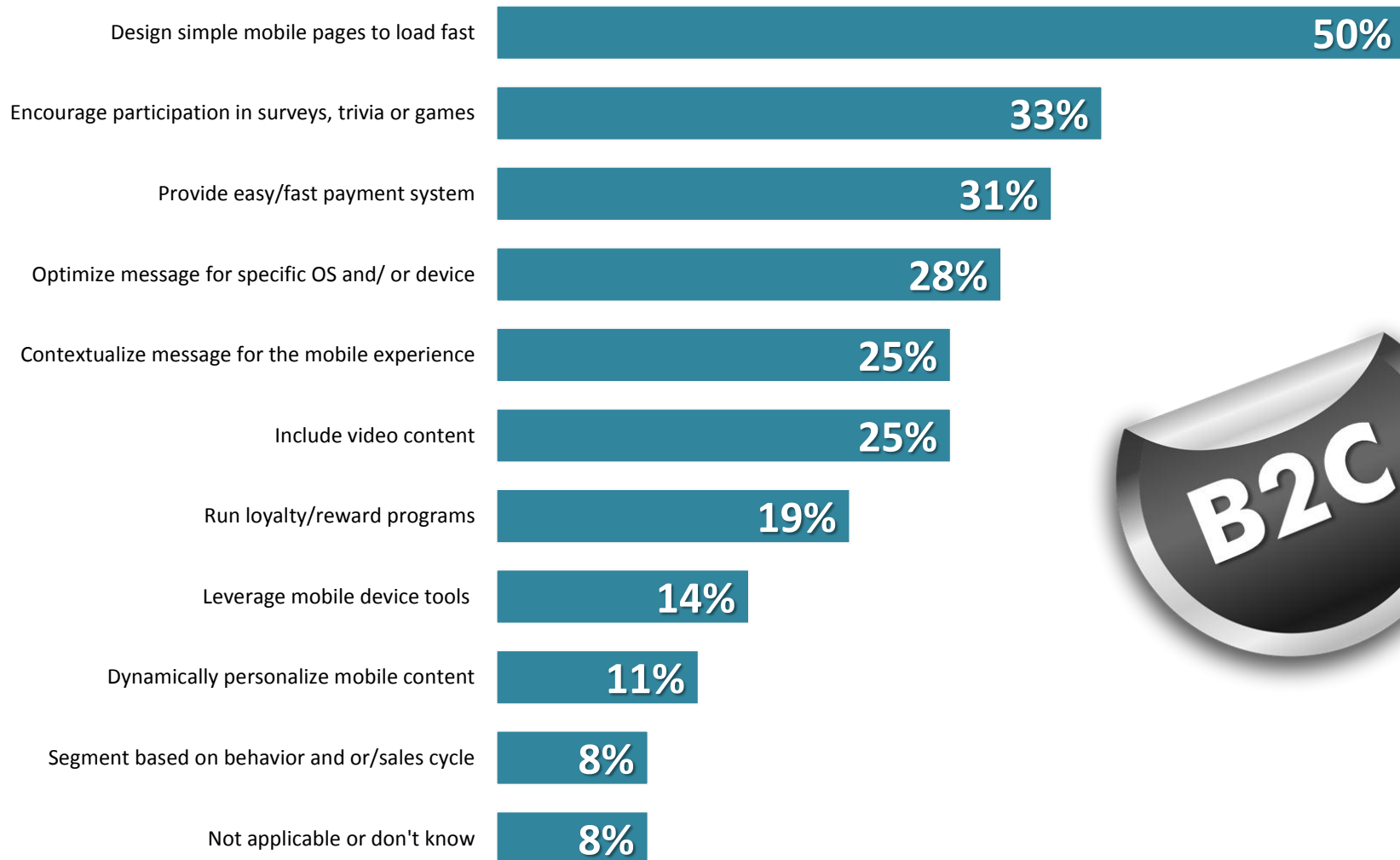




Chart 2.3 Improving mobile content relevance and engagement

Which do you use to improve the relevance and engagement of mobile content?

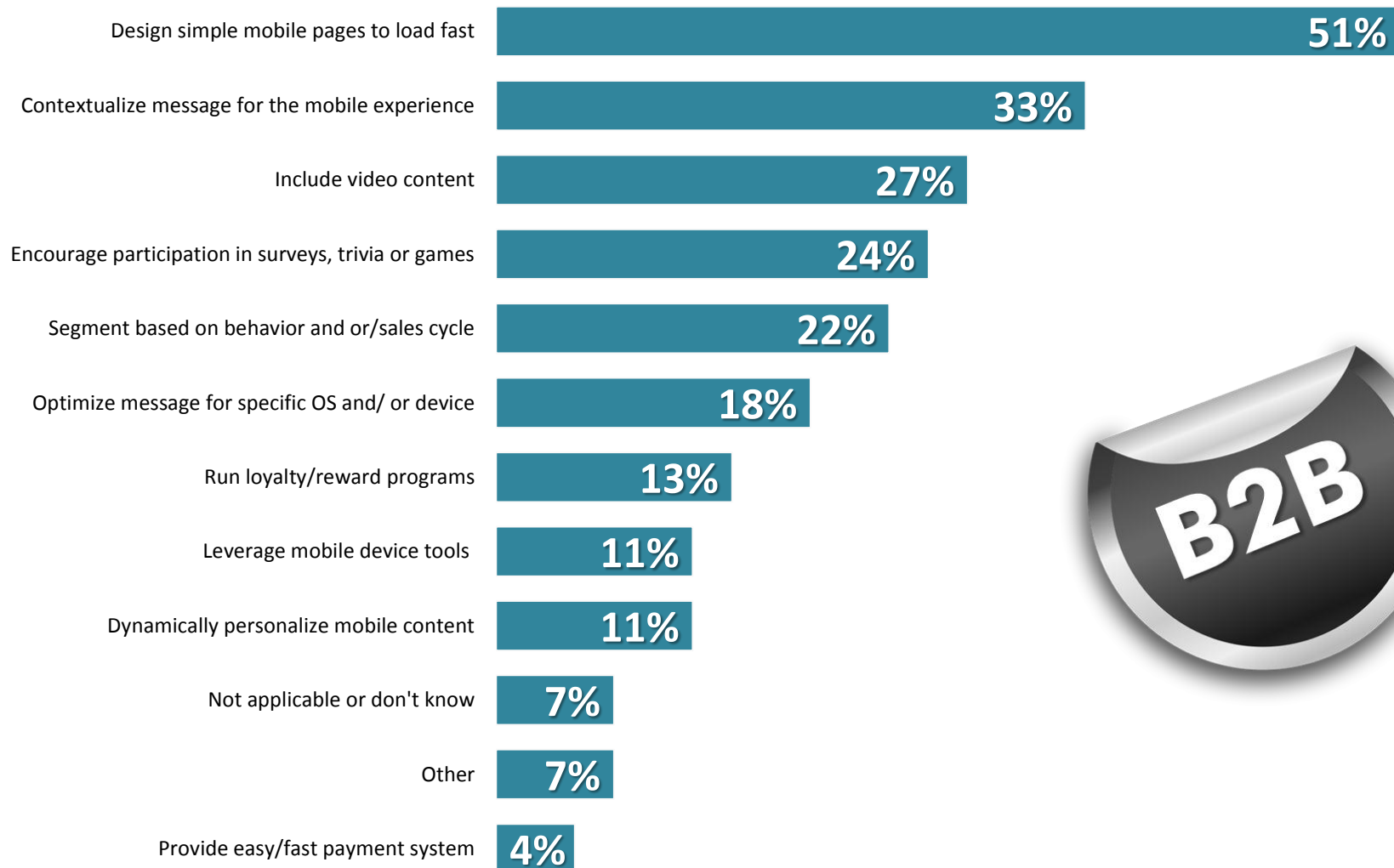




Chart 2.4 Improving mobile content relevance and engagement

Which do you use to improve the relevance and engagement of mobile content?

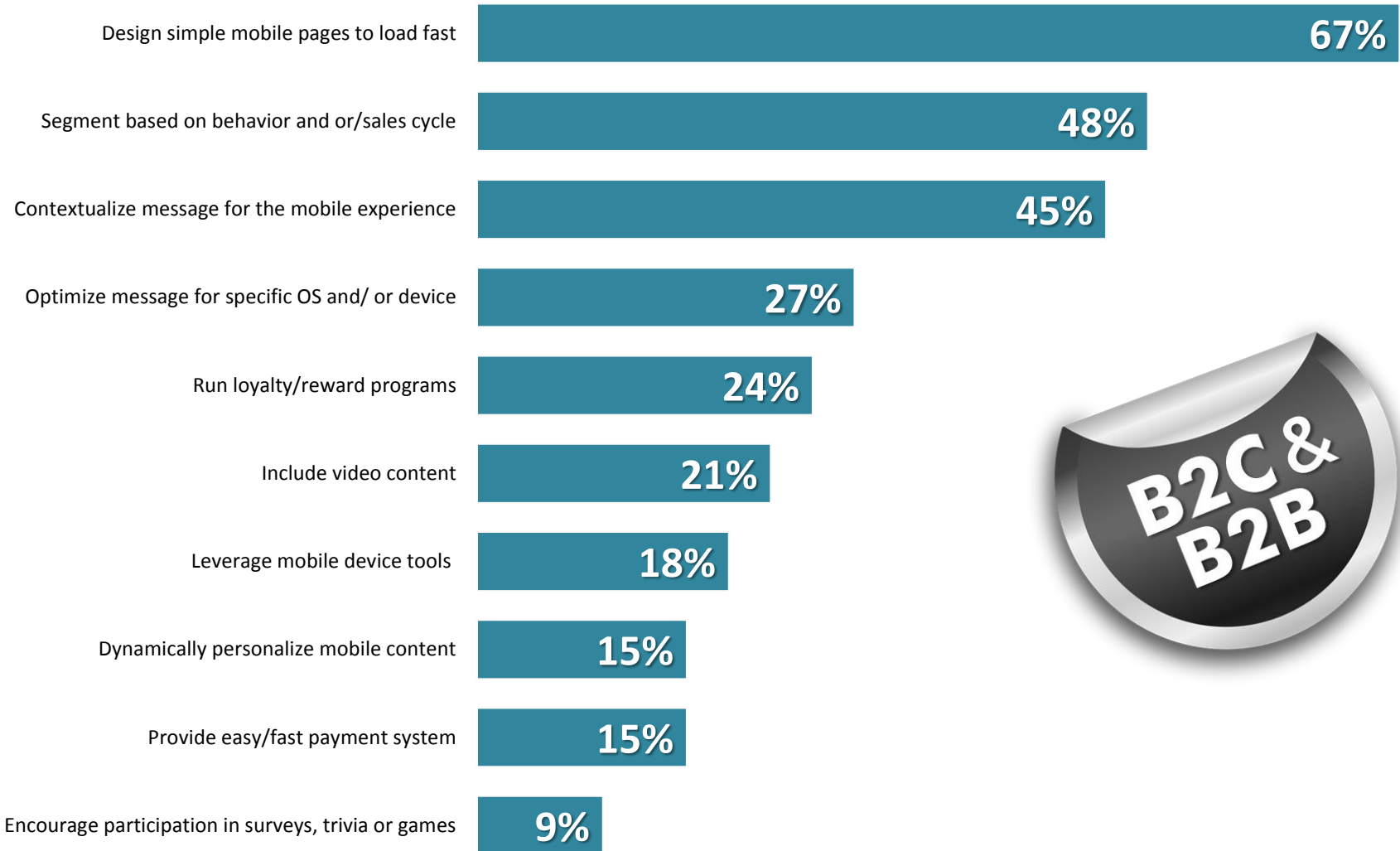




Chart 2.5 Improving mobile content relevance and engagement

Which do you use to improve the relevance and engagement of mobile content?

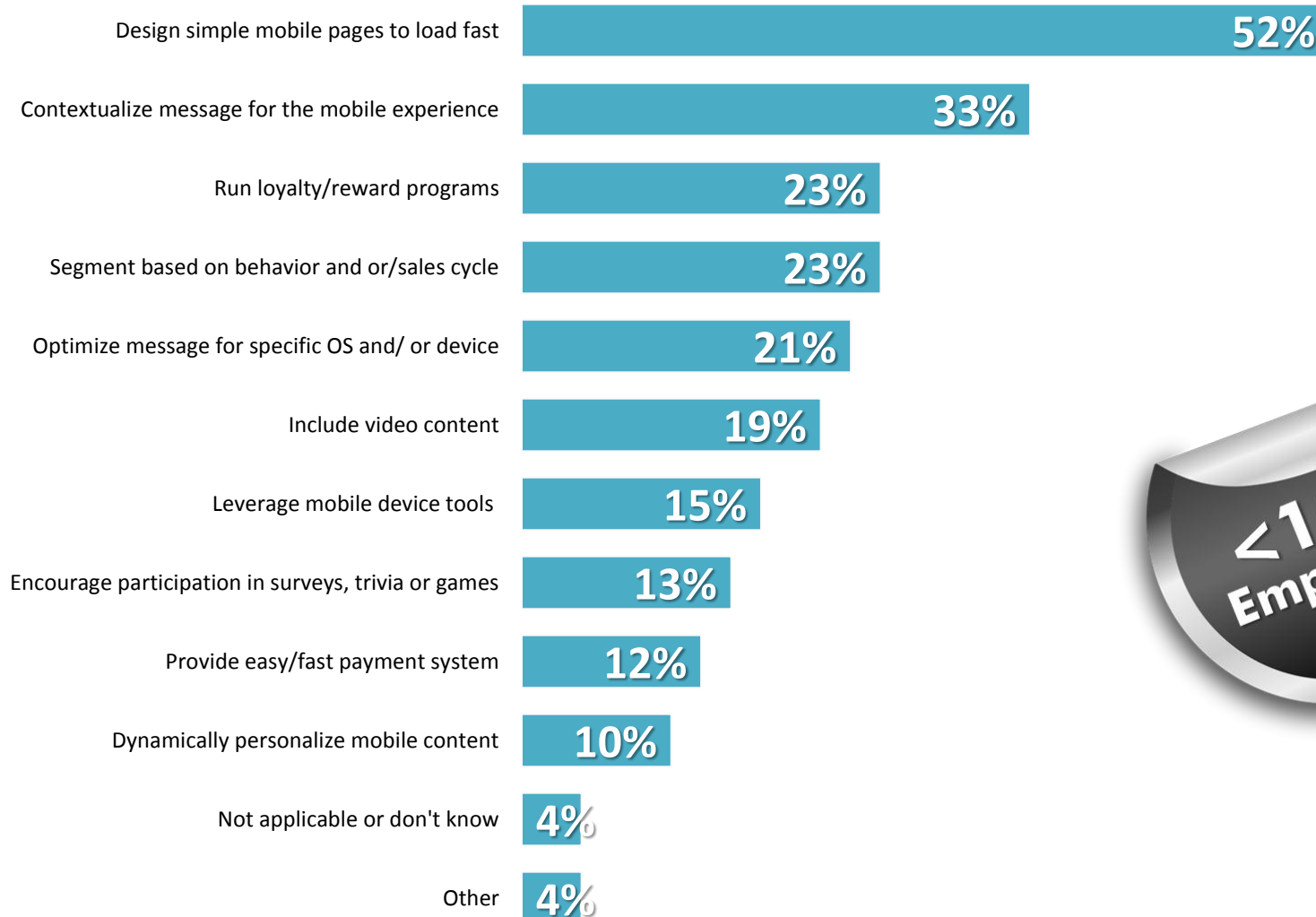




Chart 2.6 Improving mobile content relevance and engagement

Which do you use to improve the relevance and engagement of mobile content?

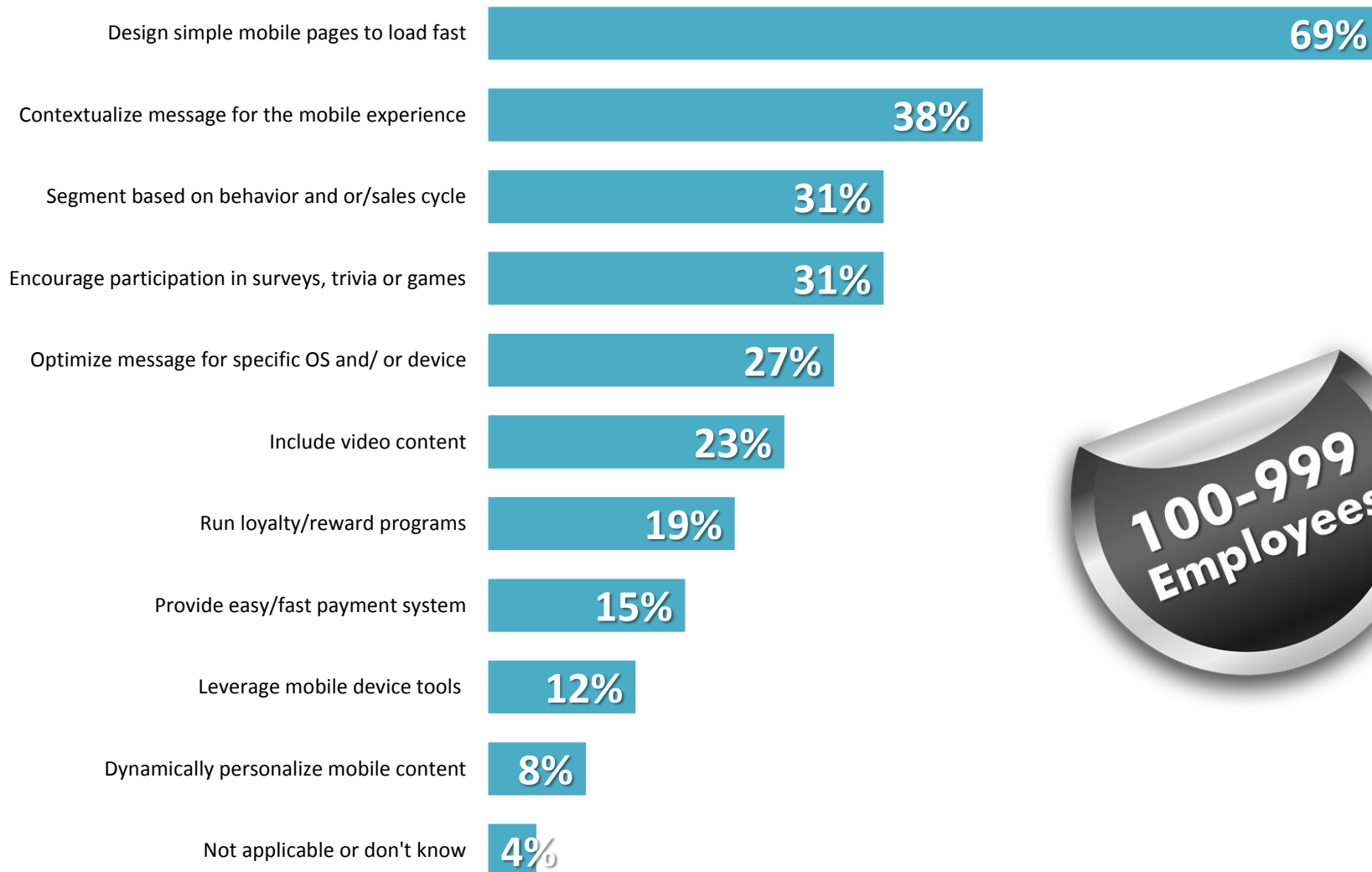




Chart 2.7 Improving mobile content relevance and engagement

Which do you use to improve the relevance and engagement of mobile content?

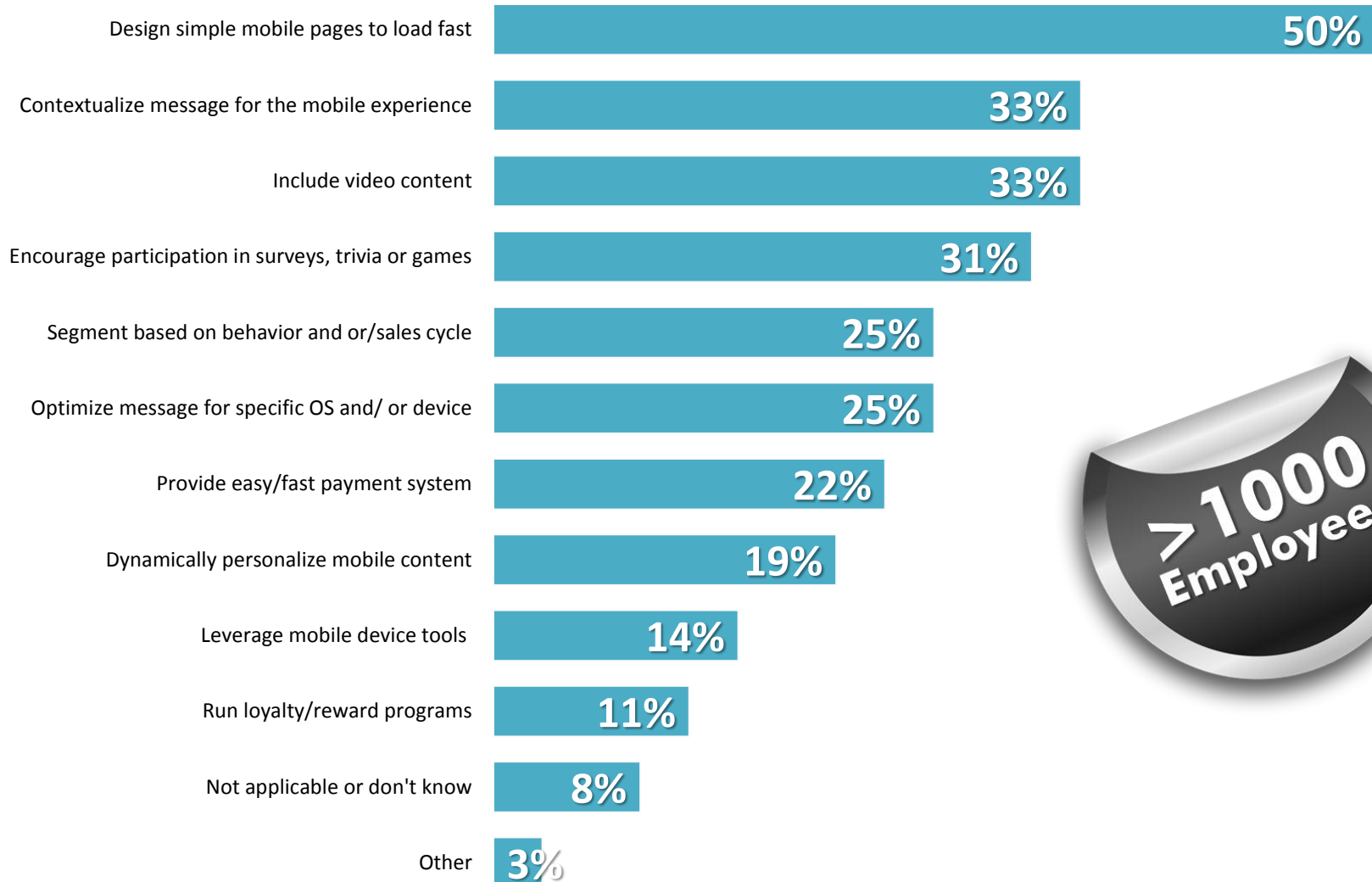




Chart 2.8 Content relevance and engagement effectiveness

Indicate the level of *EFFECTIVENESS* for the mobile engagement and relevancy tactics used by your organization

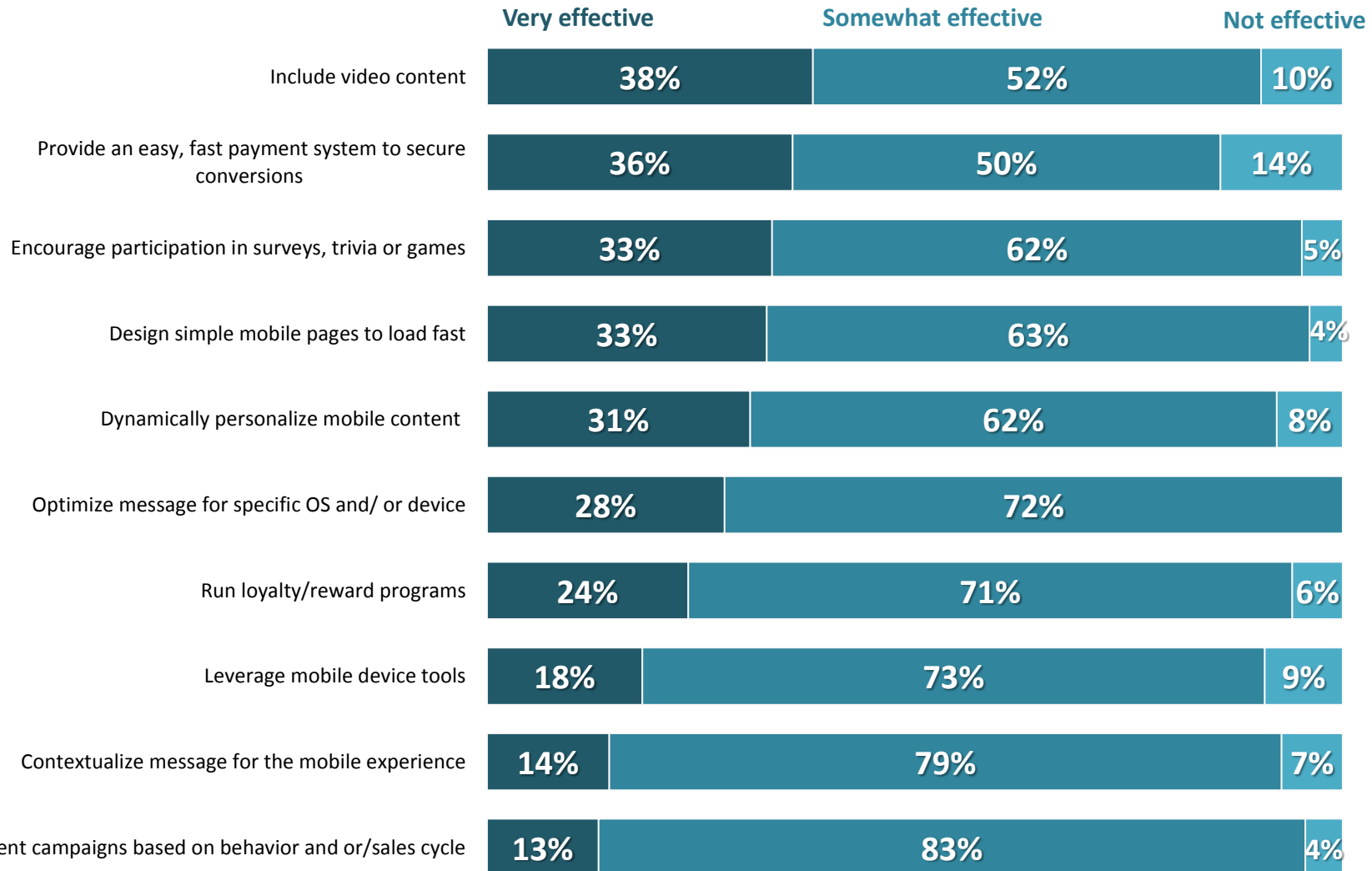




Chart 2.9 Content relevance and engagement difficulty

Indicate the level of DIFFICULTY for the mobile engagement and relevancy tactics used by your organization

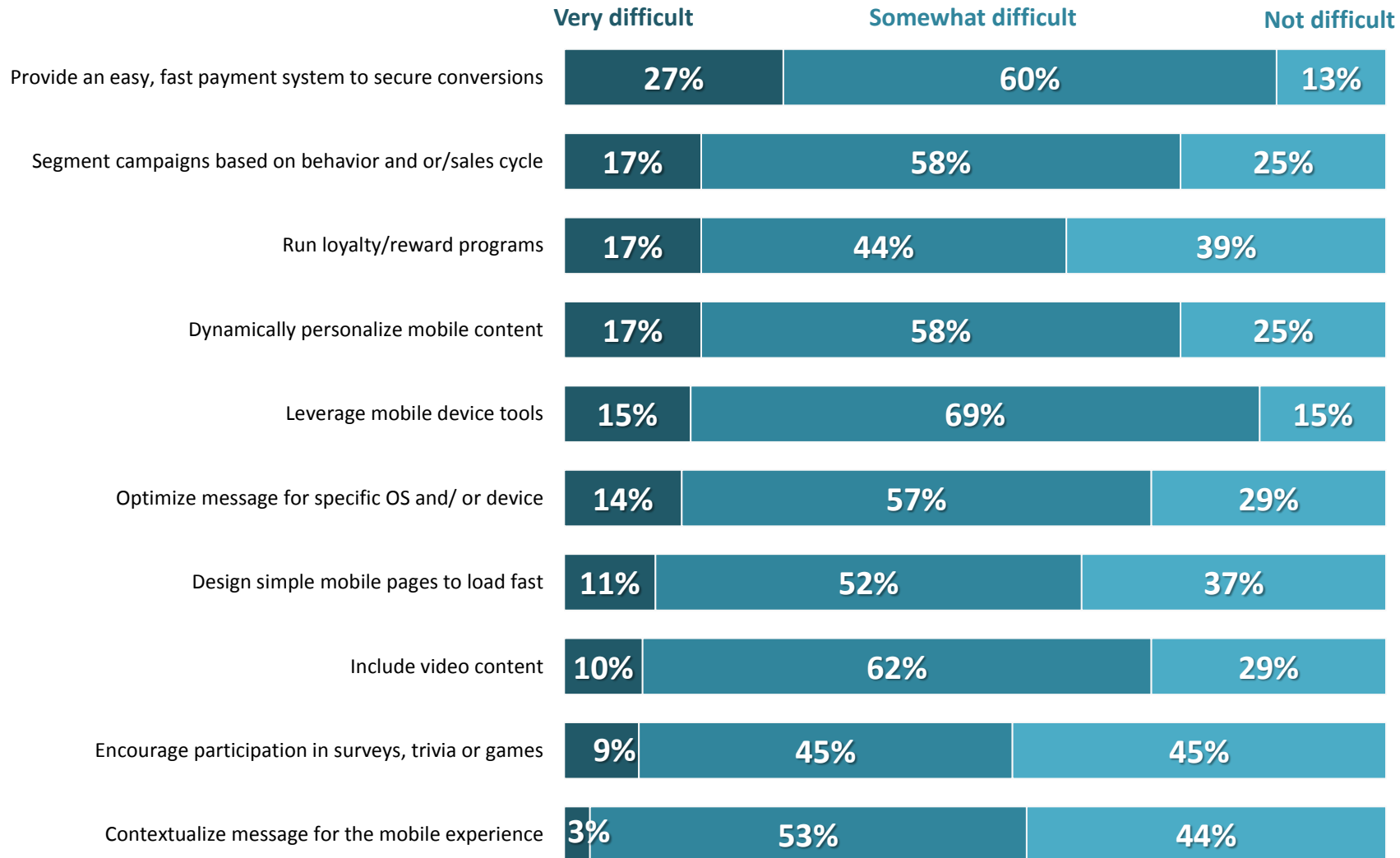




Chart 2.10 Comparing usage, effectiveness and difficulty

Comparing responses for the mobile engagement and relevancy tactics used by organizations

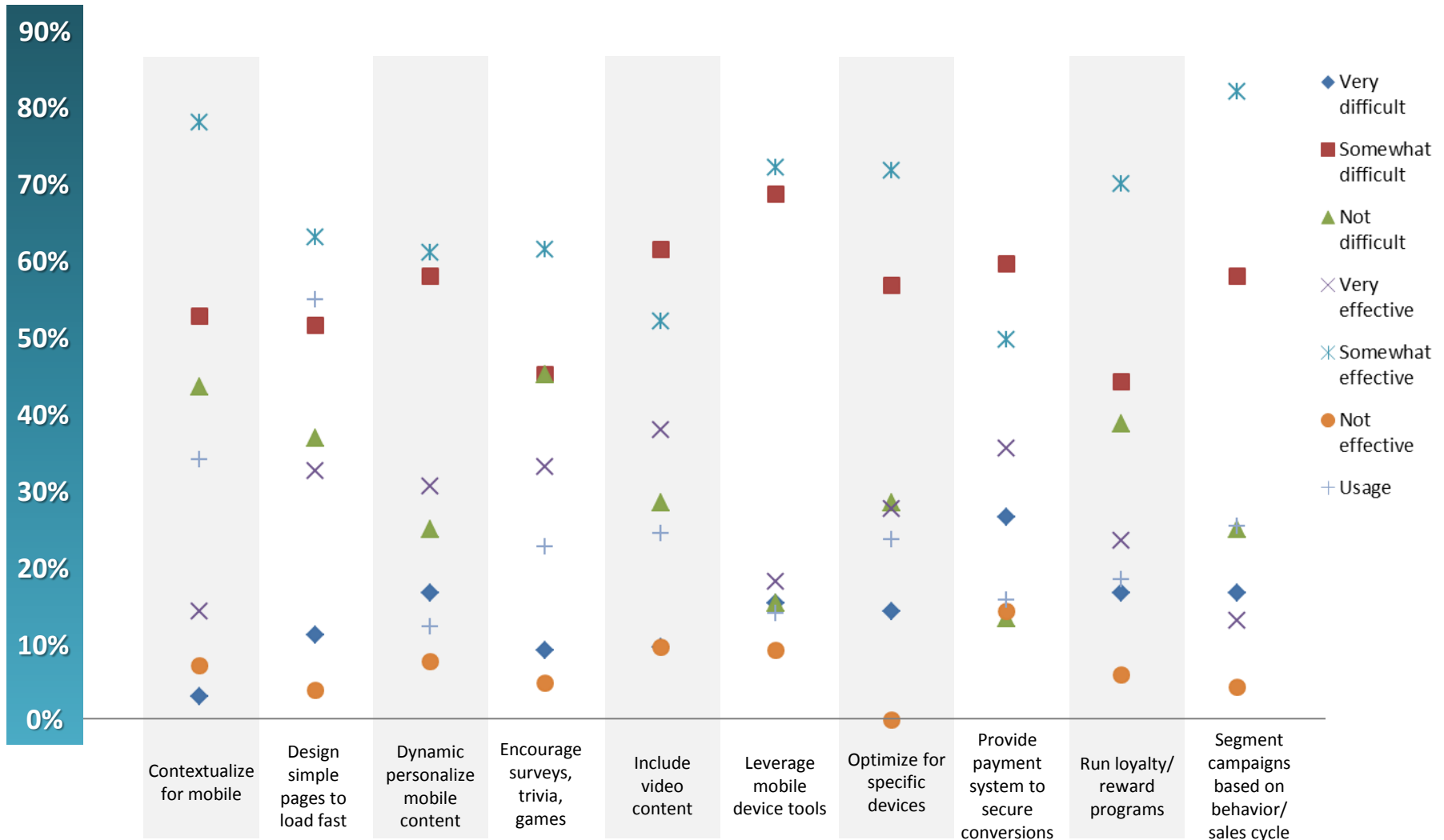




Chart 2.11 Comparing usage, effectiveness and difficulty

Comparing responses for the mobile engagement and relevancy tactics used by organizations

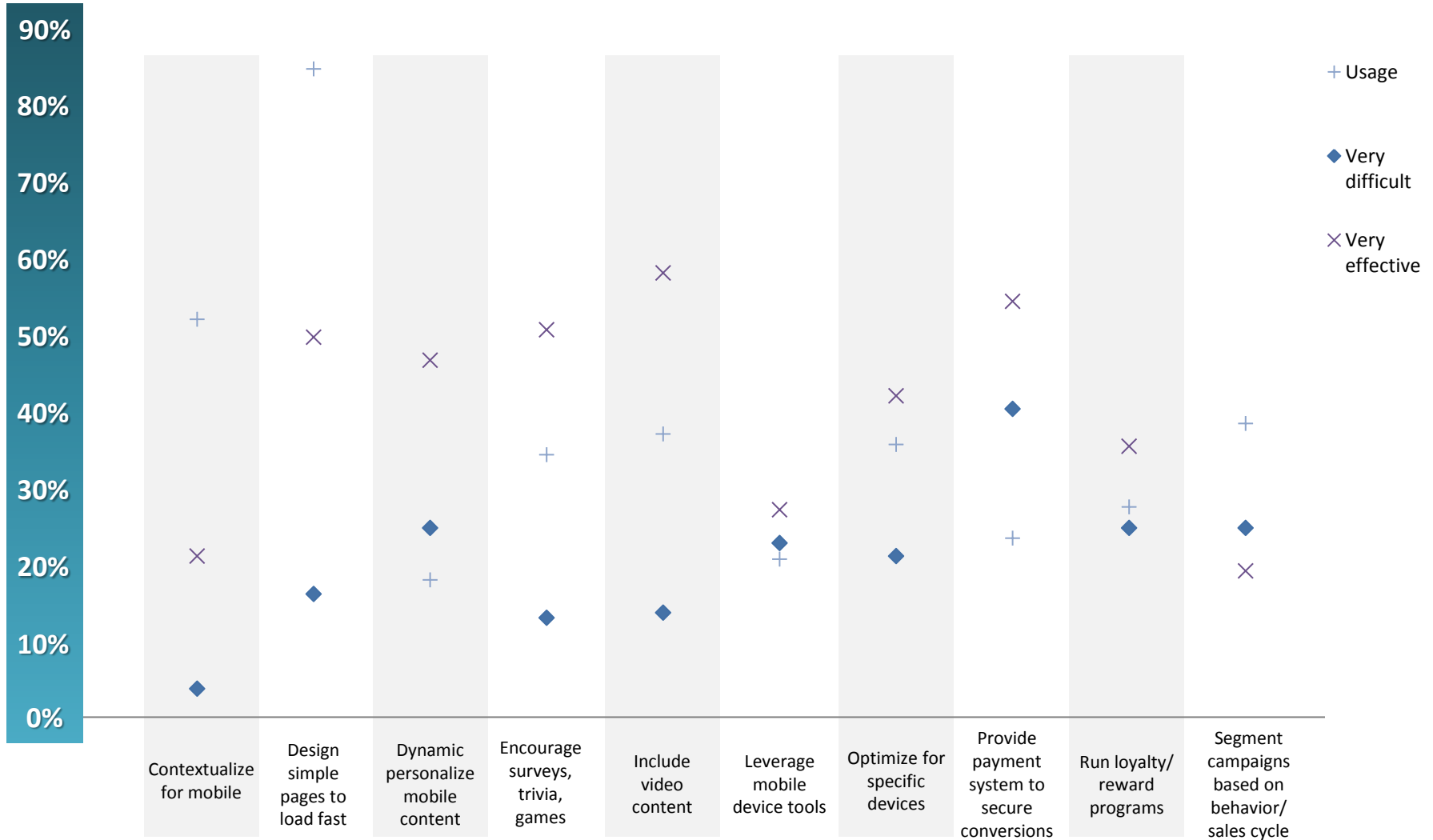




Chart 2.12 Comparing usage, effectiveness and difficulty

Comparing responses for the mobile engagement and relevancy tactics used by organizations

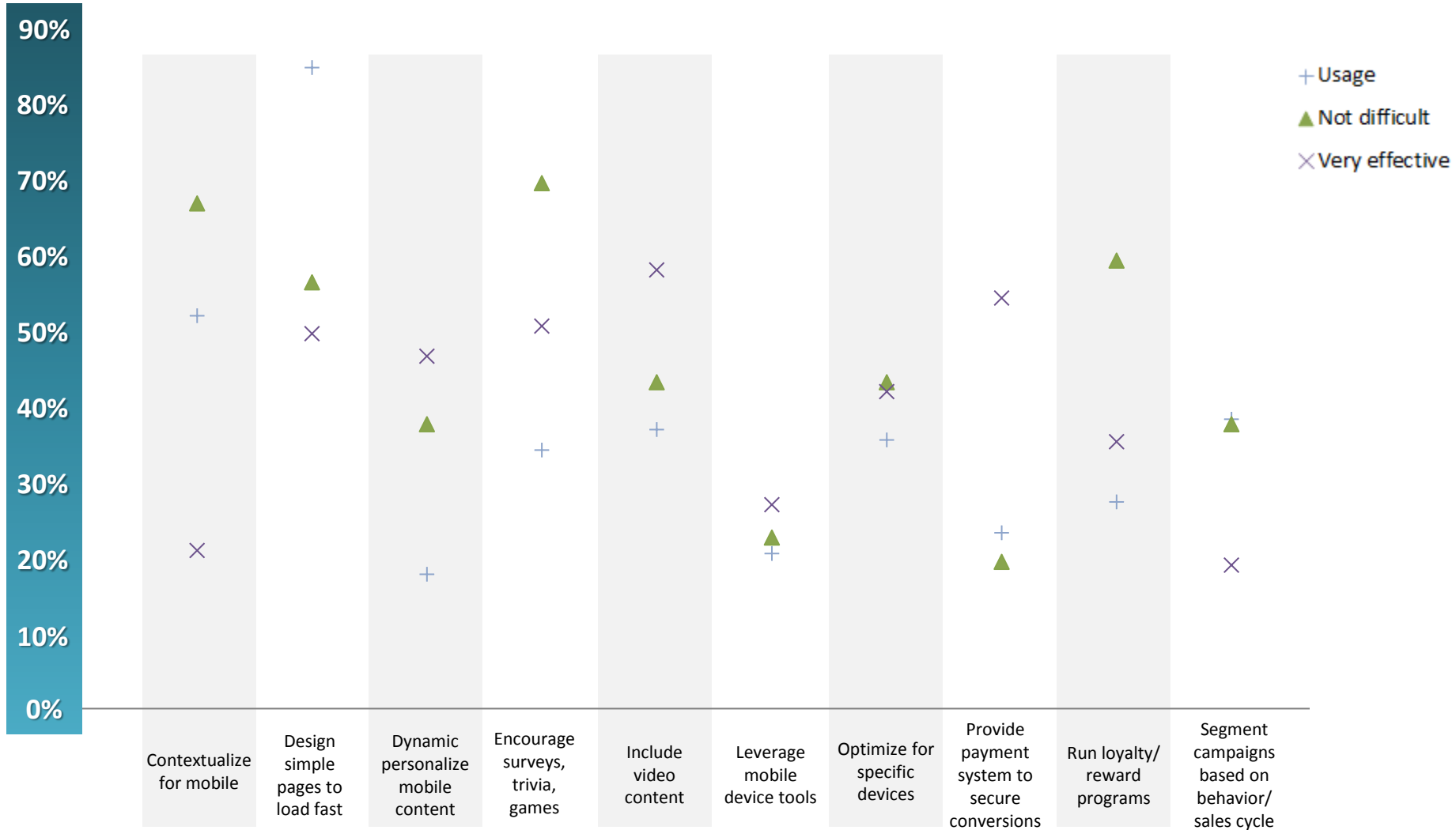




Chart 2.13 Comparing usage, effectiveness and difficulty

Comparing responses for the mobile engagement and relevancy tactics used by organizations

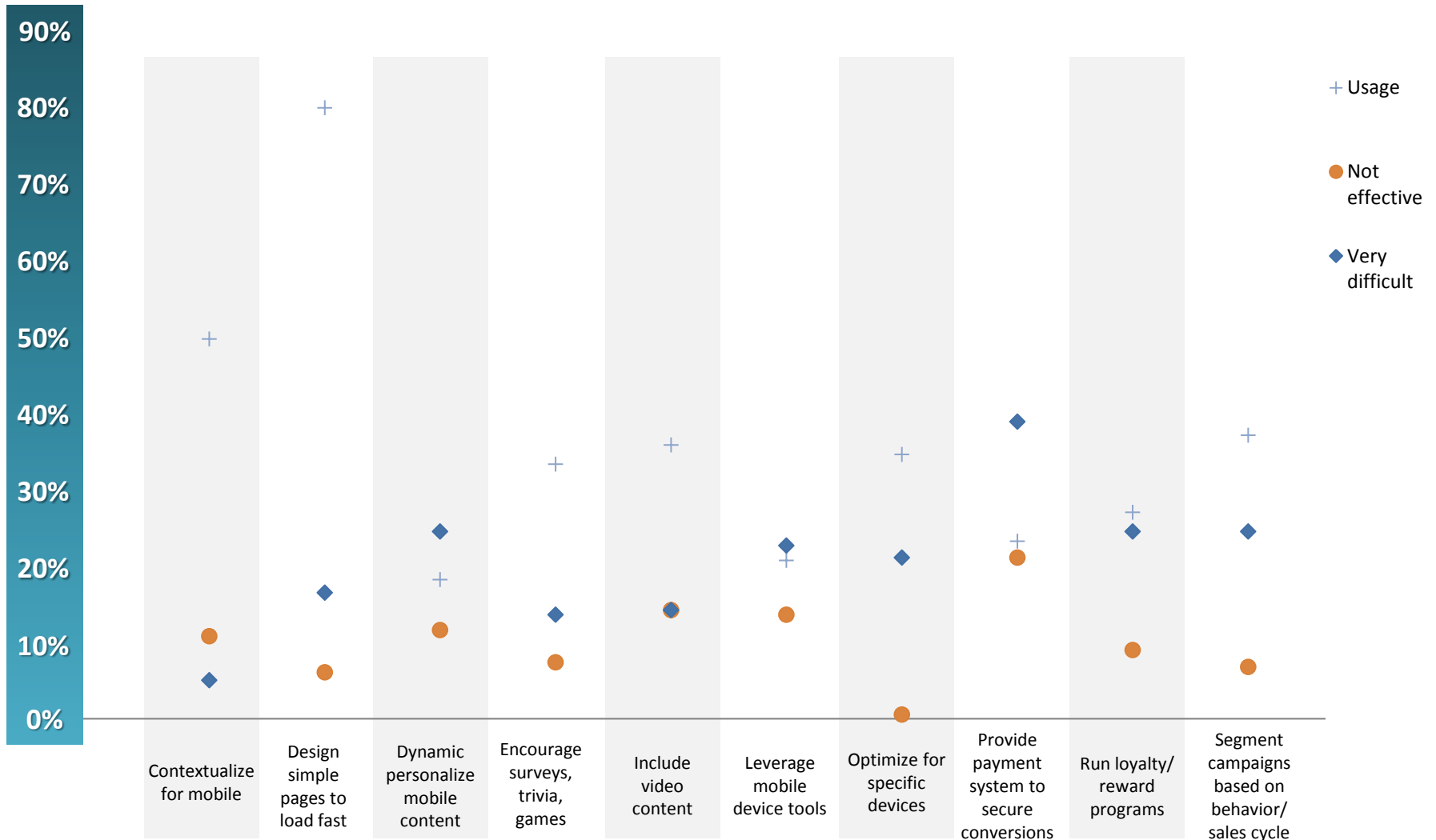




Chart 2.14 Comparing usage, effectiveness and difficulty

Comparing responses for the mobile engagement and relevancy tactics used by organizations

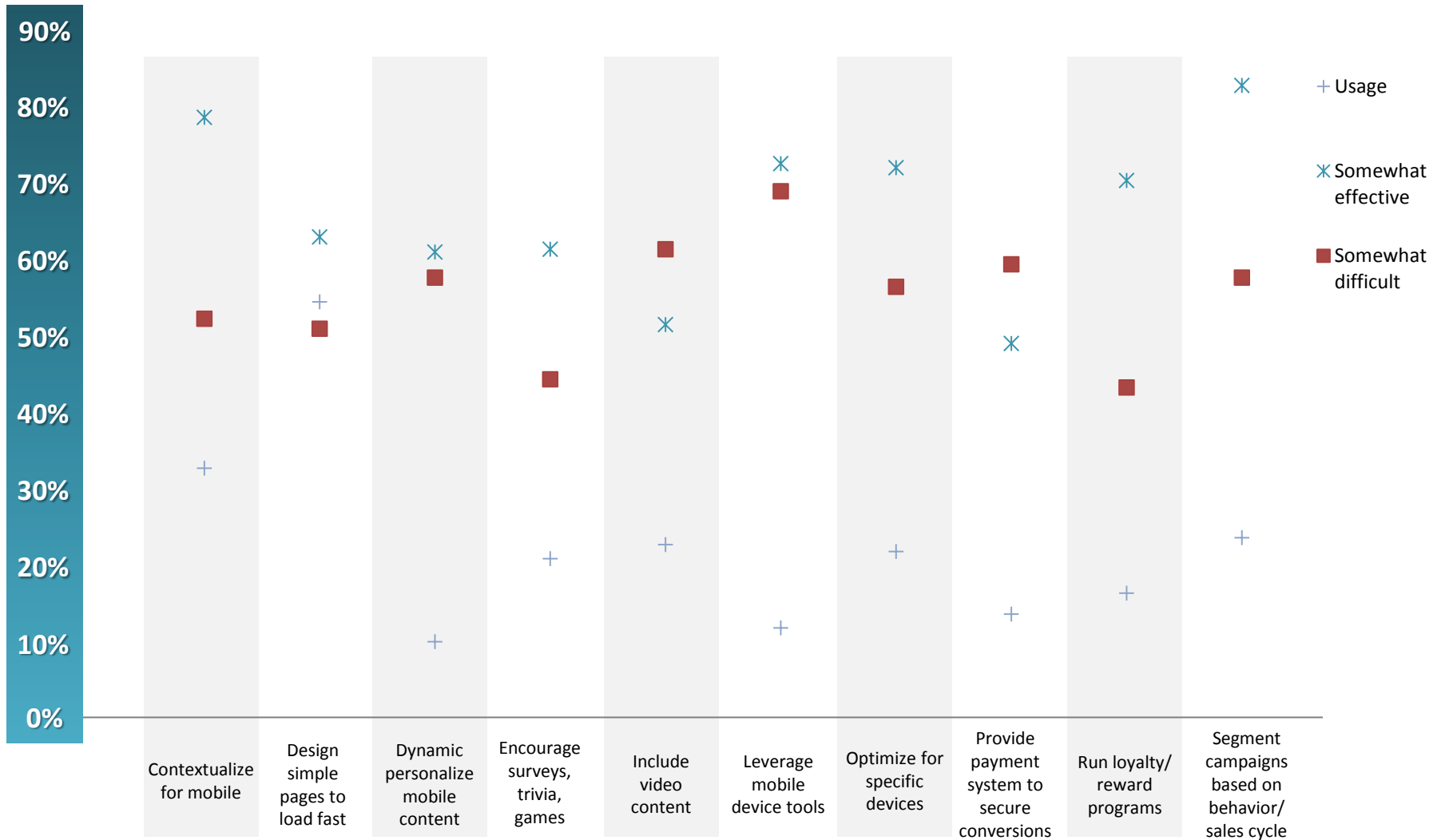




Chart 2.15 Mobile marketing optimization efforts in 2012

What mobile marketing optimization efforts were utilized by your organization in 2012?

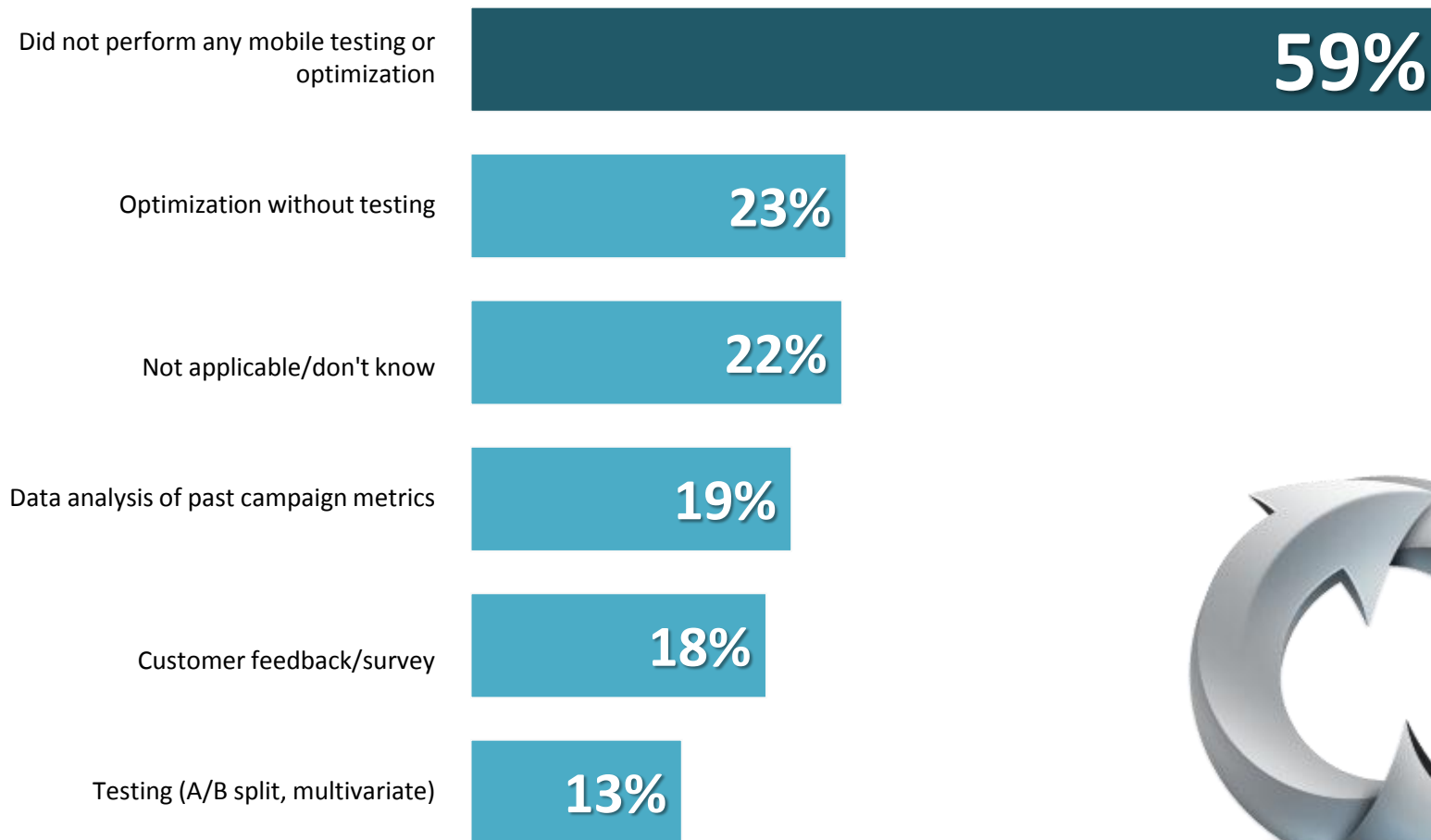




Chart 2.16 Mobile marketing optimization efforts in 2012

What mobile marketing optimization efforts were utilized by your organization in 2012?

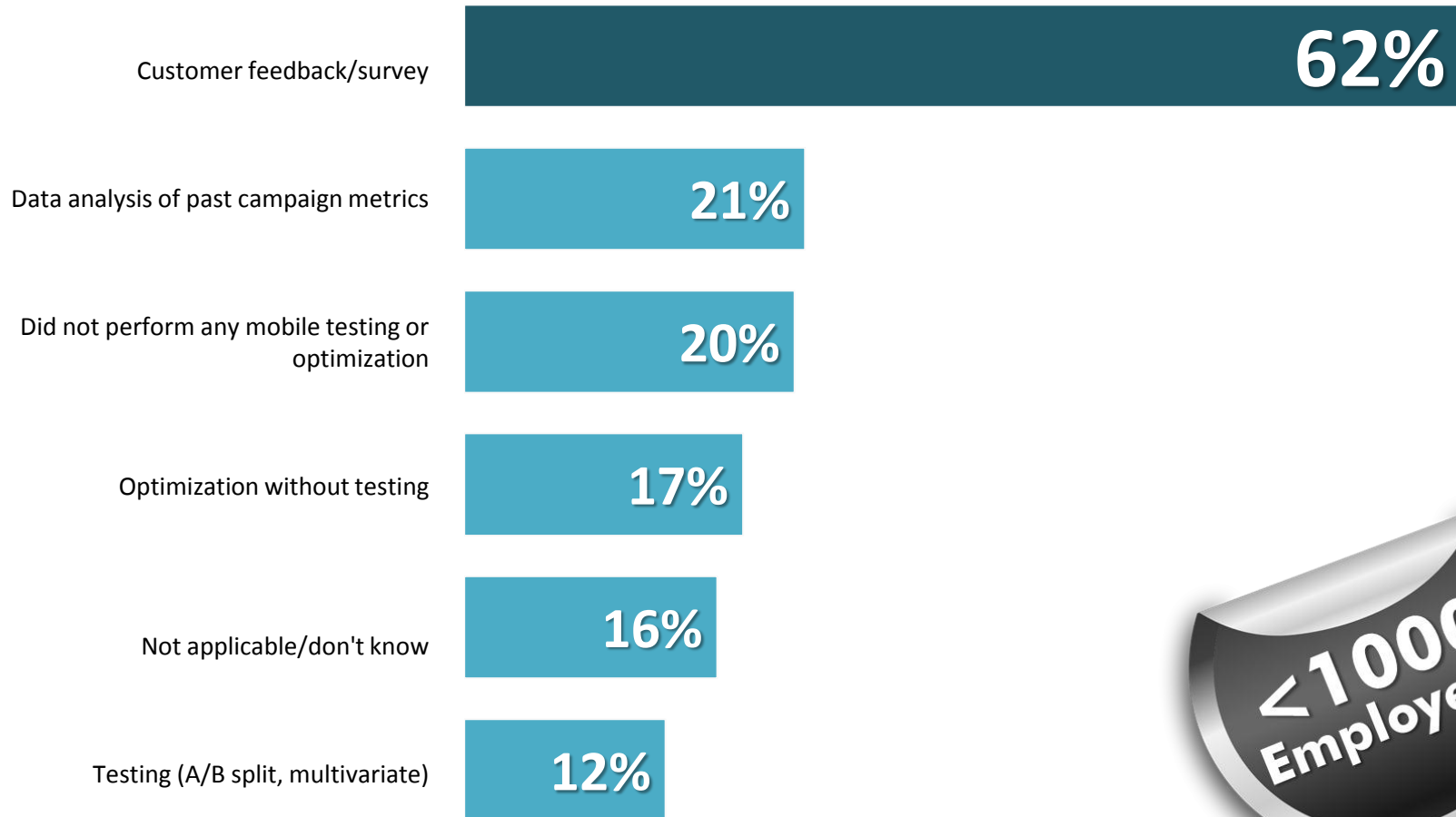




Chart 2.17 Mobile marketing optimization efforts in 2012

What mobile marketing optimization efforts were utilized by your organization in 2012?

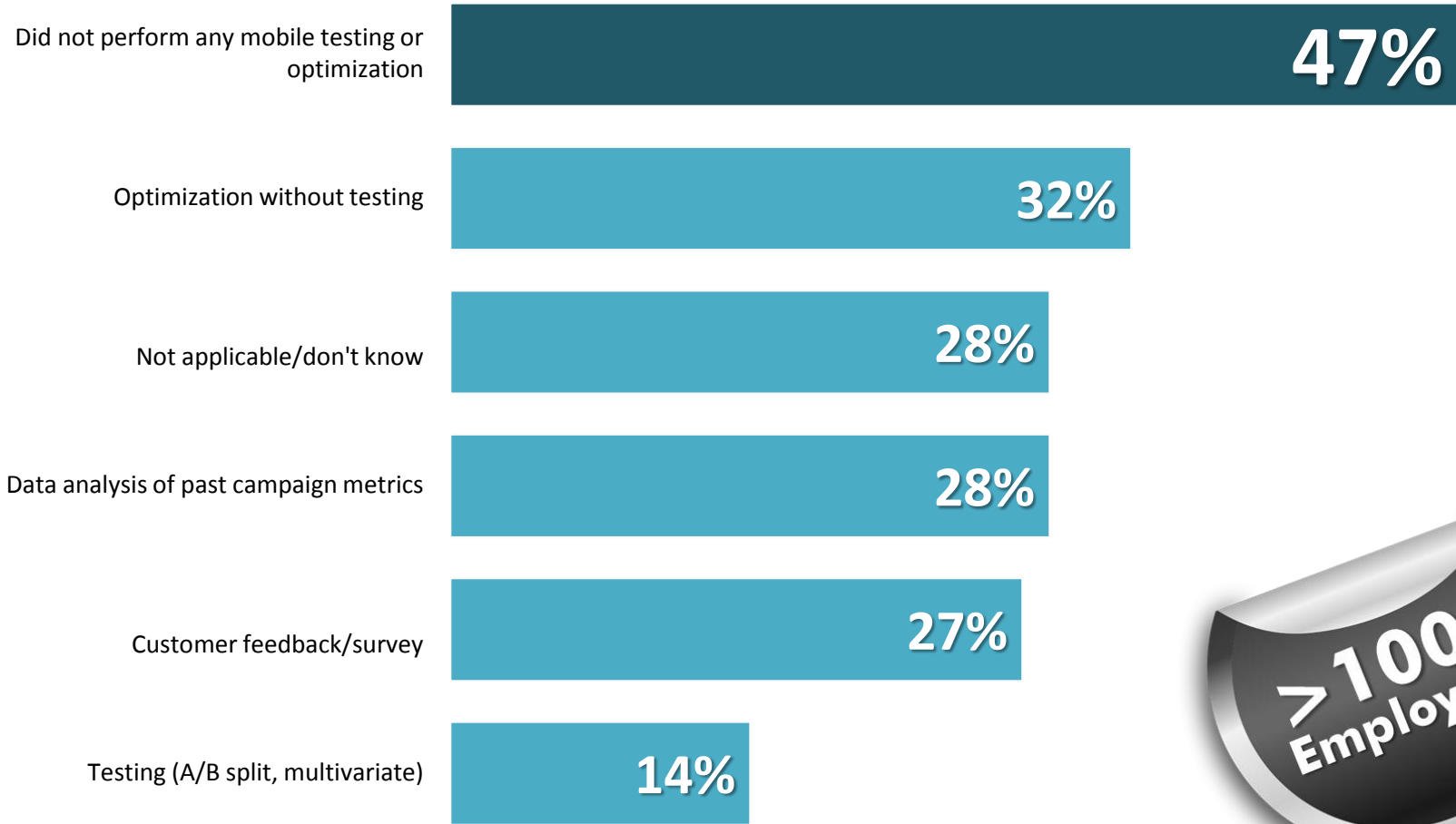




Chart 2.18 Testing and optimizing mobile messages

What percentage of your organization's mobile messages are tested and optimized?

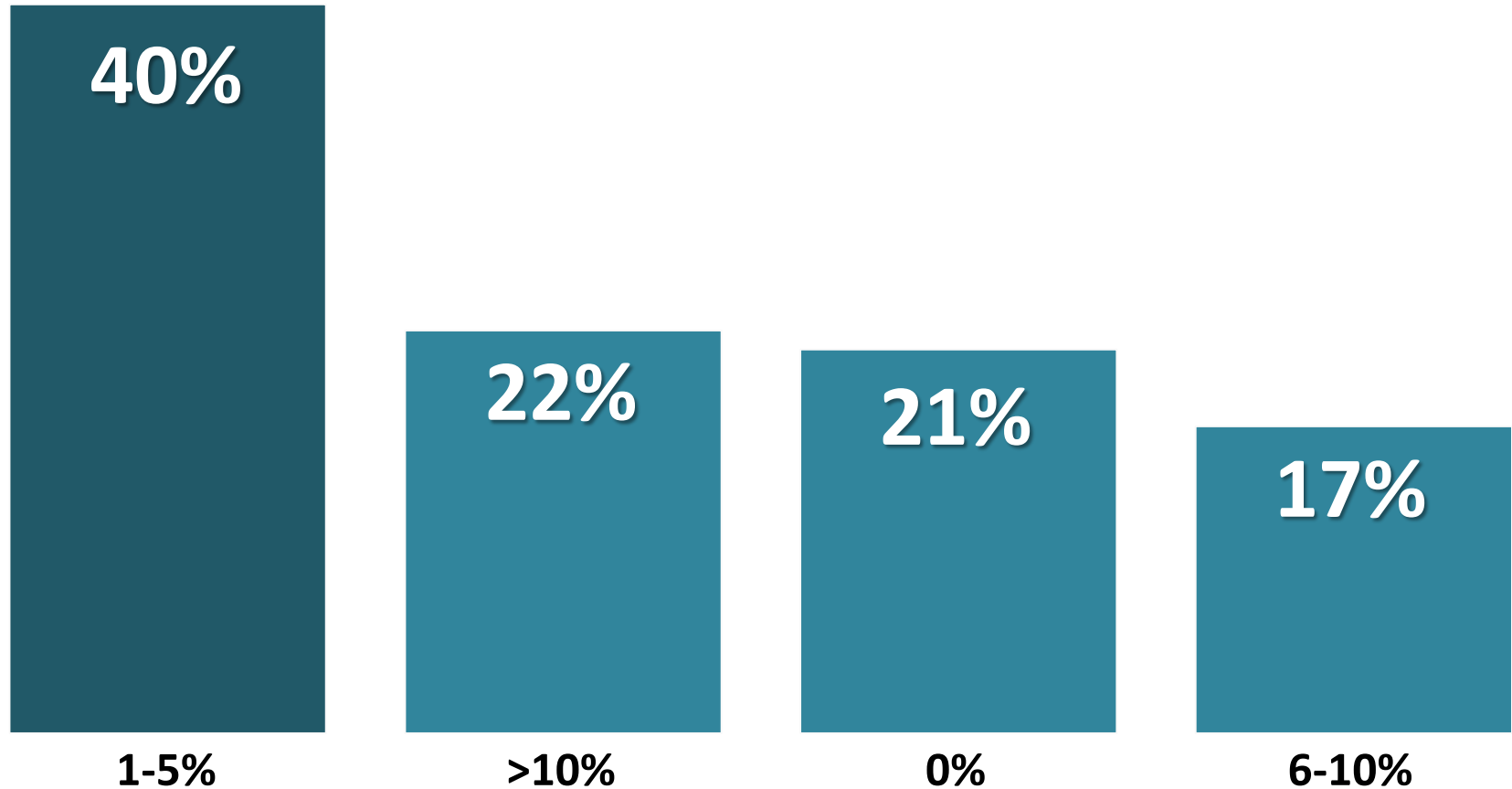




Chart 2.19 Testing and optimizing mobile messages

What percentage of your organization's mobile messages are tested and optimized?

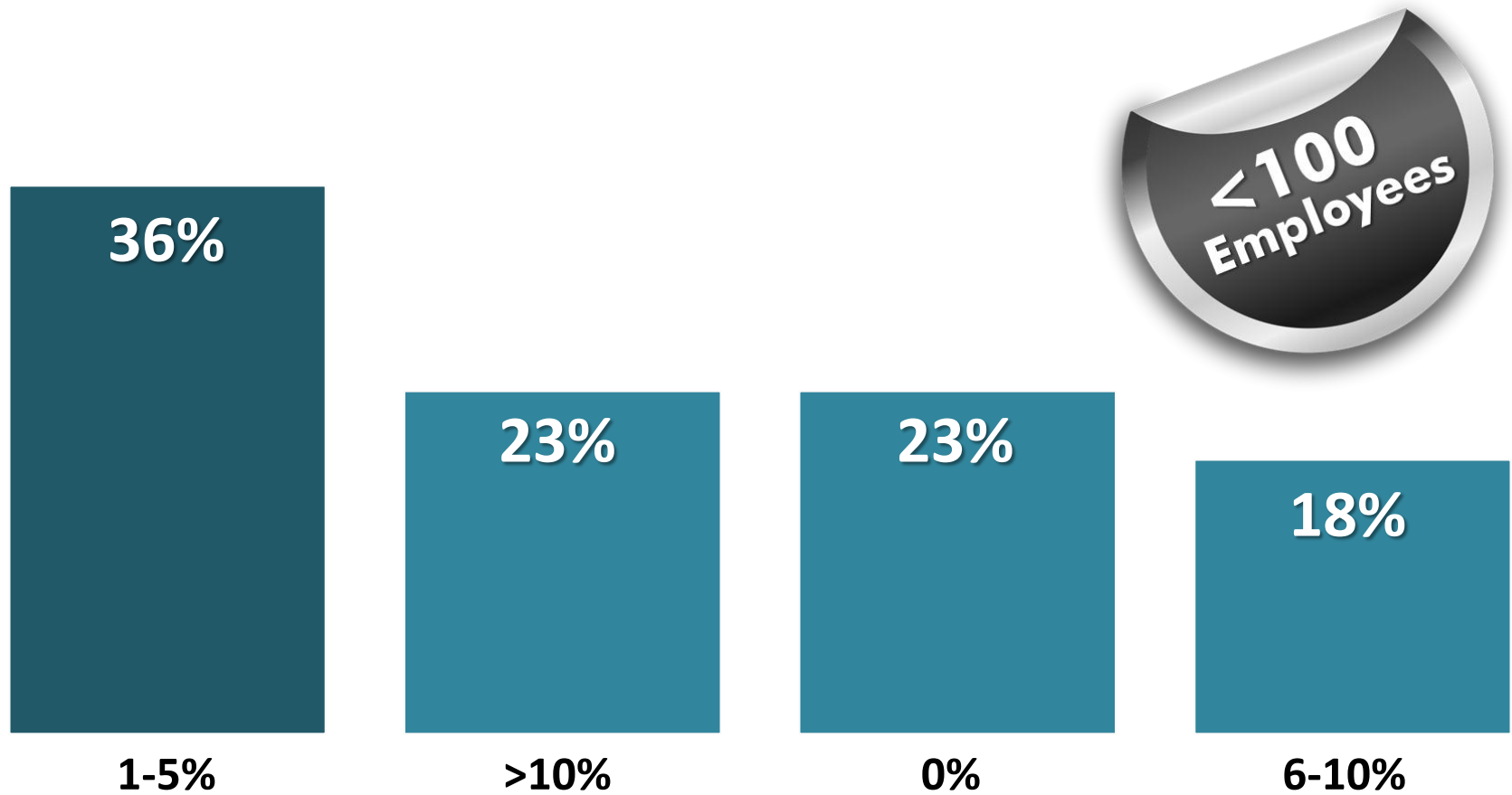




Chart 2.20 Testing and optimizing mobile messages

What percentage of your organization's mobile messages are tested and optimized?

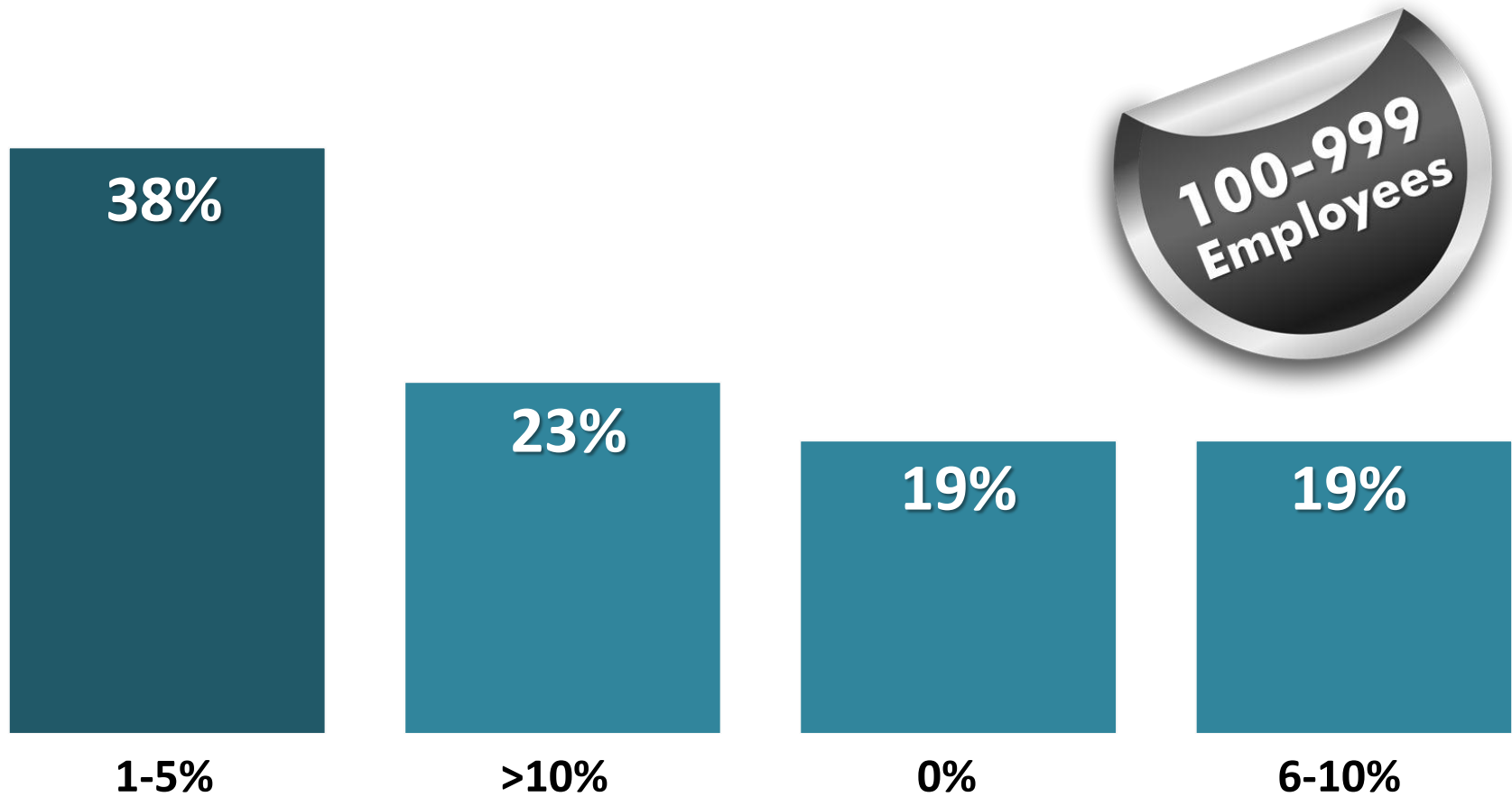




Chart 2.21 Testing and optimizing mobile messages

What percentage of your organization's mobile messages are tested and optimized?

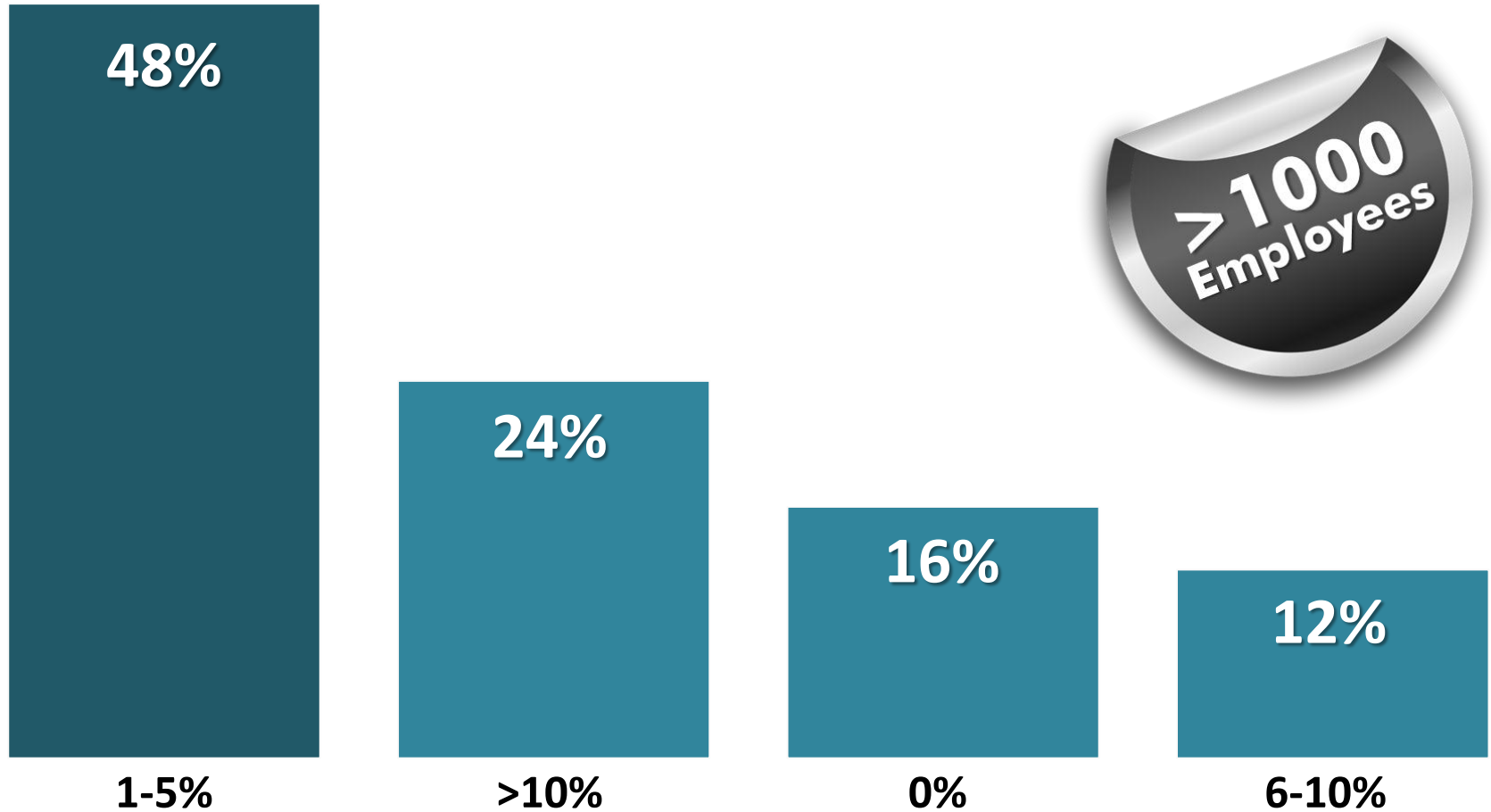




Chart 2.22 Budget dedicated to mobile testing and optimization

What percentage of your organization's mobile budget is dedicated to testing and optimization?

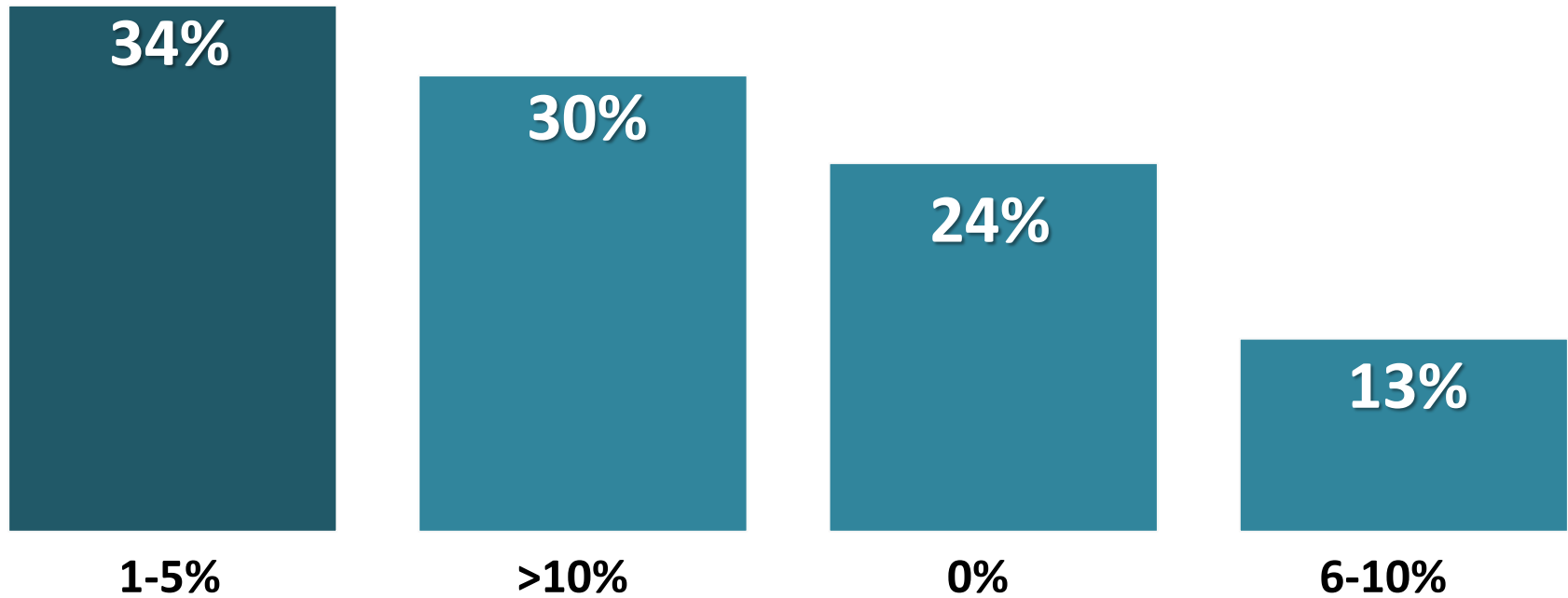




Chart 2.23 Budget dedicated to mobile testing and optimization

What percentage of your organization's mobile budget is dedicated to testing and optimization?

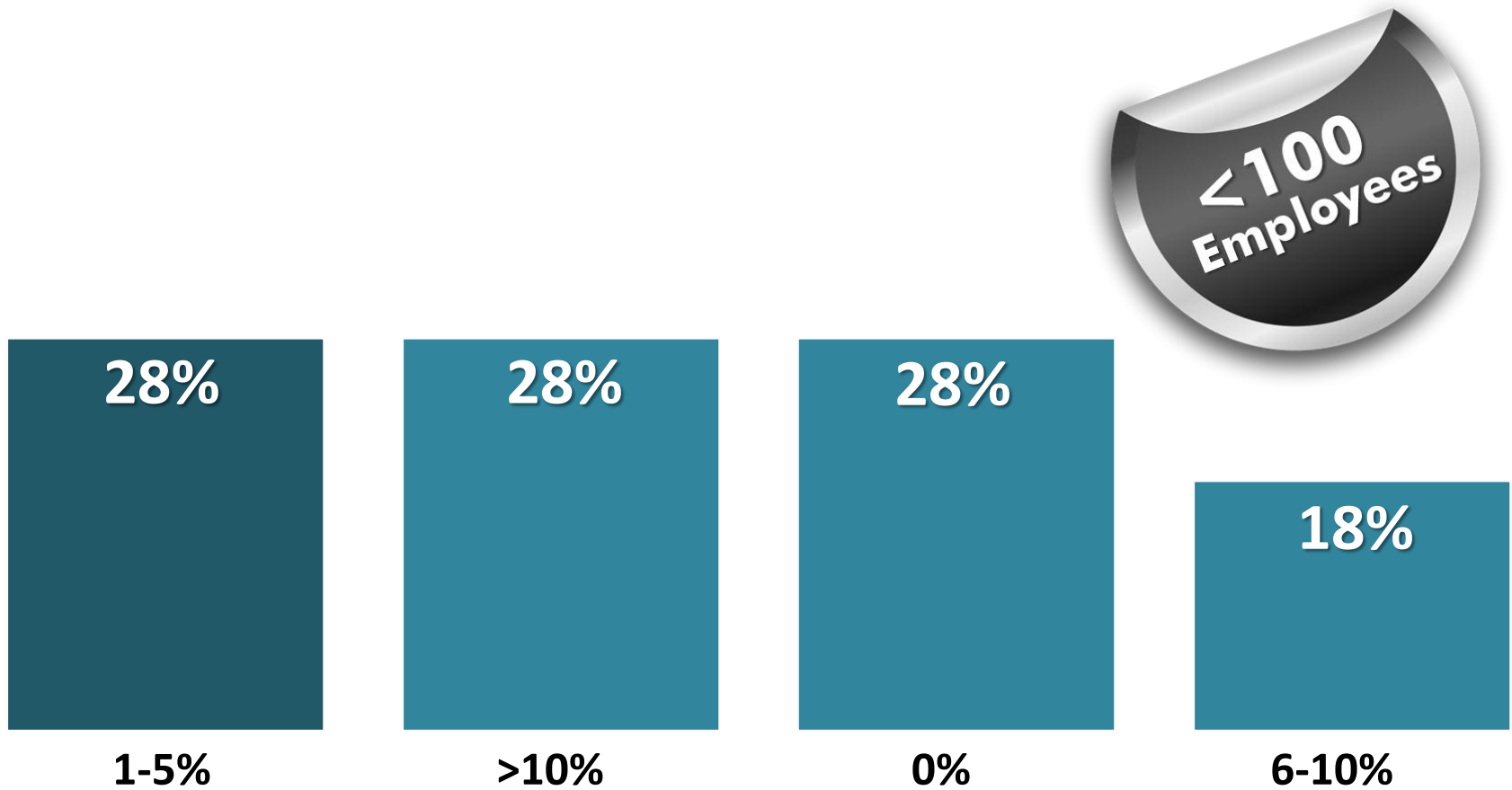




Chart 2.24 Budget dedicated to mobile testing and optimization

What percentage of your organization's mobile budget is dedicated to testing and optimization?

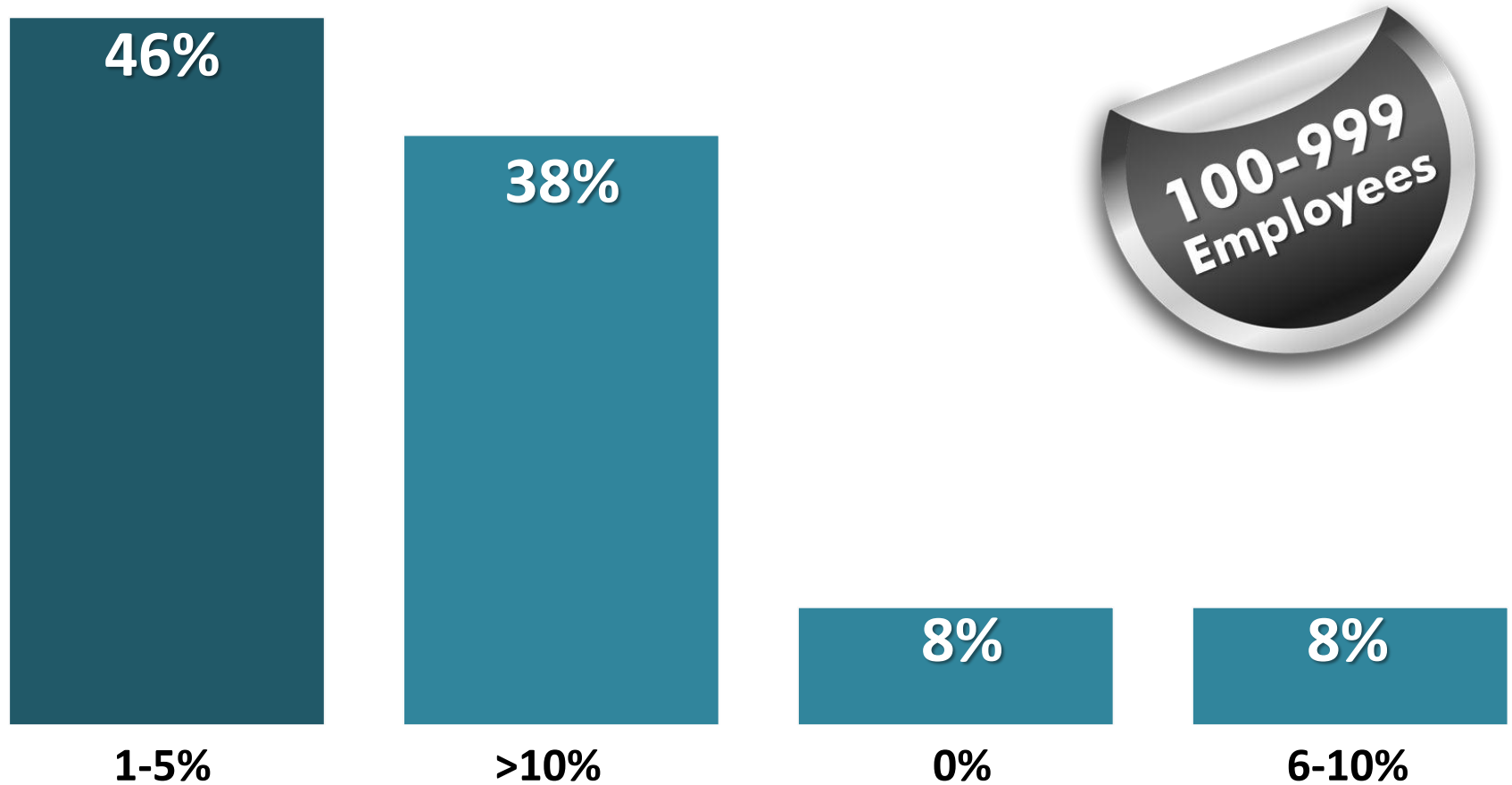




Chart 2.25 Budget dedicated to mobile testing and optimization

What percentage of your organization's mobile budget is dedicated to testing and optimization?

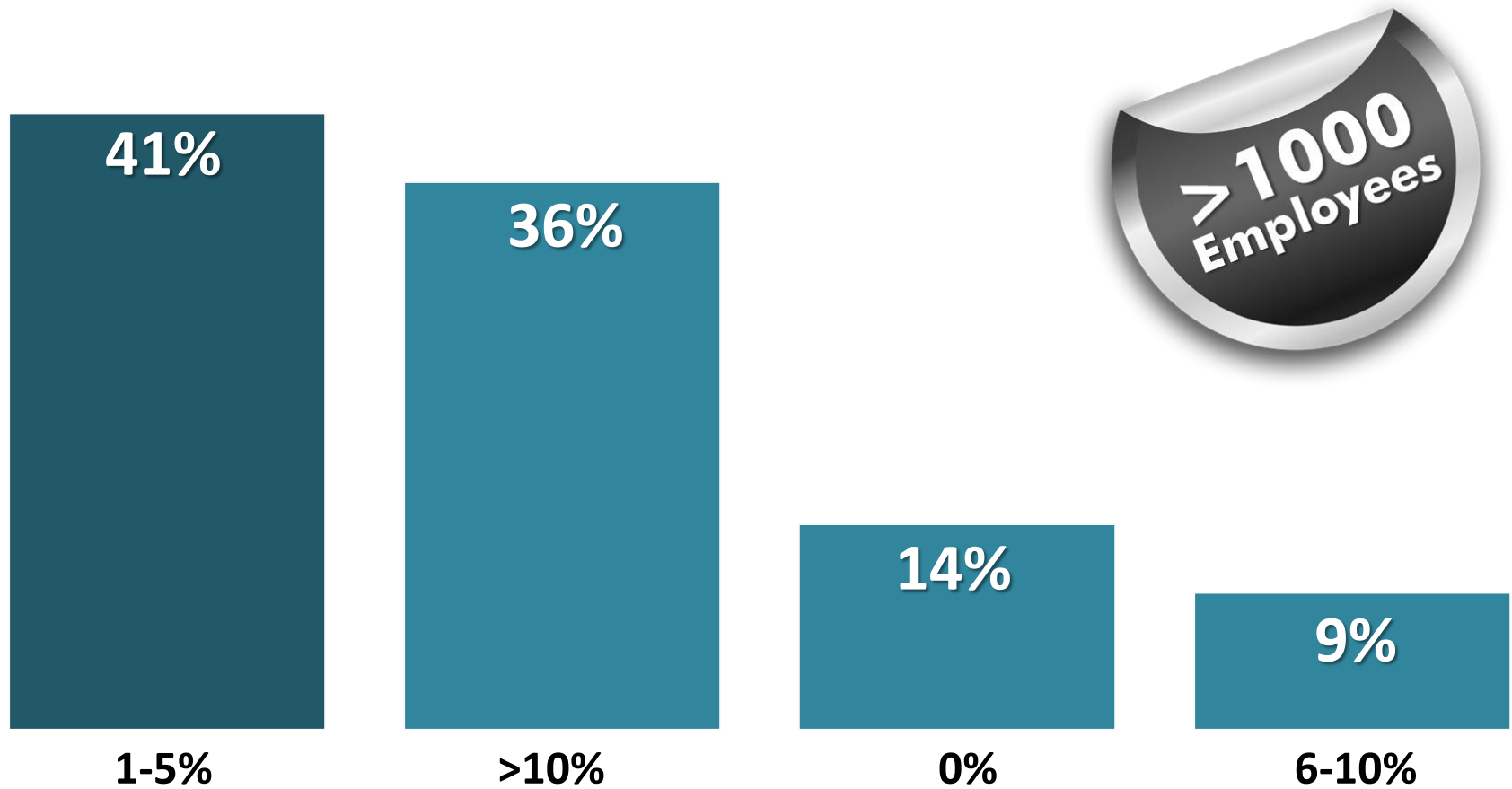




Chart 2.26 Implementation of mobile testing efforts

How routinely does your organization implement the following testing practices?

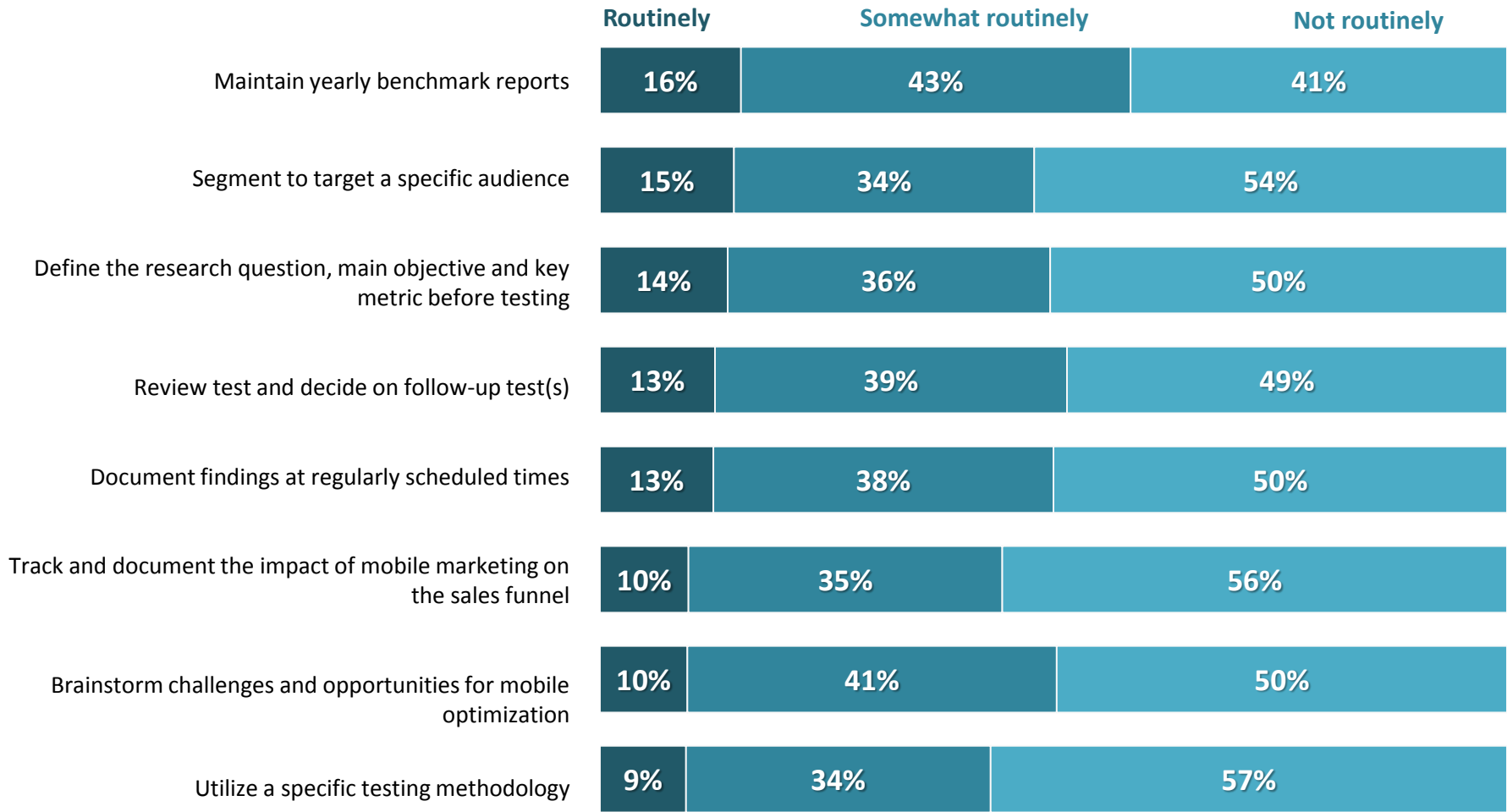




Chart 2.27 Campaign elements routinely tested

Which of the following mobile campaign elements does your organization routinely test to optimize performance?

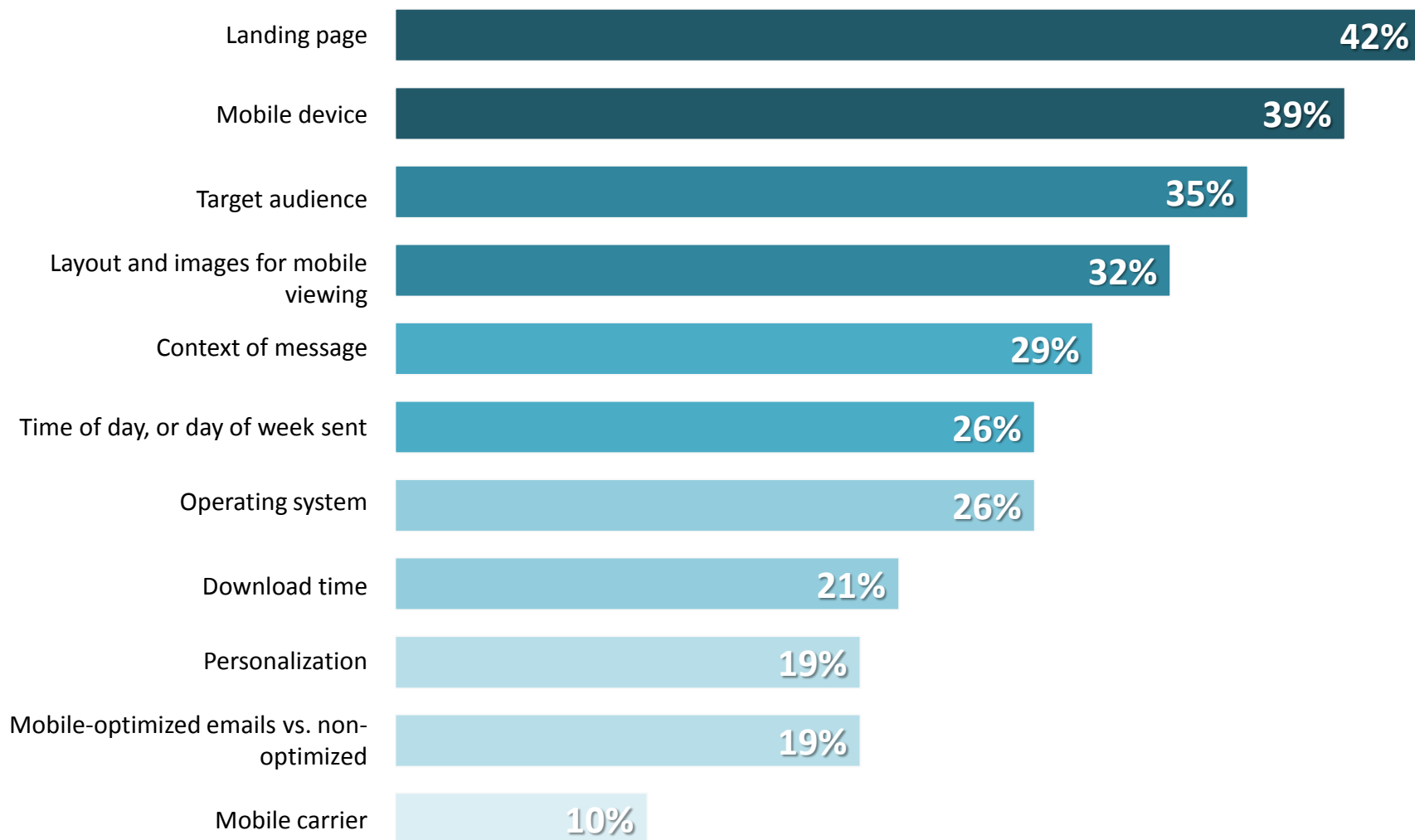
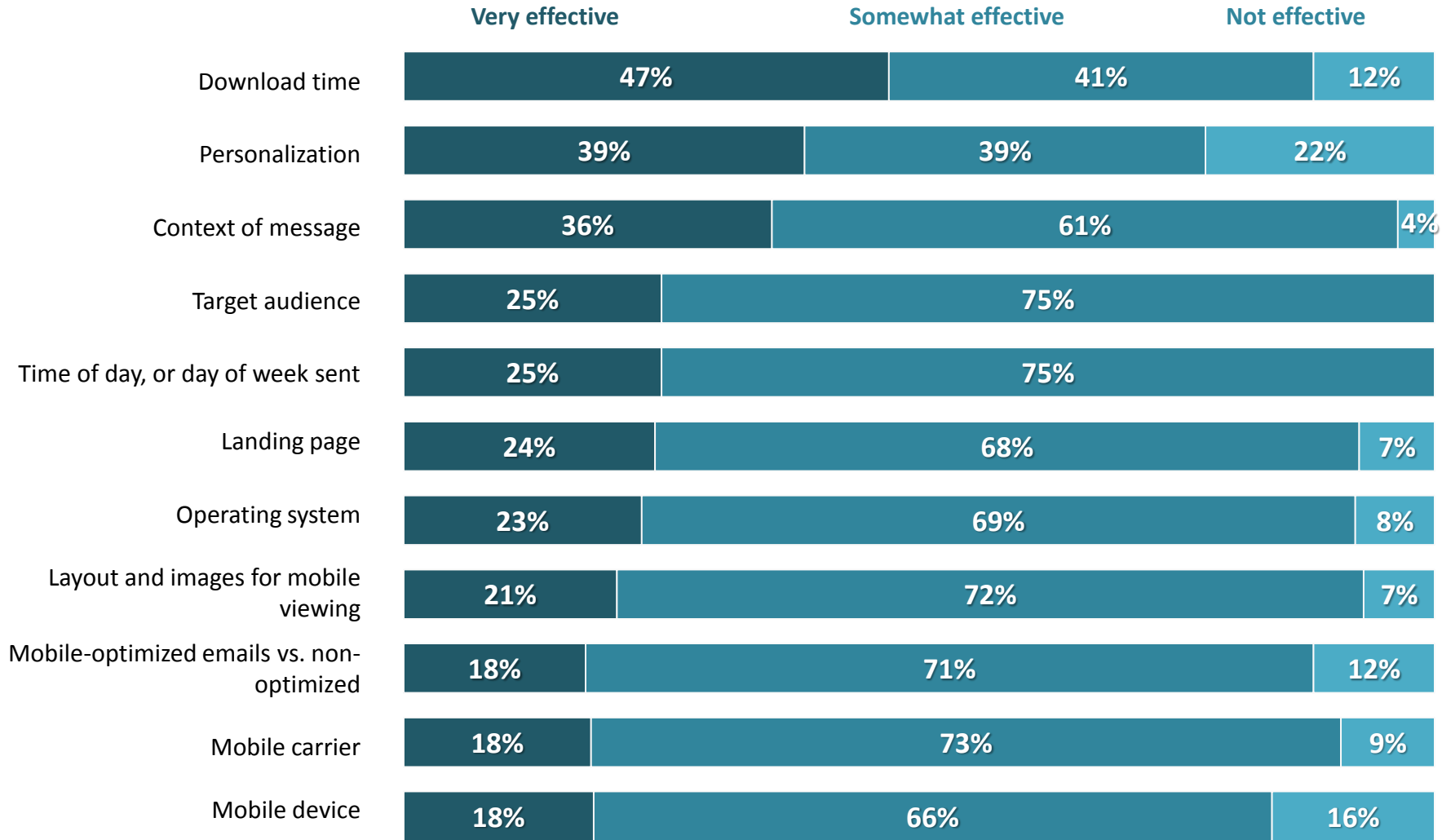




Chart 2.28 Effectiveness of mobile testing tactics

Please indicate level of EFFECTIVENESS for each mobile testing and optimization tactics used by your organization.



Mobile Marketing Benchmark Report

CHAPTER 3 THE MEDIUM





The Medium: Points to consider

Some of the advantages of mobile marketing include **the constantly emerging array of tactics available to marketers**, and how seamlessly these tactics can integrate with the user's shopping, working, and lifestyle habits, even for brick-and-mortar retailers.

As we move deeper into our survey results, we look at the following:

- The percentage of marketers who **integrate mobile with other tactics**
- The types of **mobile marketing tactics currently used** by marketers
- The **degrees of adoption and integration** for select mobile tactics
- **Difficulty and effectiveness of mobile tactics** when integrated with other channels
- **Planned mobile tactic adoption** within the next six months



The Medium: Points to consider

Are marketers integrating mobile with other marketing tactics?

According to our data, **65% of surveyed marketers** were either **not integrating mobile with their other efforts**, or simply did not know ([Chart 3.1](#)). And when we broke out the data by company type, industry and company size, the results were largely similar.

An exception came from **marketers in companies with more than 5,000 employees, with a slight majority** (54%) reporting they integrated mobile tactics ([Chart 3.5](#)).

The **industries most regularly integrating mobile tactics were retail and e-commerce** ([Chart 3.12](#)) and **travel/hospitality** ([Chart 3.15](#)). This isn't particularly surprising, given that companies within these industries often have an increased focus on customer interaction, and offer targeted mobile apps and promotions to facilitate these conversations.

Has your company integrated mobile marketing tactics with other efforts? Was this a natural progression of your initial mobile practices, or did you face roadblocks when combining these tactics? Are your mobile integration efforts reflective of the data found for your industry or company size? And what can you learn from the tactics already adopted by the retail and travel industries?



The Medium: Points to consider

What mobile tactics are marketers currently using?

Respondents reported that **offering a mobile-optimized website was the predominant tactic currently used by marketers** (18%), followed by QR code use (13%), and the creation of mobile landing pages (12%) ([Chart 3.16](#)).

Companies of all sizes also reported that **mobile websites were the primary tactic**, with one exception. Once again, companies with more than 5,000 employees differed from the norm, with **71% indicating the use of QR codes** – 10% higher than the next two options ([Chart 3.31](#)).

Interestingly, three areas related to direct communication with customers and/or sales conversion – mobile push (SMS) notifications (4%), mobile payment (2%), and mobile (m-) commerce (2%) – ranked as the bottom three selections by our overall pool ([Chart 3.16](#)). Though these **areas are largely consumer-focused, they ranked very low among reported B2C tactics**, as well ([Chart 3.24](#)).

Where do your mobile tactics rank compared to our surveyed marketers? Have you employed tactics such as m-commerce or mobile payment into your marketing? If so, how have these tactics performed up to expectations?



The Medium: Points to consider

How effective (and how difficult) has mobile integration been for marketers?

Despite the relatively low rankings of **mobile payment, mobile email, mobile push notifications, and mobile campaign testing** as currently used tactics ([Chart 3.16](#)), these four tactics were **considered either very or somewhat effective** by respondents ([Chart 3.33](#)).

The low adoption rate for these tactics could perhaps be explained by the difficulty of integration. **Mobile payment was considered either very or somewhat difficult** by 91% of surveyed marketers. Likewise, many found mobile campaign testing (70%) and mobile email (54%) difficult to implement ([Chart 3.34](#)).

However, less than half of respondents (43%) found mobile push notifications difficult to implement, despite **only 4% of marketers currently using them** ([Chart 3.16](#)) and **only 5% of marketers considering them not effective** ([Chart 3.33](#)).

Which mobile tactics have presented the greatest challenges to integration with the rest of your marketing efforts? Have the efforts you find difficult paid off for your mobile campaigns? Or, will you focus your attention on other areas for future efforts?



The Medium: Points to consider

What tactics do marketers plan to use moving forward?

When asked which tactics they planned to use within the next six months, **a majority of respondents remained dedicated to the maintenance of mobile websites** (64%), mobile landing pages (53%) and QR codes (47%) ([Chart 3.40](#)). In fact, there was little variation between currently used tactics ([Chart 3.16](#)) and the findings for future planning.

Surprisingly, **despite relatively high effectiveness ratings, most B2C companies do not plan to implement m-commerce and mobile payment** within the next six months, with only 15% and 17% of marketers indicating these tactics as part of their planning, respectively ([Chart 3.43](#)).

Considering the success of your existing mobile efforts, what (if any) changes do you expect to make to your future marketing efforts? Has the degree of difficulty in implementing these tactics affected your decision to employ them in the future? Or, will you dedicate more resources and effort toward making these efforts work?



Chart 3.1 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

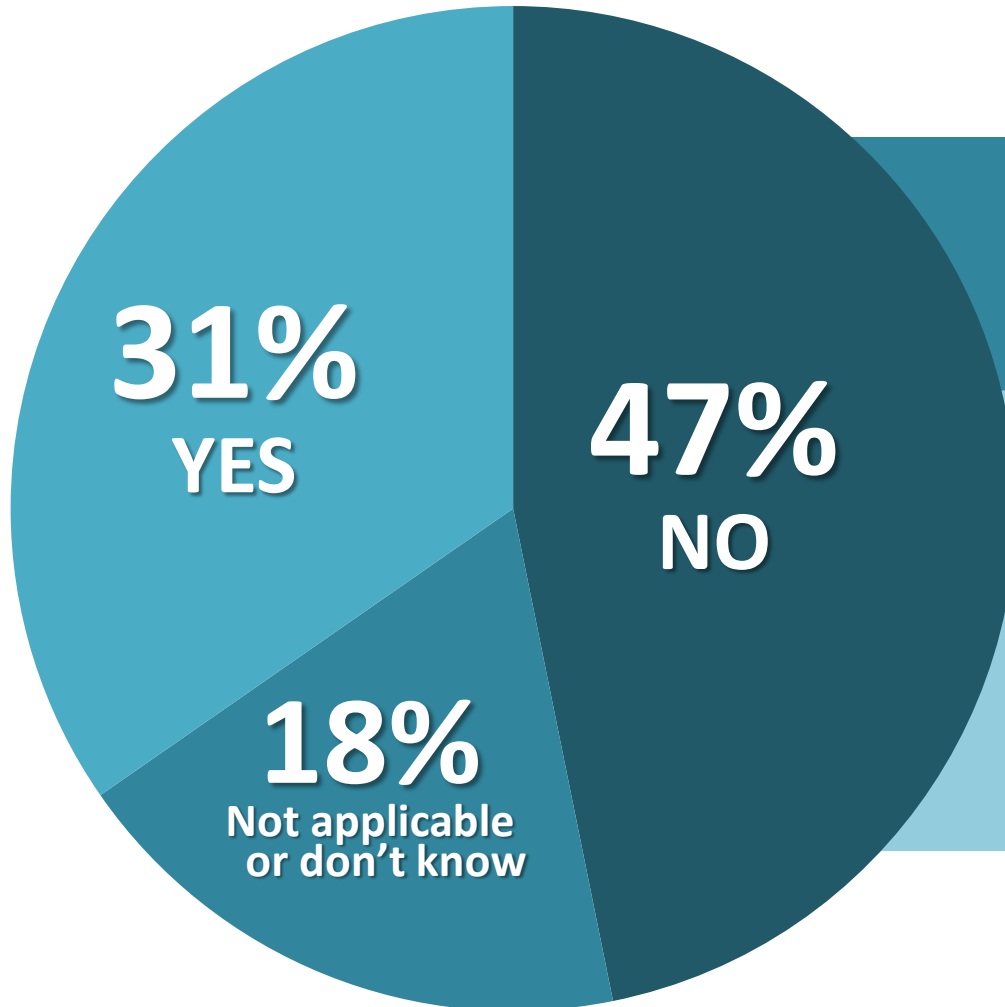




Chart 3.2 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

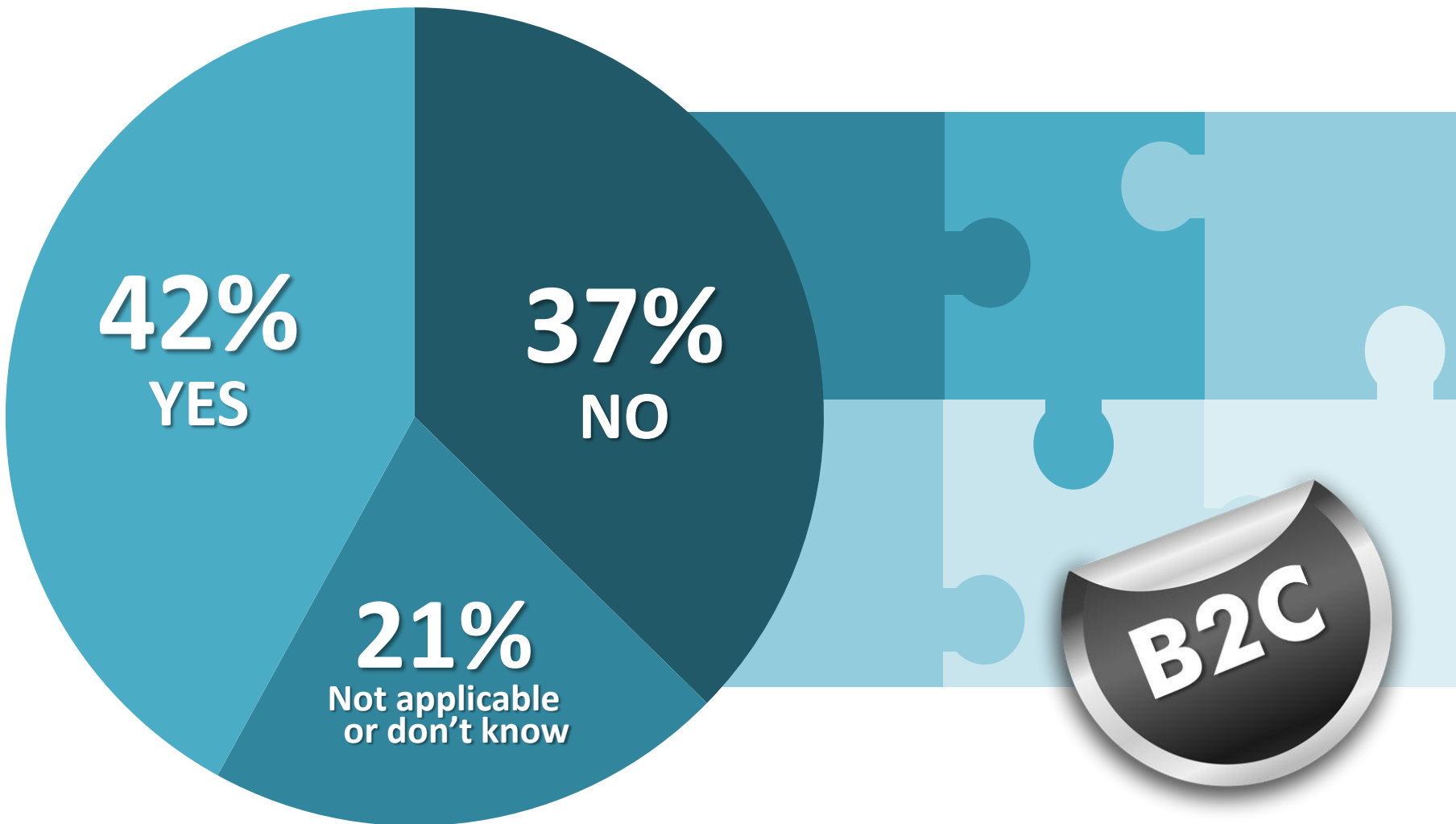




Chart 3.3 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

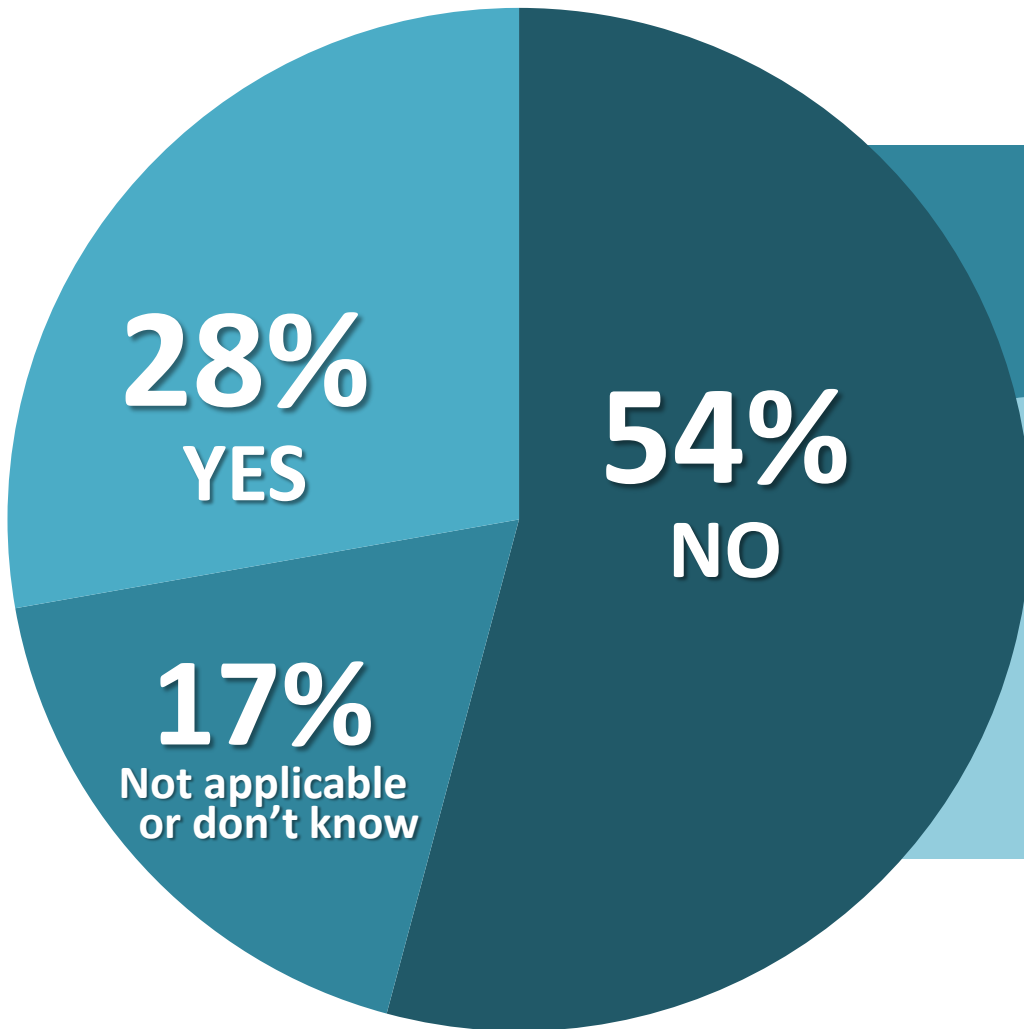




Chart 3.4 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

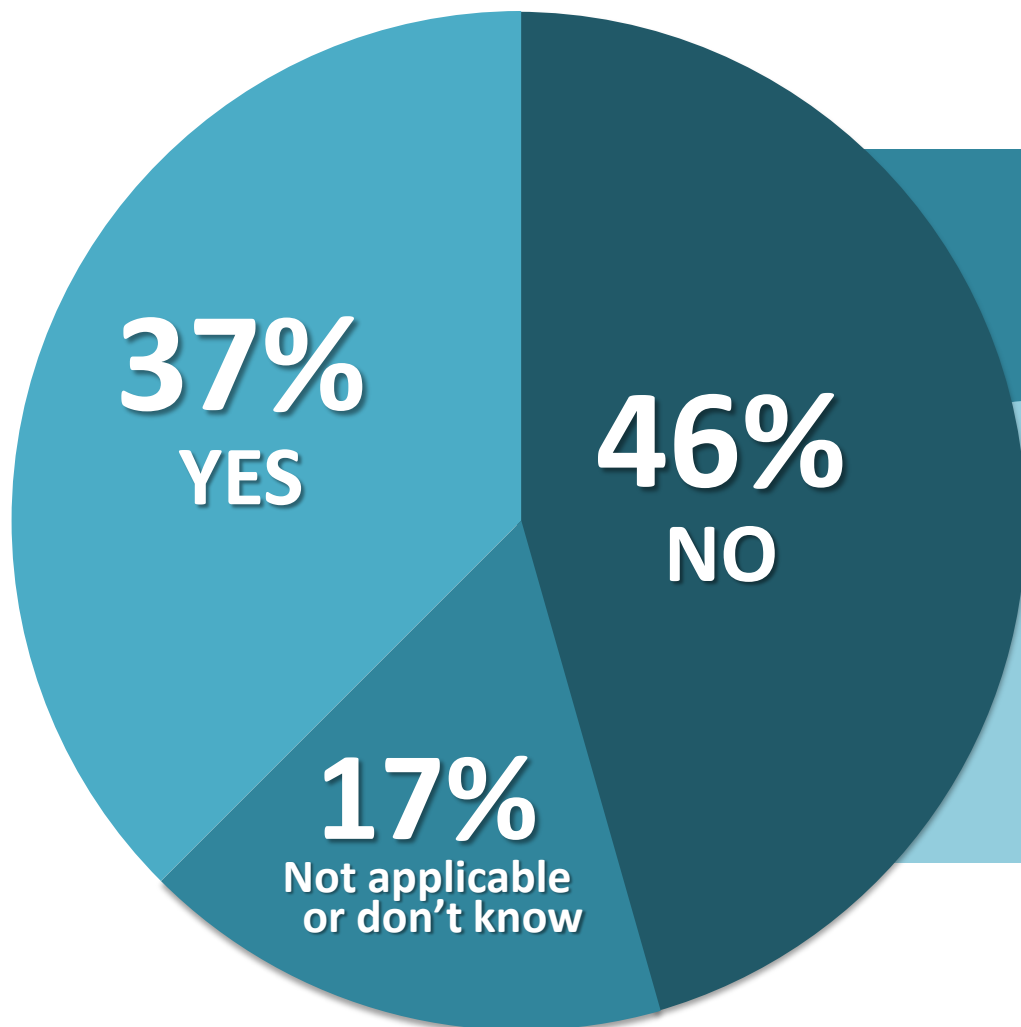




Chart 3.5 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

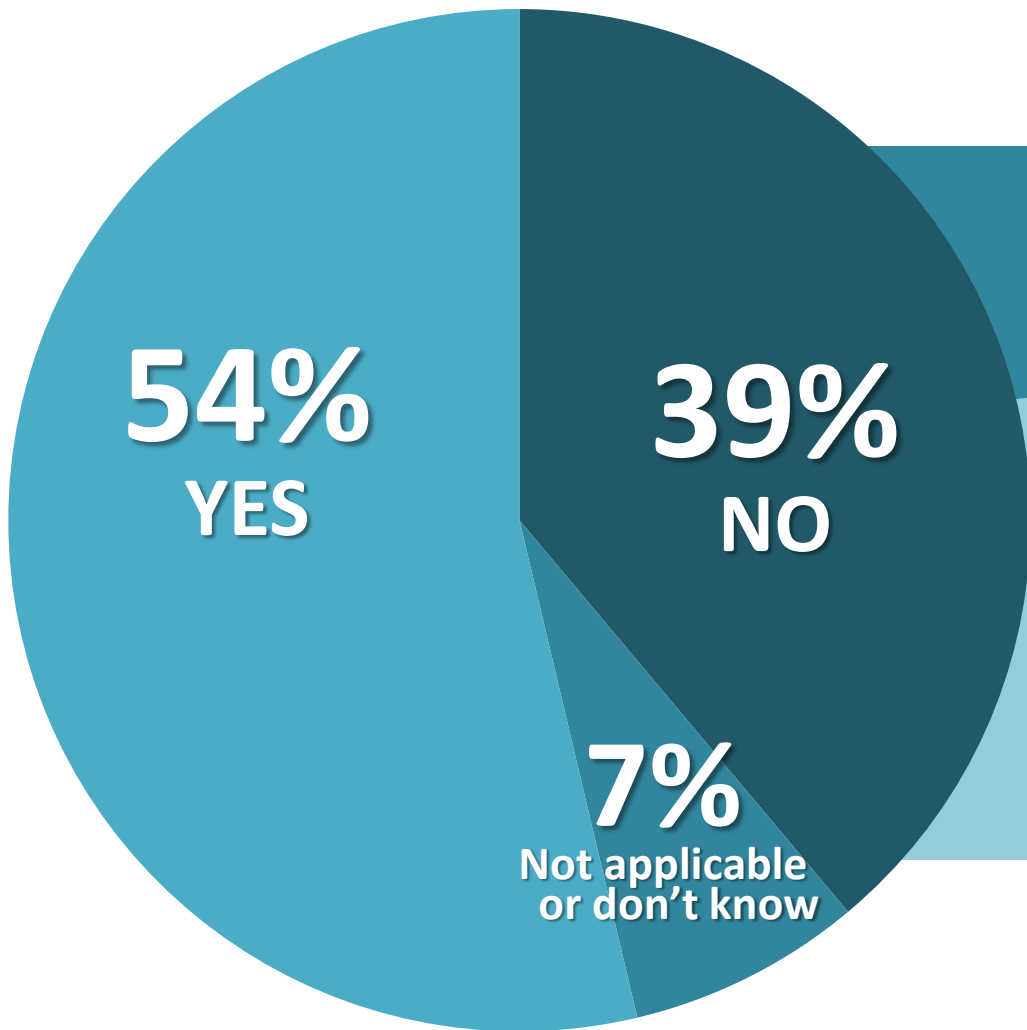




Chart 3.6 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

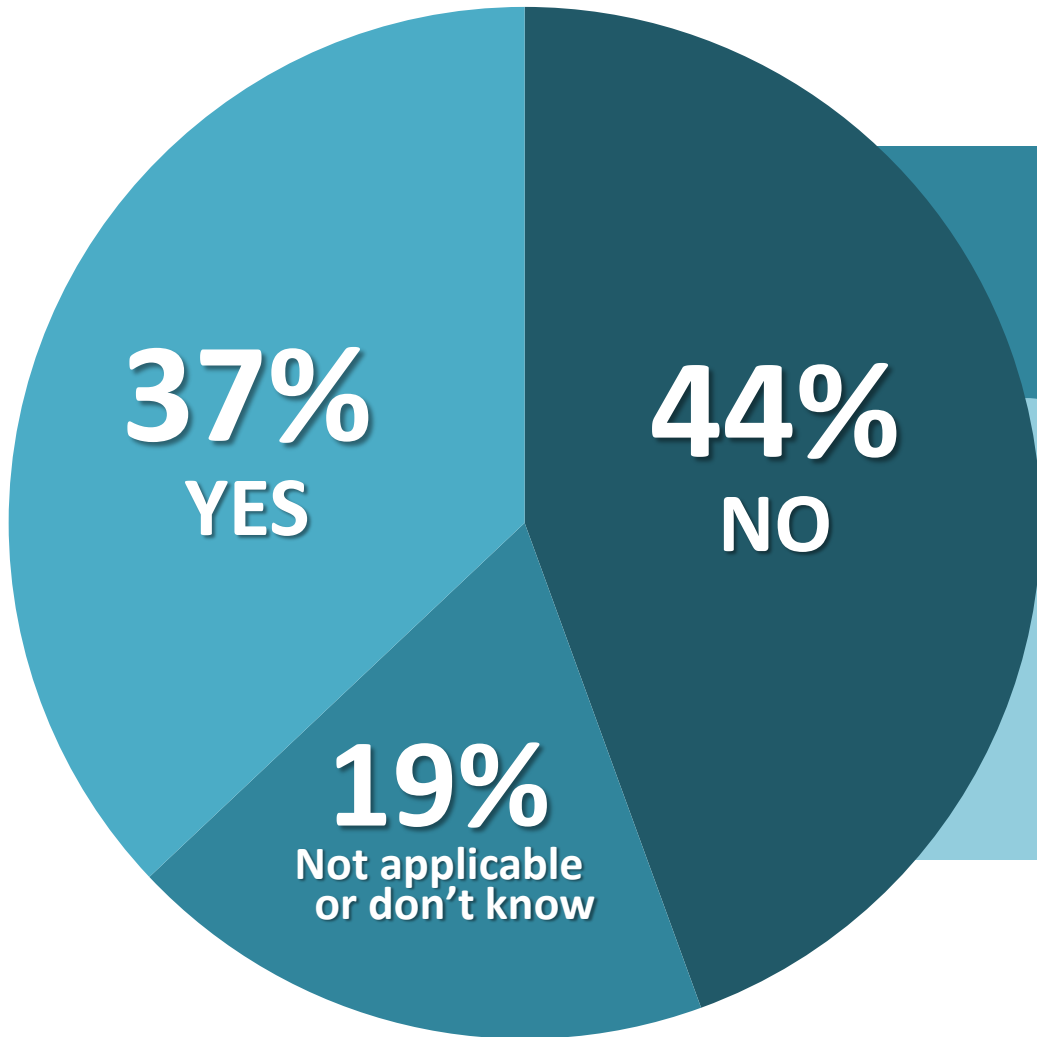




Chart 3.7 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

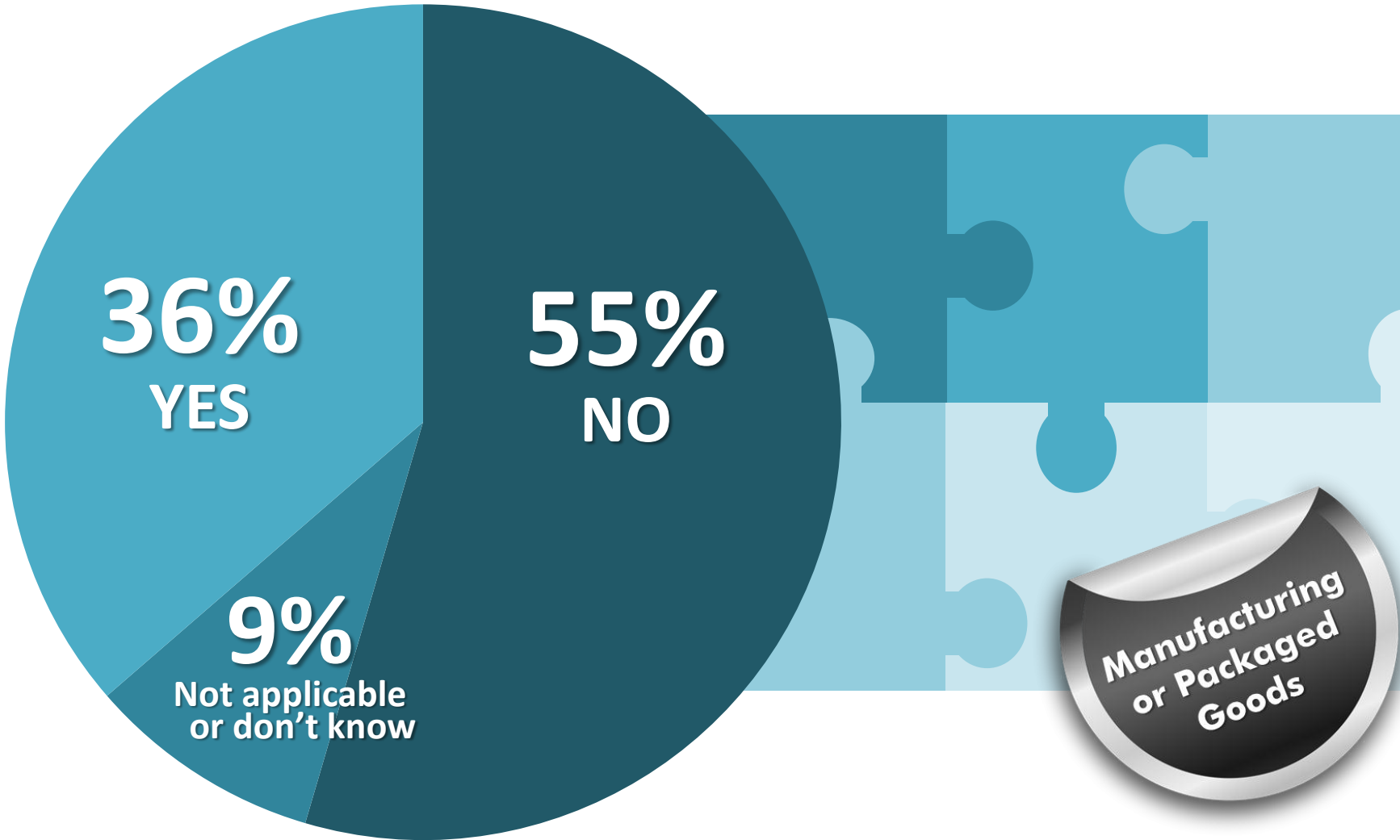




Chart 3.8 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

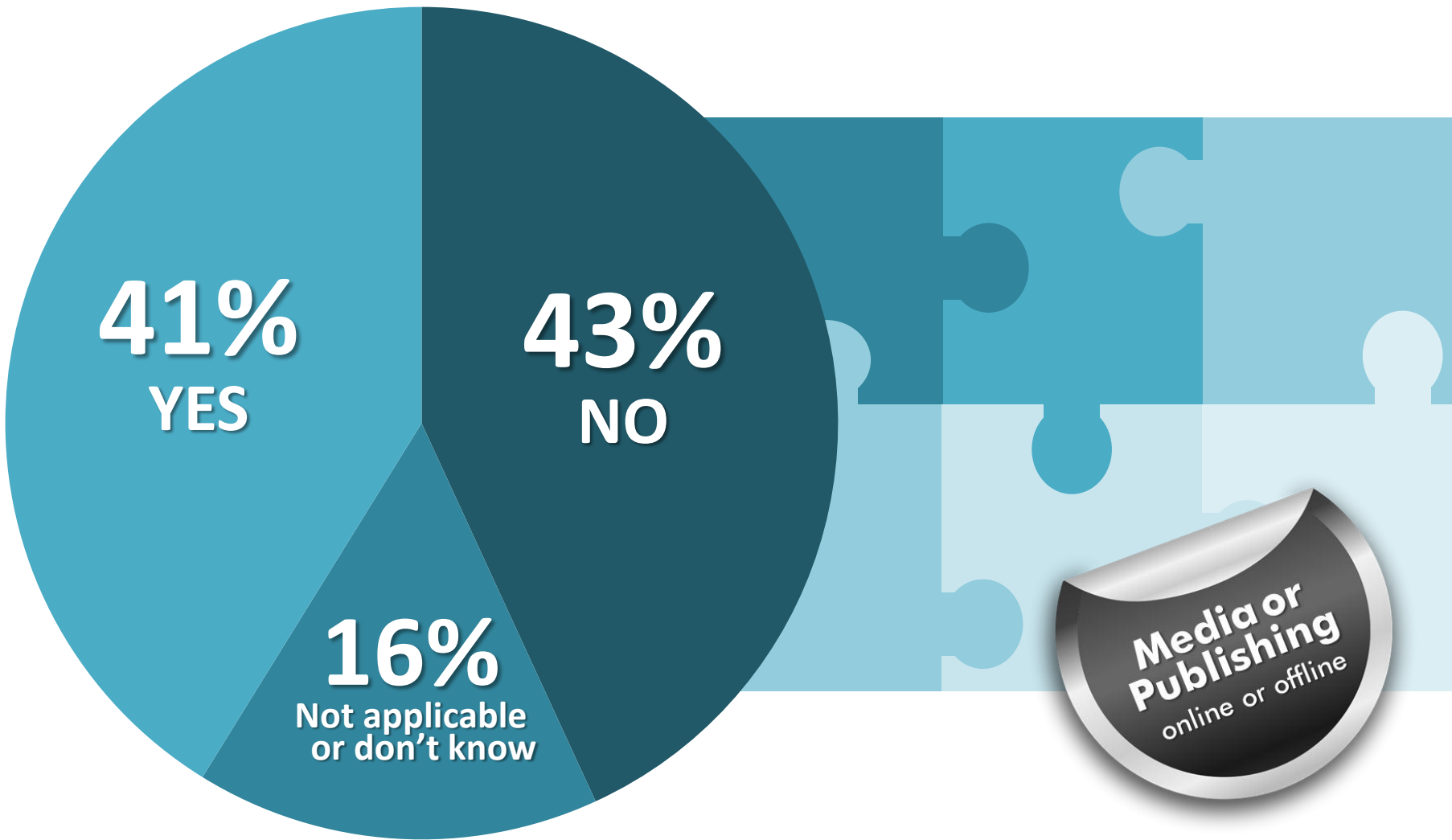




Chart 3.9 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

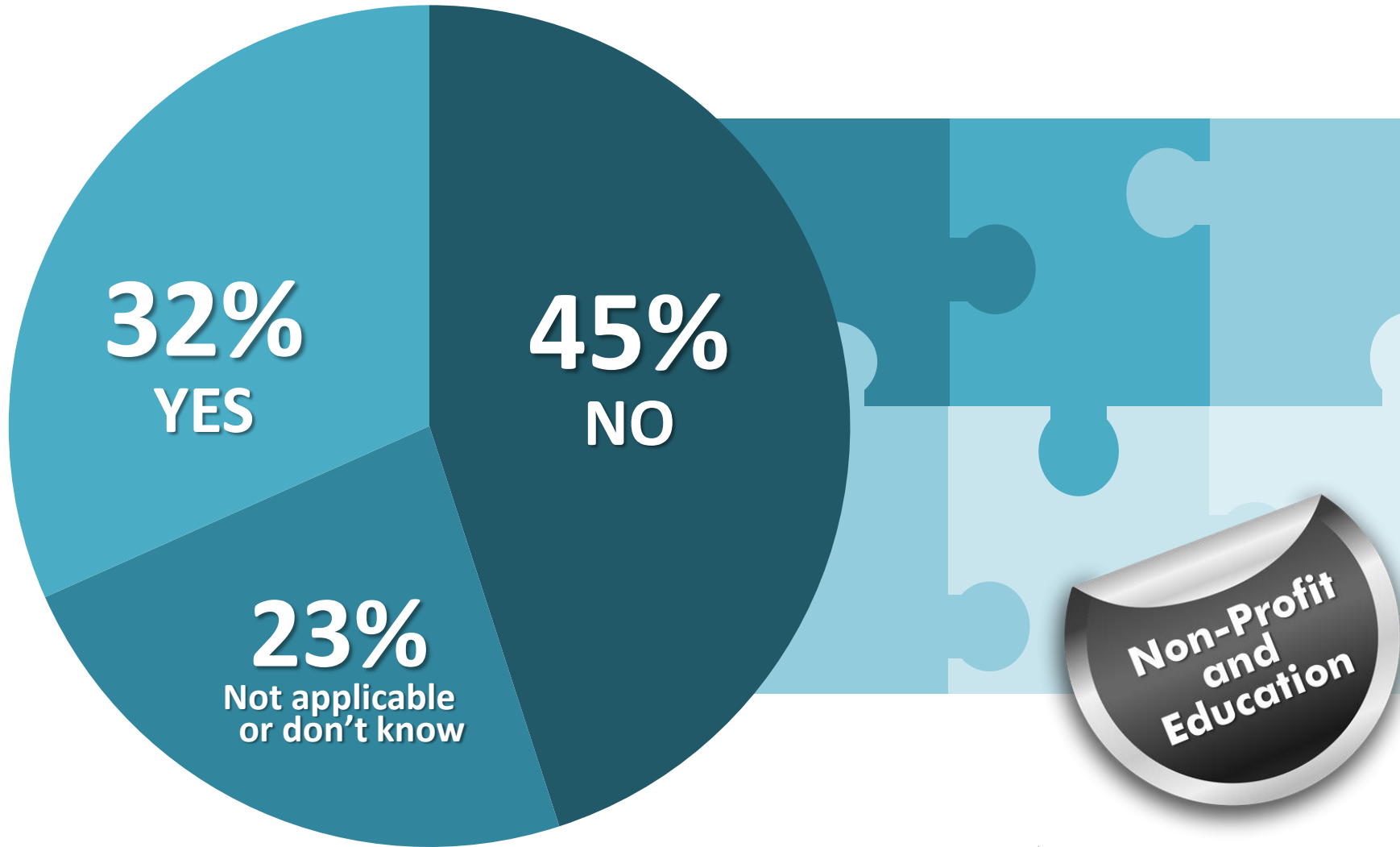




Chart 3.10 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

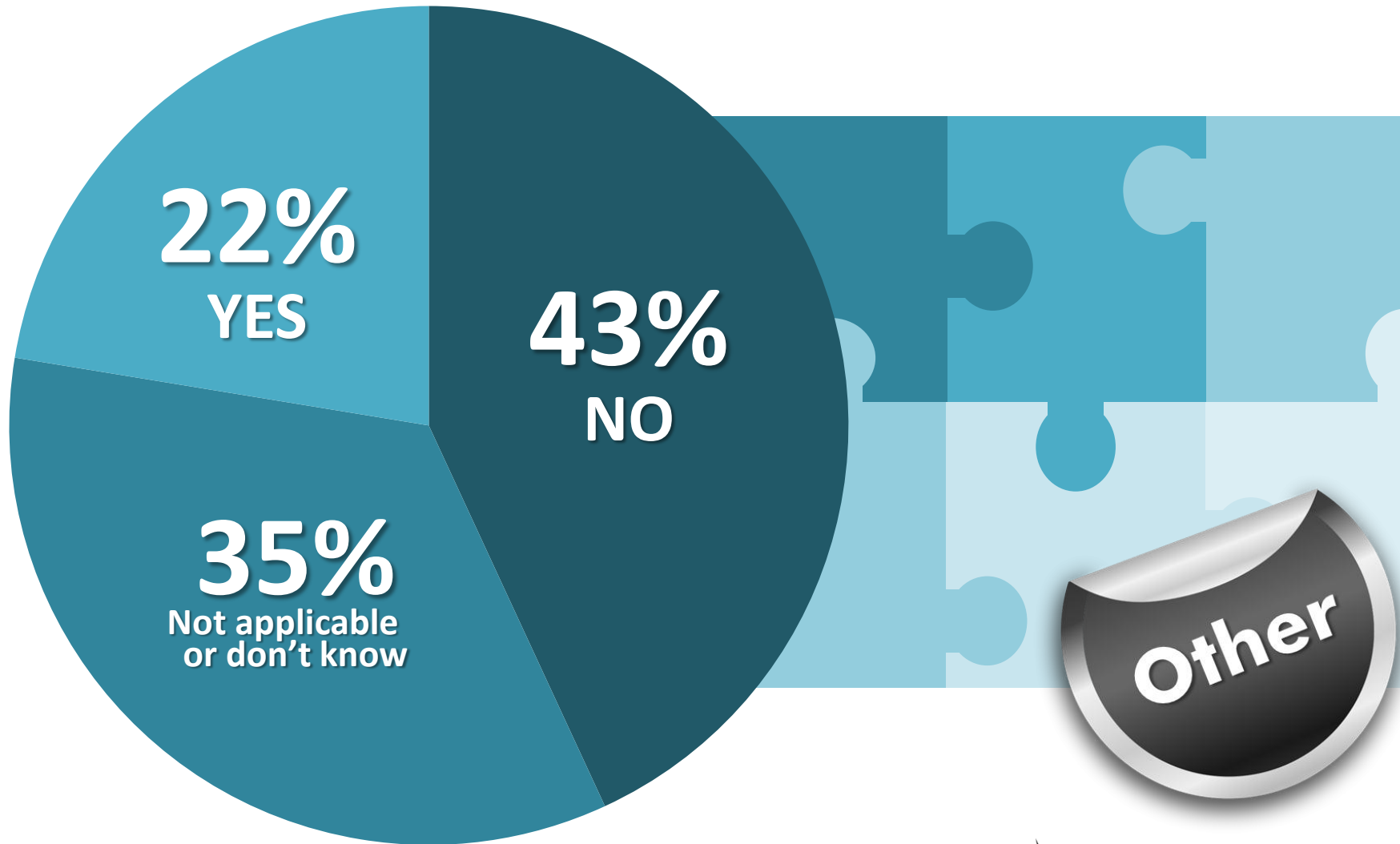
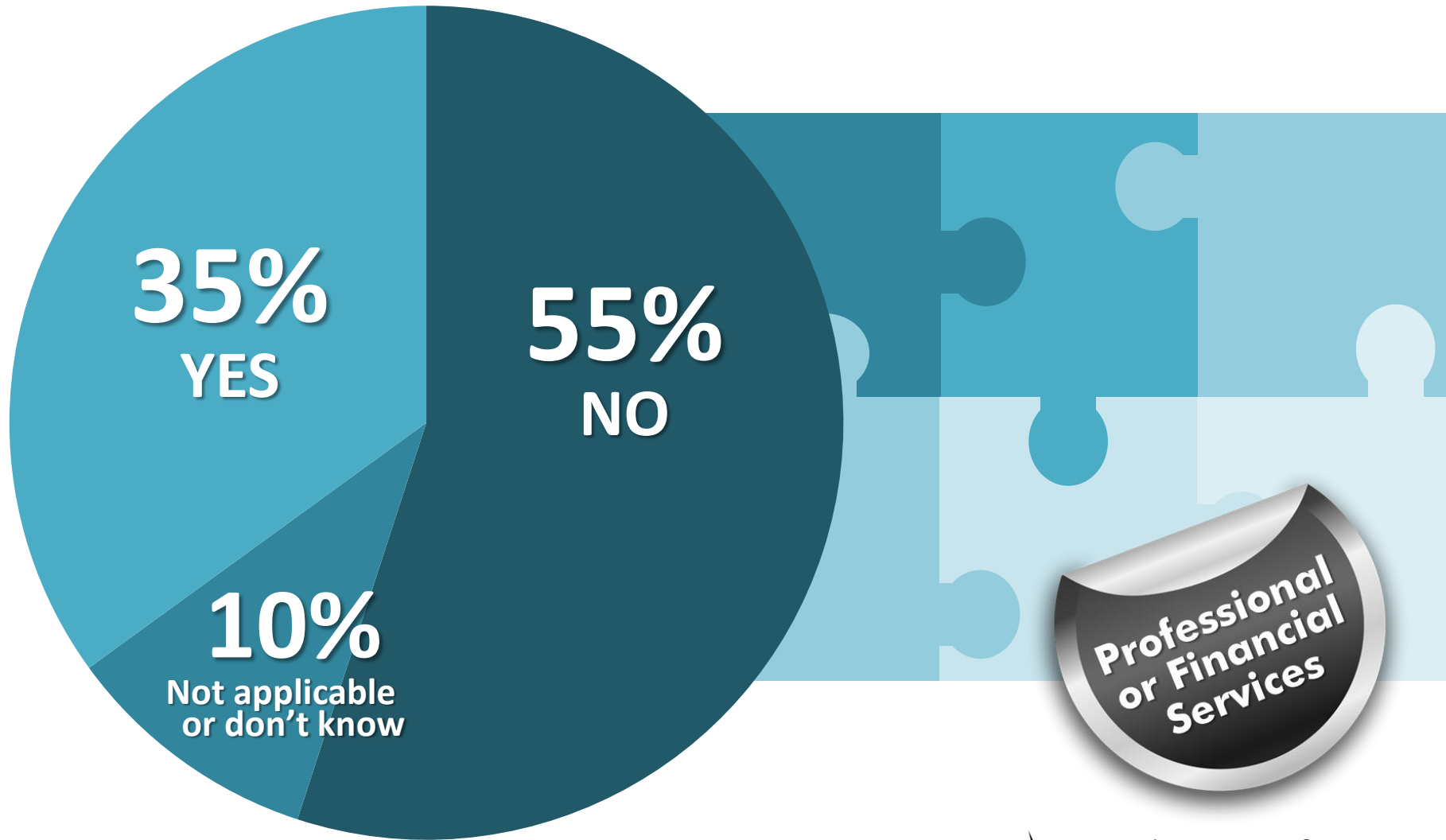




Chart 3.11 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?



**Professional
or Financial
Services**



Chart 3.12 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

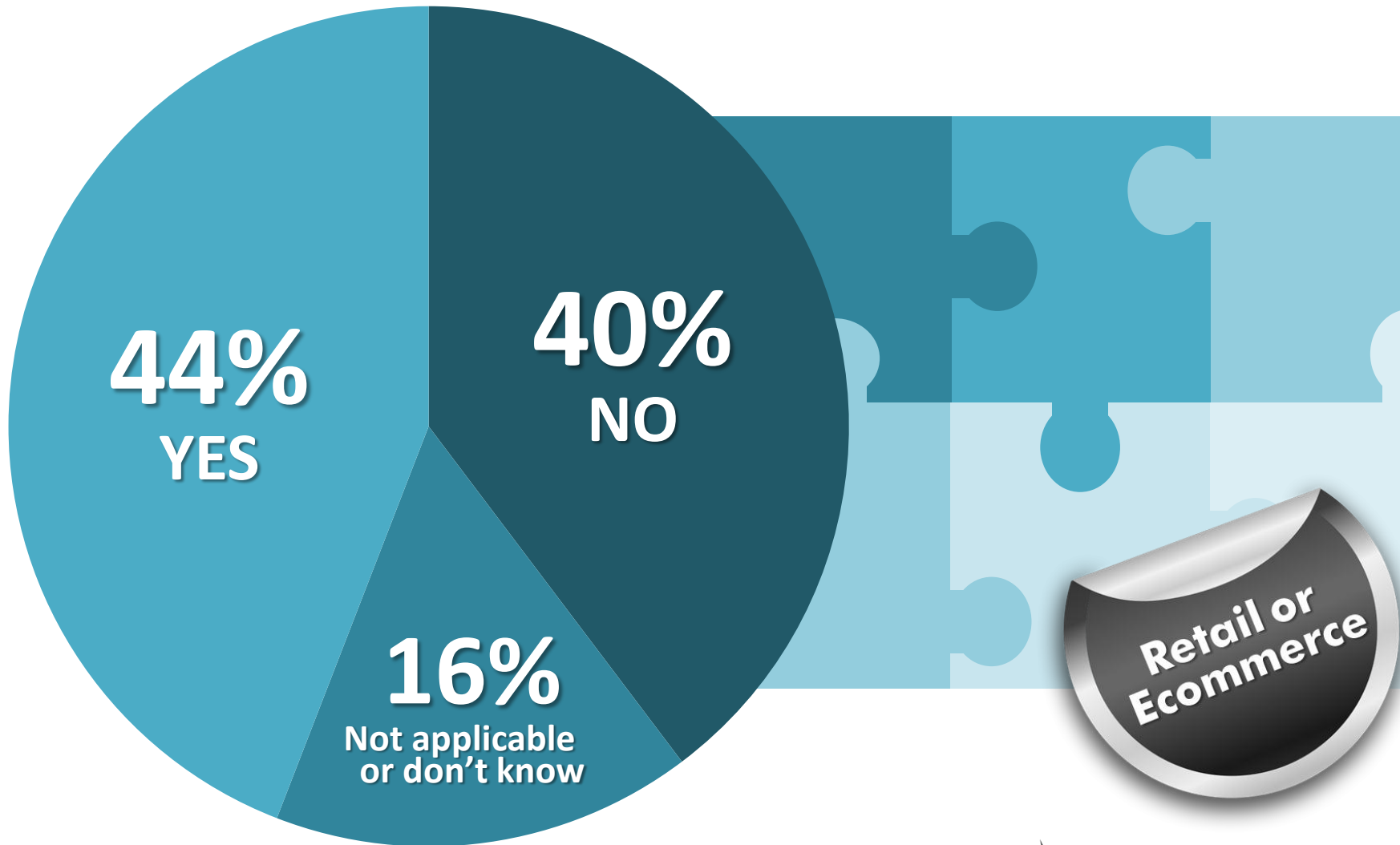




Chart 3.13 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

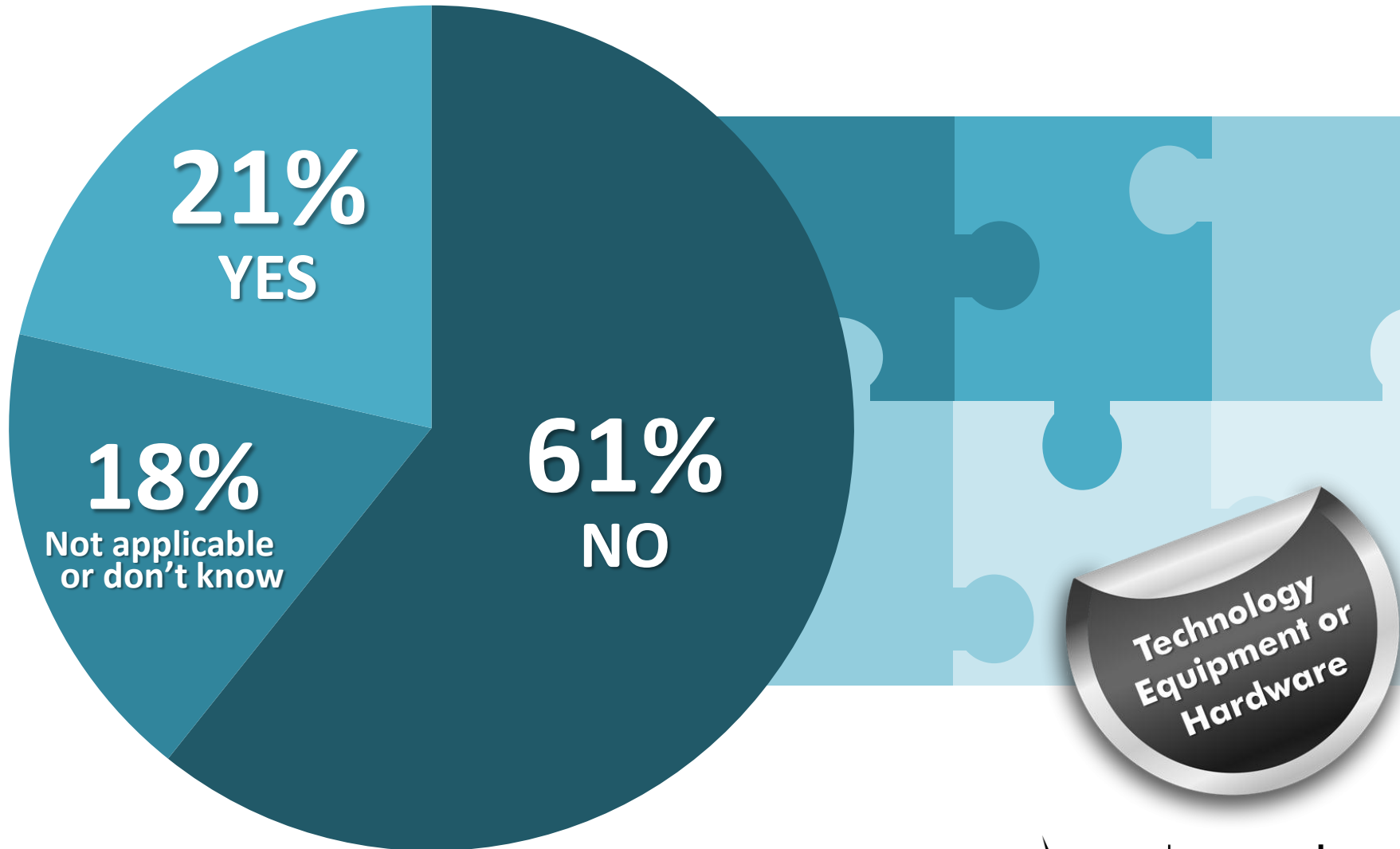




Chart 3.14 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

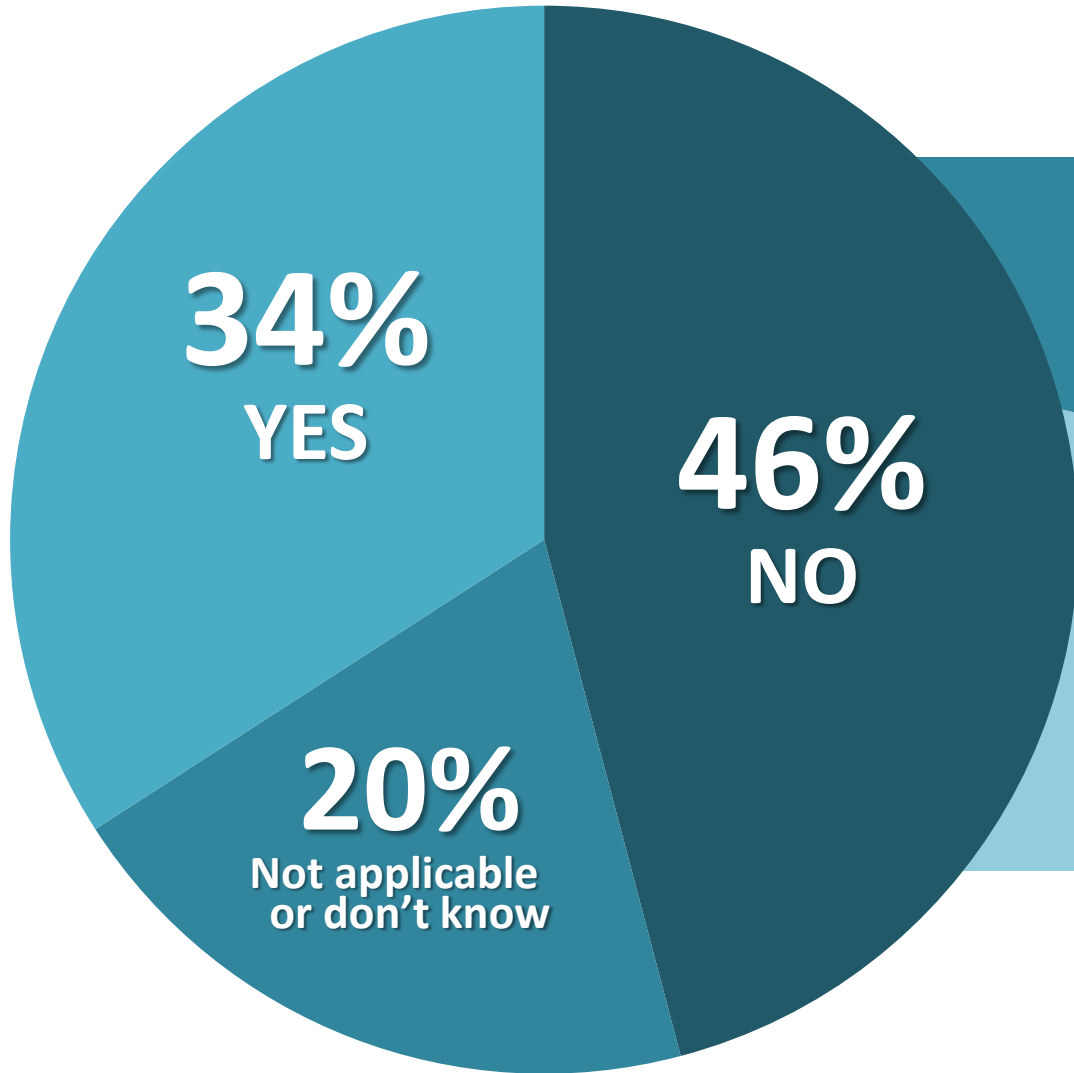




Chart 3.15 Integration of mobile with other marketing tactics

Do you actively participate in integrating mobile with other marketing tactics for your organization?

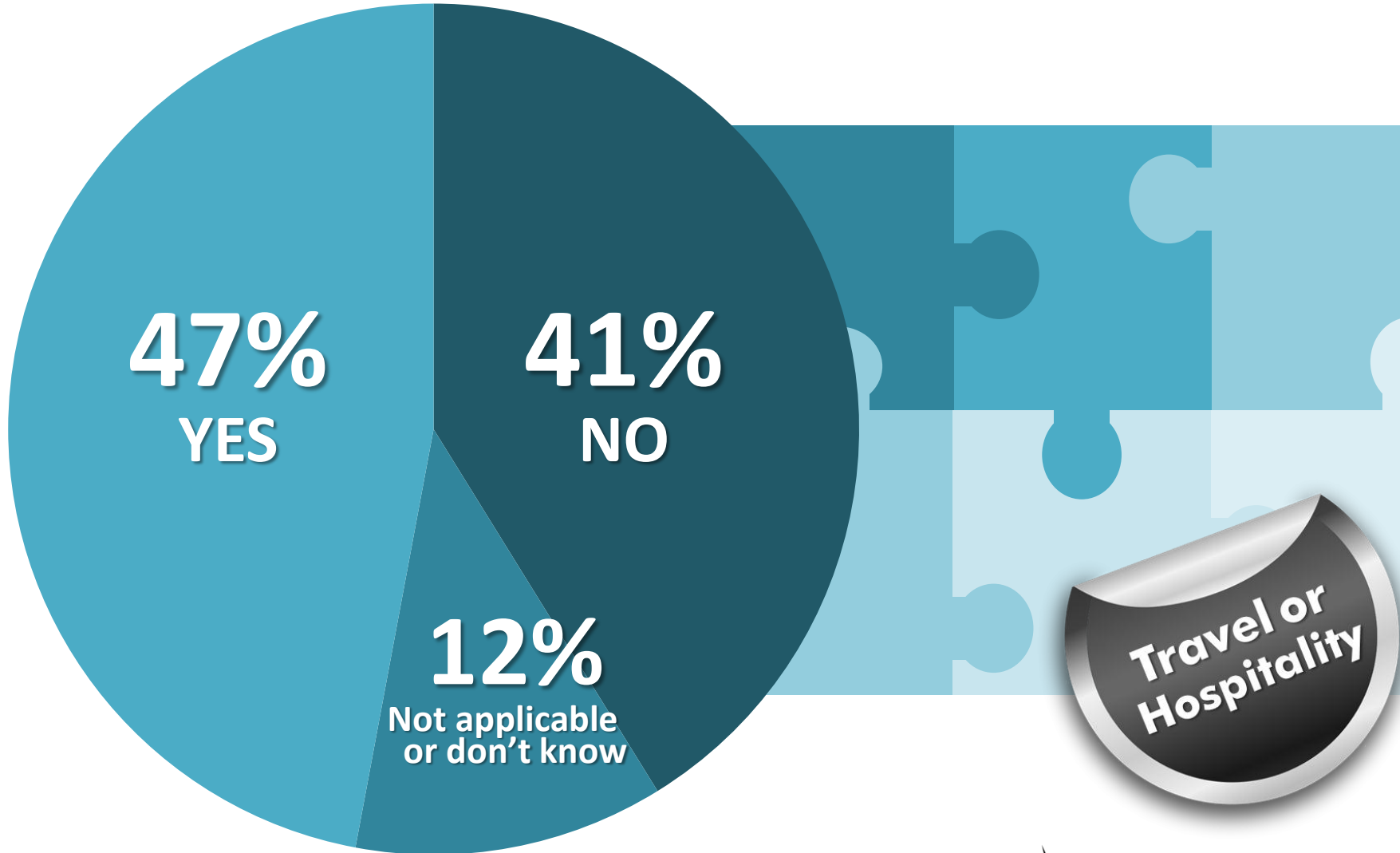




Chart 3.16 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

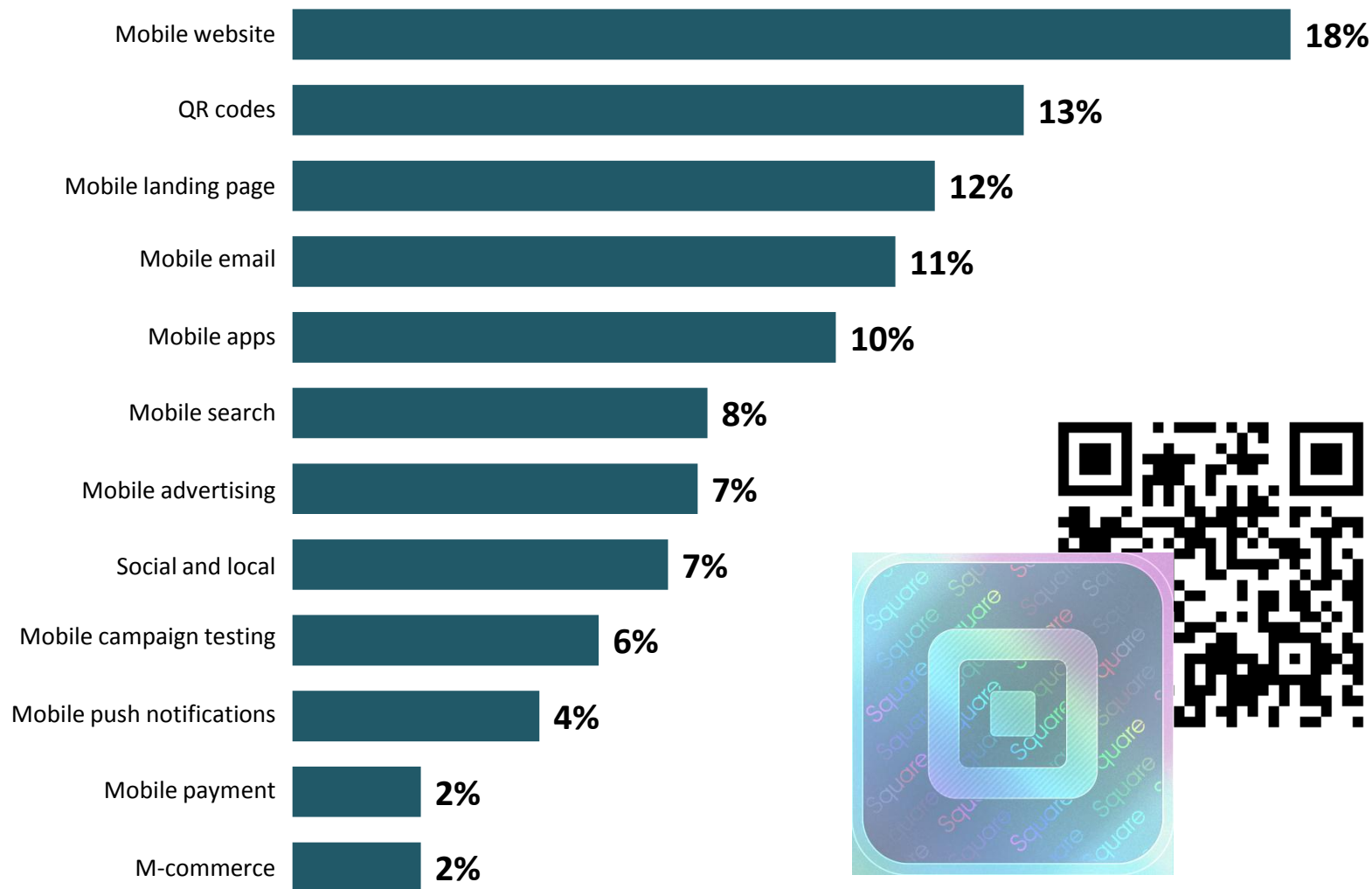




Chart 3.17 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

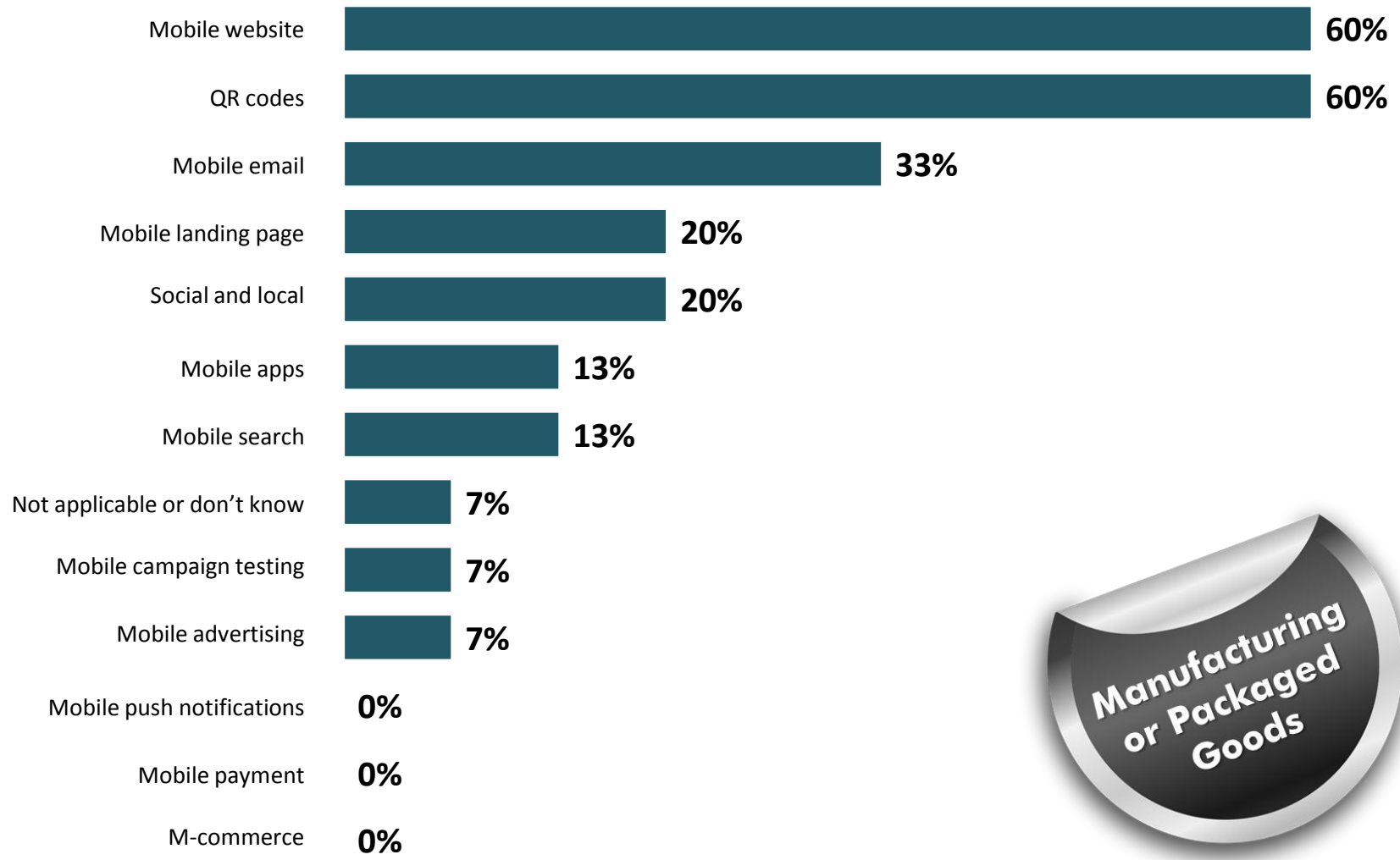




Chart 3.18 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

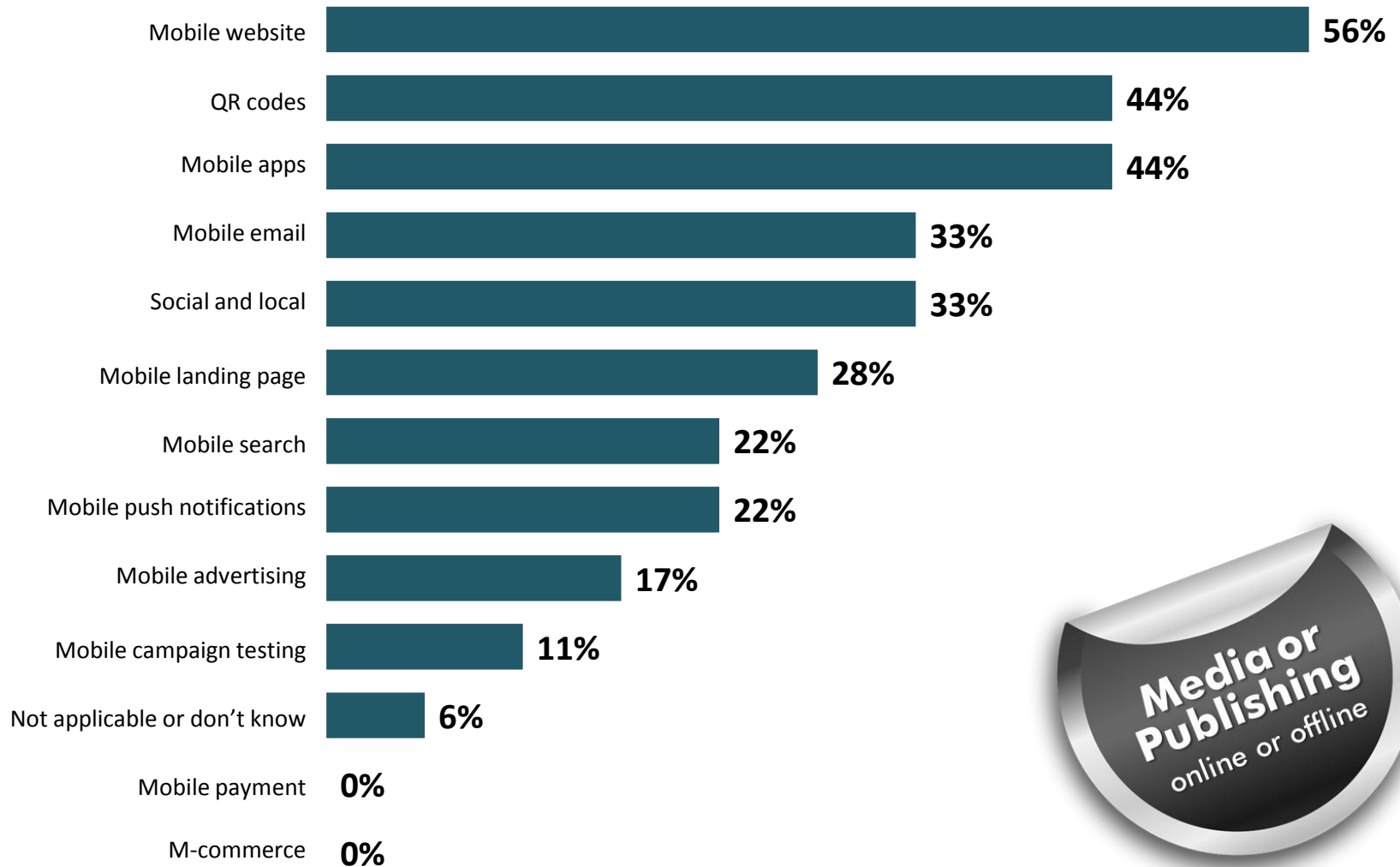




Chart 3.19 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

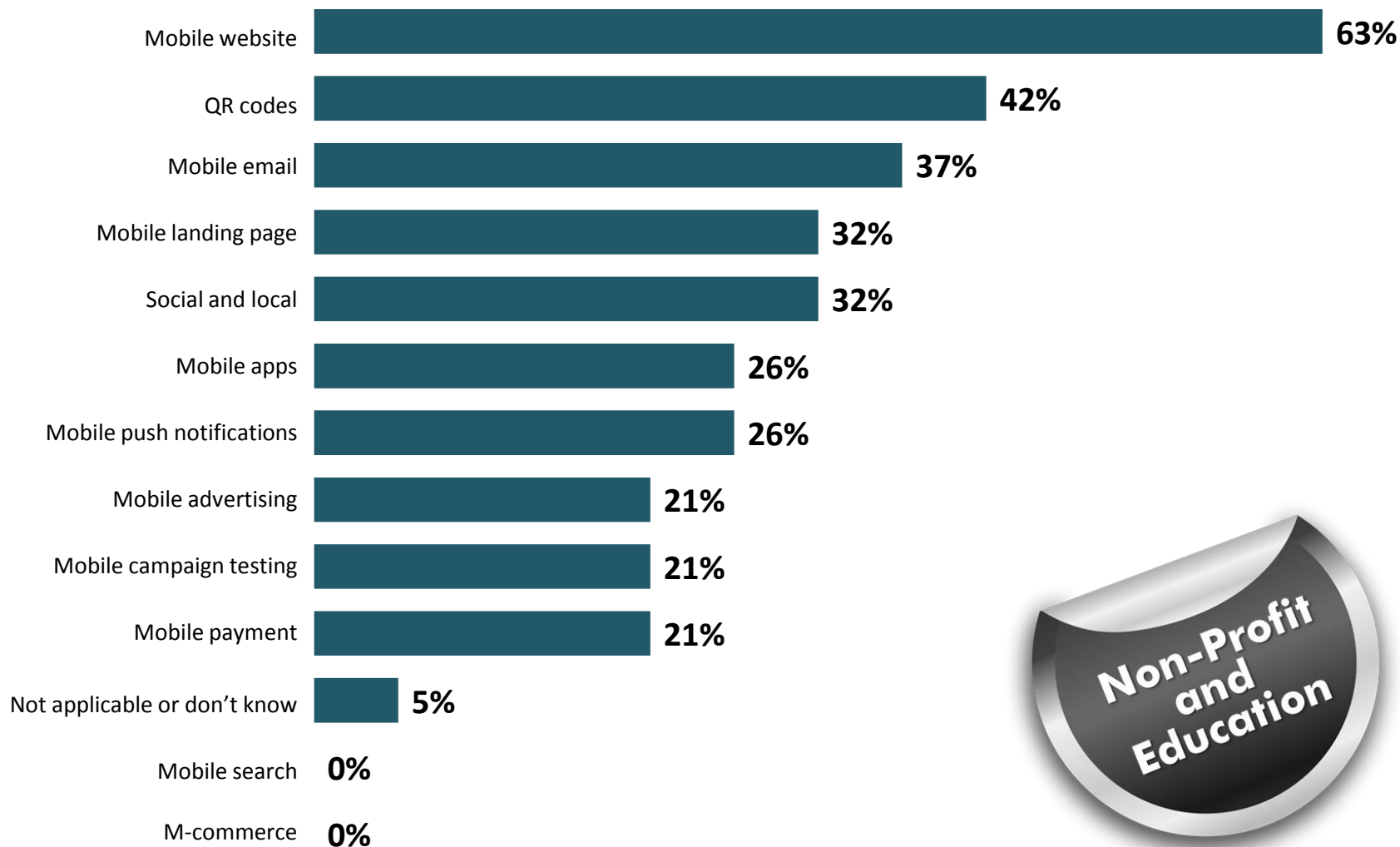




Chart 3.20 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

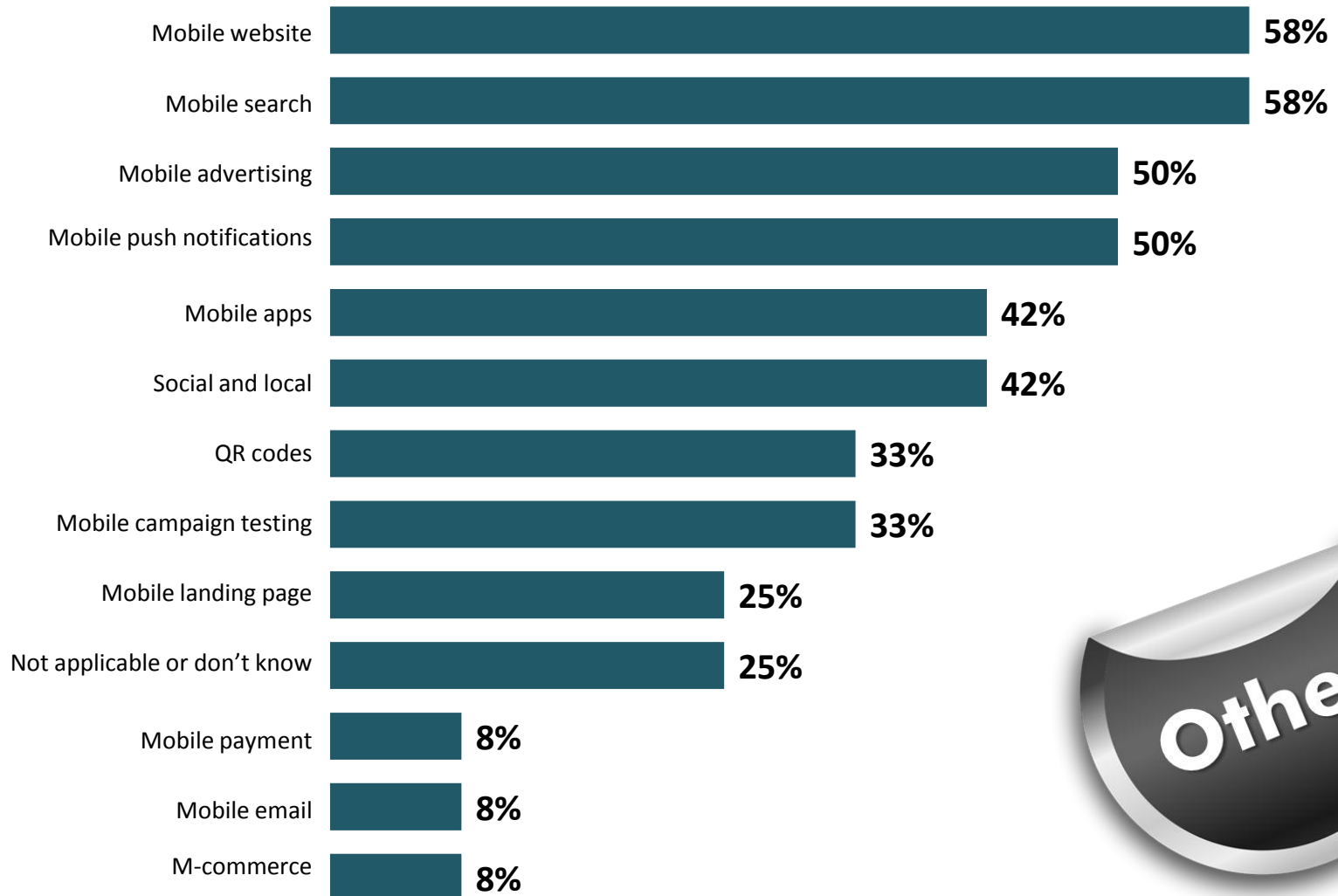




Chart 3.21 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

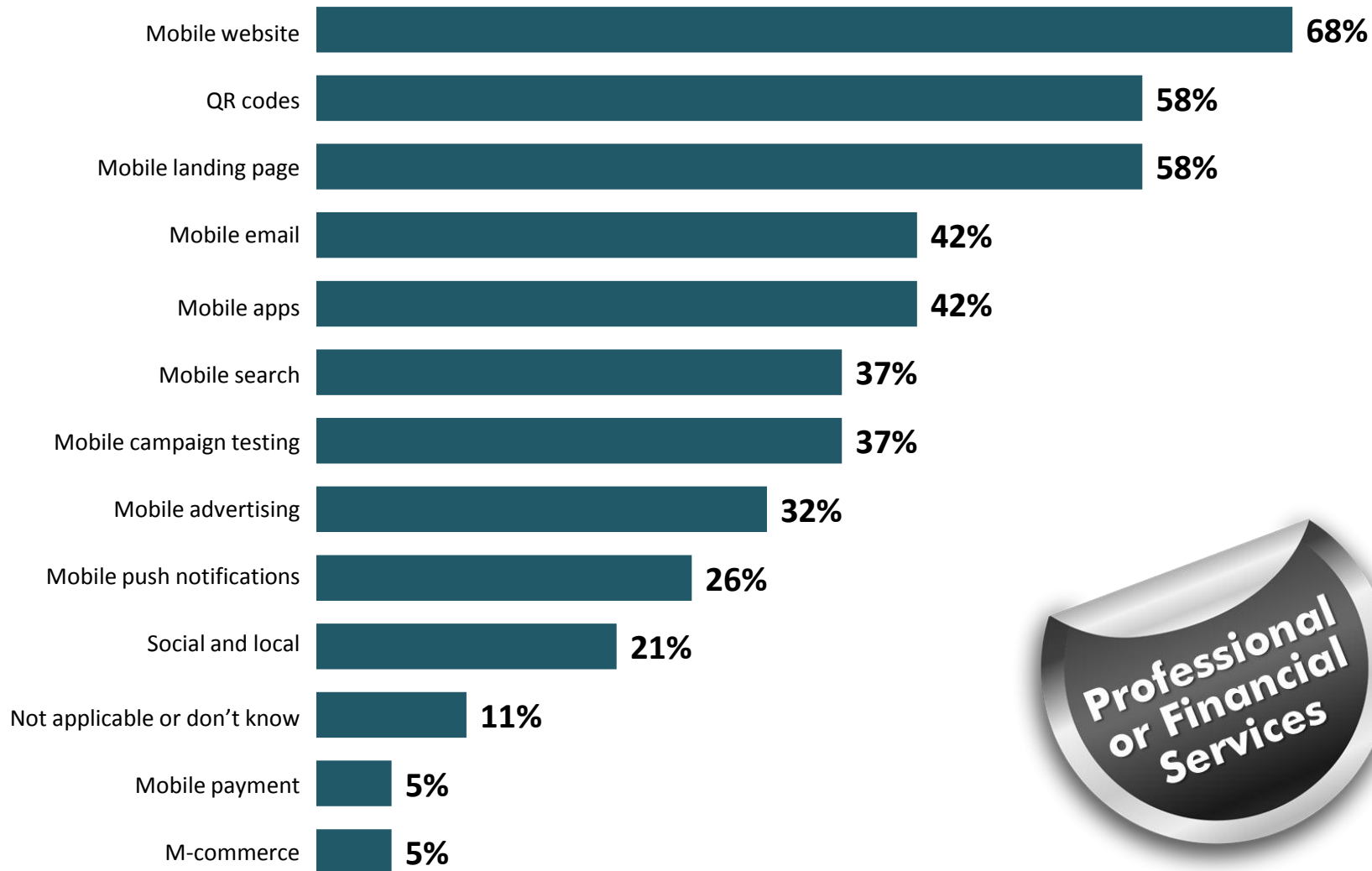




Chart 3.22 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

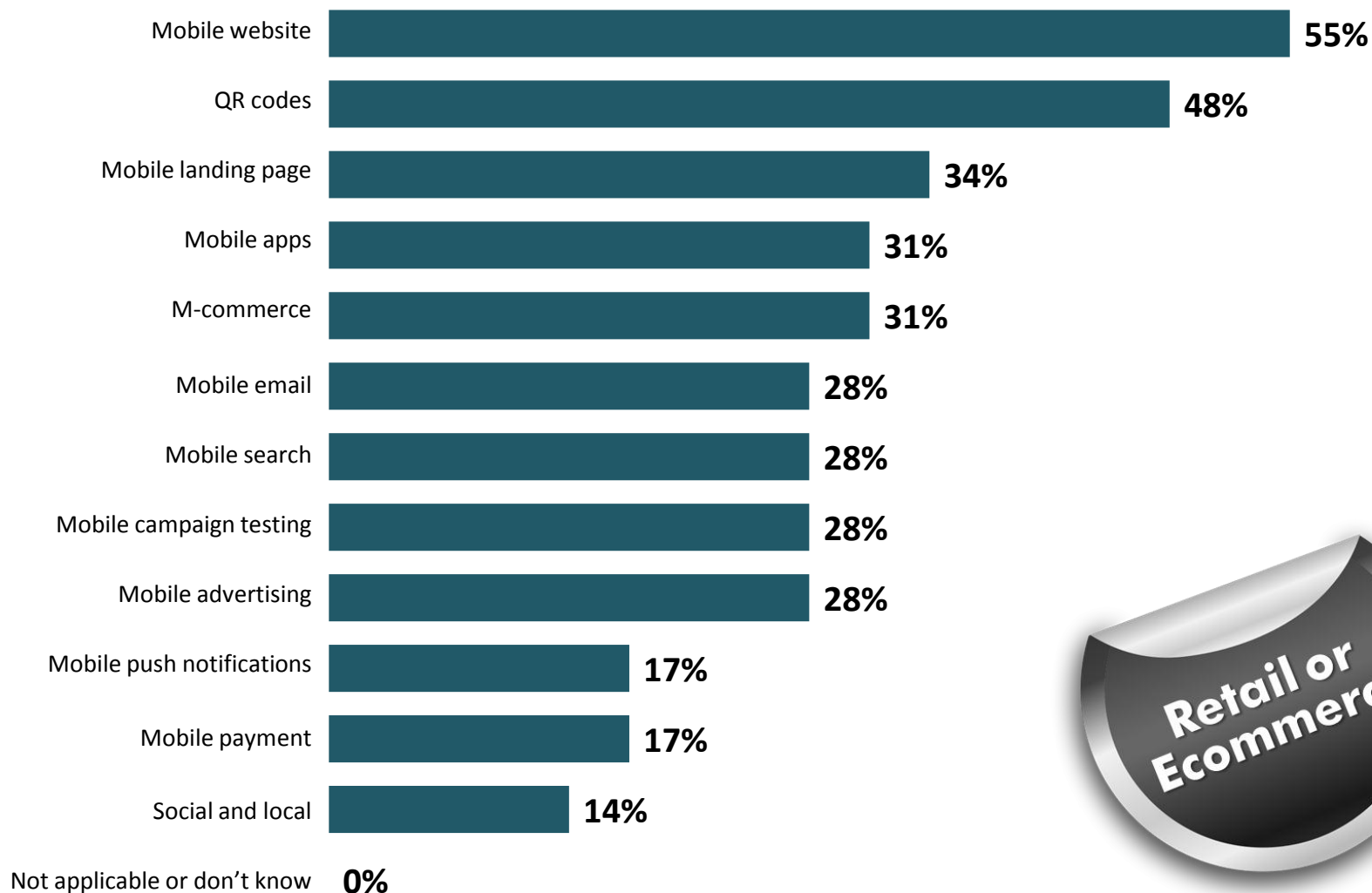




Chart 3.23 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

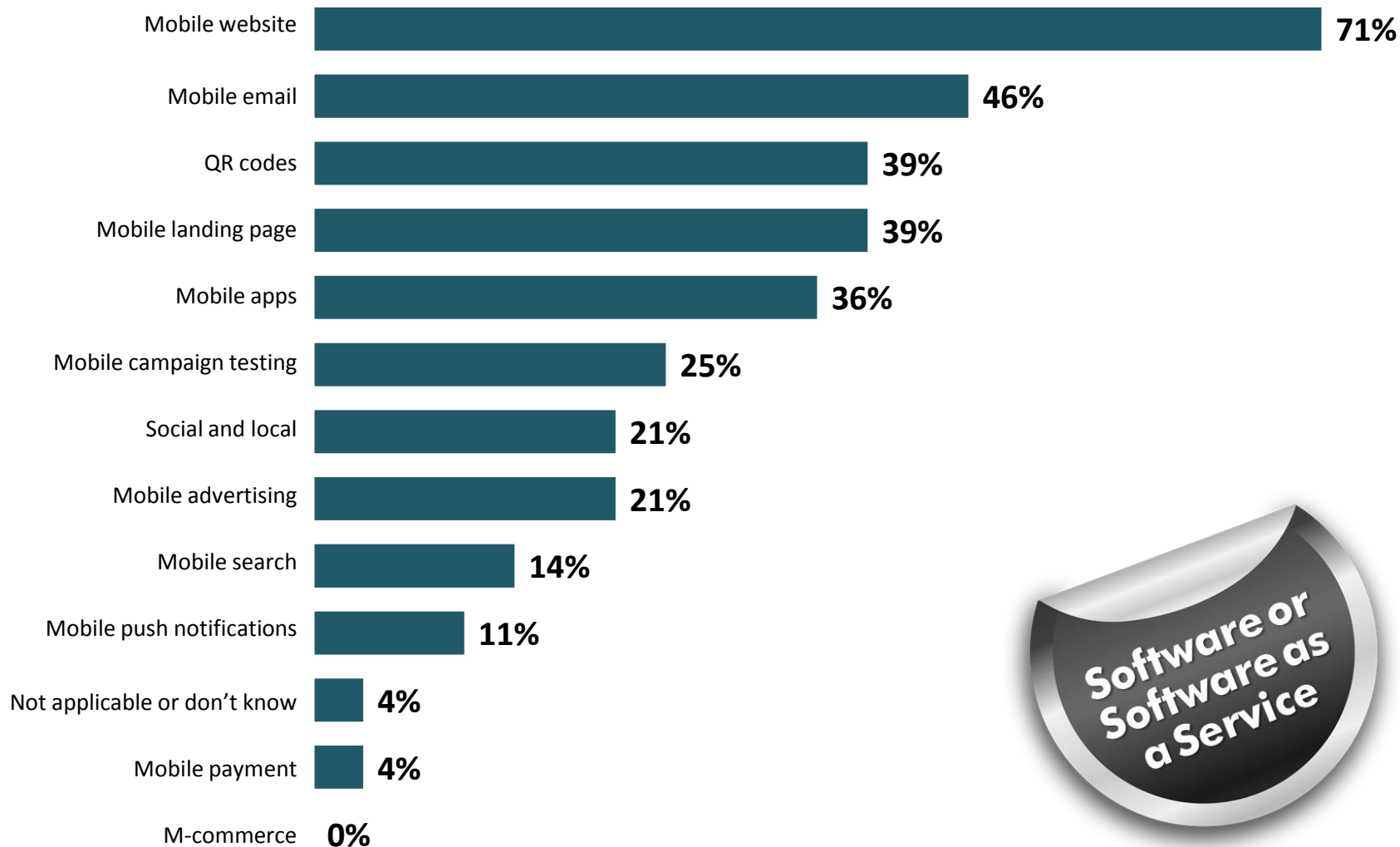




Chart 3.24 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

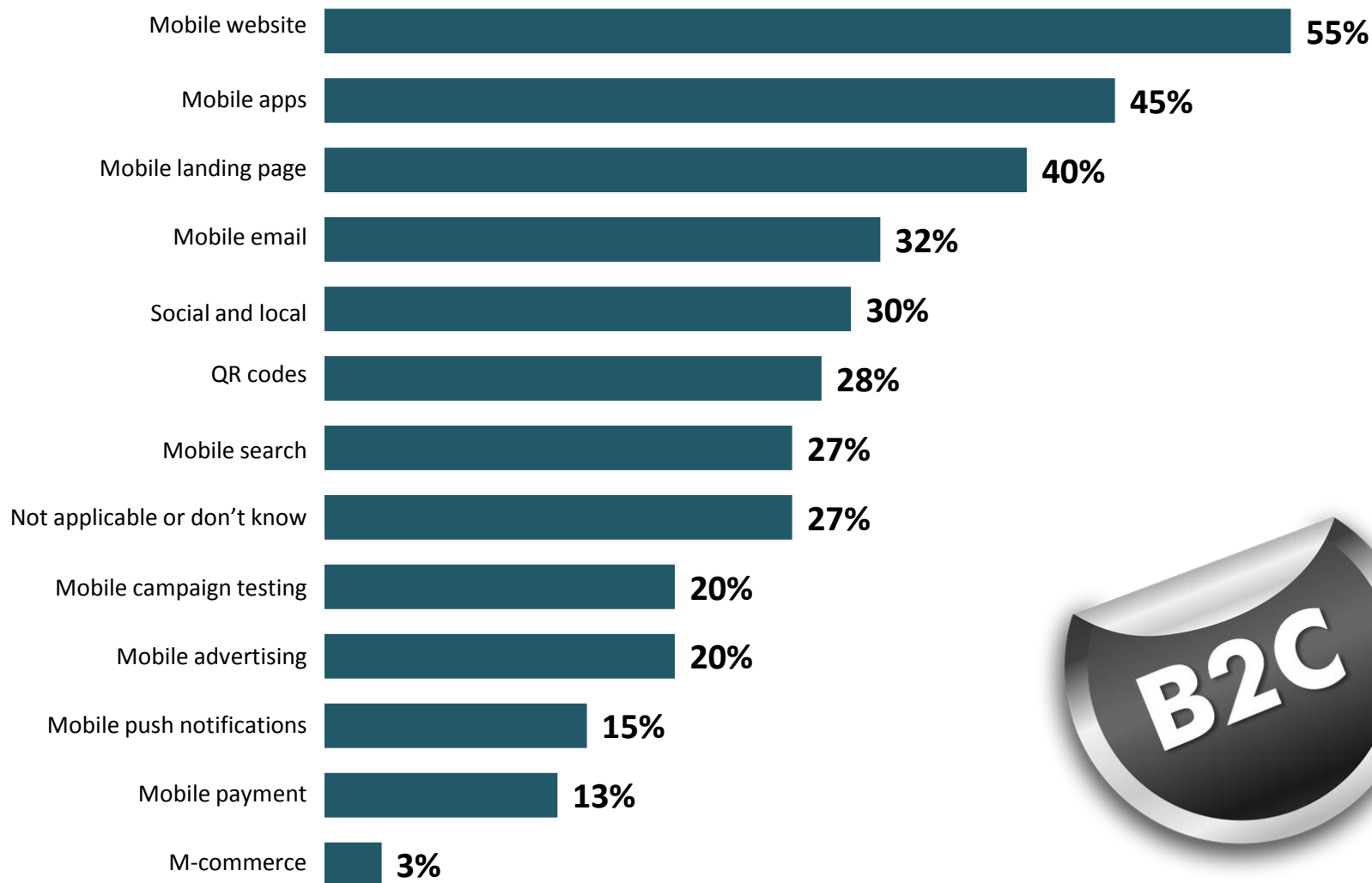




Chart 3.25 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

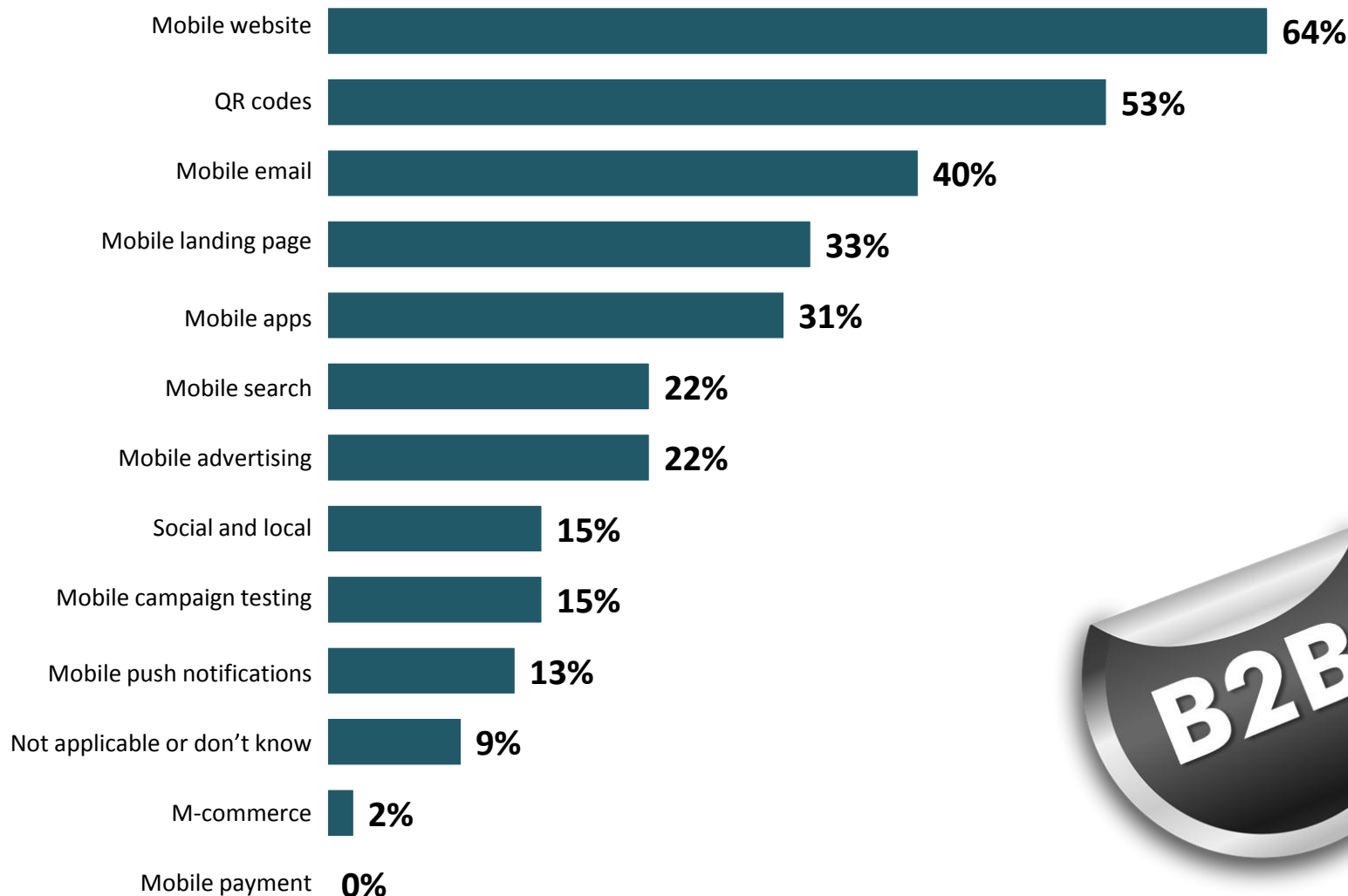




Chart 3.26 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

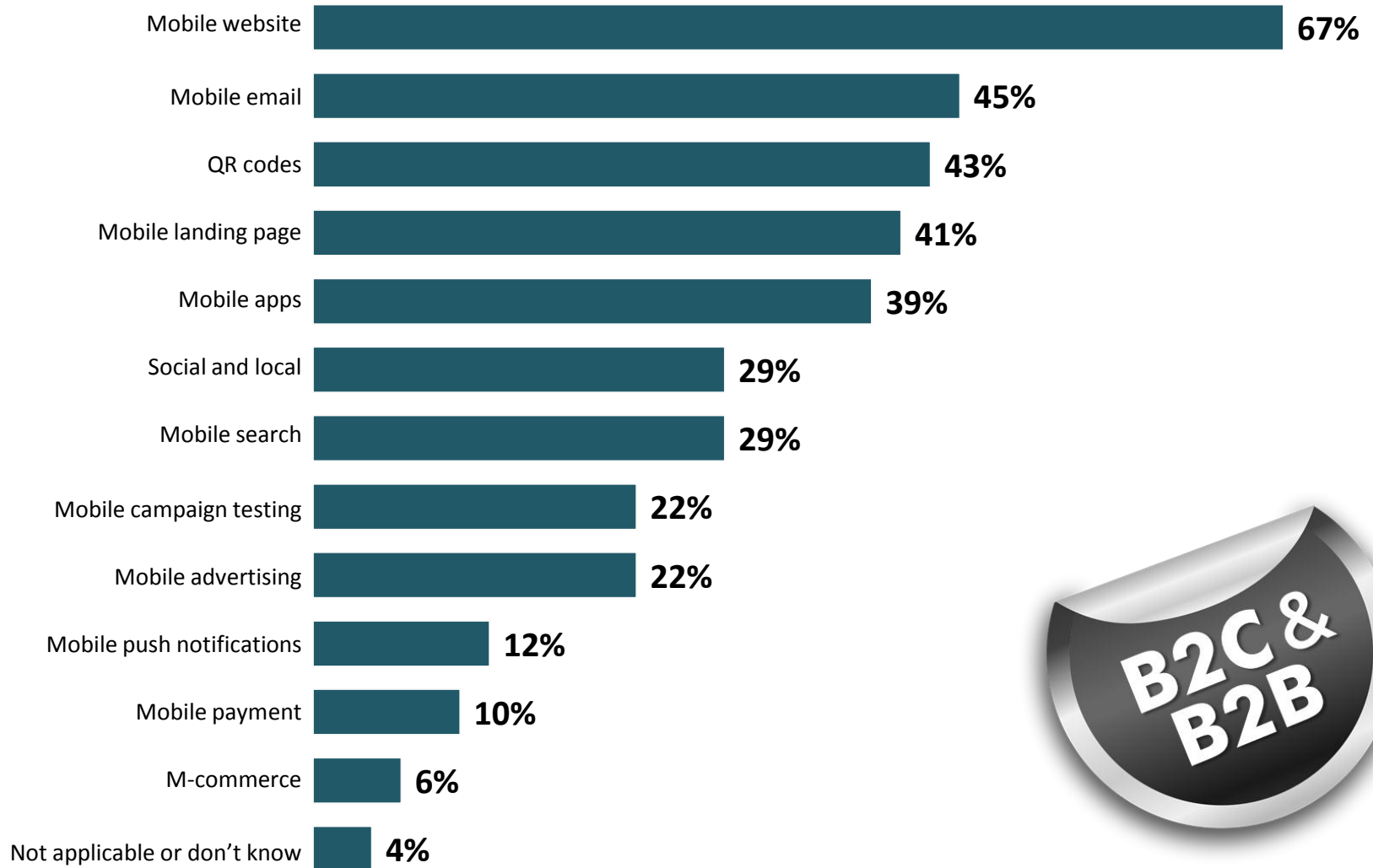




Chart 3.27 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

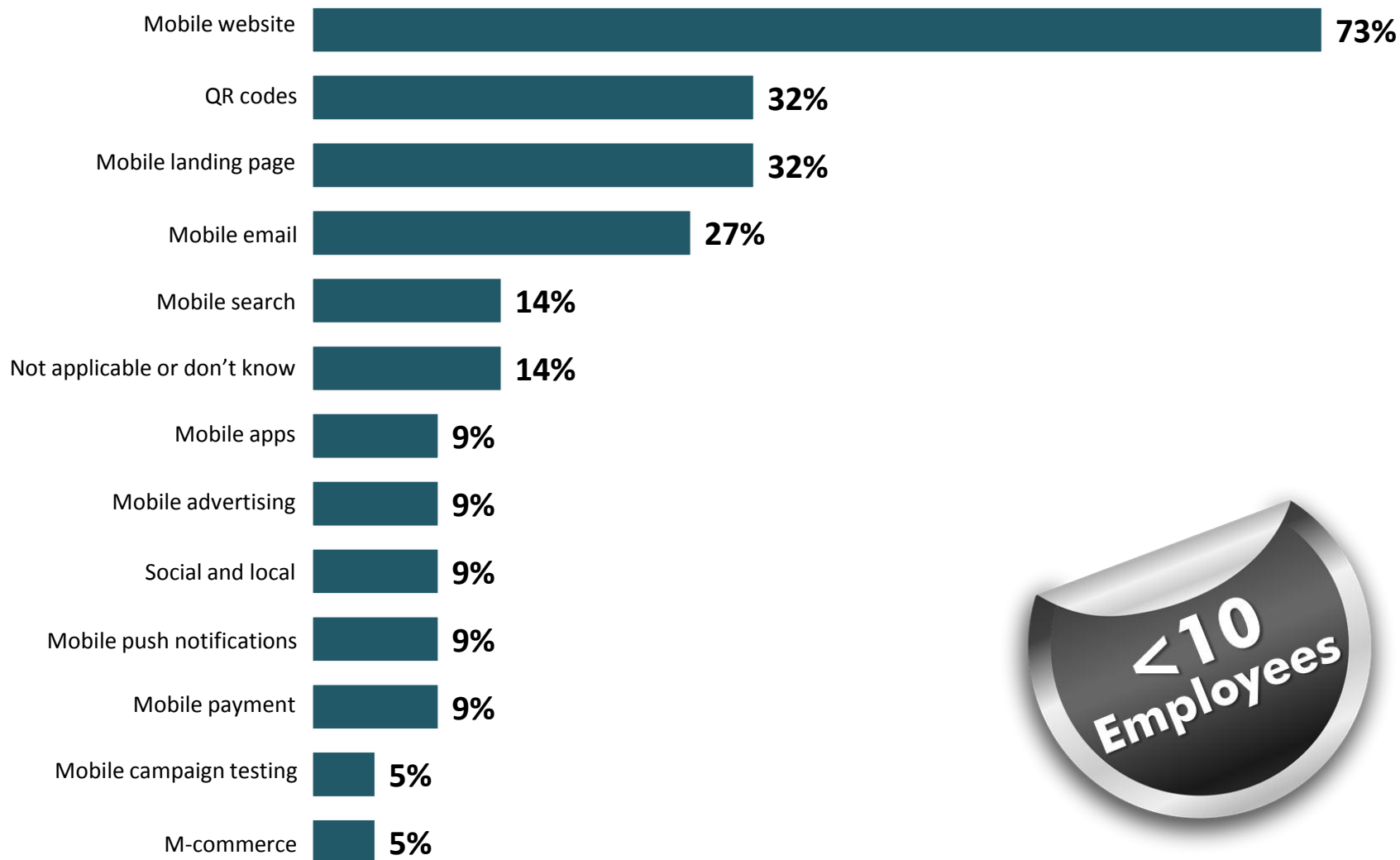




Chart 3.28 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

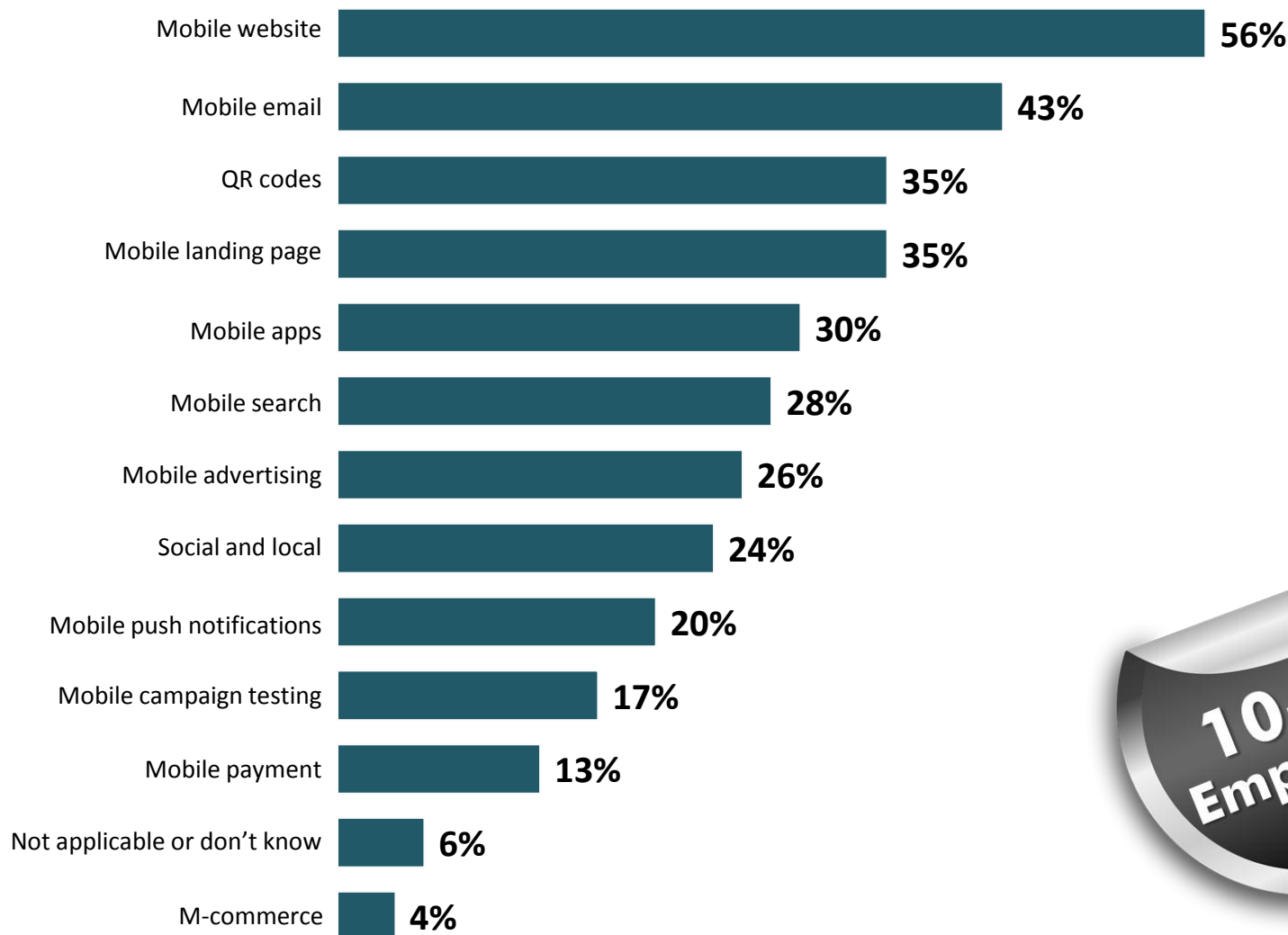




Chart 3.29 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

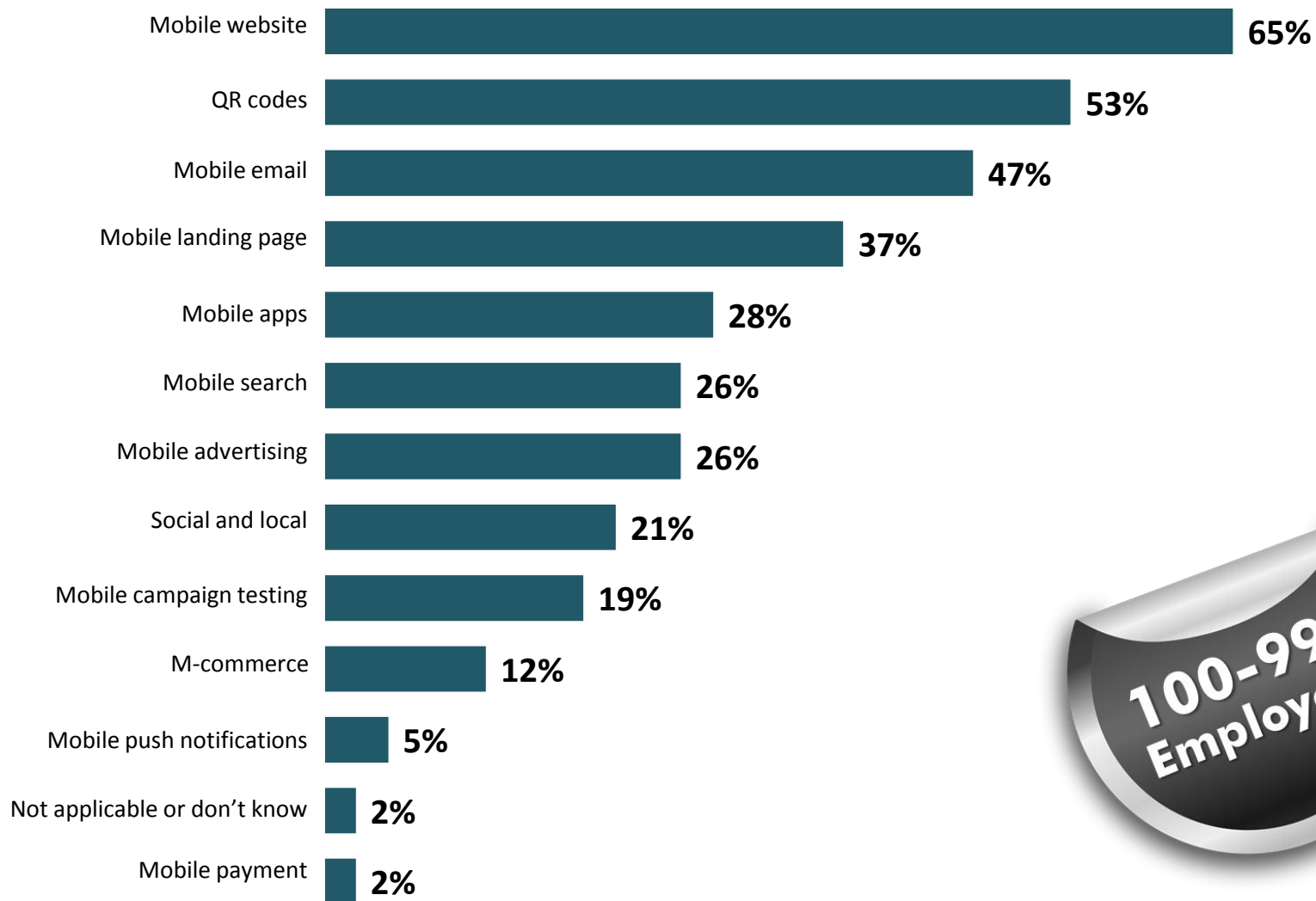




Chart 3.30 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

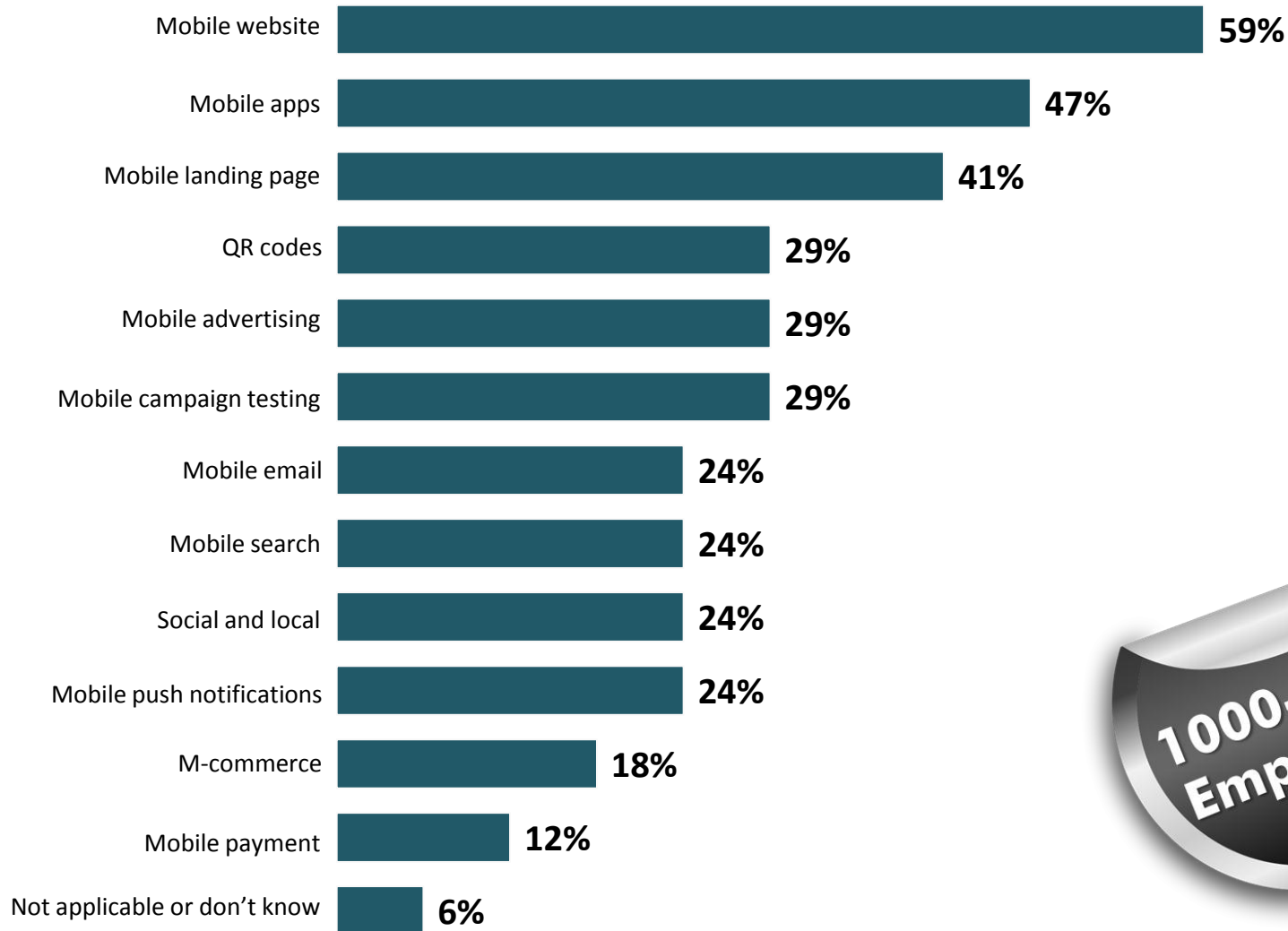




Chart 3.31 Mobile marketing tactics currently in use

Which mobile marketing tactics does your organization currently use?

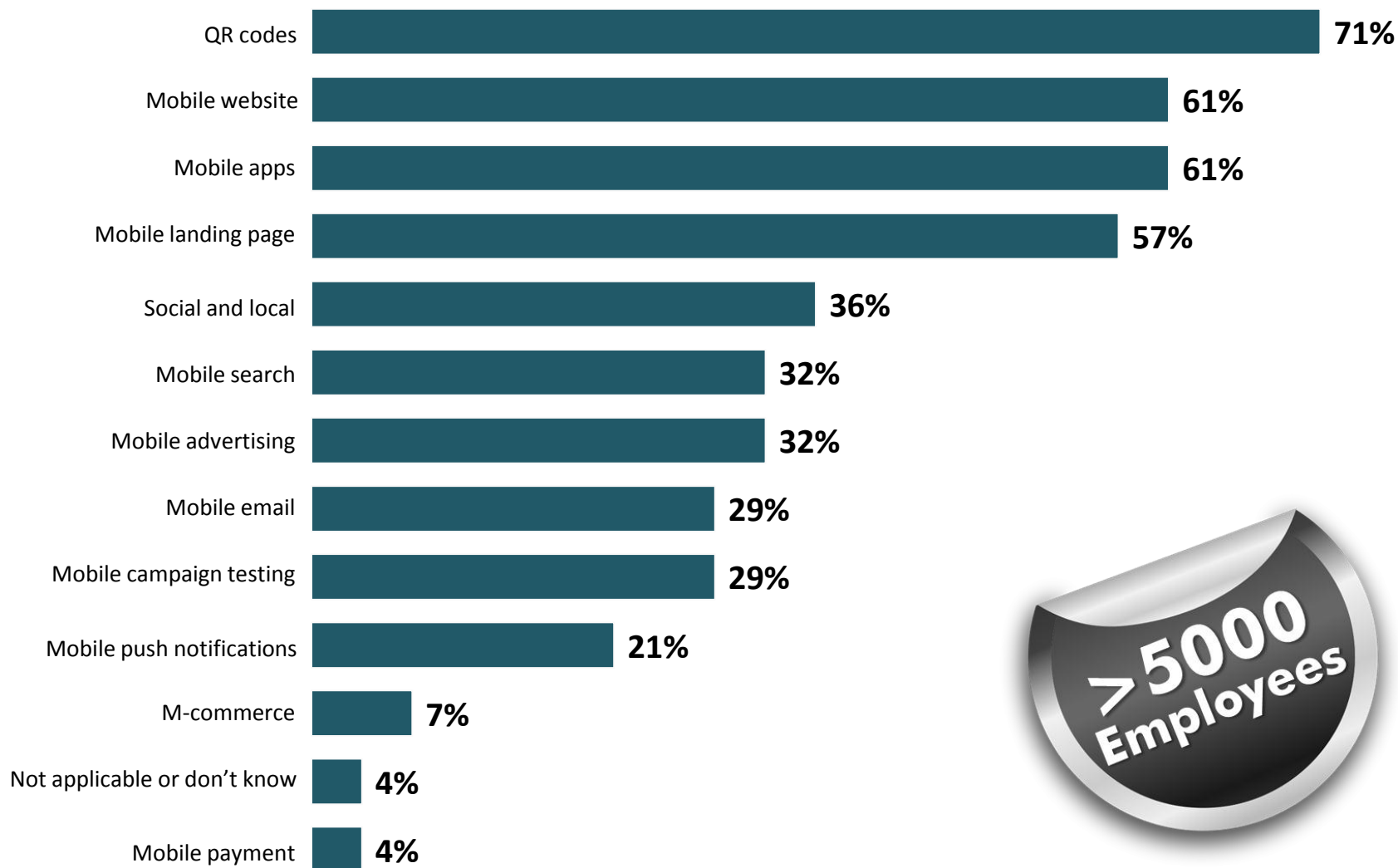




Chart 3.32 Degree of adoption of mobile tactics

How would you define your organization's degree of adoption of the following mobile tactics with your overall marketing strategy?

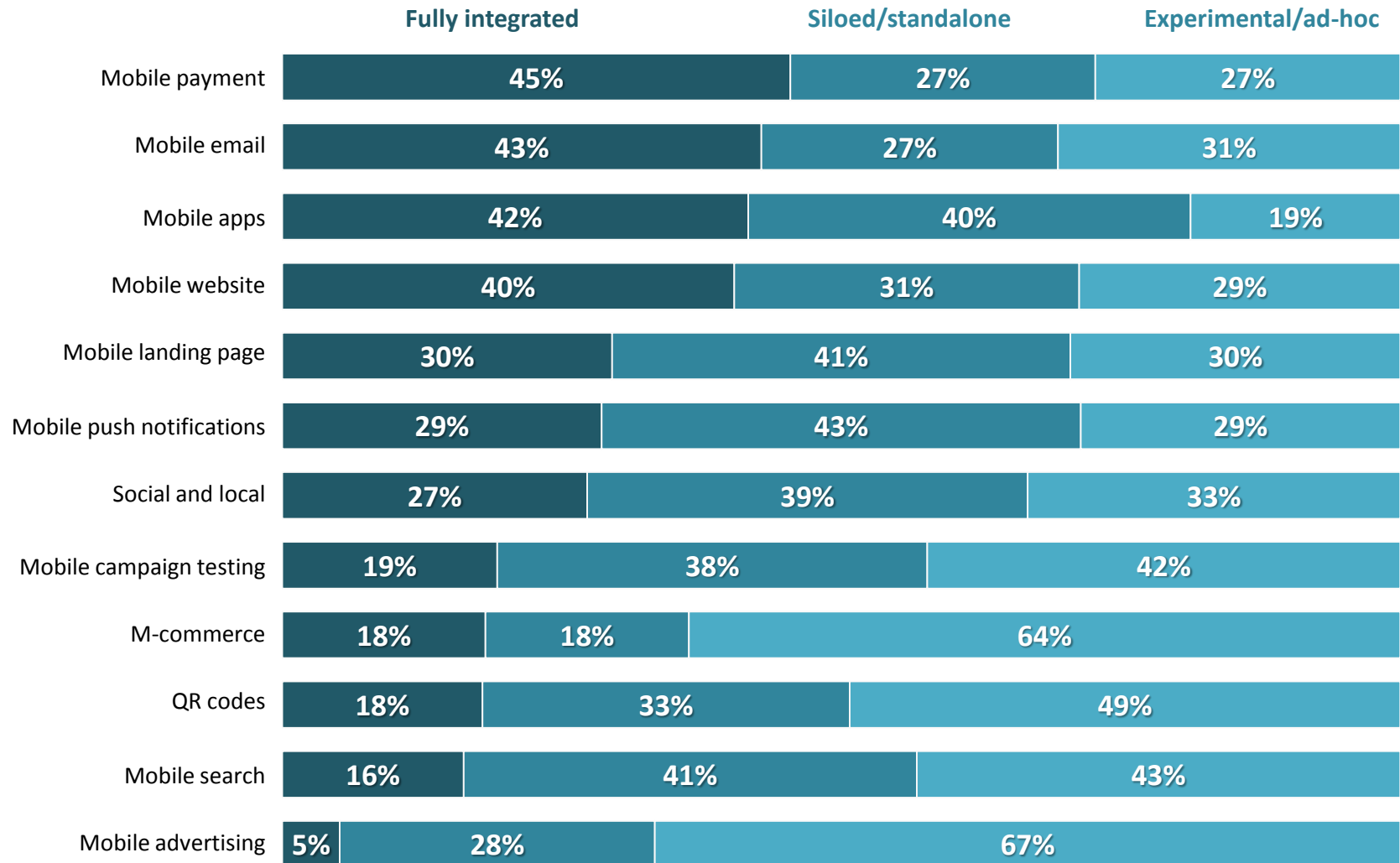




Chart 3.33 Effectiveness when integrated with other channels

Please assess your organizations mobile program's **EFFECTIVENESS** when integrated with the following marketing channels.

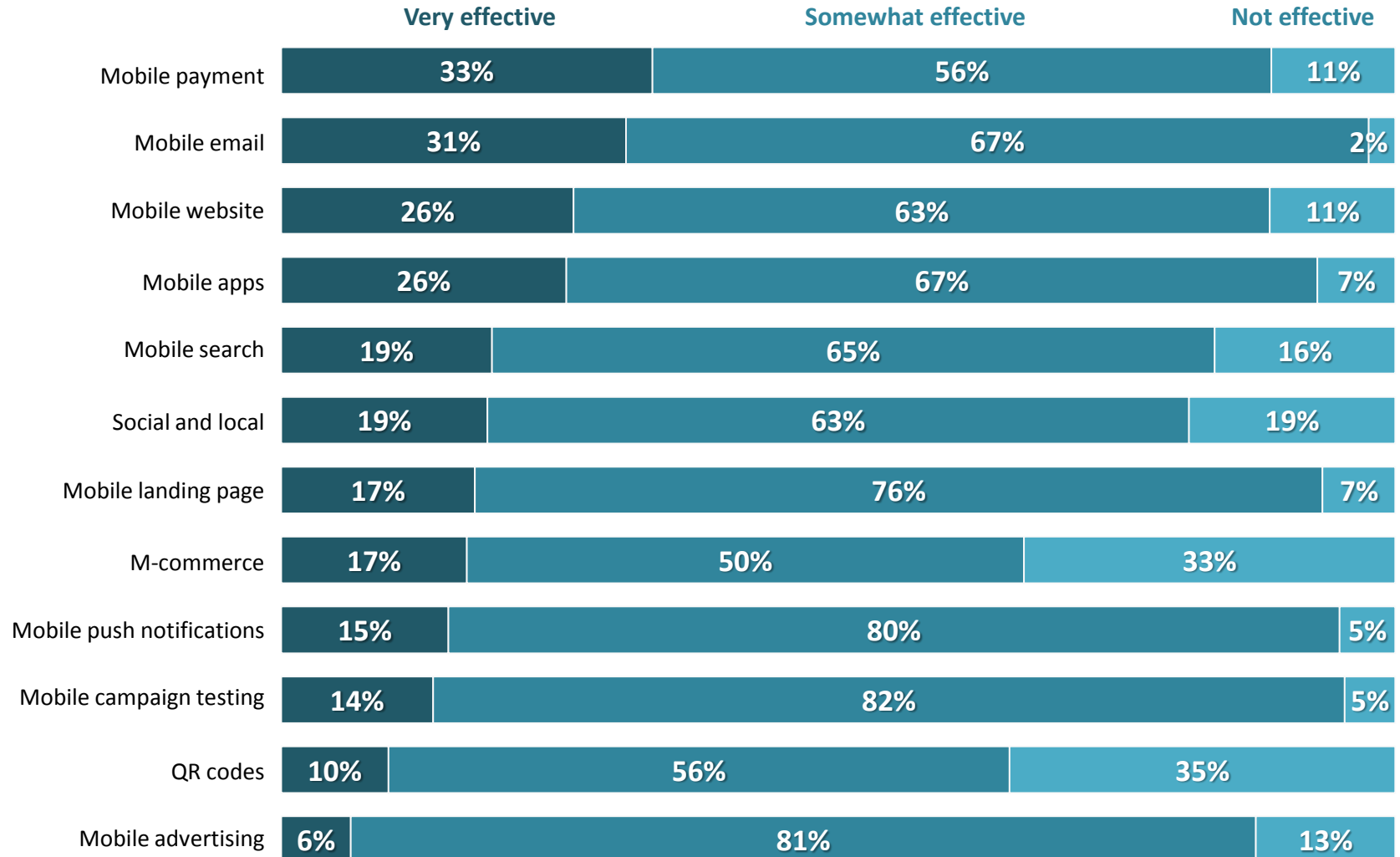




Chart 3.34 Difficulty of integrating mobile with other channels

Please indicate the degree of DIFFICULTY (time, effort and expense) involved in integrating mobile with the following marketing channels.

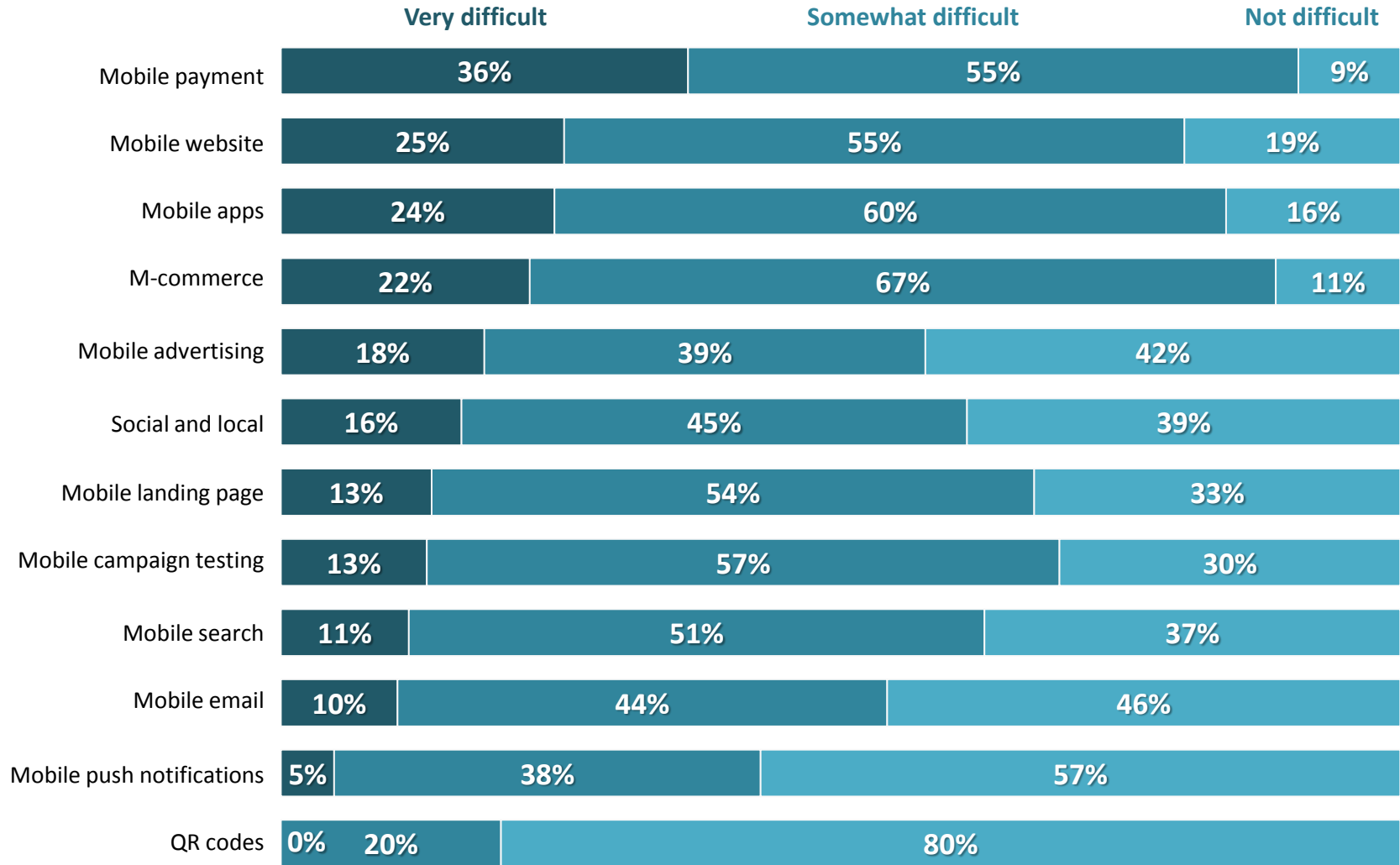




Chart 3.35 Comparing difficulty and effectiveness of mobile

Comparing responses for the difficulty and effectiveness of integrating mobile marketing tactics

- ◆ Usage
- Very effective
- ▲ Somewhat effective
- ✕ Not effective
- ✱ Very difficult
- Somewhat difficult
- + Not difficult

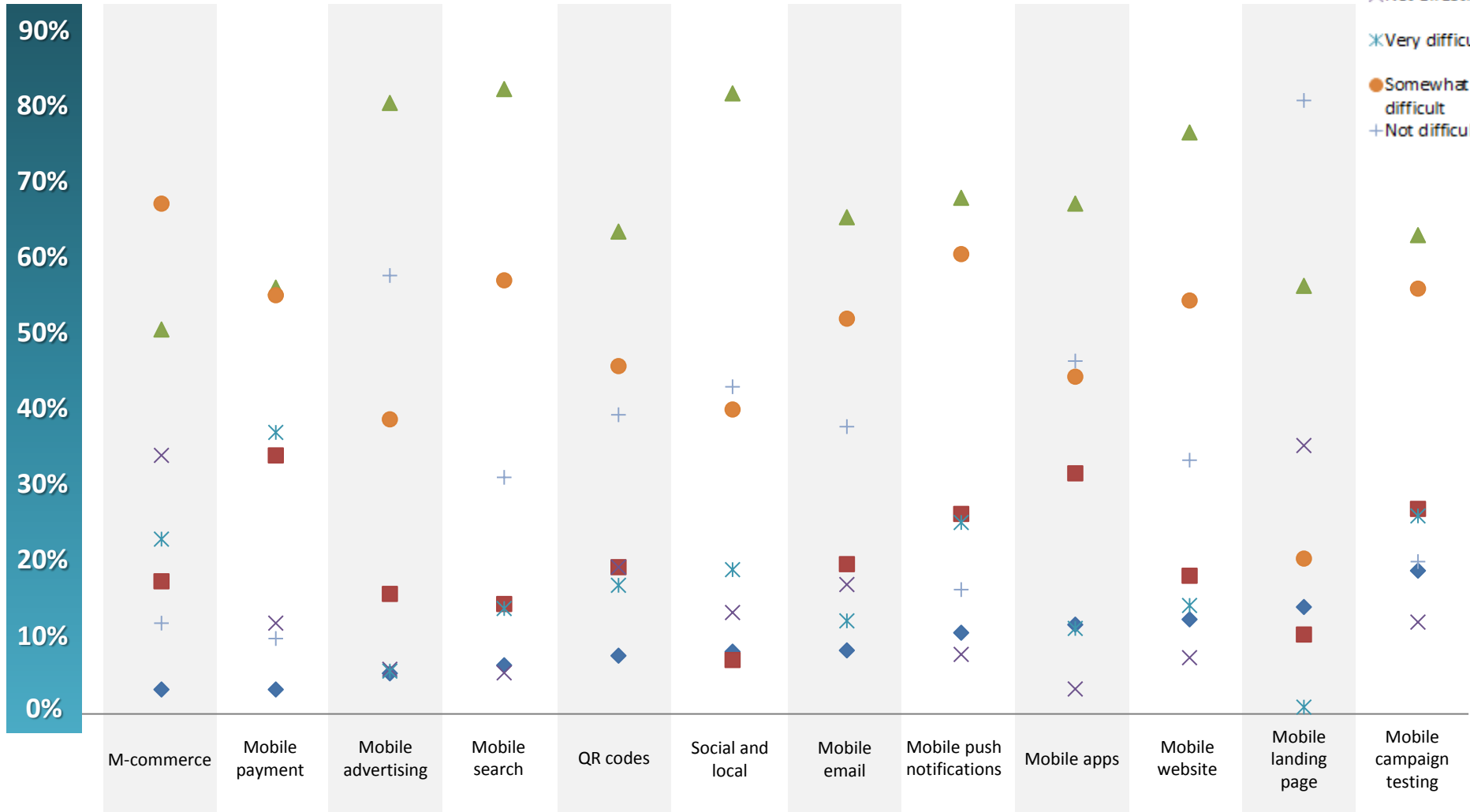




Chart 3.36 Comparing Difficulty and effectiveness of mobile

Comparing responses for the difficulty and effectiveness of integrating mobile marketing tactics

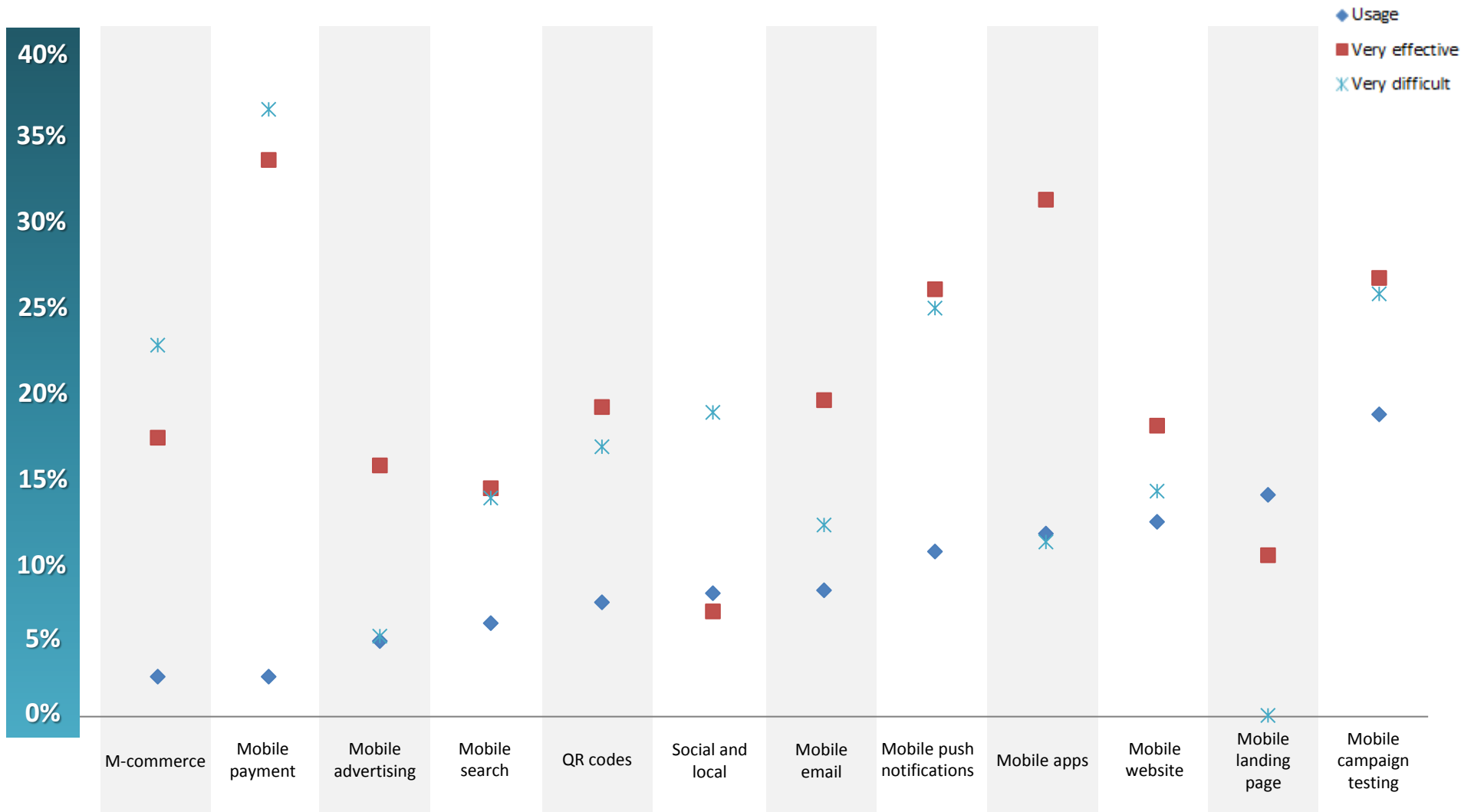


Chart 3.37 Comparing Difficulty and effectiveness of mobile

Comparing responses for the difficulty and effectiveness of integrating mobile marketing tactics

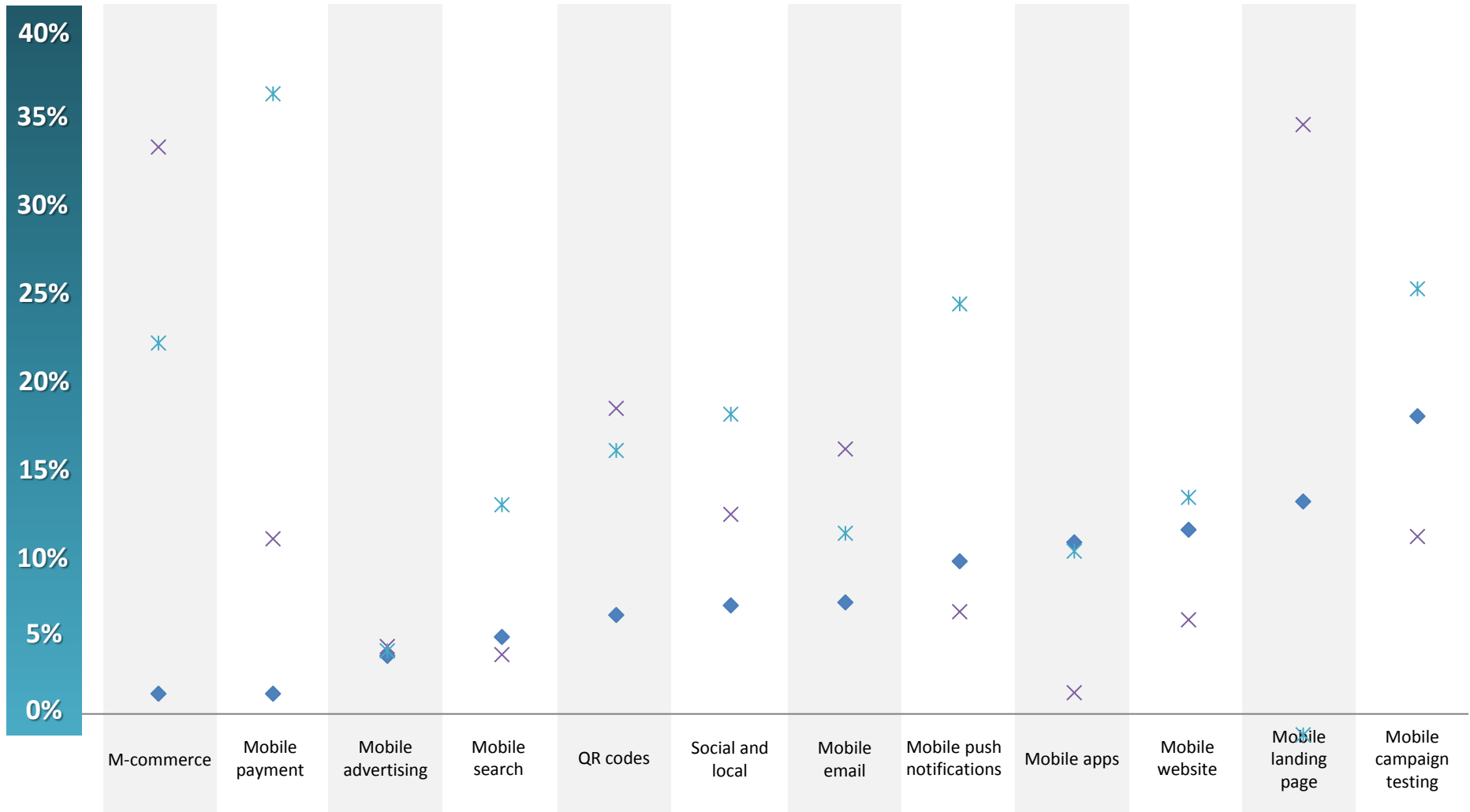
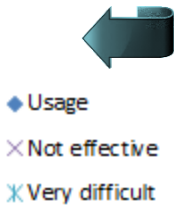




Chart 3.38 Comparing Difficulty and effectiveness of mobile

Comparing responses for the difficulty and effectiveness of integrating mobile marketing tactics

- ◆ Usage
- Very effective
- + Not difficult

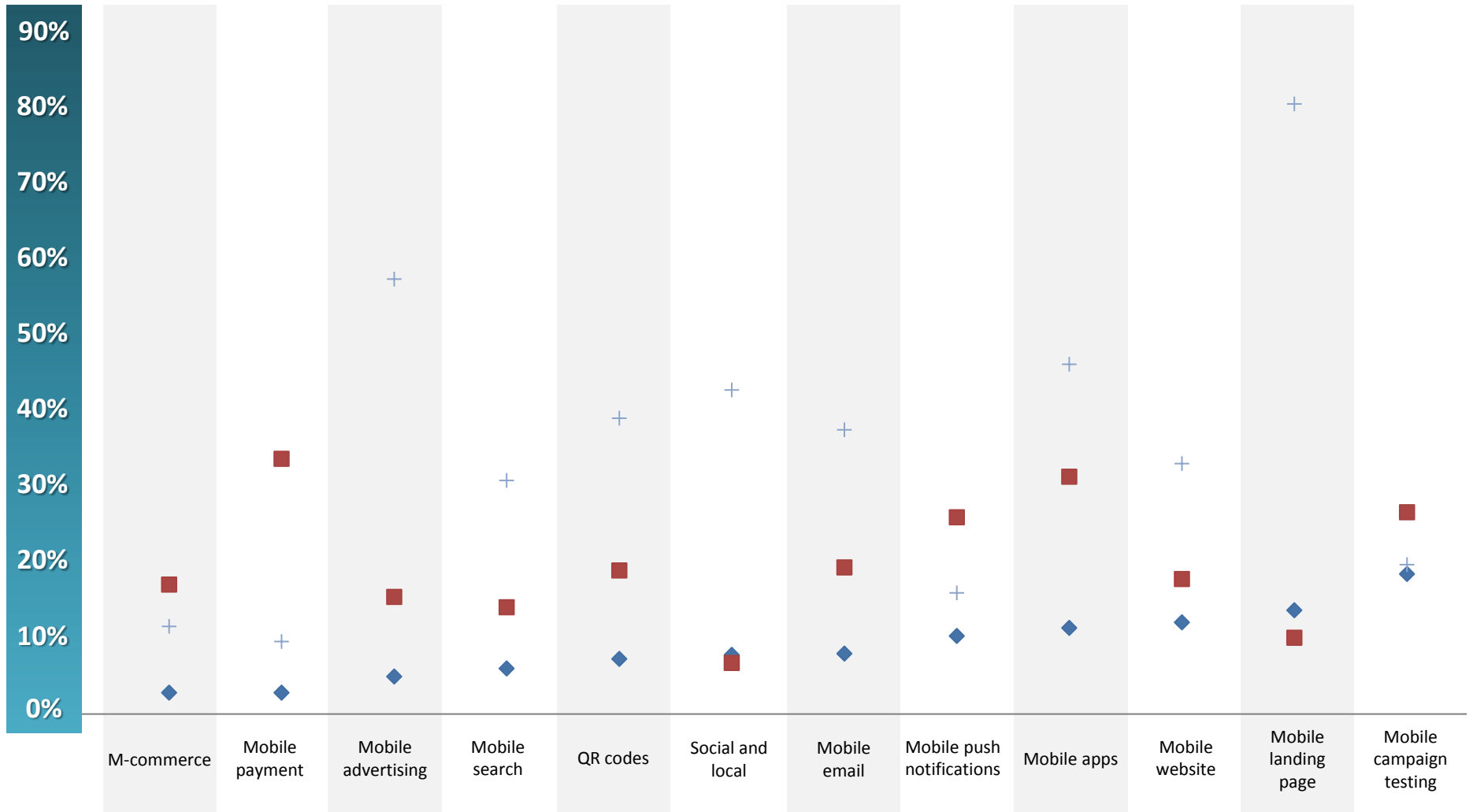




Chart 3.39 Comparing Difficulty and effectiveness of mobile

Comparing responses for the difficulty and effectiveness of integrating mobile marketing tactics

◆ Usage

▲ Somewhat effective

● Somewhat difficult

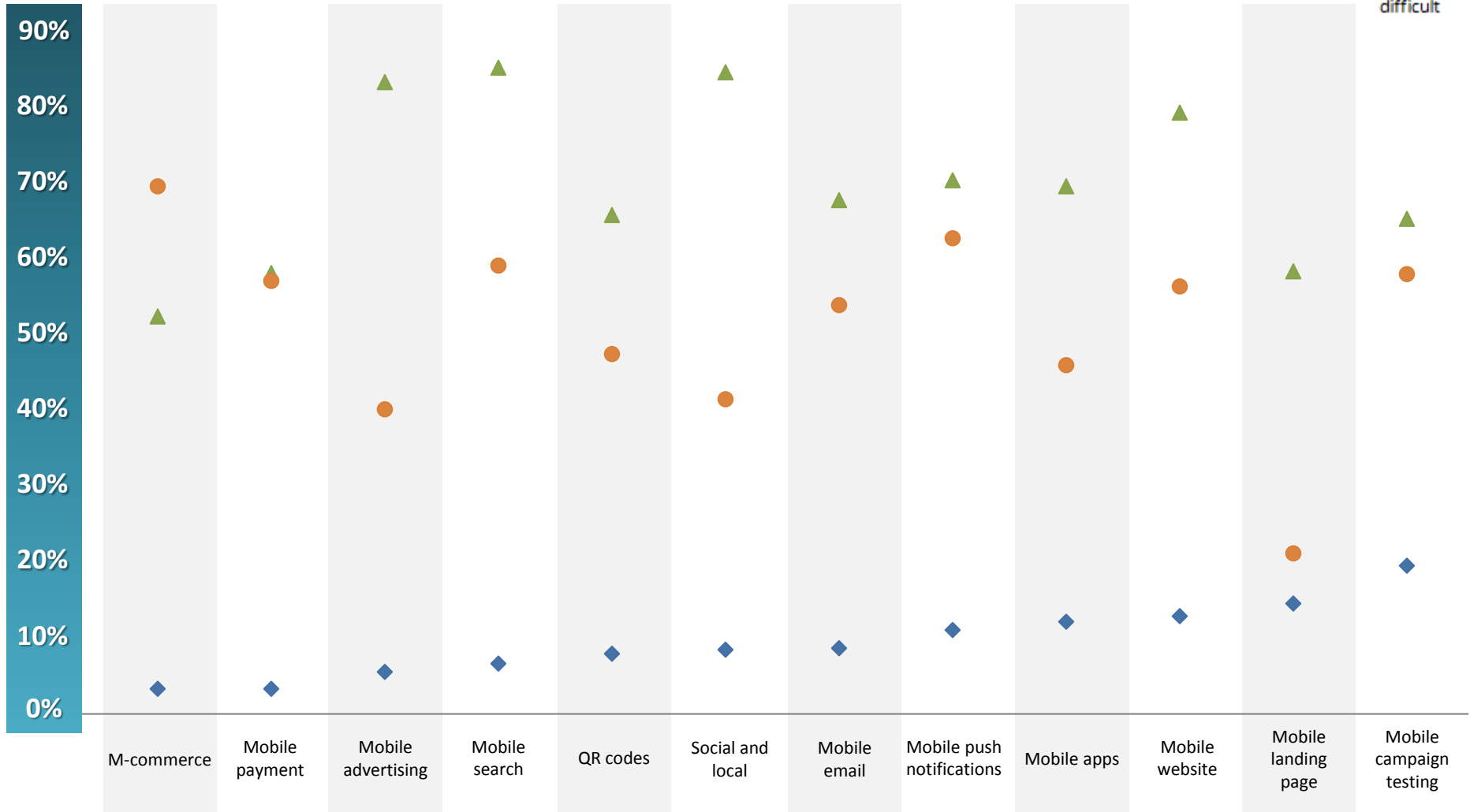




Chart 3.40 Mobile tactics implemented within next six months

Which mobile marketing tactics does your organization plan to use in the next 1-6 months?

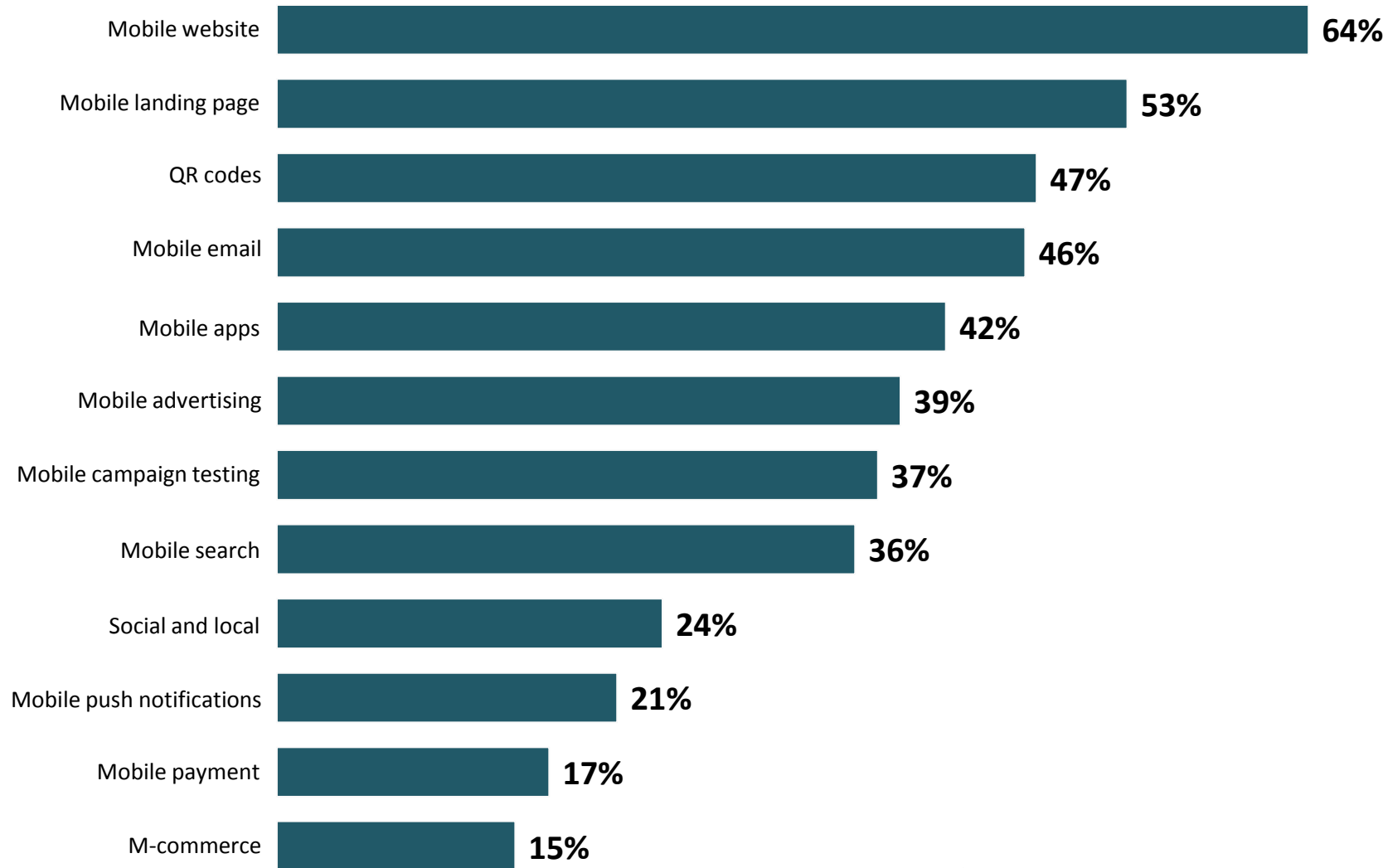




Chart 3.41 Mobile tactics implemented within next six months

Which mobile marketing tactics does your organization plan to use in the next 1-6 months?

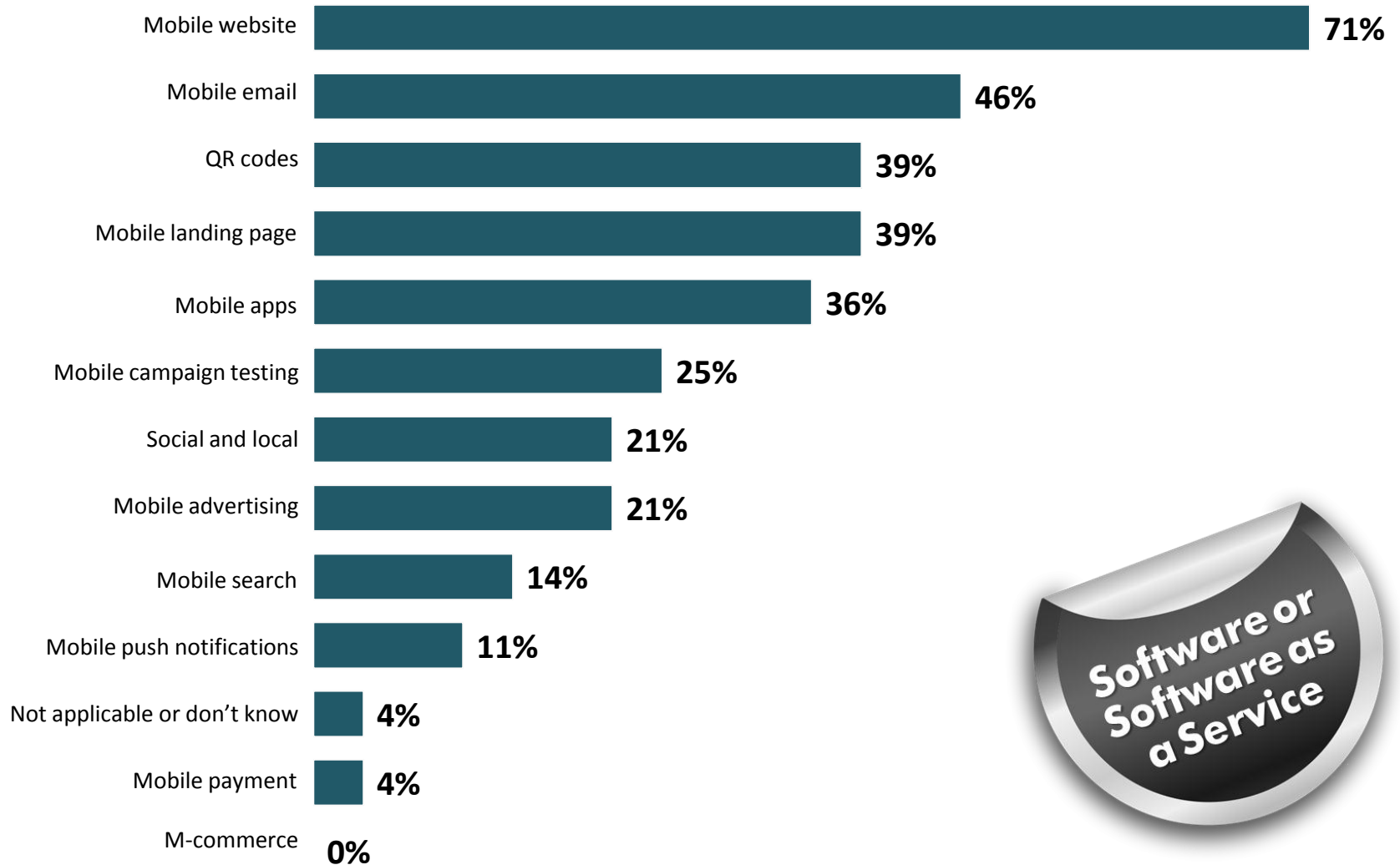




Chart 3.42 Mobile tactics implemented within next six months

Which mobile marketing tactics does your organization plan to use in the next 1-6 months?

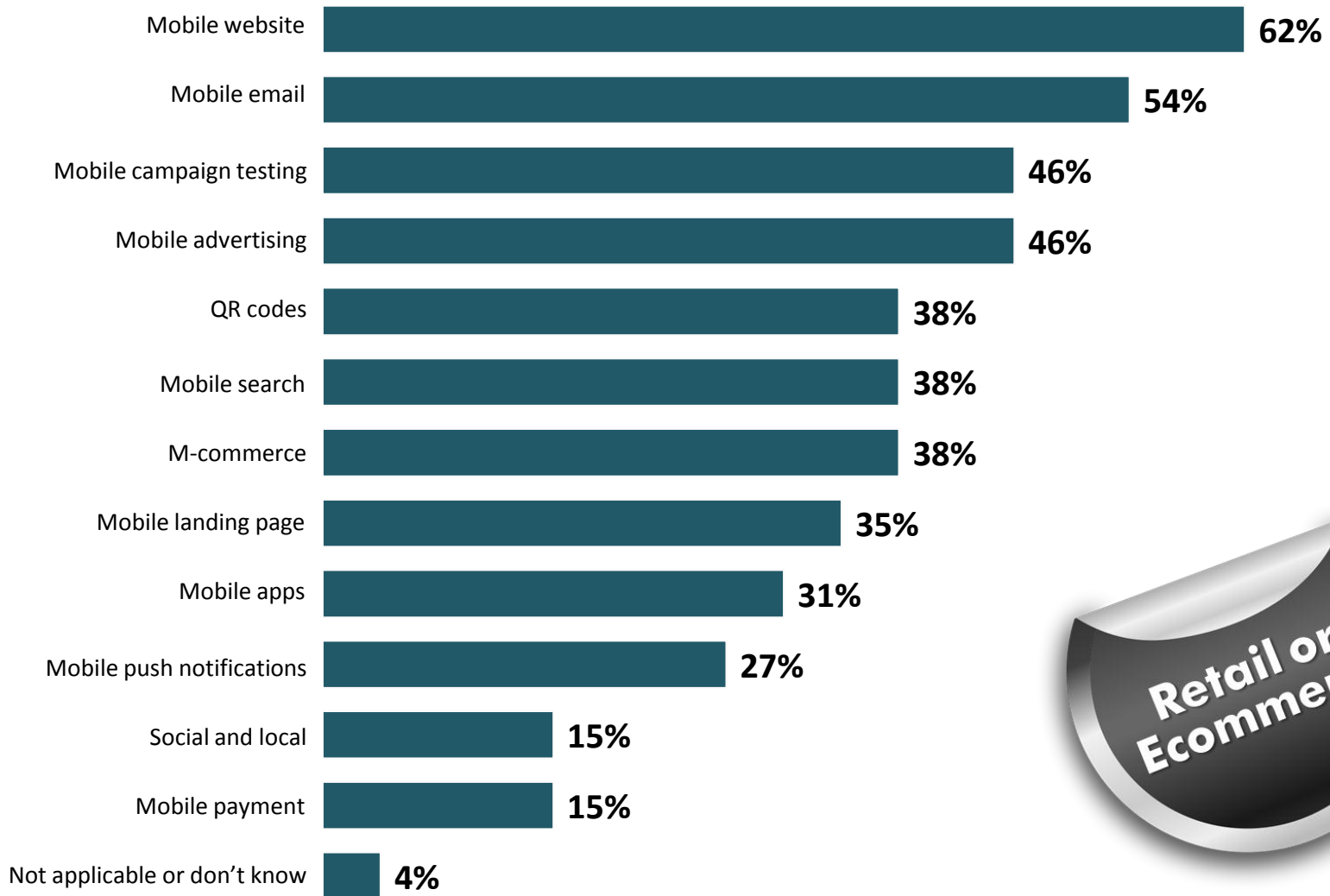




Chart 3.43 Mobile tactics implemented within next six months

Which mobile marketing tactics does your organization plan to use in the next 1-6 months?

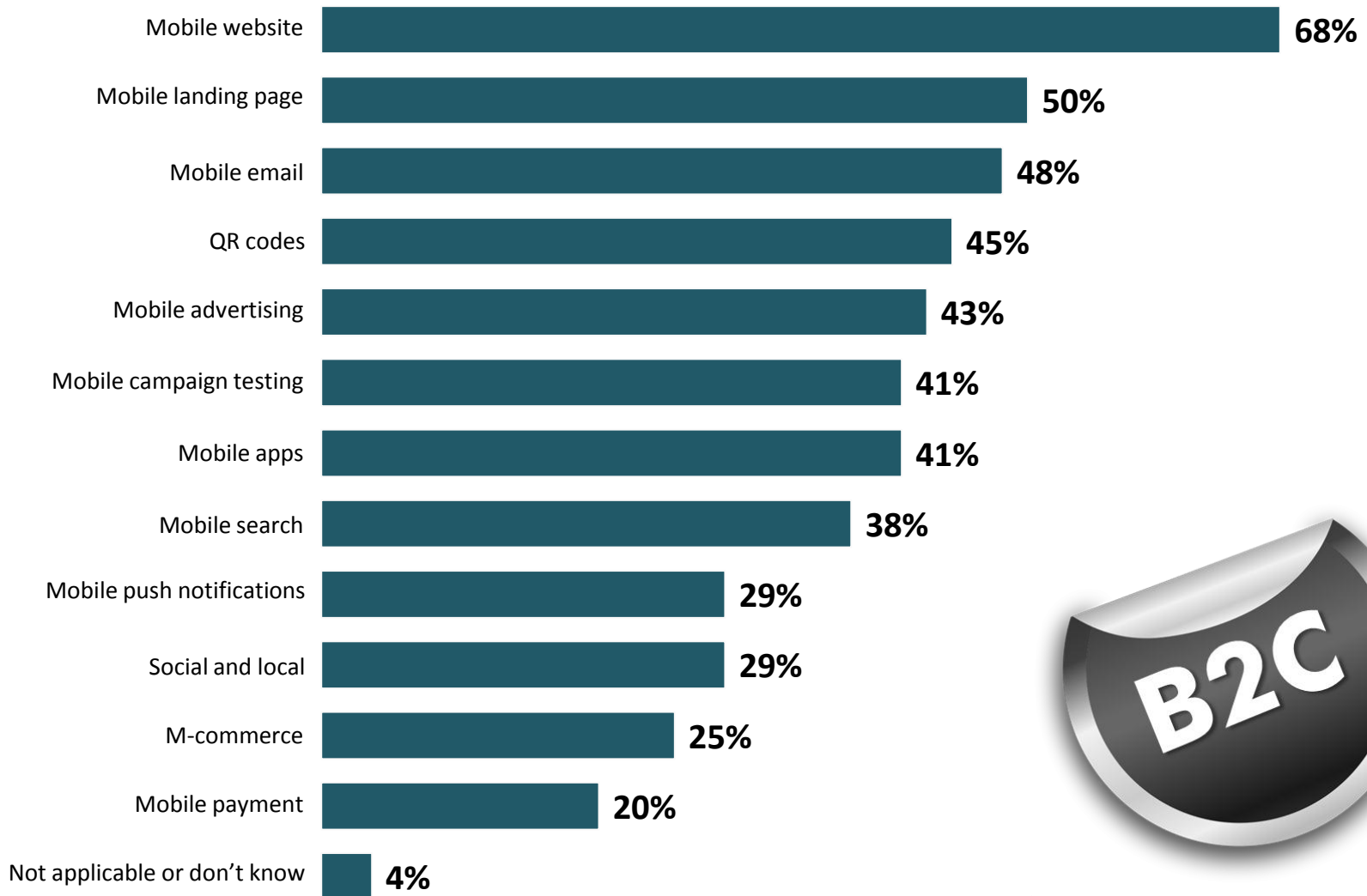




Chart 3.44 Mobile tactics implemented within next six months

Which mobile marketing tactics does your organization plan to use in the next 1-6 months?

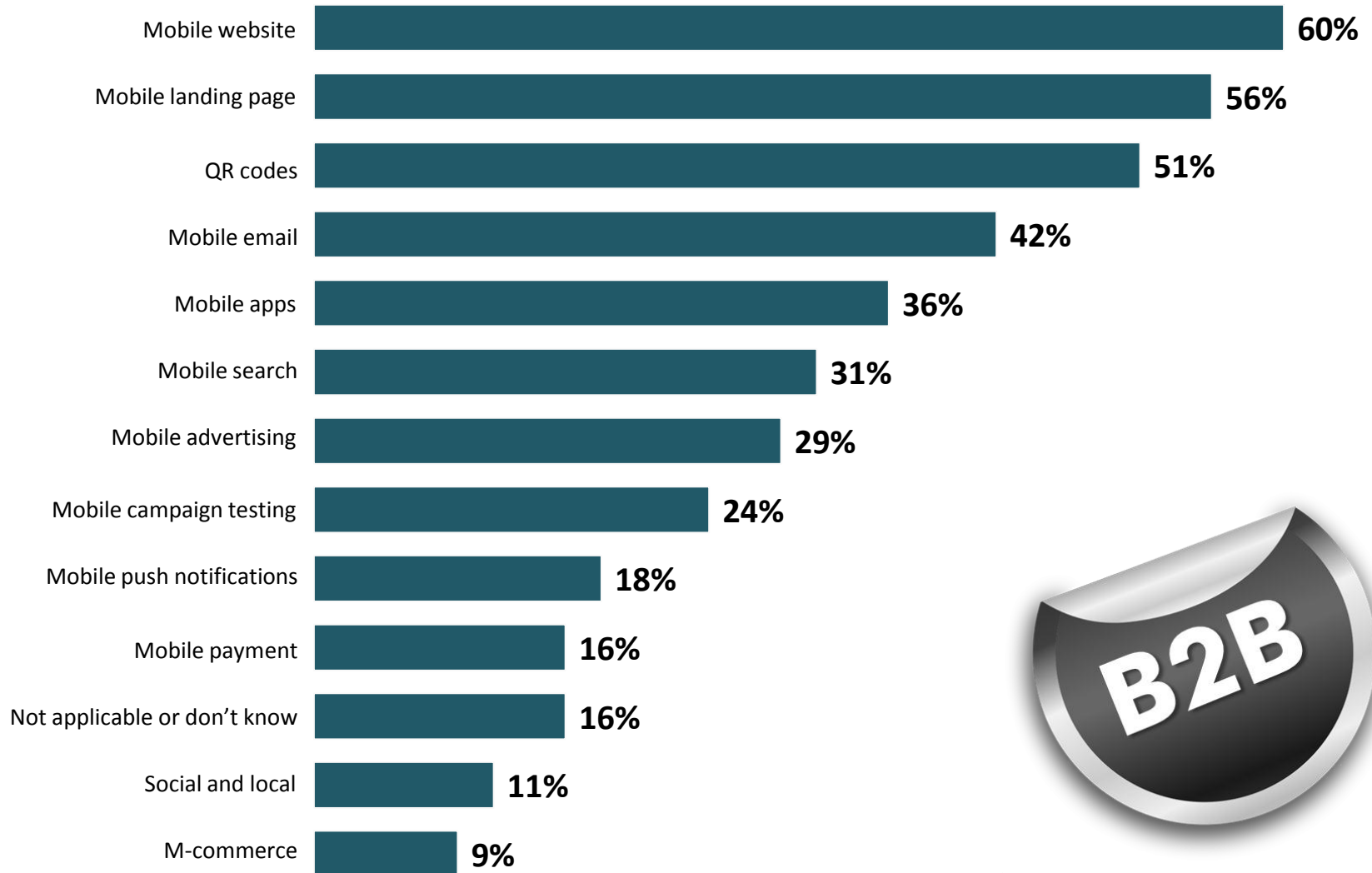
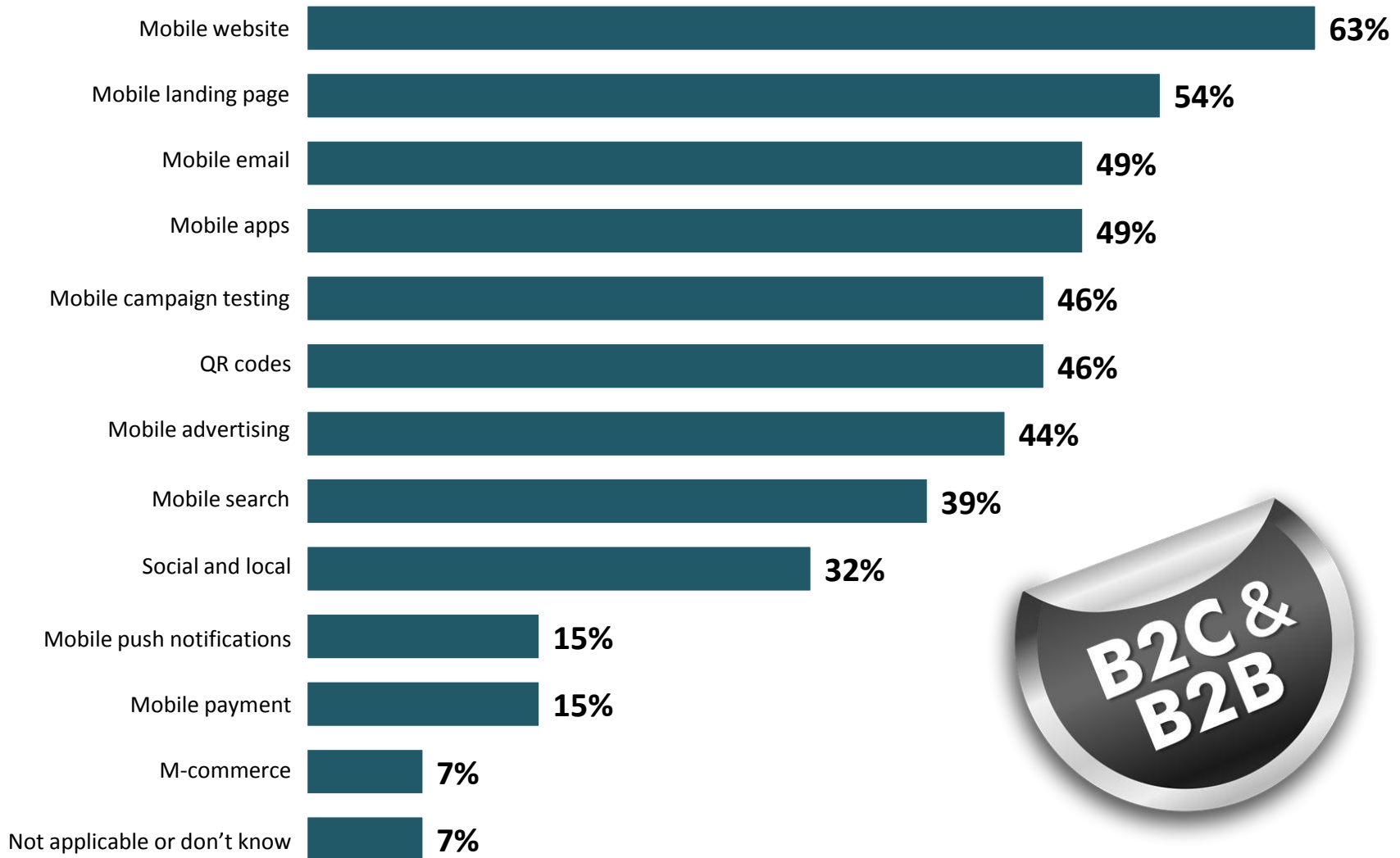




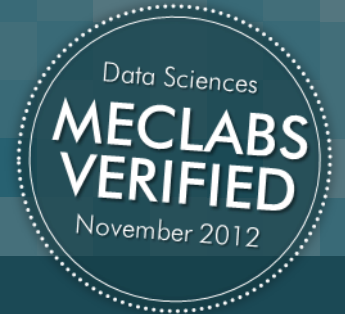
Chart 3.45 Mobile tactics implemented within next six months

Which mobile marketing tactics does your organization plan to use in the next 1-6 months?



Mobile Marketing Benchmark Report

CHAPTER 4 THE MARKETER





The Marketer: Points to consider

Throughout this report, we've focused on the mobile marketplace as a whole, mobile marketing tactics and practices, and the use and understanding of platforms and devices.

In this chapter, we take an inside look at marketing organizations themselves to help give you a better understand of:

- Top business objectives for surveyed marketers
- Organizational effectiveness and difficulty encountered with various business objectives
- Importance of mobile metrics
- Factors that drive mobile market investment
- Perception of mobile marketing ROI
- Expected changes in mobile marketing budgets
- Types of metrics tracked for mobile efforts
- Suggested areas of improvement for mobile tactics
- Challenges to achieving mobile objectives



The Marketer: Points to Consider

What are marketers' top mobile objectives?

Whenever marketers begin to investigate the implementation of a new tactic, it's likely that the first questions asked are, **“Why should I do this?”** and **“What are our goals in doing so?”** Mobile is no exception.

When asked about their top objectives, 63% of respondents indicated they hoped to **increase sales conversion**, followed by **increasing lead generation** (55%) and **lead nurturing** (50%) ([Chart 4.1](#)). Understandably, sales conversion was the top choice for B2C companies ([Chart 4.2](#)), while their B2B counterparts focused on lead generation (Chart 4.3).

However, it is interesting that **lead nurturing ranked considerably higher for B2C companies (42%) than B2B companies (20%)**.

If you're a B2B marketer, do you see mobile as a viable lead nurturing channel? What types of lead nurturing tactics have you employed in your mobile marketing? What restrictions, if any, have you faced in nurturing leads through mobile efforts?



The Marketer: Points to consider

How effective (and difficult) is mobile in achieving marketing objectives?

In line with the above findings, when asked how effective organizations were in achieving certain objectives through mobile, **marketers reported that mobile was effective in achieving increased sales conversion (83%) and lead generation (75%)** ([Chart 4.6](#)).

When investigating sales conversion by industry, it was notable that **100% of healthcare industry marketers found some level of effectiveness in using mobile to increase sales** ([Chart 4.10](#)), while only 75% of retail/e-commerce marketers reported some level of effectiveness ([Chart 4.14](#)).

Results for these mobile objectives become more interesting when gauging perceived difficulty levels for each. For example, only 5% found improving search ranking not difficult ([Chart 4.19](#)), while 34% found it effective ([Chart 4.7](#)).

Yet, **reducing the length of the sales cycle** was considered very effective by slightly more marketers (29% in [Chart 4.7](#)) while significantly more marketers (13% in [Chart 4.19](#)) considered it not difficult, **putting execution of this tactic perhaps more in reach for most marketers than improving search ranking.**



The Marketer: Points to consider

How effective (and difficult) is mobile in achieving marketing objectives?

In another example, improving customer service using mobile devices was considered significantly less difficult than increasing customer retention (24% vs. 7% choosing “not difficult,” [Chart 4.19](#)).

While improving customer service is considered somewhat less effective (33% vs. 26% choosing “not effective,” [Chart 4.7](#)), **it’s much greater ease of use should raise questions in every mobile marketer if improving customer service is one of the most efficient ways to sell to current customers.**

Here are a few other questions the data may raise, as you evaluate it looking for opportunities. What have been your most effective mobile tactics in achieving objectives? The most difficult? How do your company’s efforts compare to those from the respondents in this survey?



The Marketer: Points to consider

What factors are most important in determining mobile marketing value?

Unsurprisingly, **financial ROI topped the list of important mobile metrics**. The 90% of respondents that indicated financial ROI is either very or somewhat important in determining value represented the highest total by a considerable margin ([Chart 4.27](#)).

In terms of mobile investment, the objectives most focused upon by marketers were the **adoption of mobile communications** (56%), building **stronger customer relationships** (48%), and increasing the **scope of audience** (44%) ([Chart 4.35](#)).

Despite the fact that increasing sales conversion was a top mobile objective for 63% of marketers ([Chart 4.1](#)), **improvement of the customer shopping experience was the lowest-ranking category**, at just 24%. Likewise, demonstration of value proposition and improving reach to local customers – two important sales objectives – were also lowly ranked, at 33% and 29%, respectively.

Has your company used mobile to improve the customer shopping experience? How have these efforts paid off for your company? Does your company's approach reflect these findings, or do you feel focusing on the categories that ranked the lowest might benefit mobile efforts?



The Marketer: Points to consider

How does mobile marketing factor into future planning?

Marketers overwhelmingly see mobile as part of their future planning over the next three years, with 93% deeming it very or somewhat important ([Chart 4.36](#)). And, only 2% of respondents felt mobile was not going to be a factor in the near future.

Breaking it down further, most industries reflected the overall findings about mobile importance. However, despite **healthcare professionals reporting mobile to be effective for sales conversion** ([Chart 4.10](#)), less than half (48%) reported mobile was very important for company growth over the next three years ([Chart 4.37](#)).

Still, 38% found it to be somewhat important, so it's clear that mobile will still play a role in future marketing efforts.



The Marketer: Points to consider

How do marketers view mobile marketing ROI?

Reflecting the above data about future mobile marketing planning, **companies largely believe that mobile either is producing, or will eventually produce ROI**. Though only 14% reported mobile efforts were already paying off, more than half of respondents (56%) indicated they will increase mobile budgets, albeit conservatively ([Chart 4.40](#)).

Only 7% of marketers reported a negative view of mobile ROI, and that they were unlikely to increase budgets any further. Have your mobile efforts produced a quantifiable return on your marketing investment? And, have you made a determination on future budgeting based upon current ROI levels, or are you among the **23% of marketers who remain unsure about how to budget for future mobile efforts?**

Interestingly, though most respondents indicated that **mobile had yet to produce ROI for their companies, 60% also acknowledged they had no formal method for quantifying ROI** from mobile efforts ([Chart 4.44](#)). Even more surprising is that 74% of retail/e-commerce companies reported having no method for doing so, despite having such a focus on direct consumer sales ([Chart 4.45](#)).

How is your company calculating ROI for mobile efforts? Have you implemented a formal process, specific to mobile efforts? Or has mobile become a tactic you track under a larger marketing umbrella?



The Marketer: Points to consider

How are marketers planning to adjust mobile marketing budgets?

When asked just **how much they expect mobile budgets to increase moving forward, most reflected a conservative approach**, with 34% indicating a 10-30% increase. Just 19% planned on a more significant increase, while 18% planned an increase of less than 10% ([Chart 4.48](#)).

Notably, 28% of respondents either indicated no planned change in mobile budgets, or that they simply did not know, which **brings about questions about how much foresight is applied to mobile budgets within certain companies**.

Allocation of these budgets produced results in line with our earlier findings. Mobile websites (59%) and landing pages (58%) – two areas considered very effective mobile tactics – were most expected to receive significant budget increases ([Chart 4.52](#)).

Also interesting is that mobile testing was expected to receive measurable budget increases by 45% of surveyed marketers, despite its relatively low ranking for effectiveness.



The Marketer: Points to consider

How are marketers planning to adjust mobile marketing budgets?

Once again, m-commerce (32%) and mobile payment (29%) were two areas not given much consideration by respondents. Though just 1% and 2% of marketers, respectively, indicated a planned decrease in budgets for these categories, m-commerce and mobile payment also had the highest total of “don’t know” responses, respectively, partly indicating **one of the most challenging aspects of budgeting and planning for mobile marketing – the quickly evolving technology infrastructure to which marketers must constantly adapt.**

Why are these mobile tactics ranking so low among surveyed marketers? Has your company seen diminished or even non-existent ROI from these areas? Or, have current budgets been more than adequate for implementing and maintaining them?



The Marketer: Points to consider

Which metrics demonstrate the impact of mobile marketing?

Of the **metrics tracked for mobile efforts, website traffic and usage was the top choice** of respondents, with 89% deeming these areas very or somewhat effective ([Chart 4.94](#)). Likewise, 75% of marketers reported mobile ad clicks, and 77% reported sales conversion, as effective metrics.

Though **social check-in and mobile coupon features are commonly used tactics**, 26% and 20% of marketers, respectively, **found these tactics ineffective**. This could be due, in part, to the level of difficulty involved in using these metrics. Mobile coupon redemption was considered very or somewhat difficult by 49% of marketers, while social check-in was rated similarly by 54%.

Have you successfully applied data from either of these low-rated areas into your marketing planning? What factors made the utilization of these tactics a difficult affair? Do you plan on continuing the use of these metrics?



The Marketer: Points to consider

What mobile processes will be primary objectives in the coming year?

Integration of mobile with other channels is a top priority for mobile marketers for the next 12 months, across nearly all industries, company sizes and company types, with 57% of respondents indicating this selection ([Chart 4.102](#)). This was followed closely by the delivery of relevant mobile content, which was indicated by 53% of marketers.

Delivery of relevant content, though a strong performer in all categories, was a top priority for media and publishing companies ([Chart 4.104](#)), and in B2C companies as a whole ([Chart 4.110](#)).





The Marketer: Points to consider

What mobile processes will be primary objectives in the coming year?

The lowest-performing objective was the improvement of database hygiene, which was selected by just 16% of respondents. Have you seen a reduced focus on database hygiene in your company? If so, what factors have played a role in its diminishing importance?

Of course, within **any objective lies inherent challenges and barriers**. When asked which challenges were most prevalent in achieving mobile objectives, **55% indicated a lack of effective mobile strategy, with an equal percentage citing inadequate staffing and resources**. Budgetary limitations were also prevalent, with 45% claiming this as a concern ([Chart 4.125](#)).

The ranking of these challenges was largely consistent across companies of all sizes, with notable discrepancies only found in two key areas. While both **companies with more than 1,000 employees and those with fewer than 100 found a lack of compelling content to be a barrier**, companies that fell in between cited it 10-11% less than their counterparts.

Likewise, ownership of mobile initiatives was a concern for nearly a third of marketers from large- and medium-sized companies, only half of smaller companies felt the same.



Chart 4.1 Top business objectives for mobile marketing

What are your TOP BUSINESS OBJECTIVES for mobile marketing in the next 12 months?

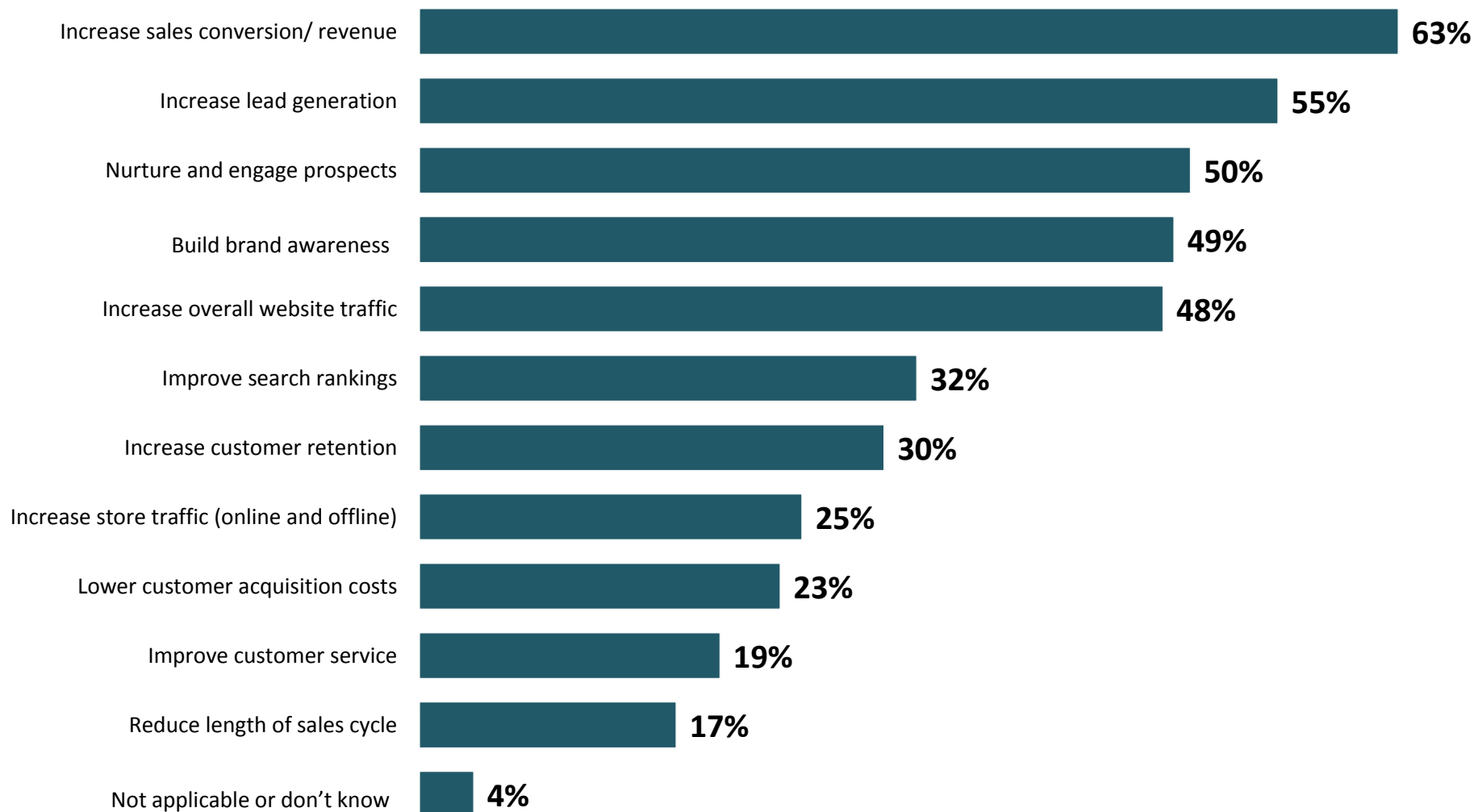




Chart 4.2 Top business objectives for mobile marketing

What are your TOP BUSINESS OBJECTIVES for mobile marketing in the next 12 months?

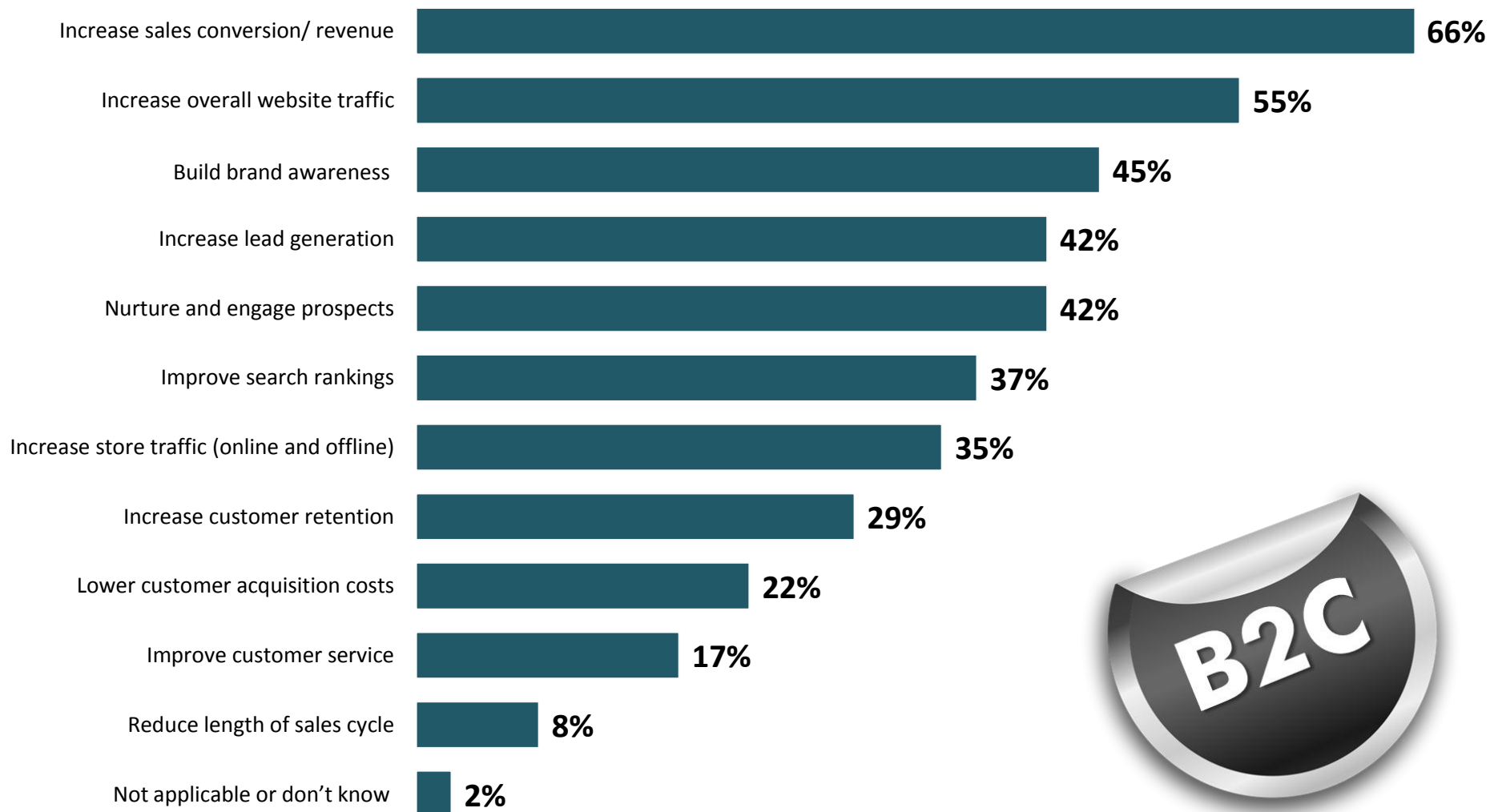




Chart 4.3 Top business objectives for mobile marketing

What are your TOP BUSINESS OBJECTIVES for mobile marketing in the next 12 months?

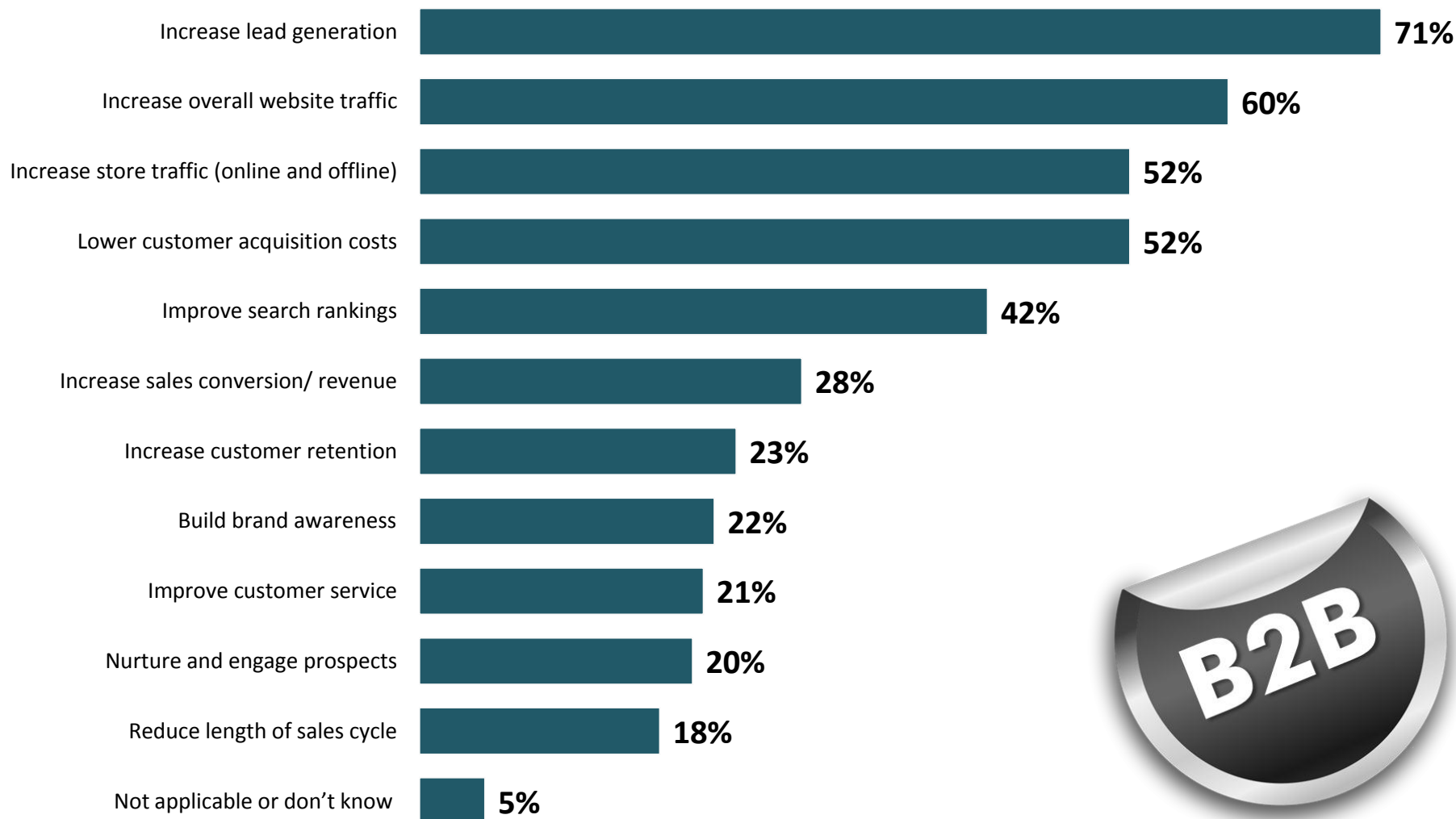




Chart 4.4 Top business objectives for mobile marketing

What are your TOP BUSINESS OBJECTIVES for mobile marketing in the next 12 months?

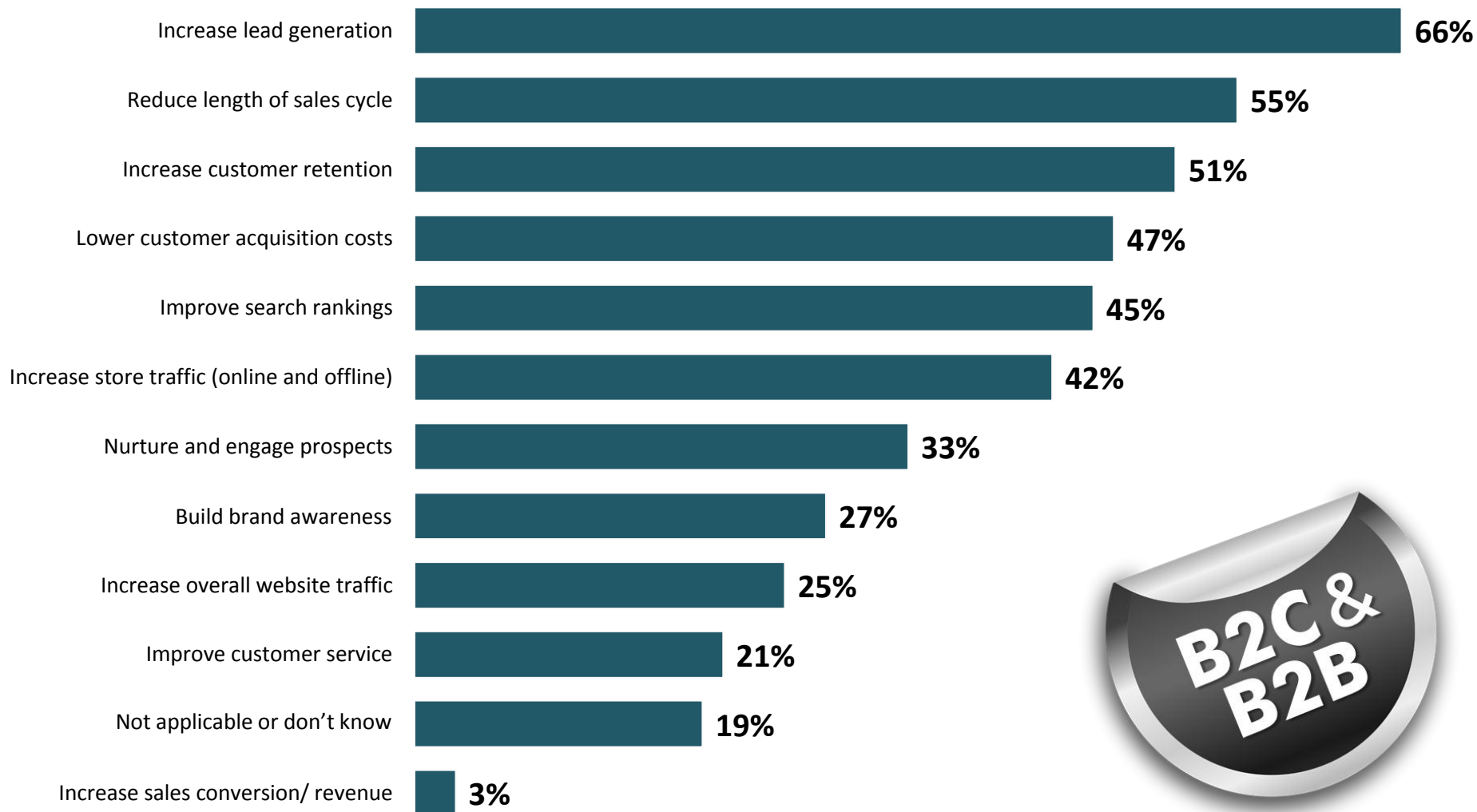




Chart 4.5 Top business objectives for mobile marketing

What are your TOP BUSINESS OBJECTIVES for mobile marketing in the next 12 months? (By company size)

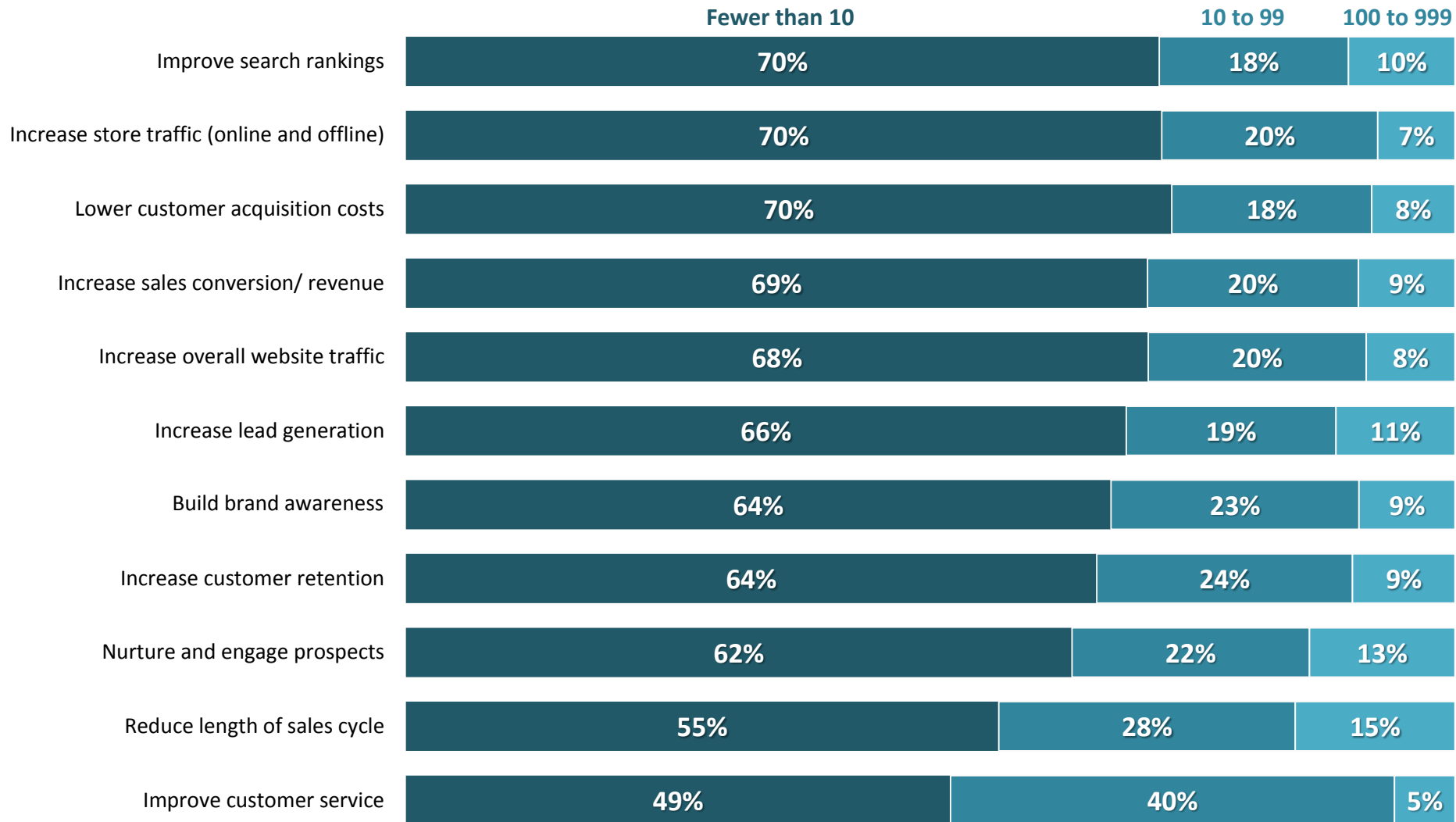




Chart 4.6 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

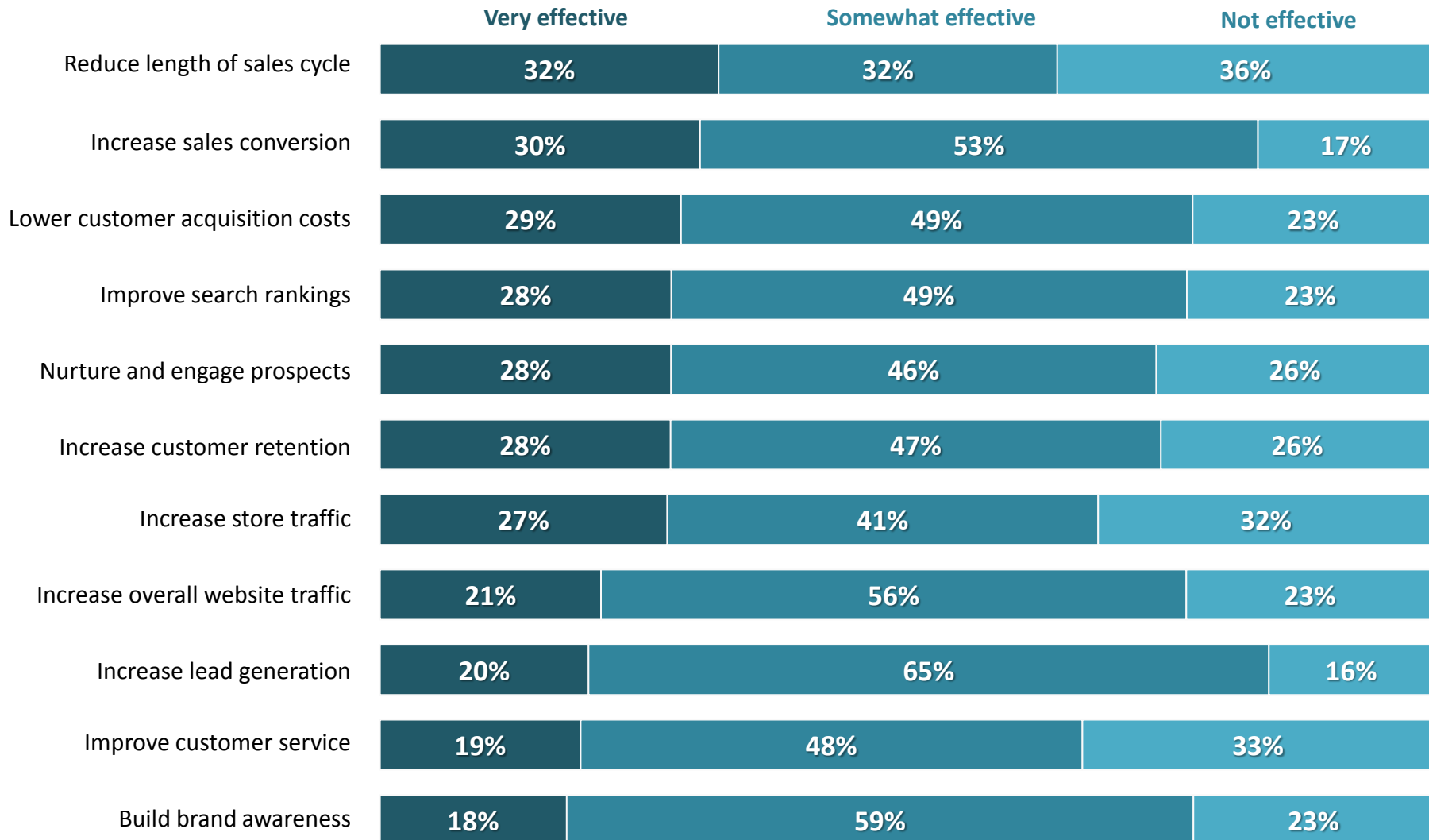




Chart 4.7 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

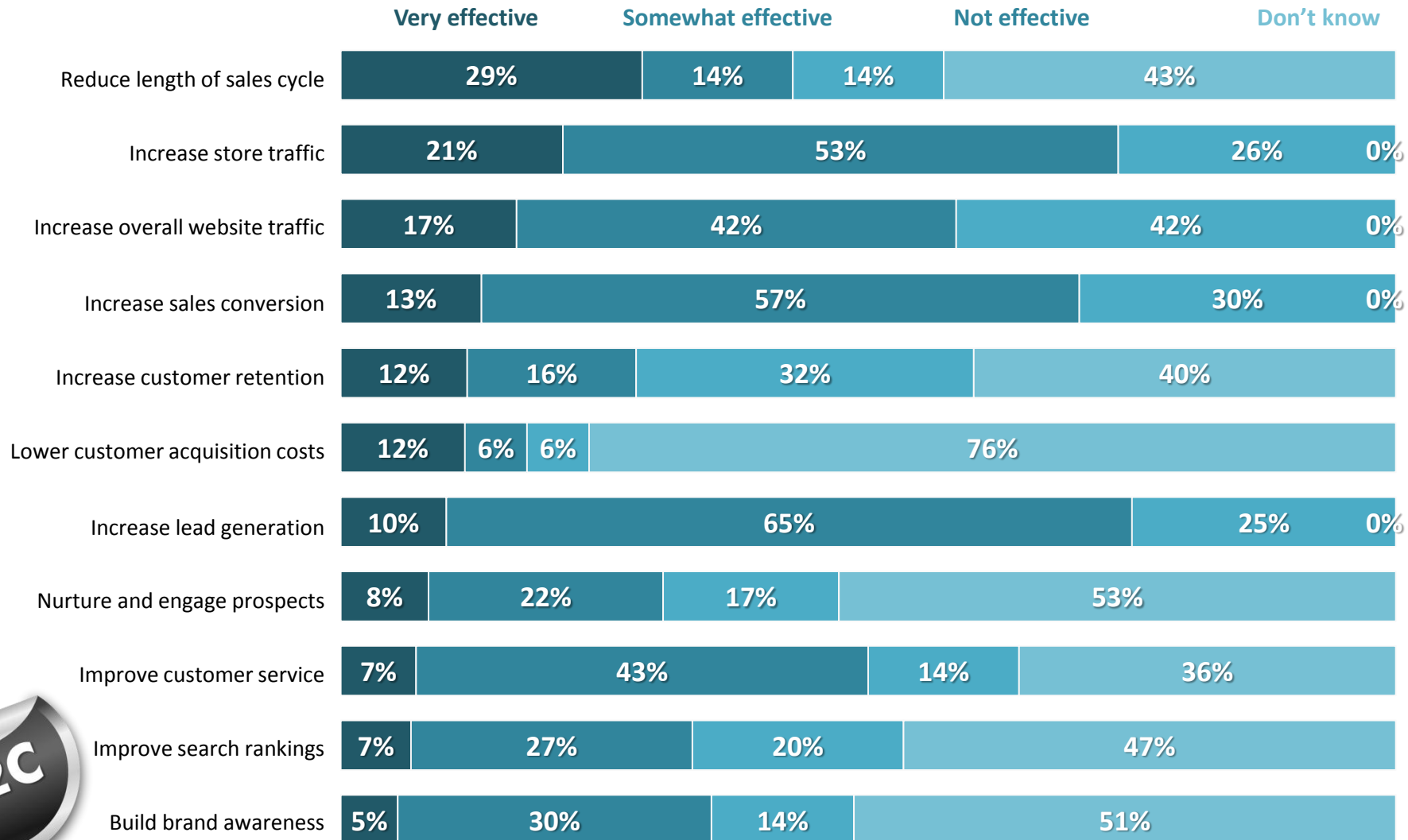




Chart 4.8 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

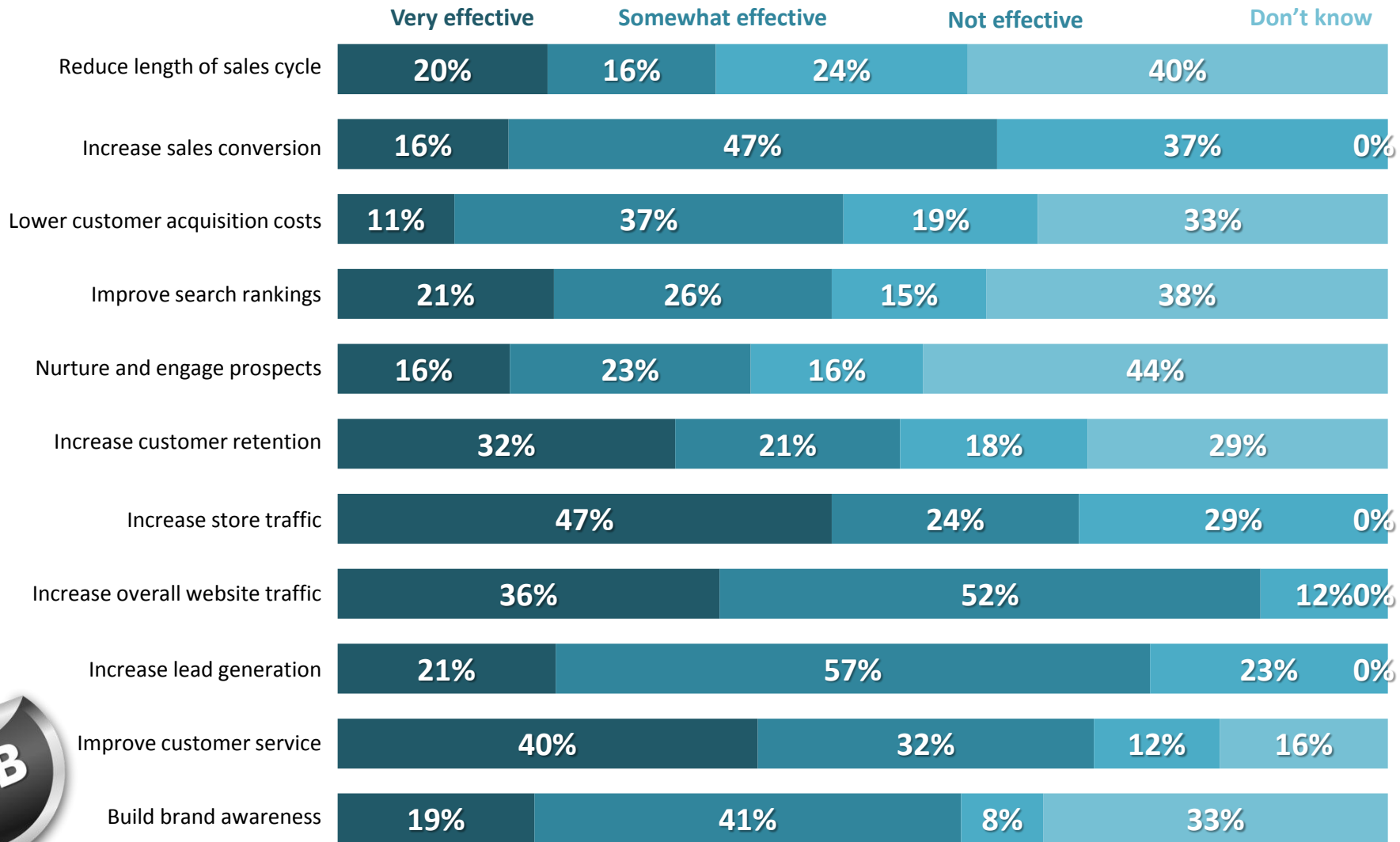




Chart 4.9 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

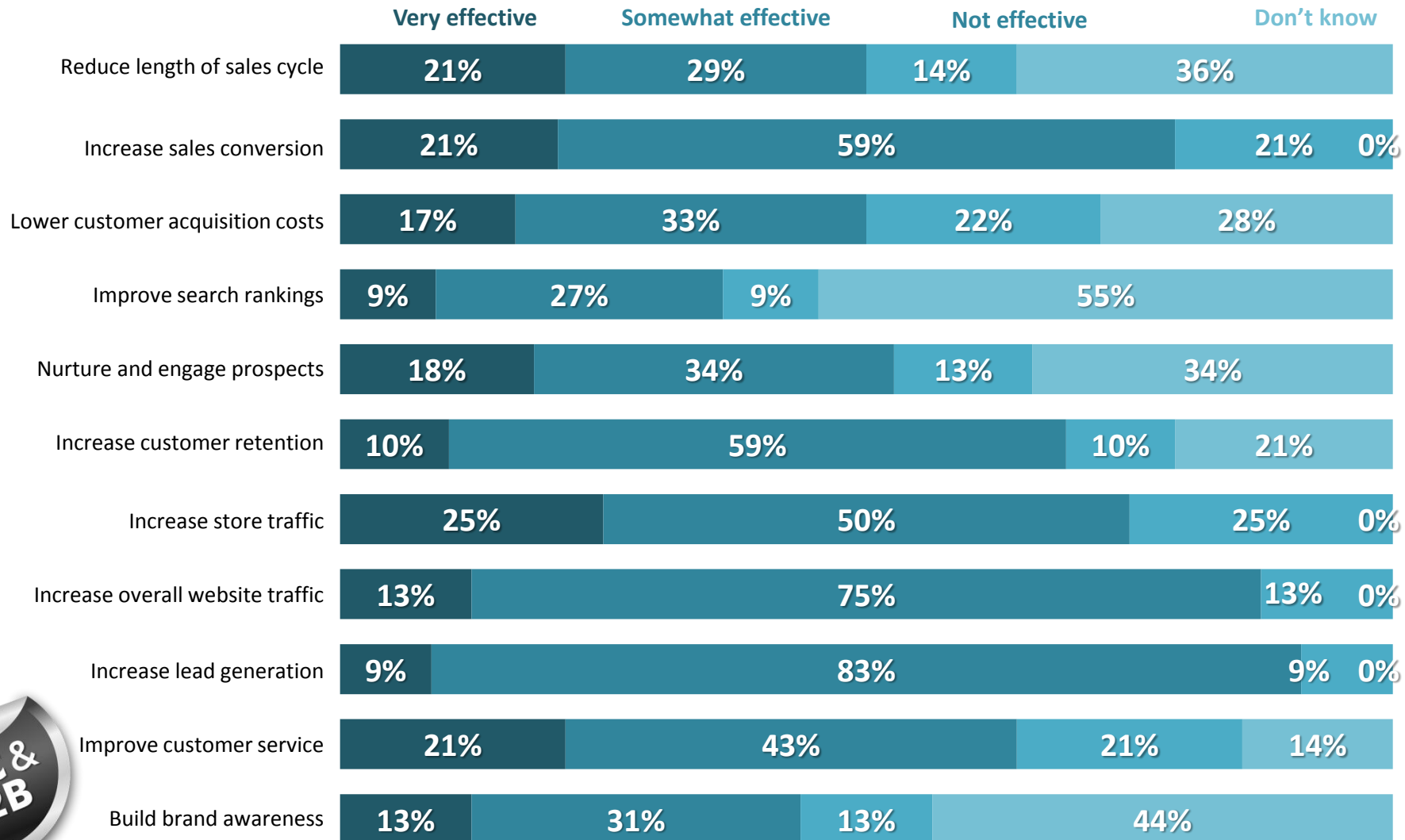




Chart 4.10 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

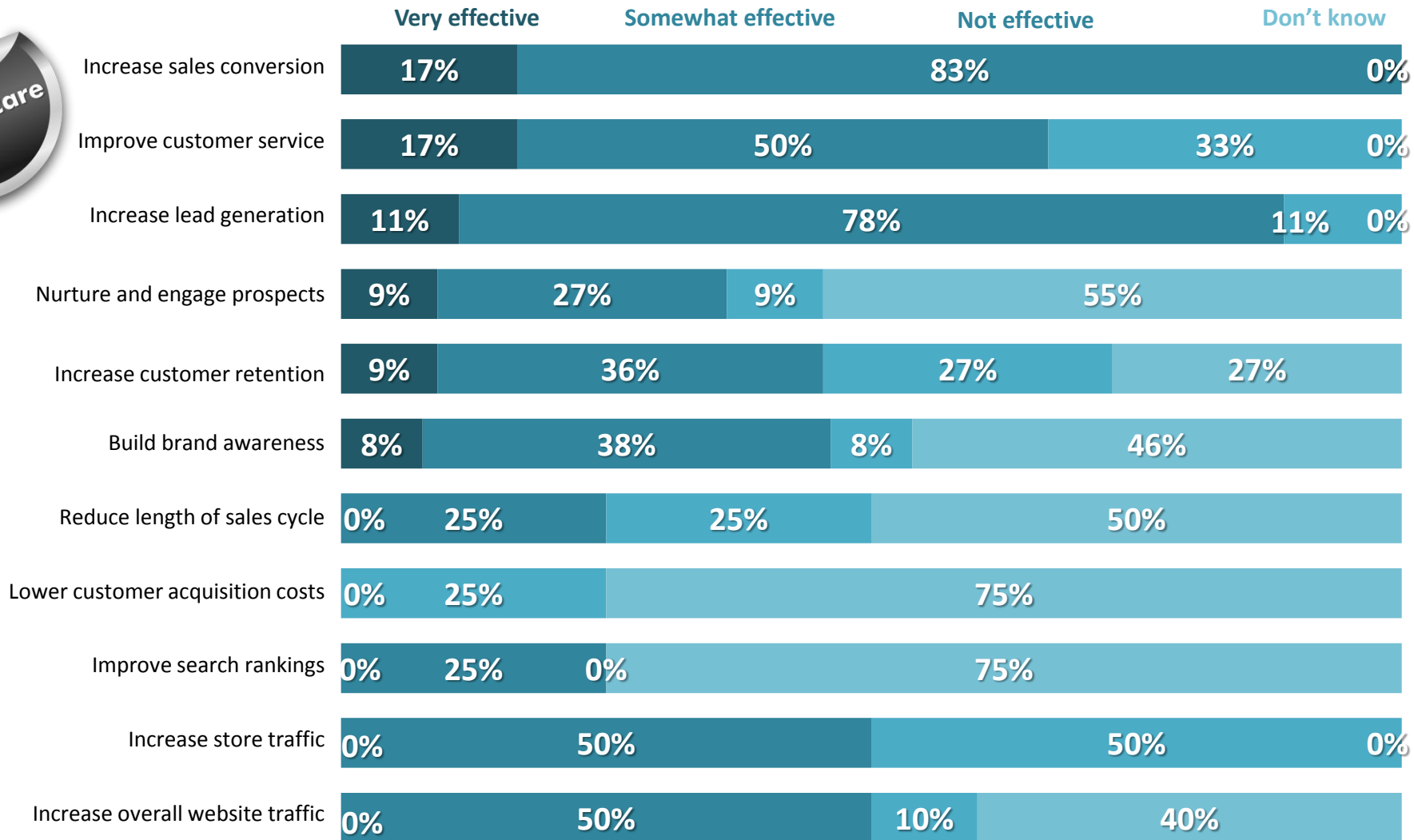




Chart 4.11 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

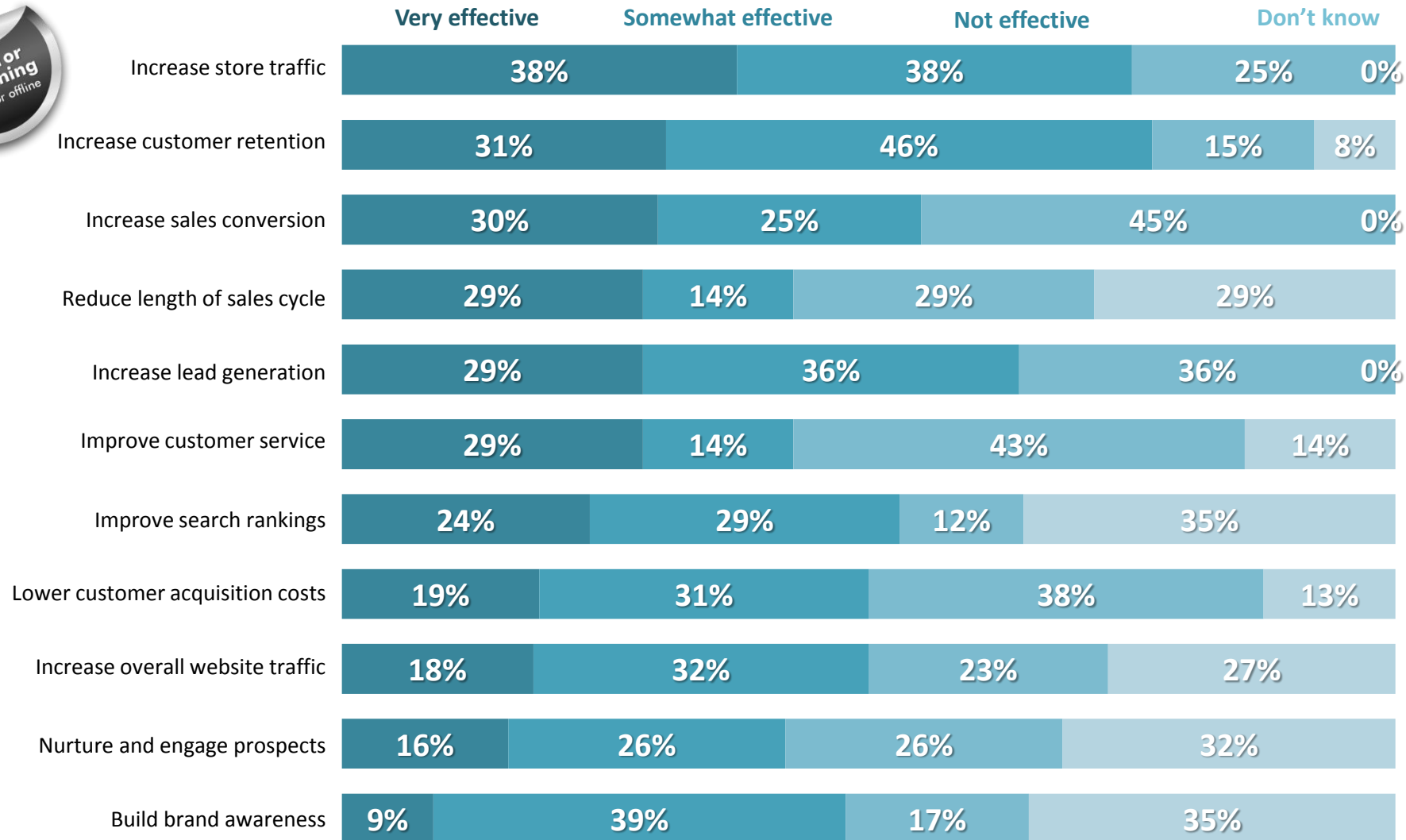




Chart 4.12 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

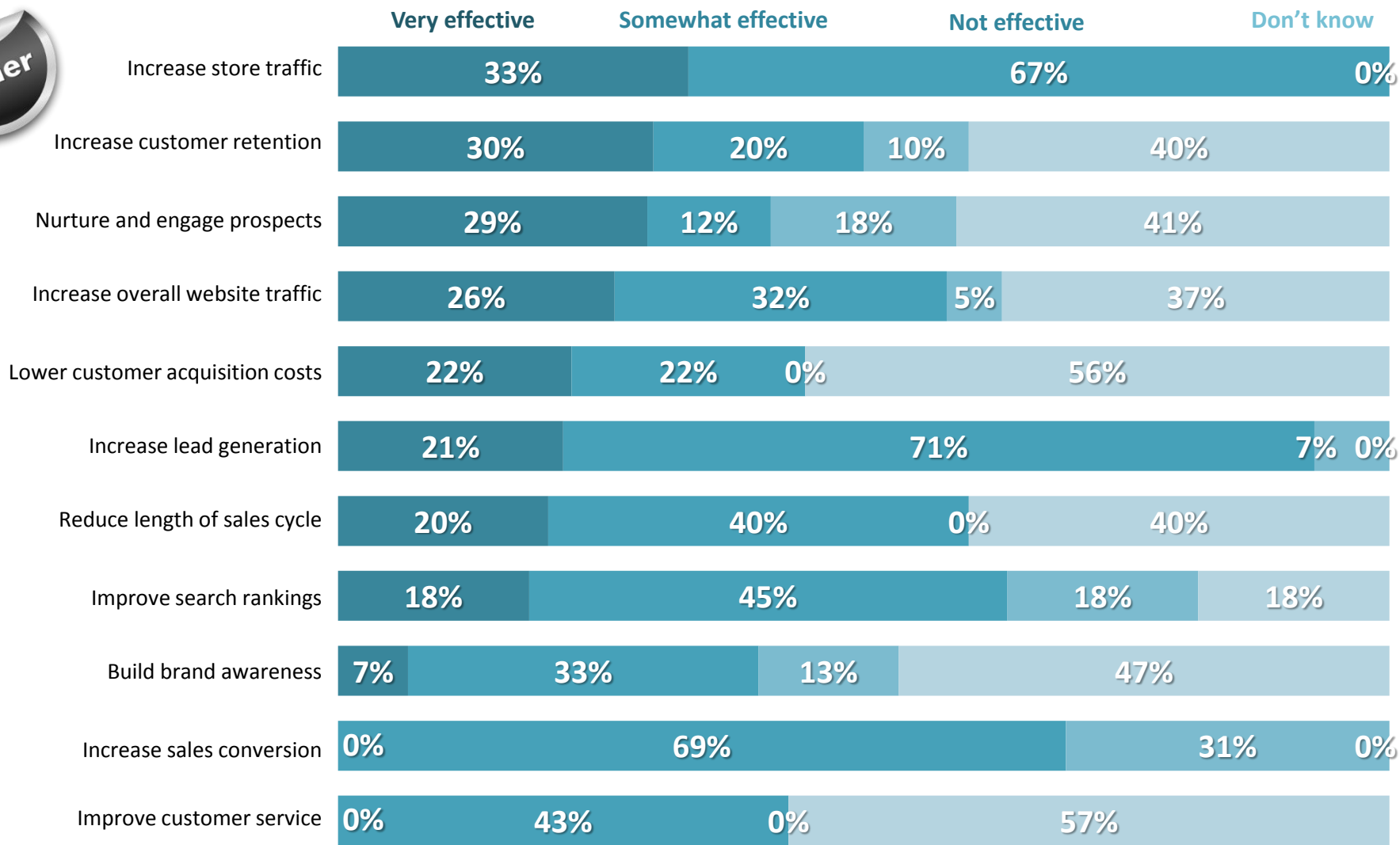




Chart 4.13 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

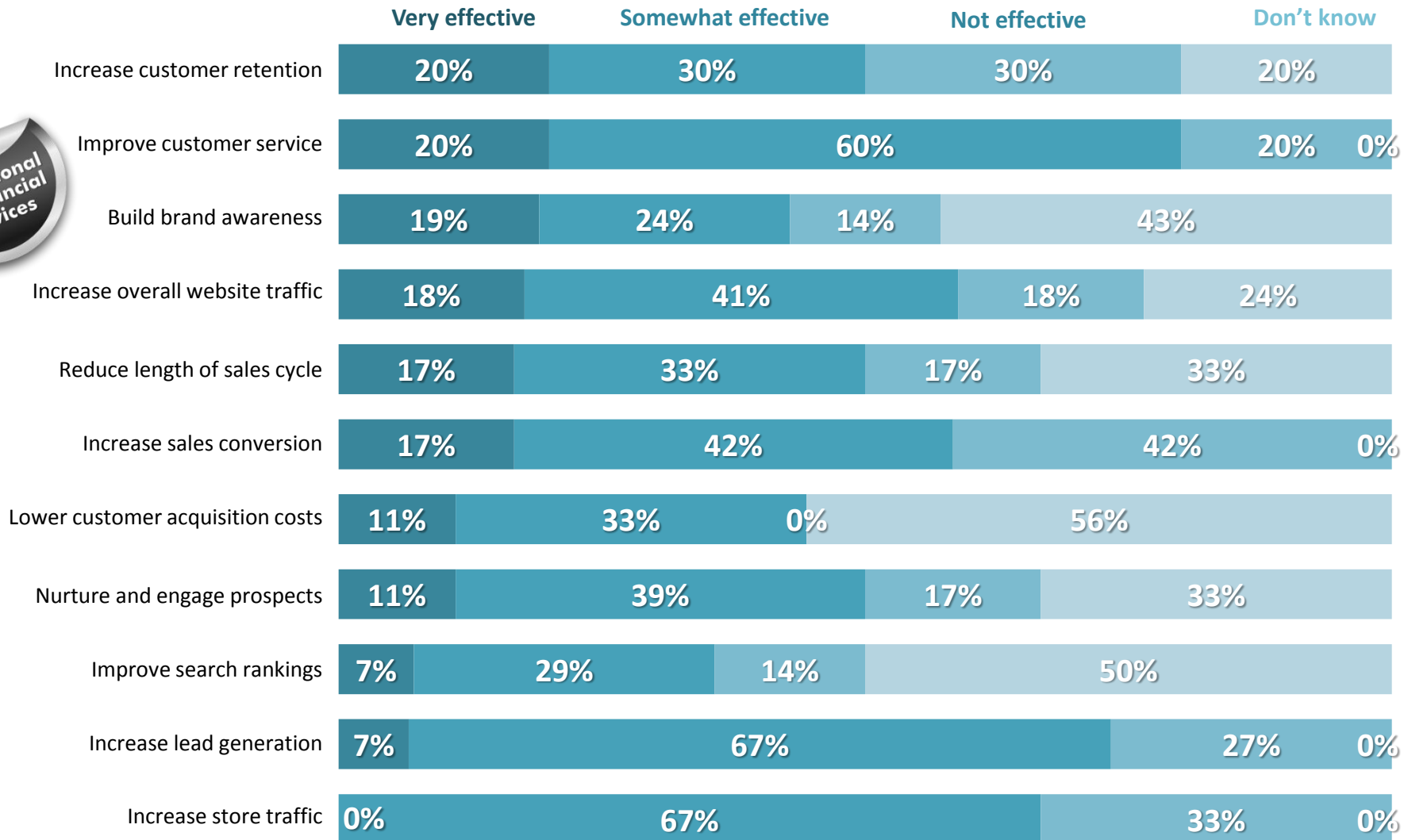




Chart 4.14 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

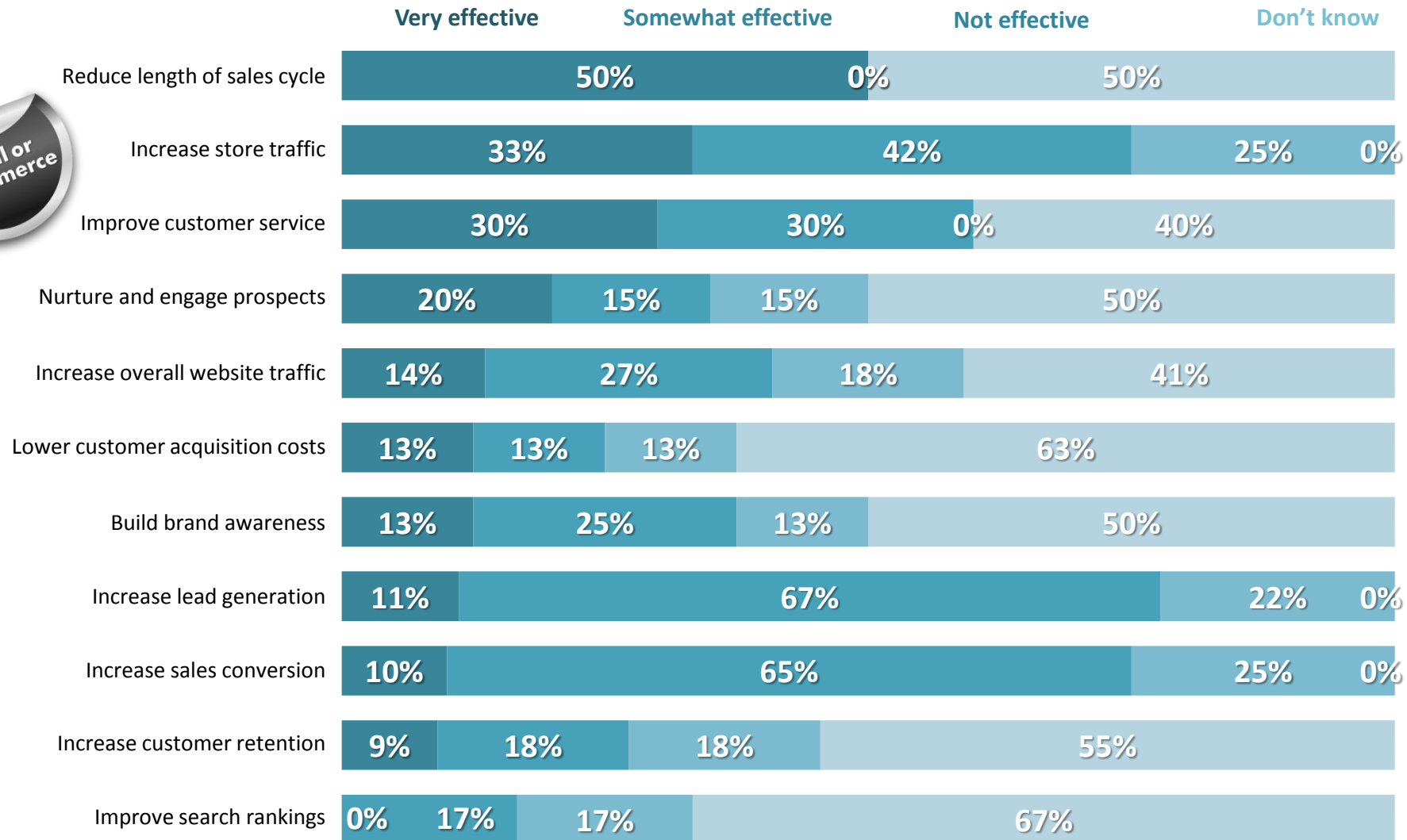




Chart 4.15 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

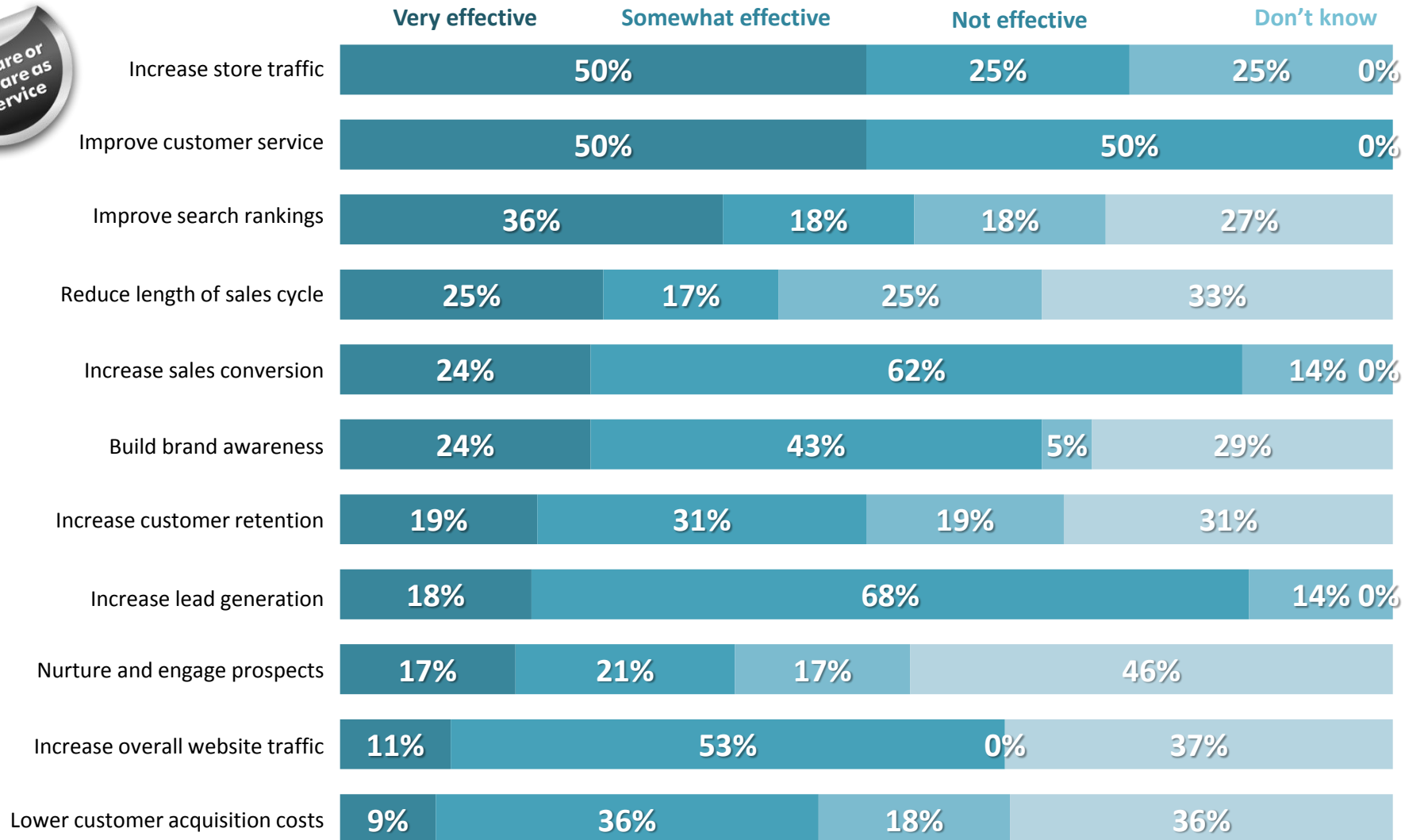




Chart 4.16 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

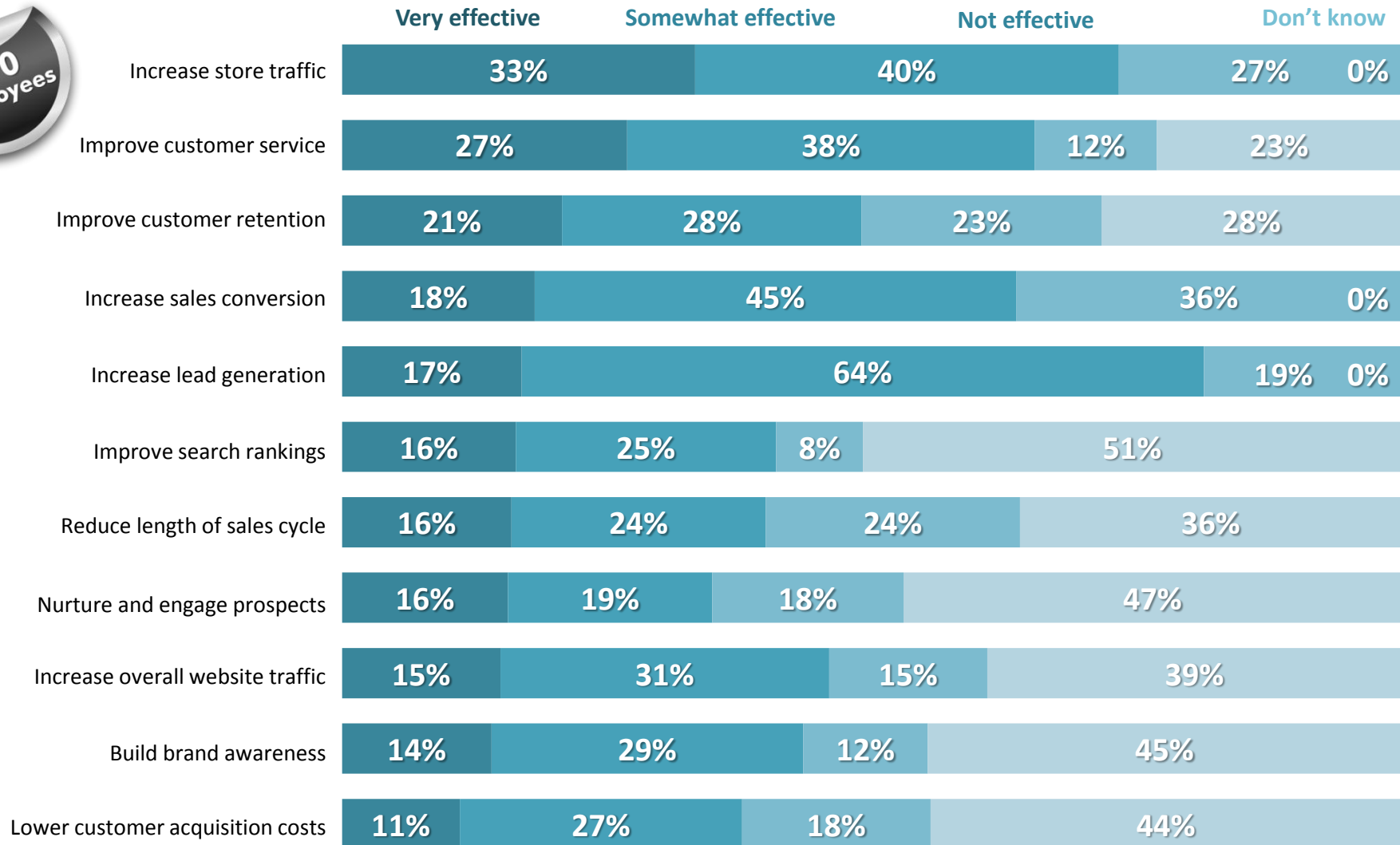




Chart 4.17 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

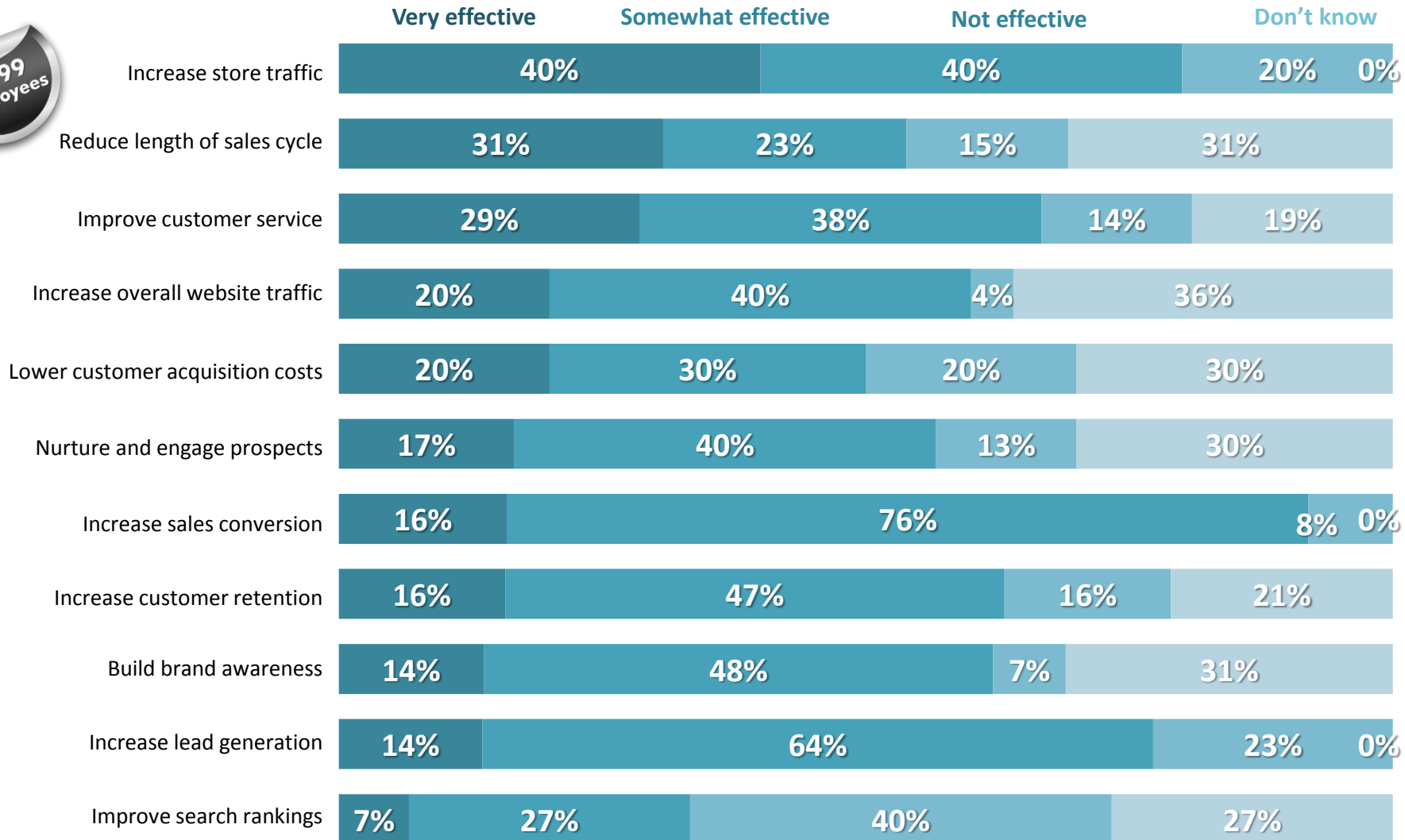




Chart 4.18 Effectiveness of mobile achieving marketing objectives

How EFFECTIVE is mobile marketing at achieving the following business objectives for your organization?

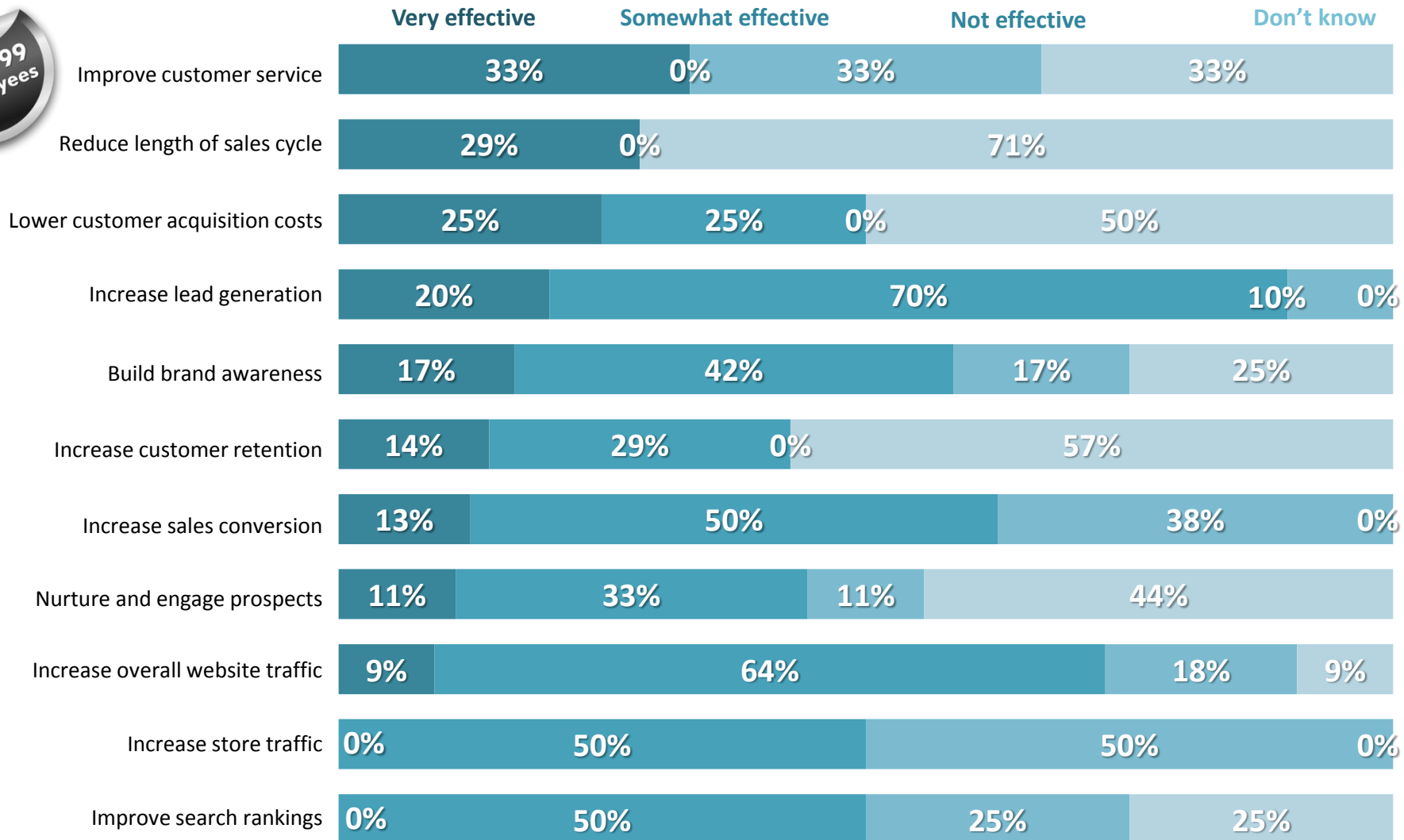




Chart 4.19 Difficulty in achieving marketing objectives

Please indicate the degree of DIFFICULTY involved in achieving the following mobile marketing objectives:

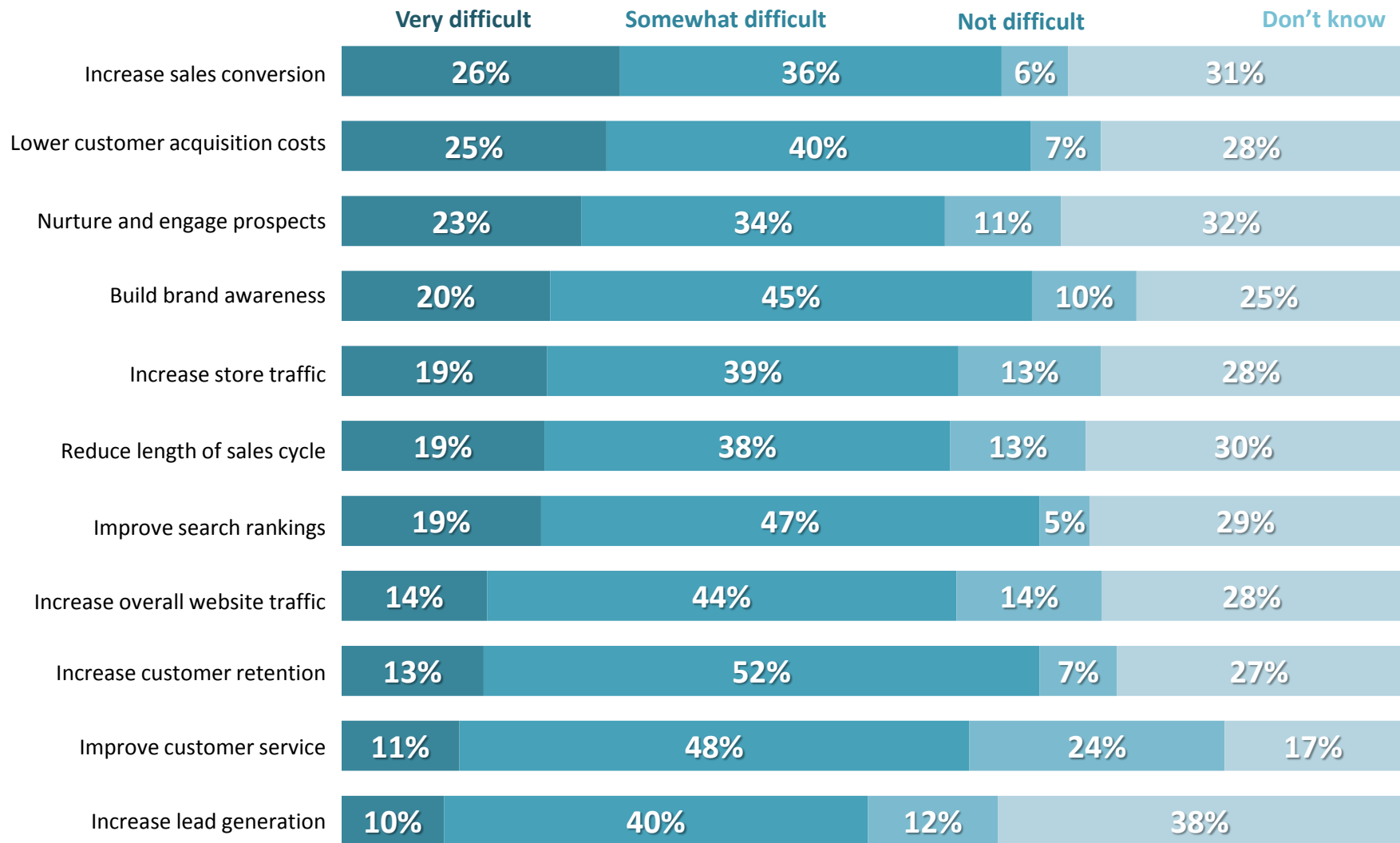




Chart 4.20 Difficulty in achieving marketing objectives

Please indicate the degree of DIFFICULTY involved in achieving the following mobile marketing objectives:

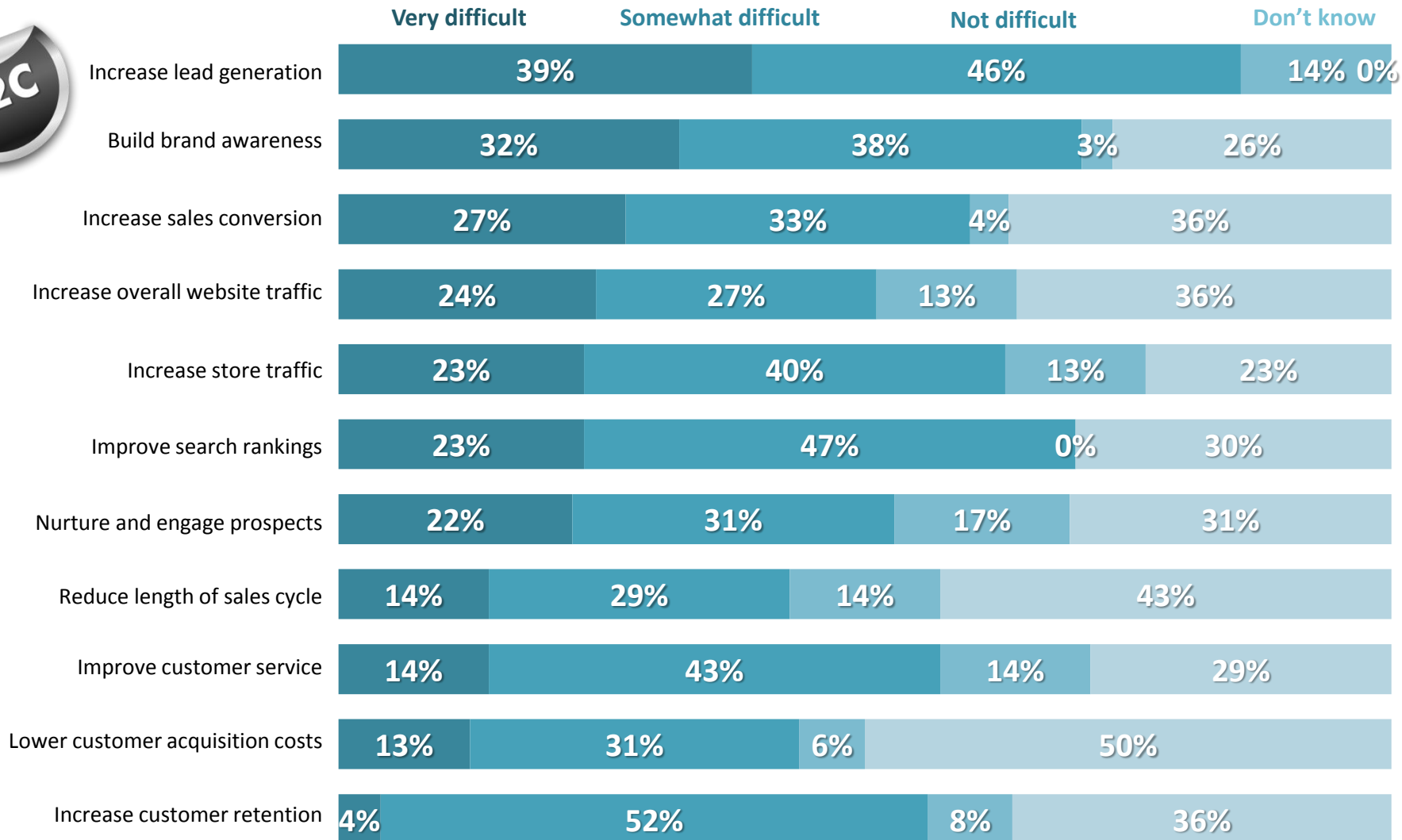




Chart 4.21 Difficulty in achieving marketing objectives

Please indicate the degree of DIFFICULTY involved in achieving the following mobile marketing objectives:

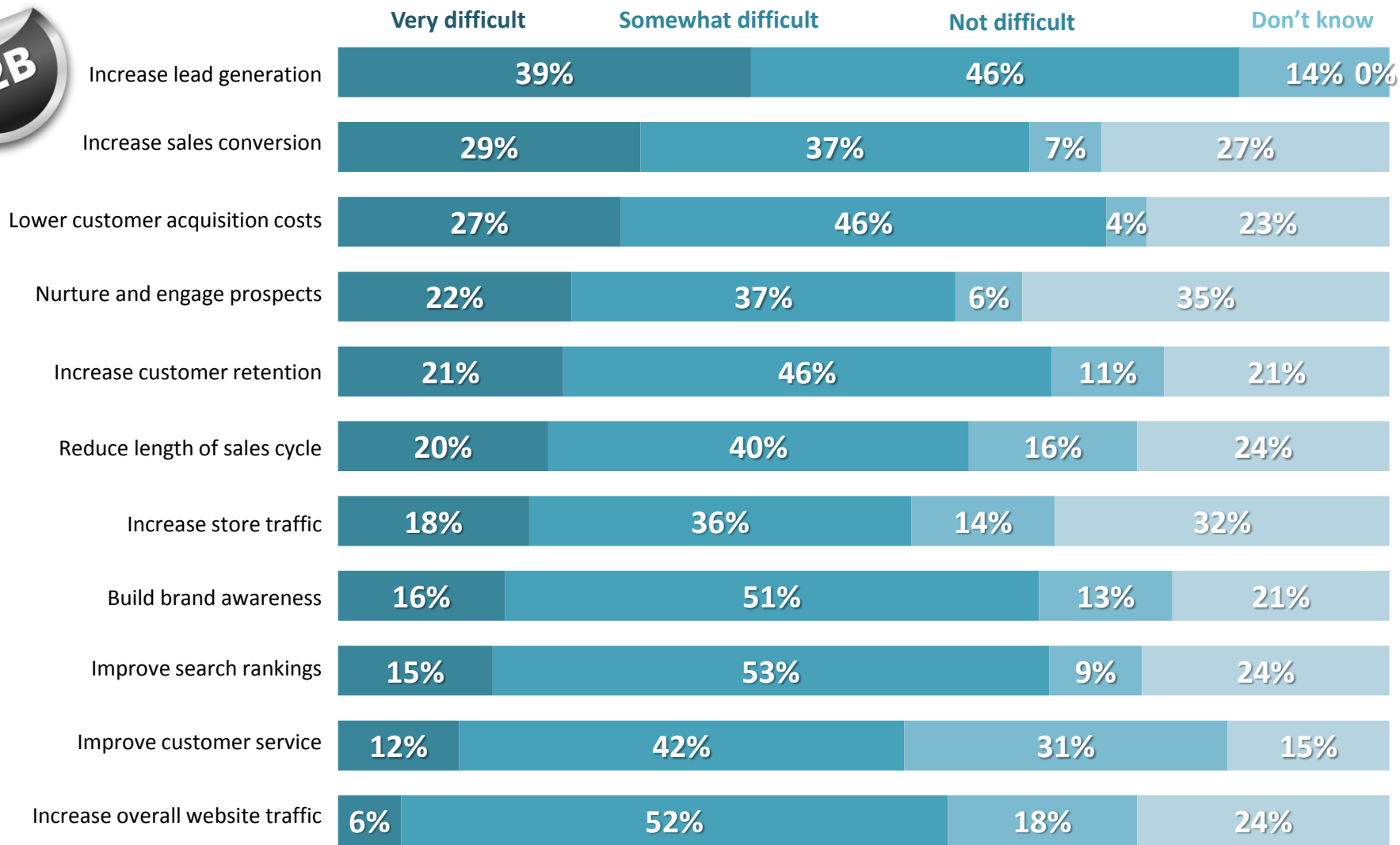




Chart 4.22 Difficulty in achieving marketing objectives

Please indicate the degree of DIFFICULTY involved in achieving the following mobile marketing objectives:

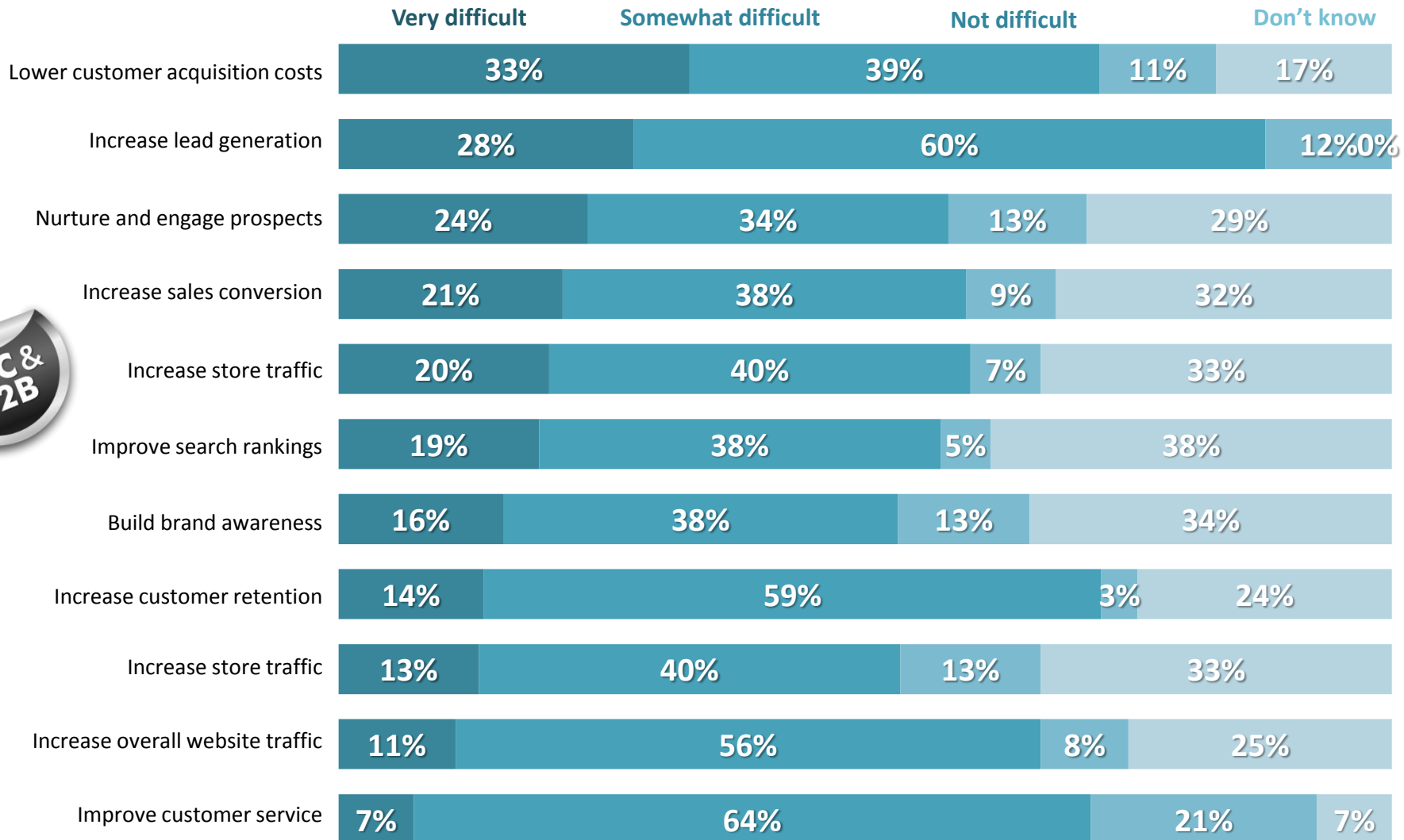




Chart 4.23 Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness of mobile tactics in achieving top business objectives

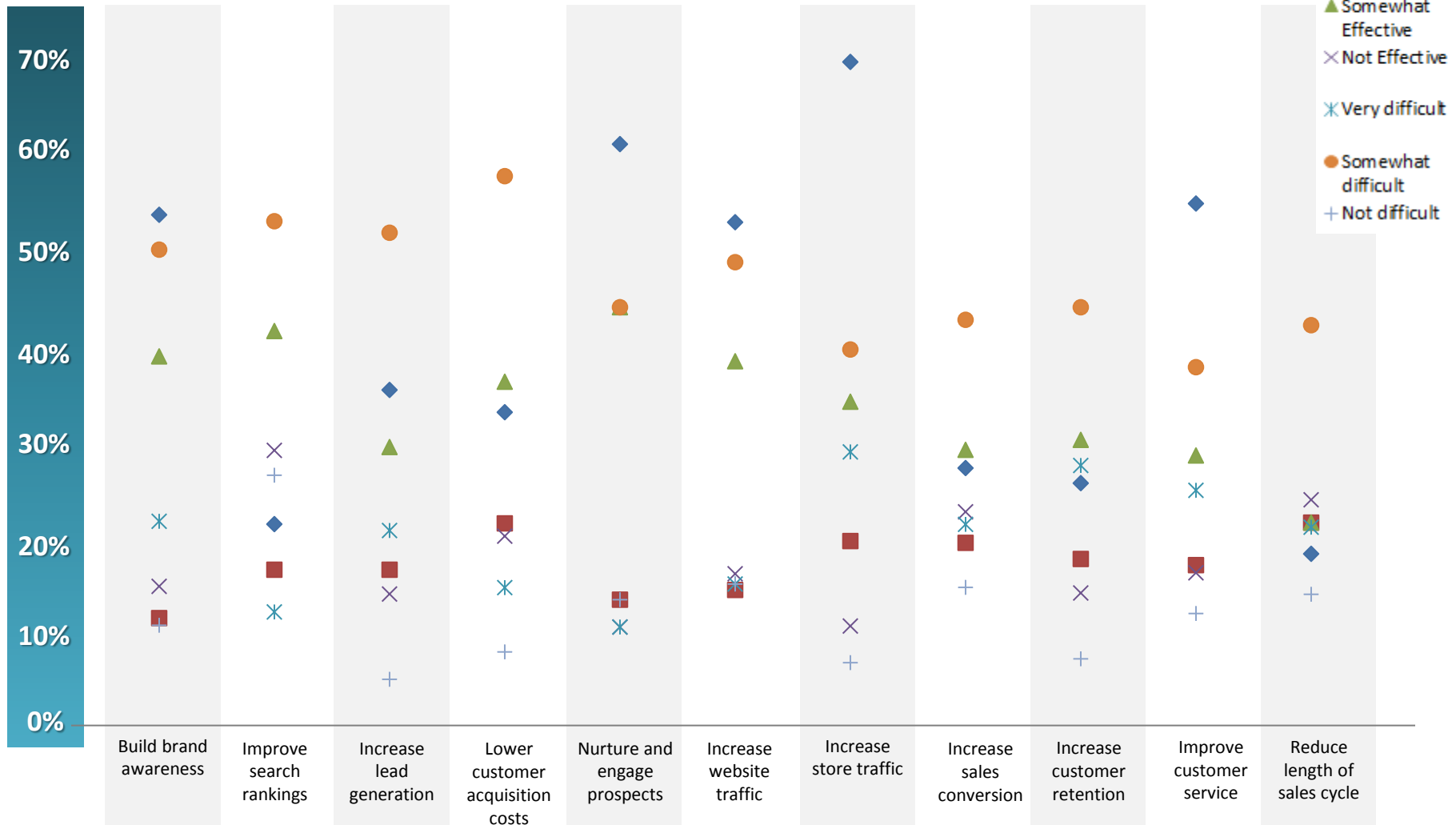




Chart 4.24 Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness of mobile tactics in achieving top business objectives

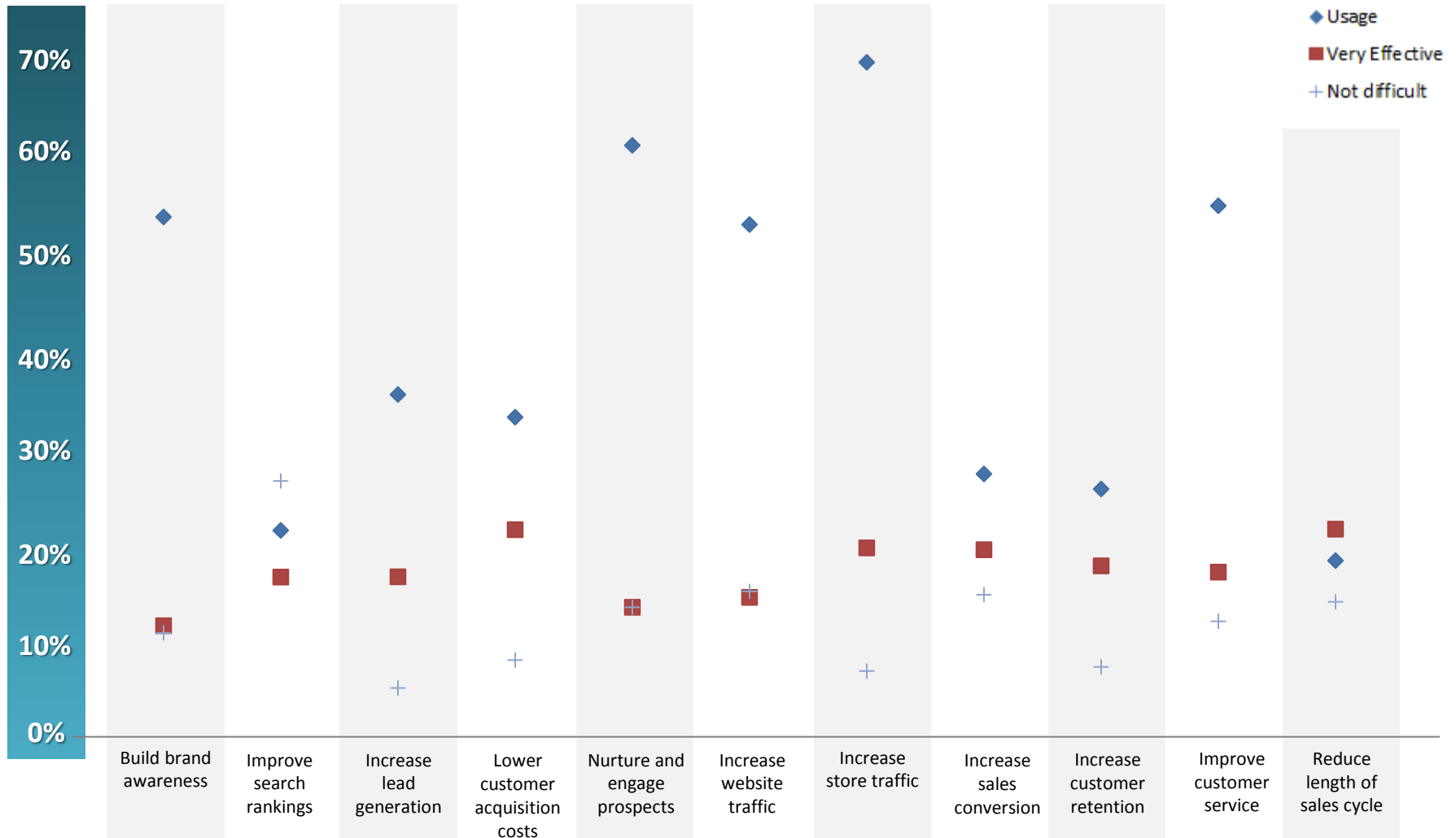




Chart 4.25 Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness of mobile tactics in achieving top business objectives

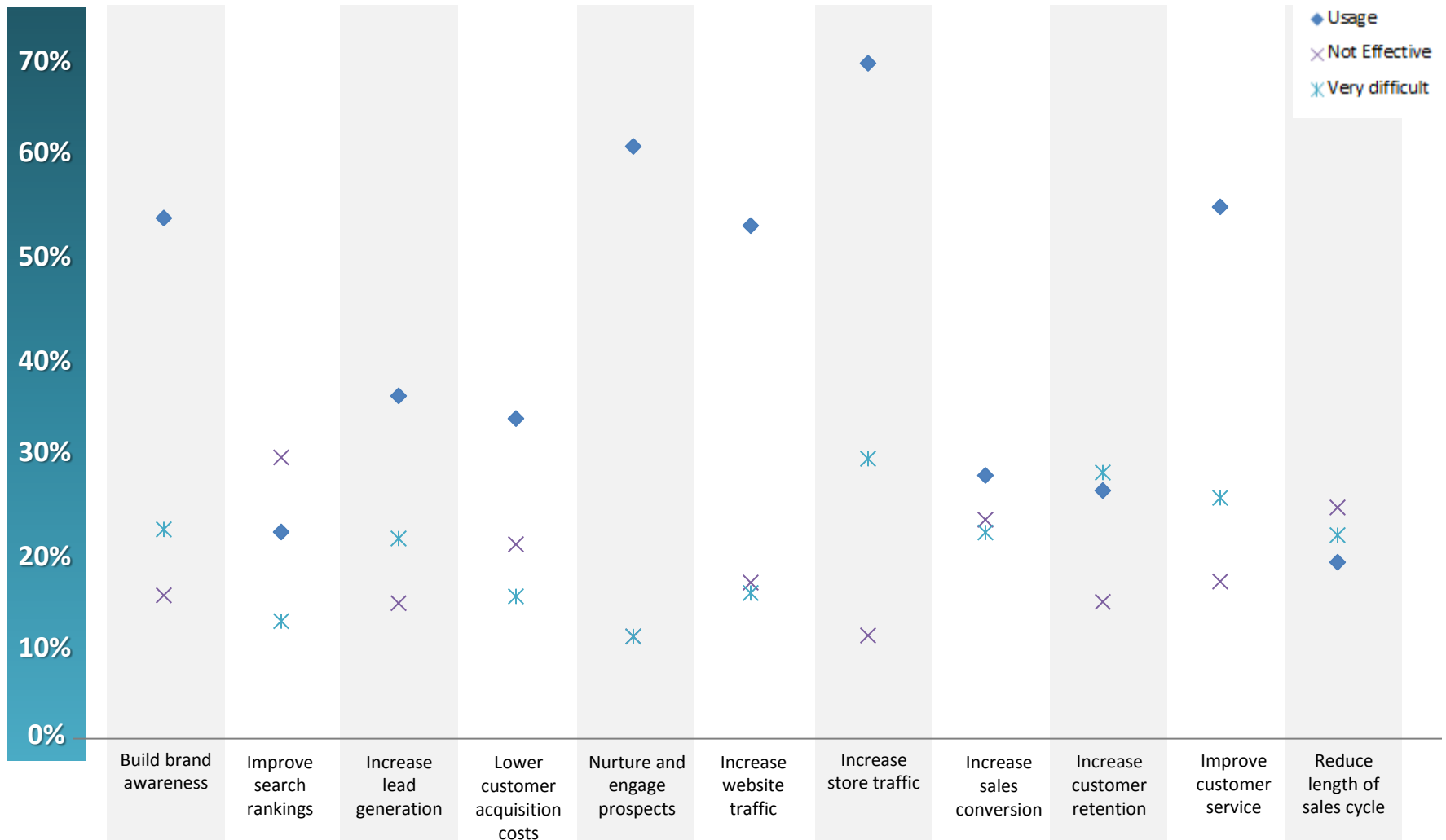




Chart 4.26 Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness of mobile tactics in achieving top business objectives

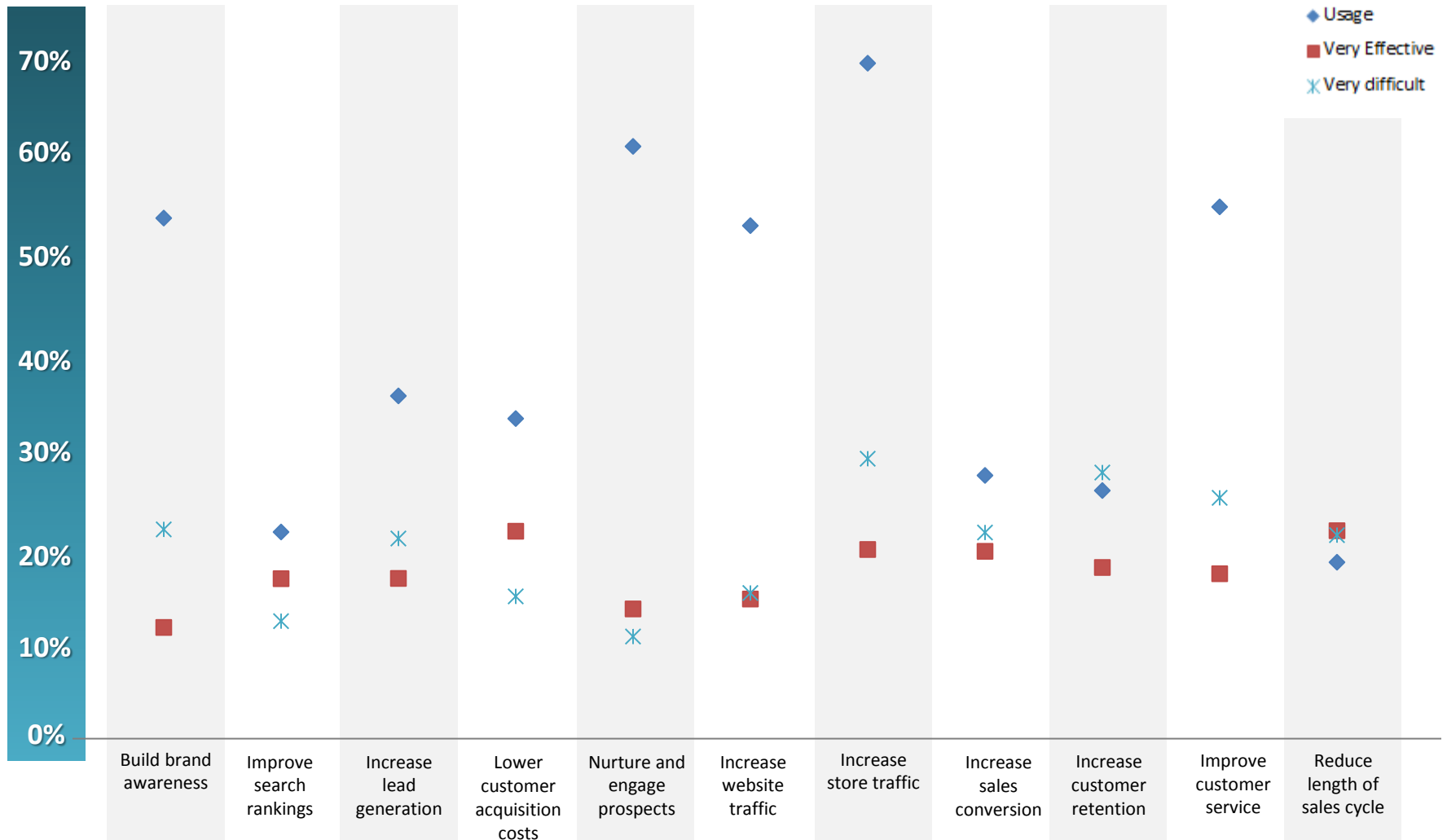




Chart 4.27 Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs?

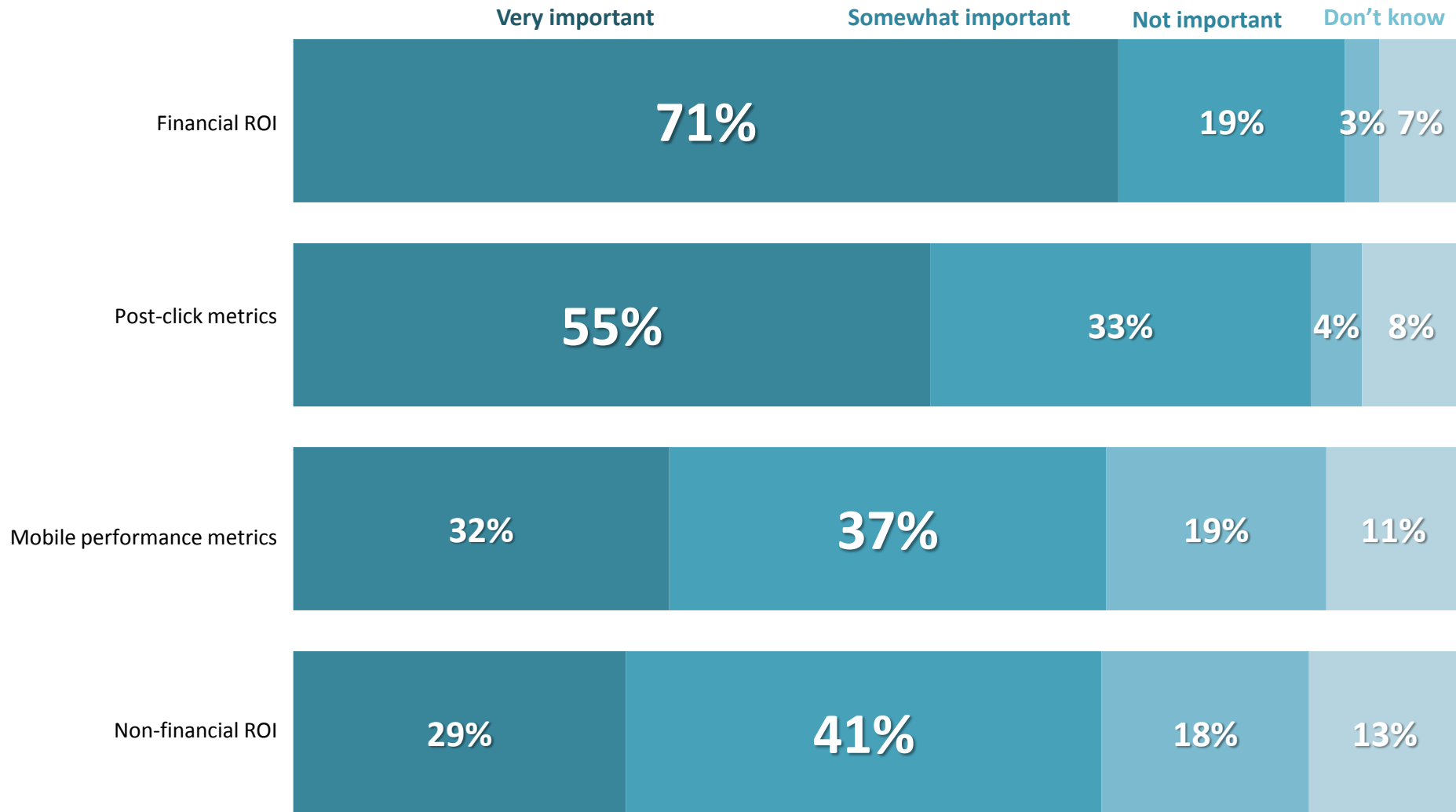




Chart 4.28 Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs?

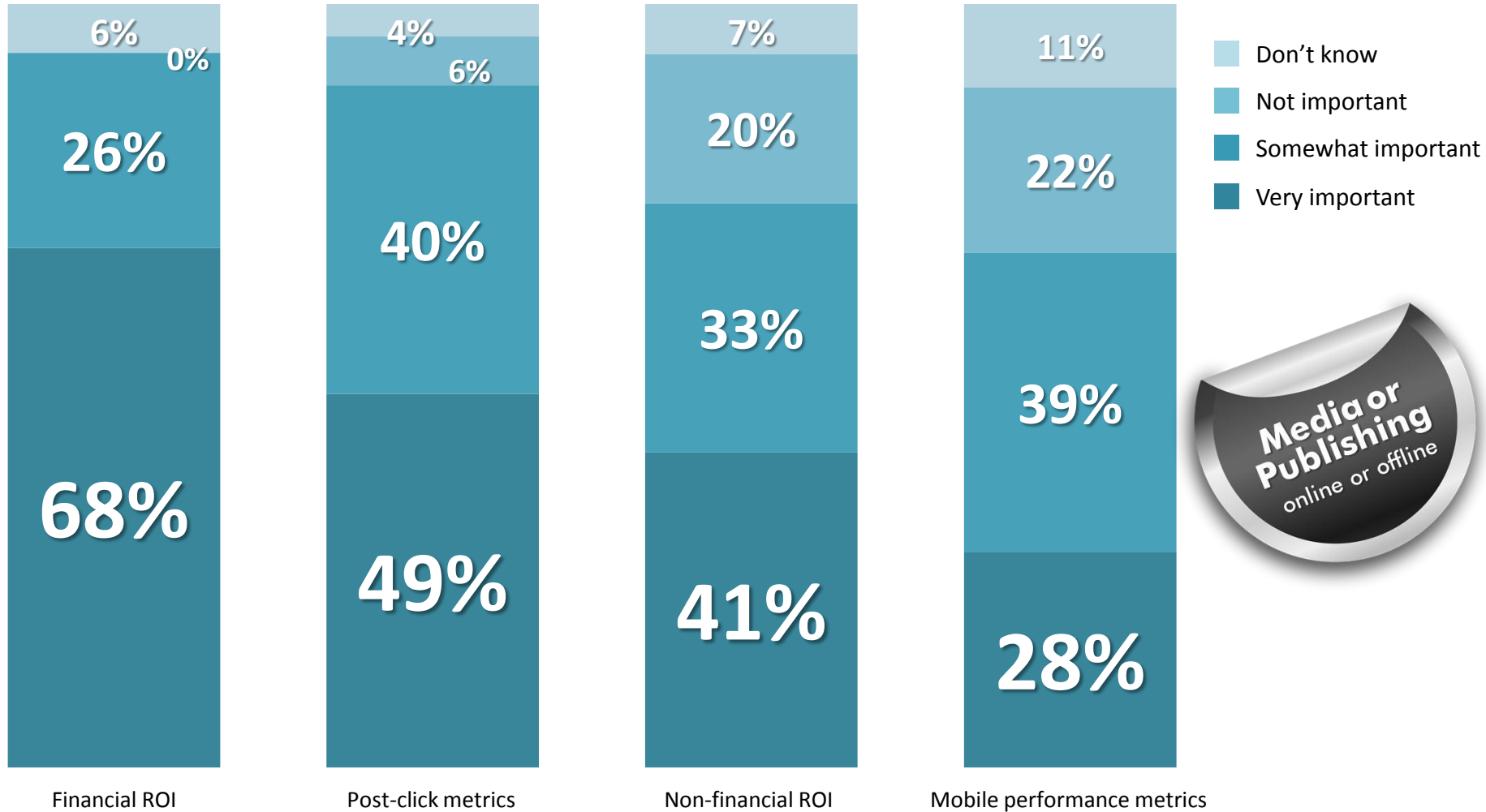




Chart 4.29 Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs?

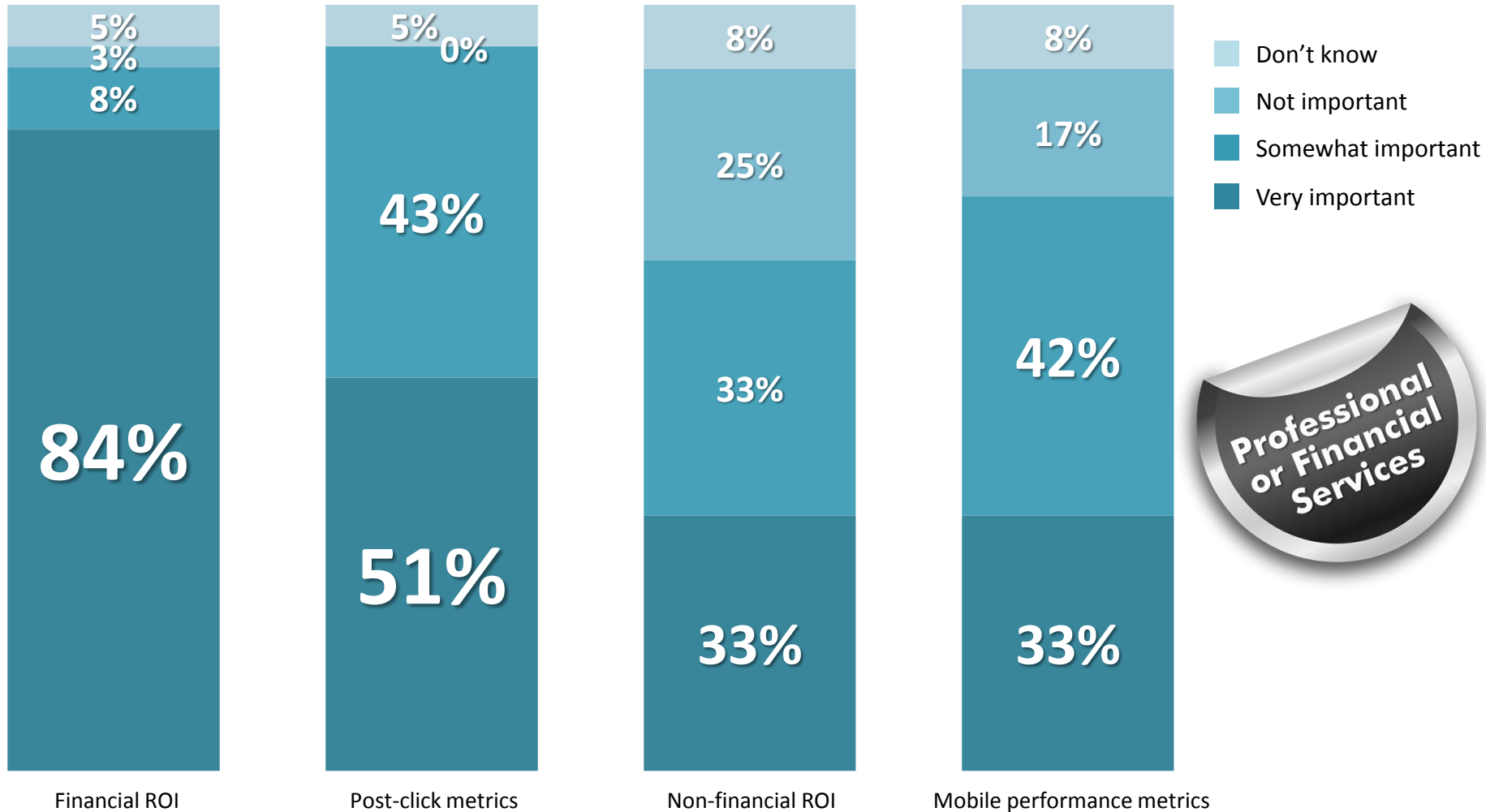




Chart 4.30 Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs?

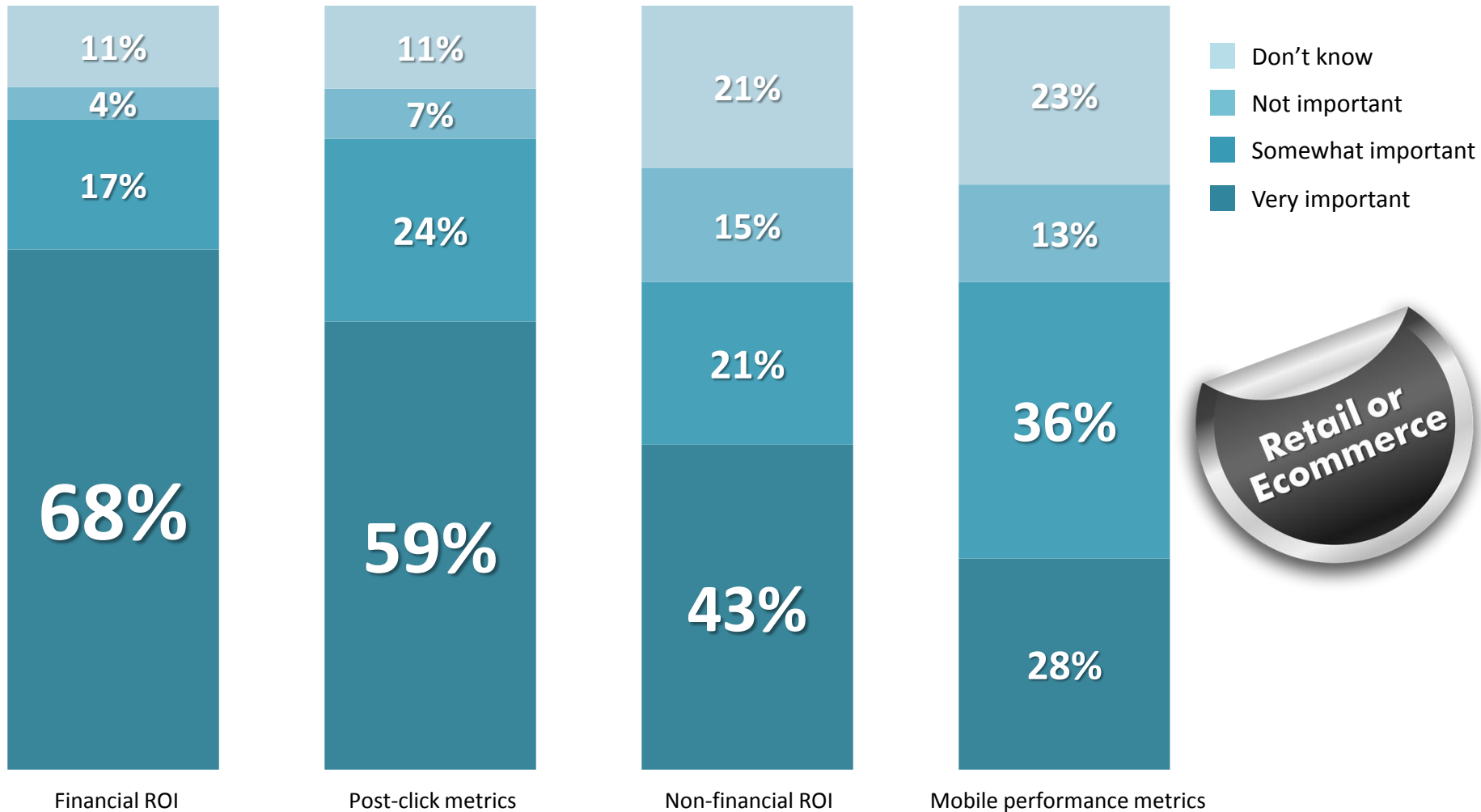




Chart 4.31 Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs?

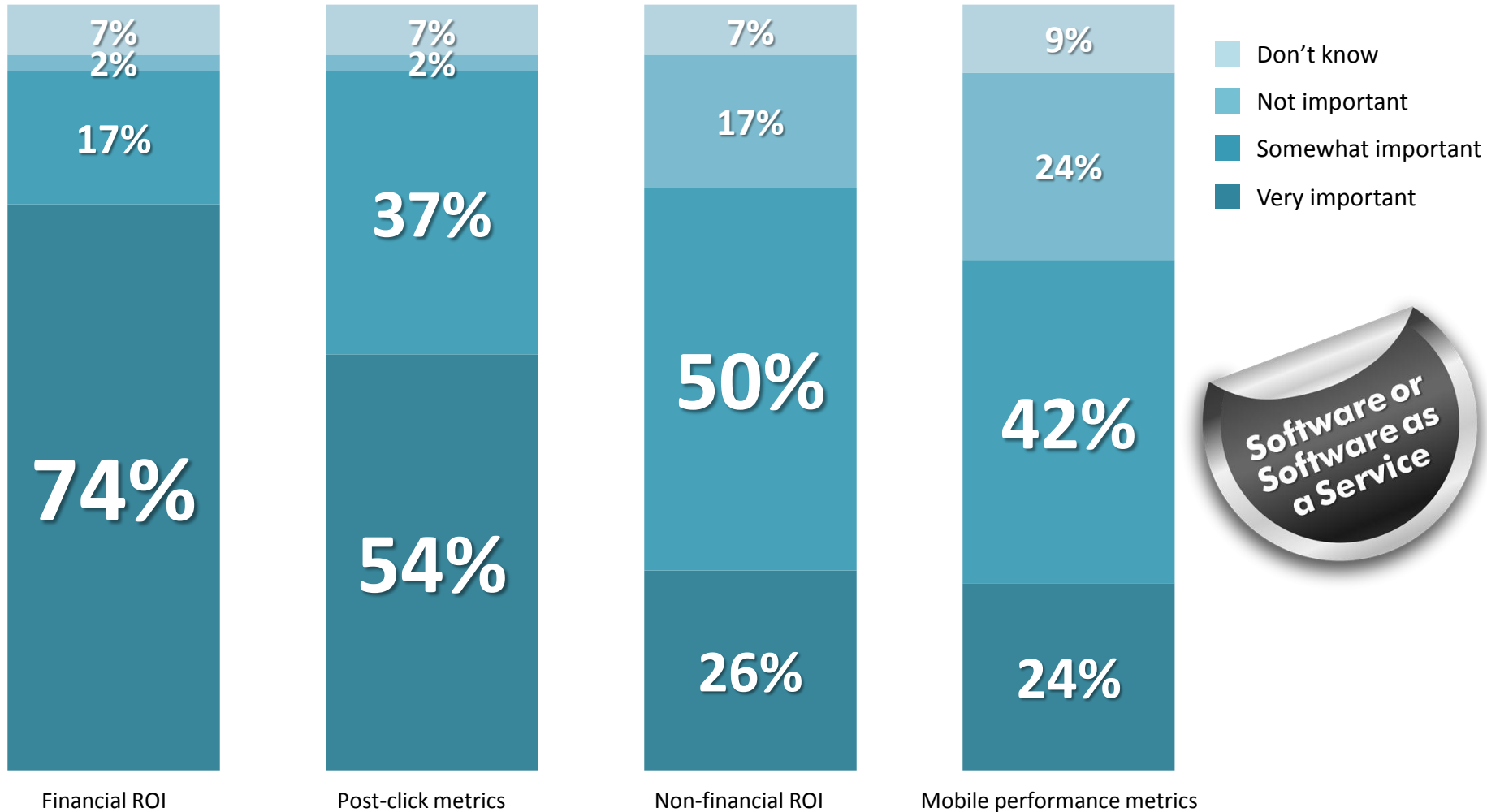




Chart 4.32 Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs?

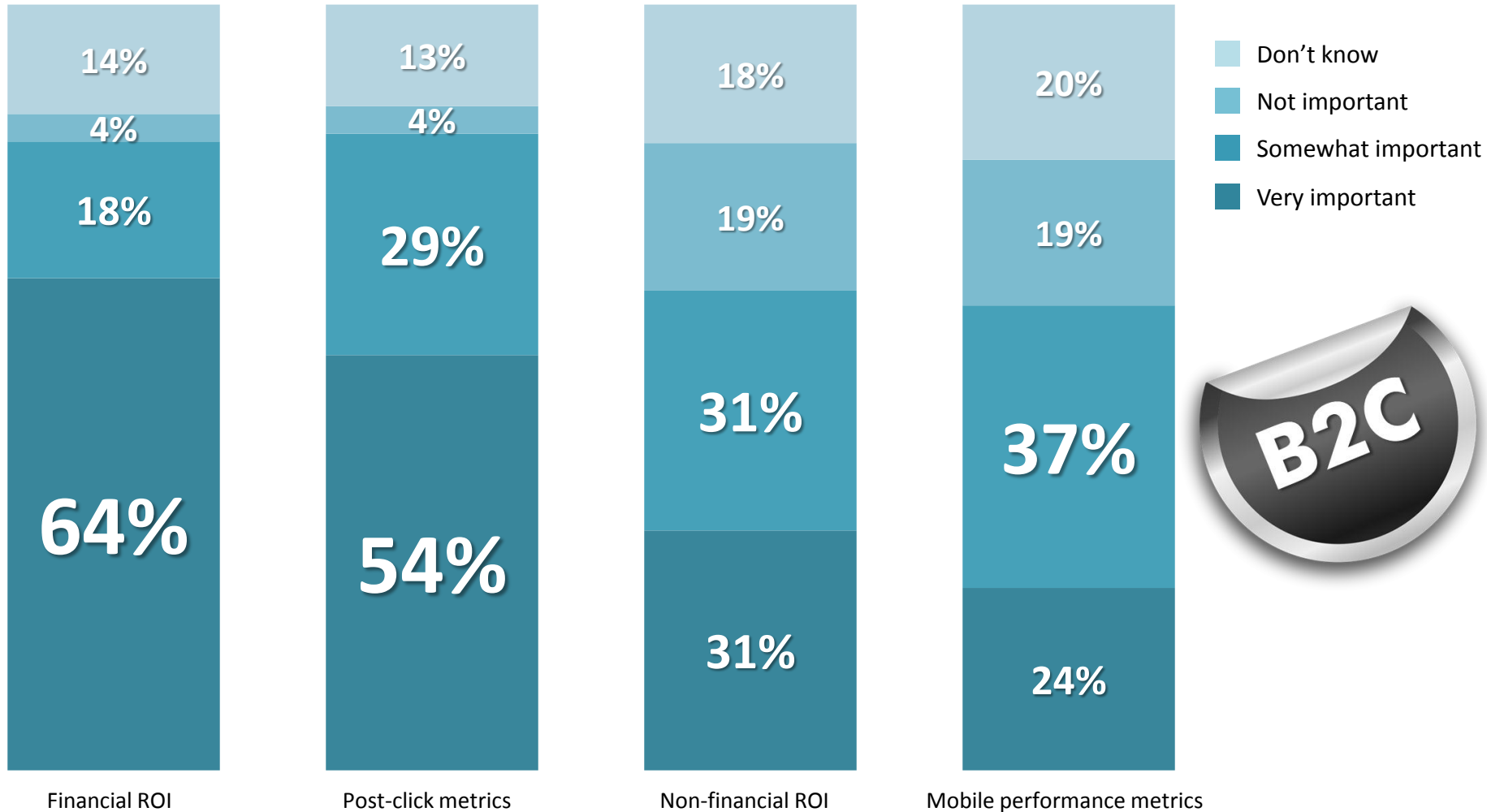




Chart 4.33 Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs?

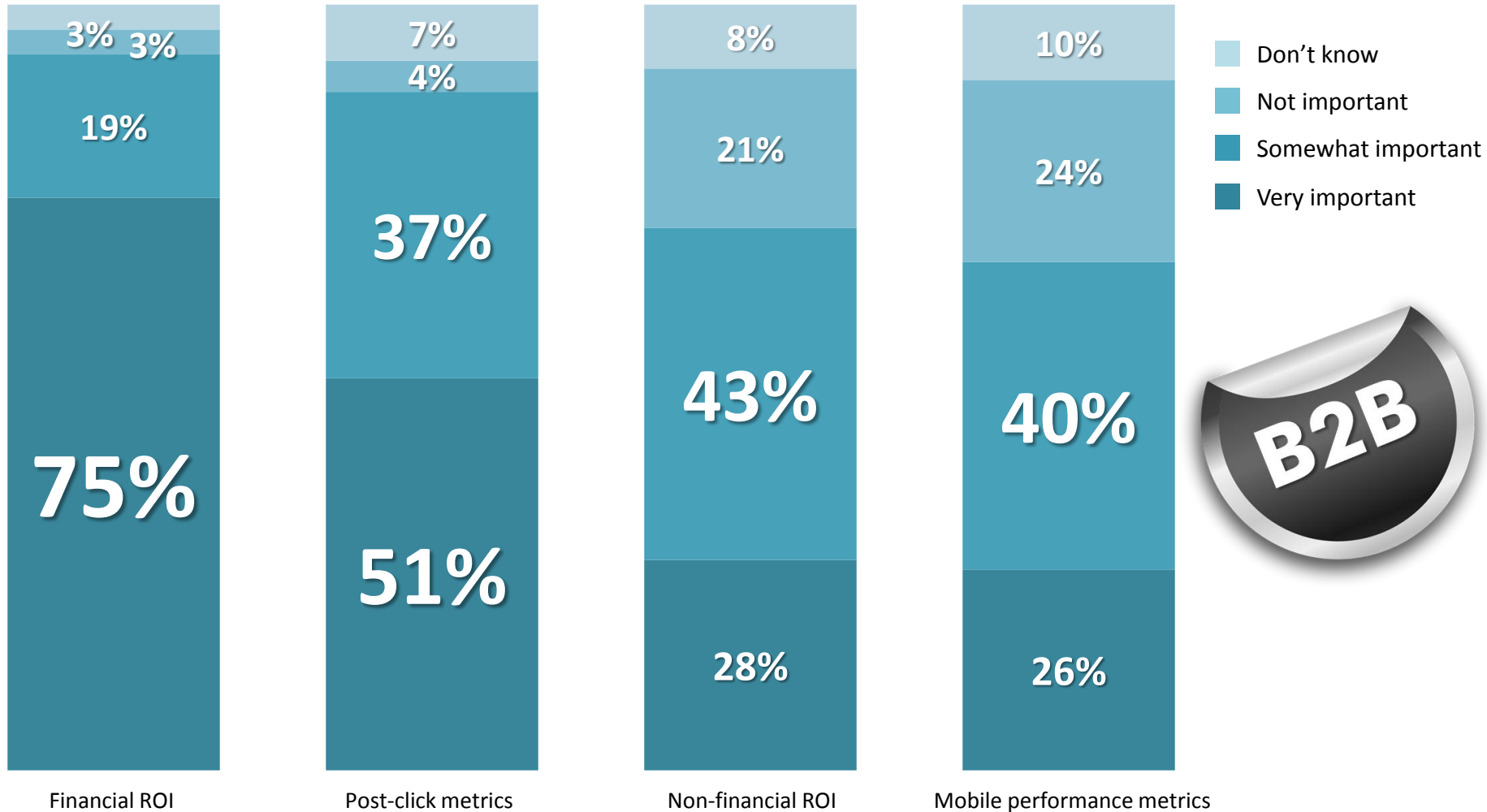




Chart 4.34 Importance of mobile marketing metrics

How important are these factors in determining and communicating the value of mobile marketing programs?

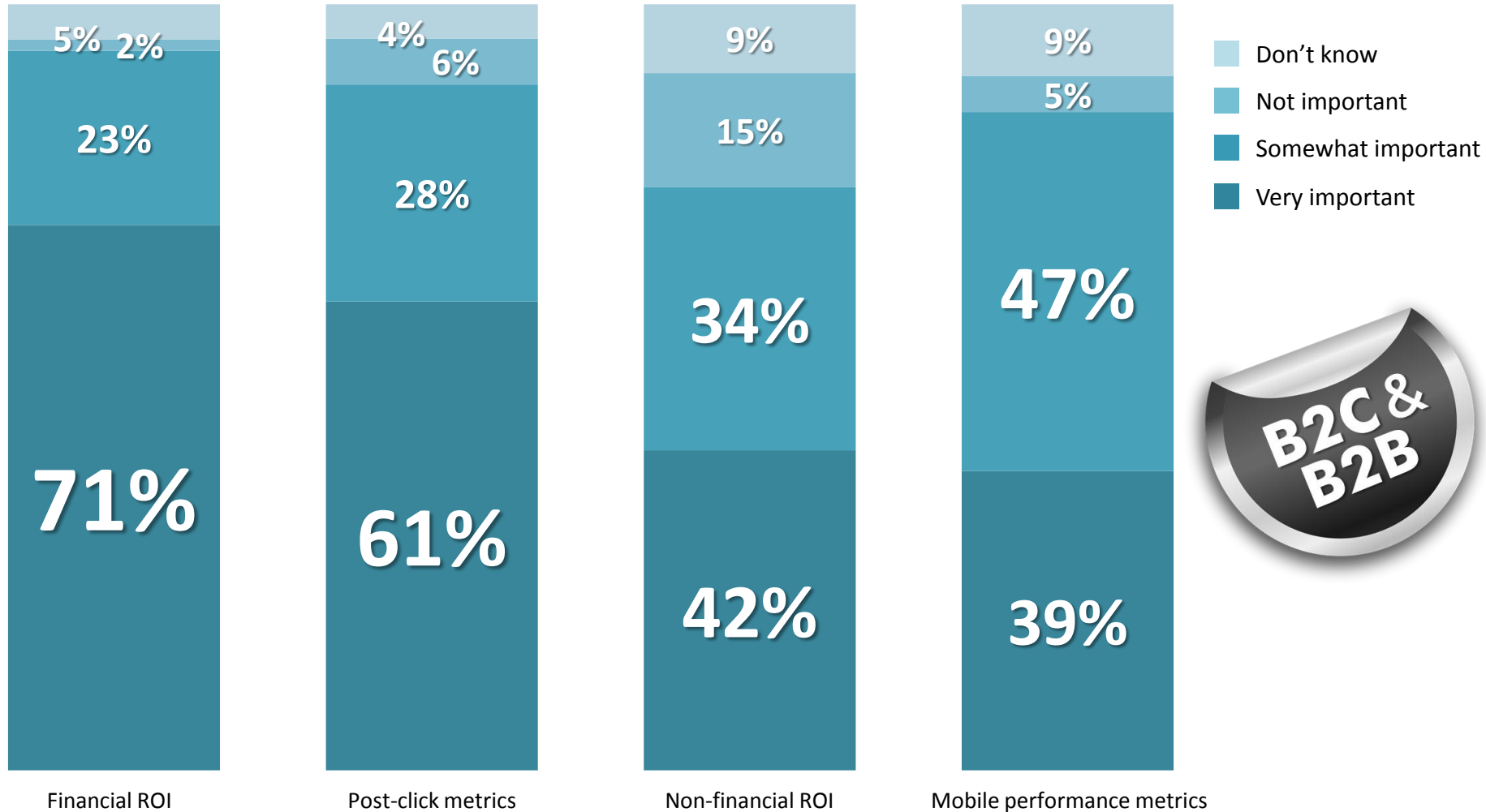




Chart 4.35 Factors that drive mobile market investment

What is driving your organization's mobile marketing investment?

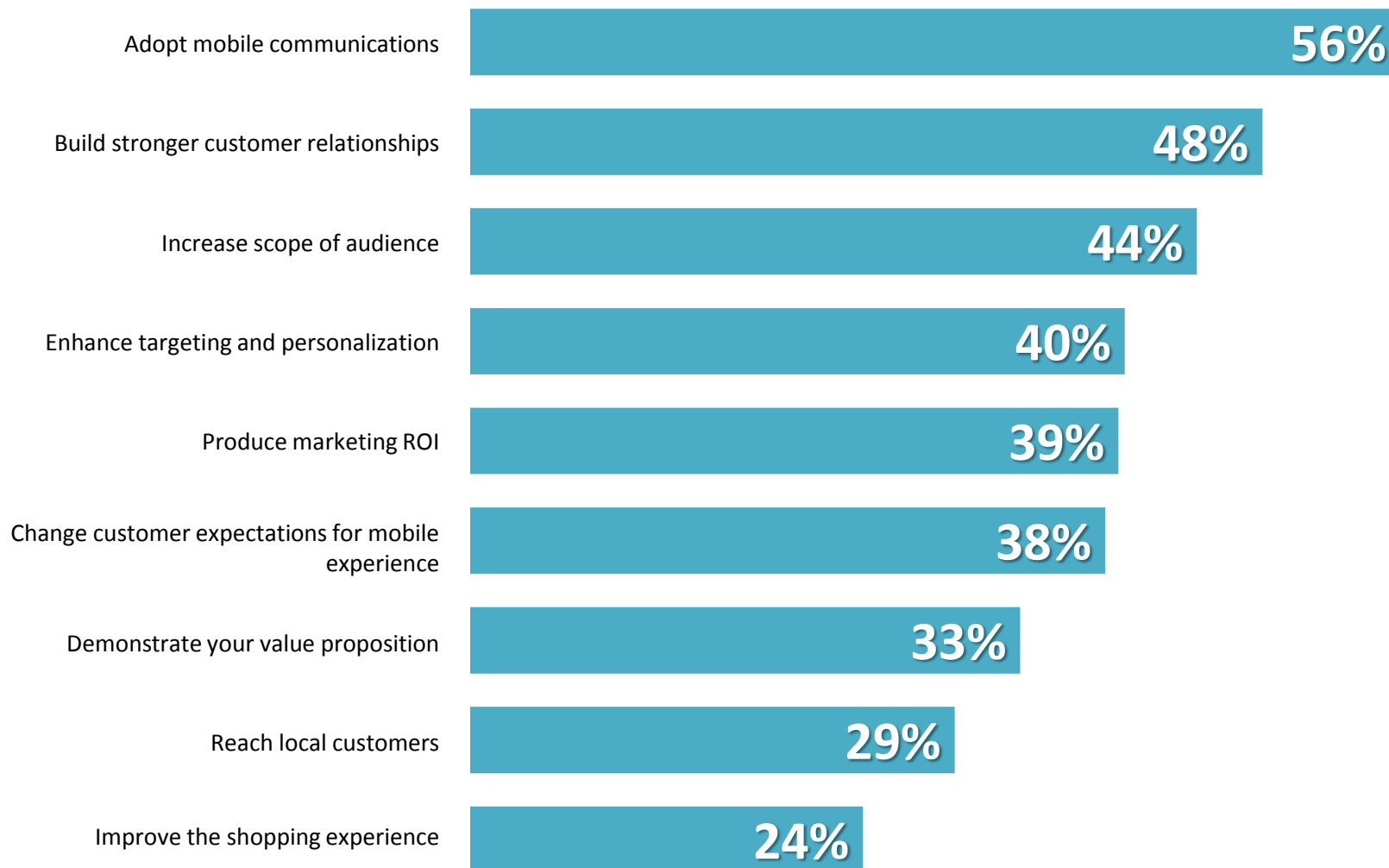


Chart 4.36 Importance of mobile marketing in company growth

How important is mobile marketing to your organization's growth in the next three years?

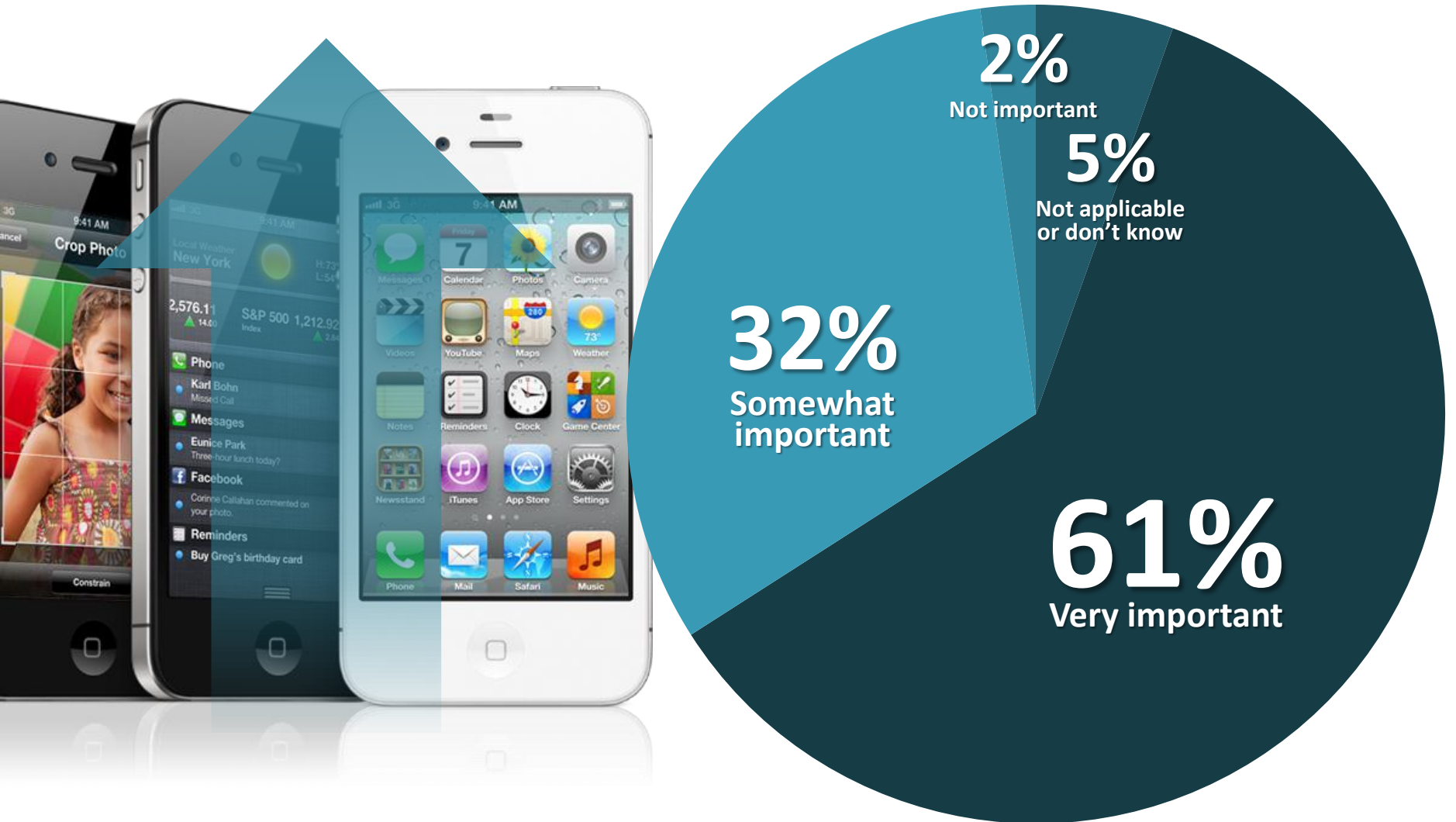




Chart 4.37 Importance of mobile marketing in company growth

How important is mobile marketing to your organization's growth in the next three years? (By industry)

- Don't know
- Not important
- Somewhat important
- Very important

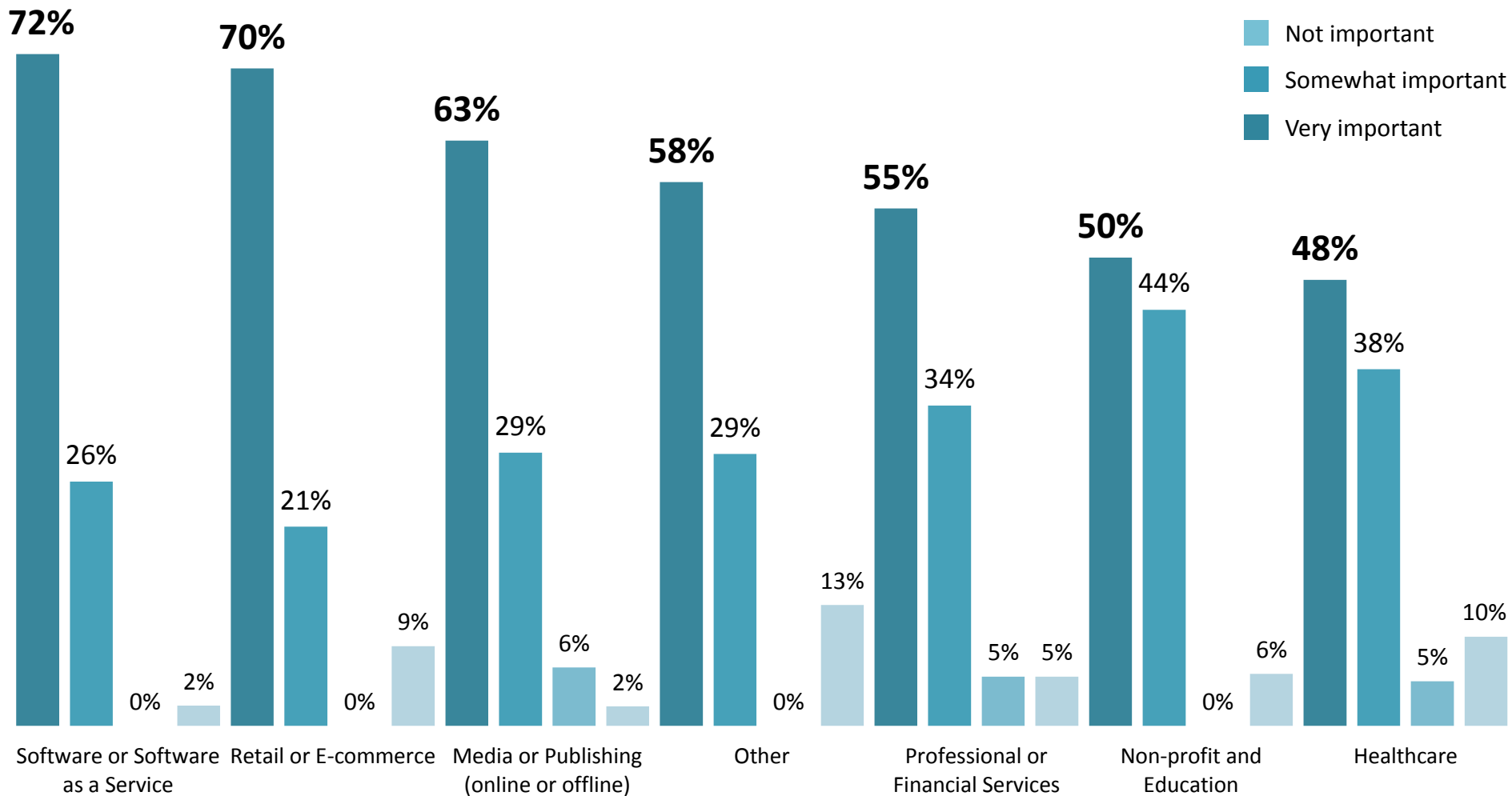




Chart 4.38 Importance of mobile marketing in company growth

How important is mobile marketing to your organization's growth *in the next three years*? (By customer type)

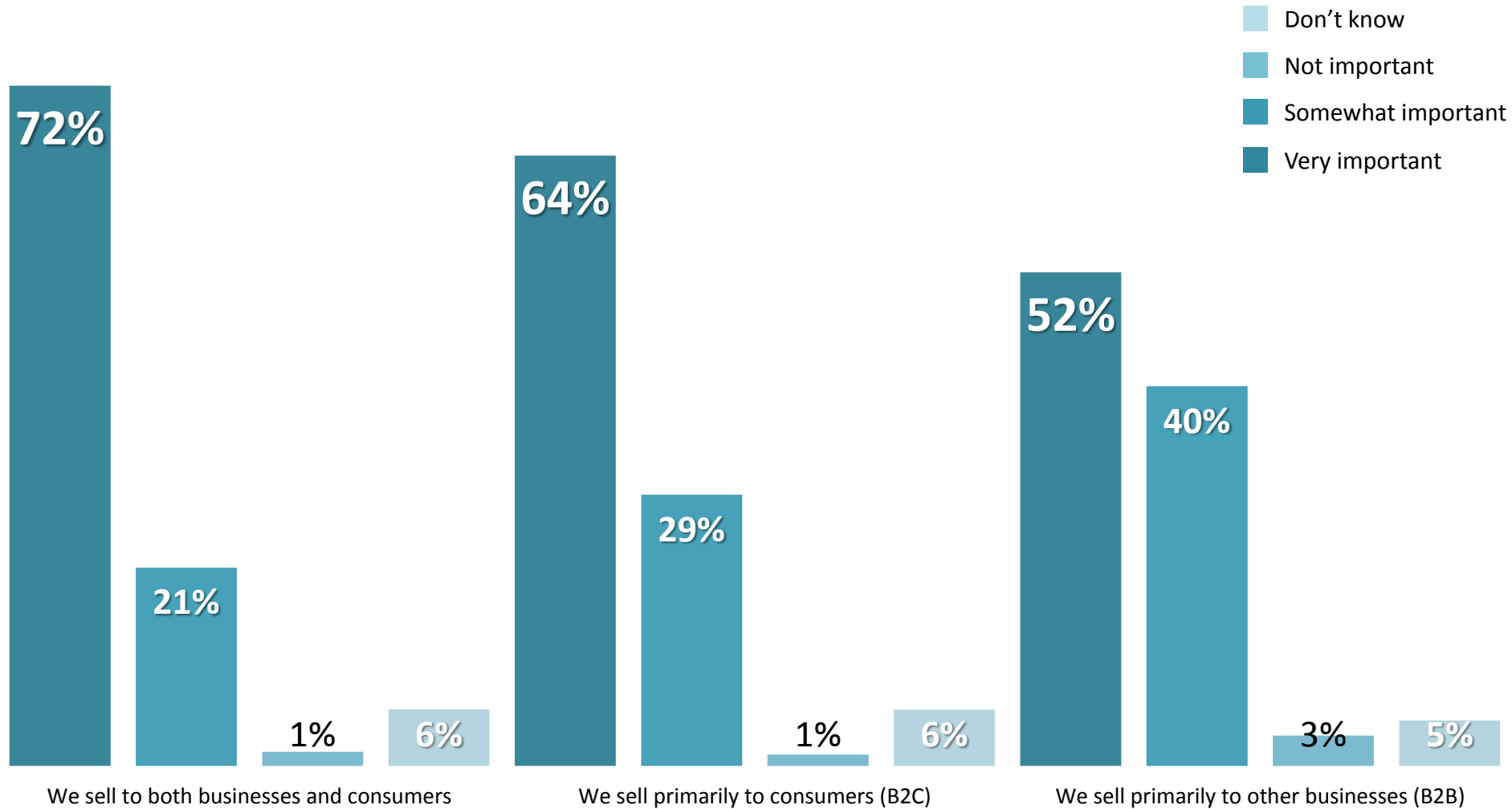




Chart 4.39 Importance of mobile marketing in company growth

How important is mobile marketing to your organization's growth *in the next three years*? (By company size)

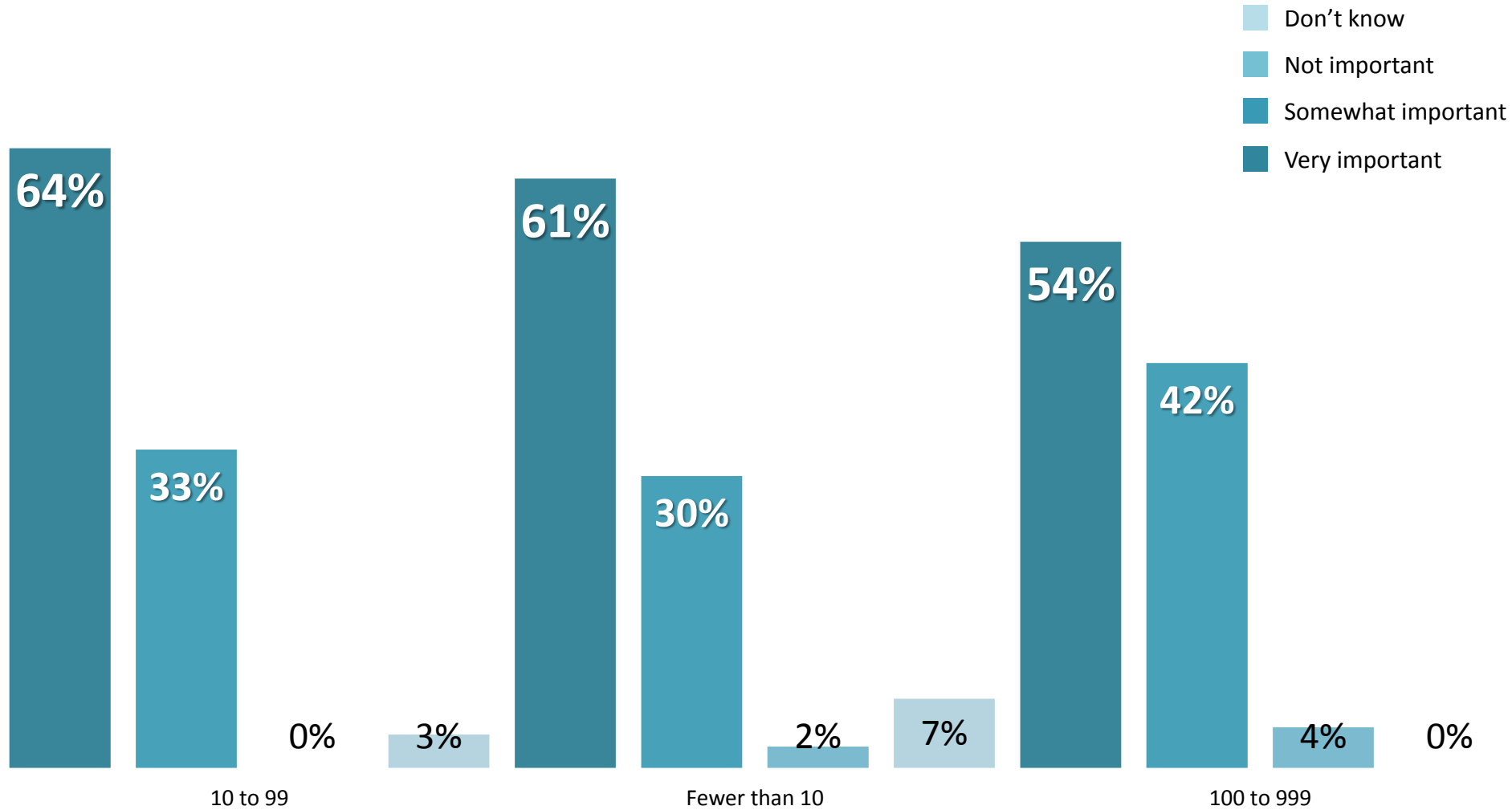




Chart 4.40 Companies' perception of mobile marketing ROI

Which statement best describes your organization's perception of mobile marketing's ROI at budget time?

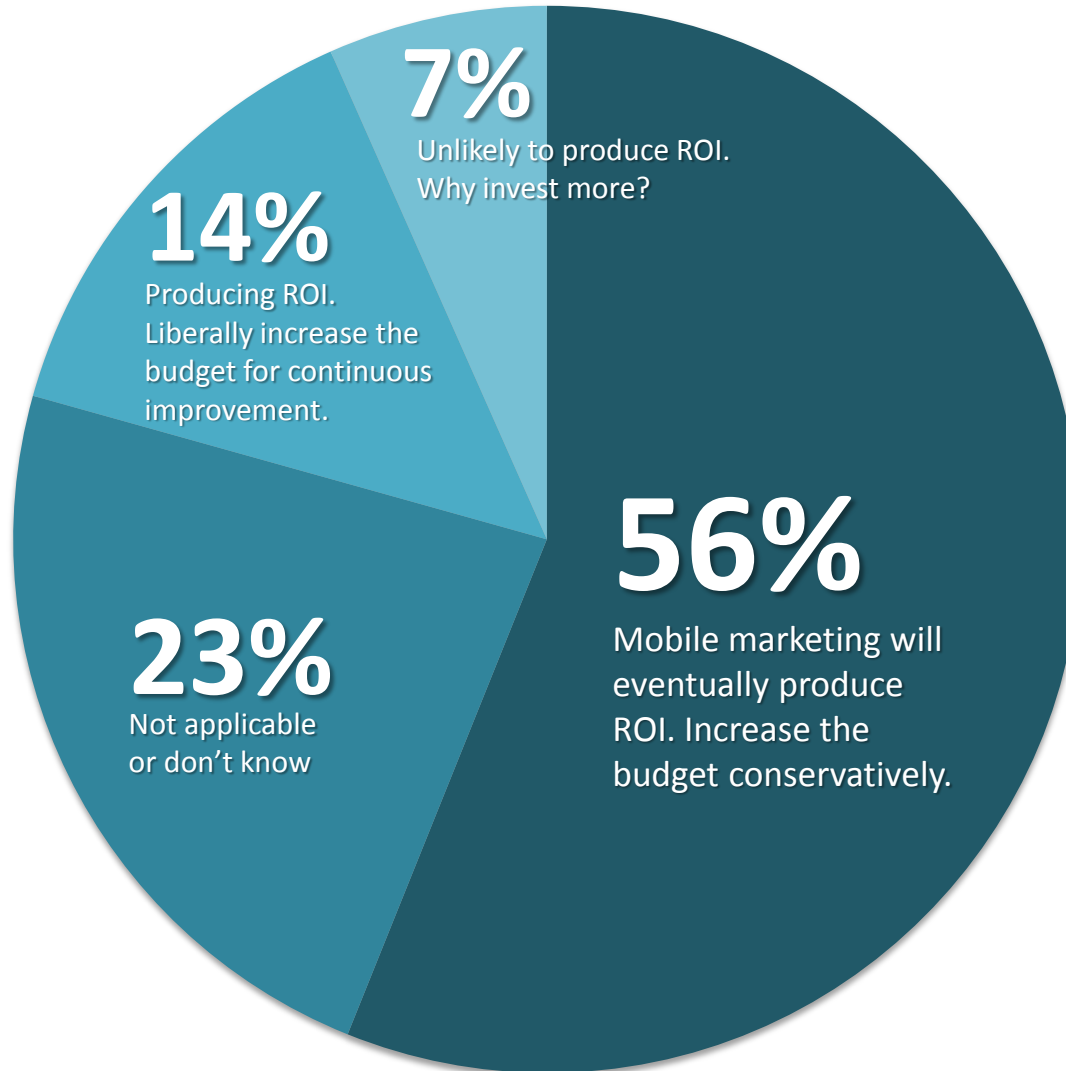
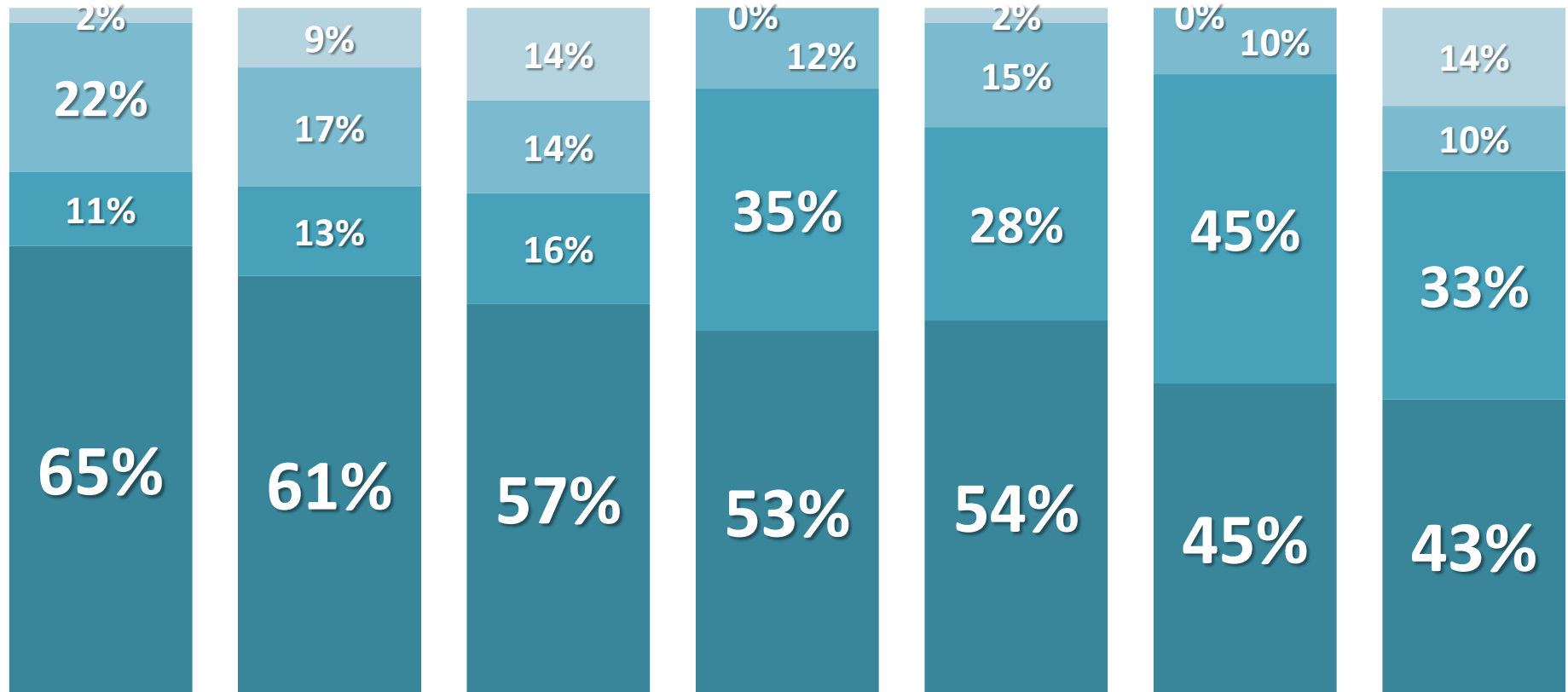




Chart 4.41 Companies' perception of mobile marketing ROI

Which statement best describes your organization's perception of mobile marketing's ROI at budget time?



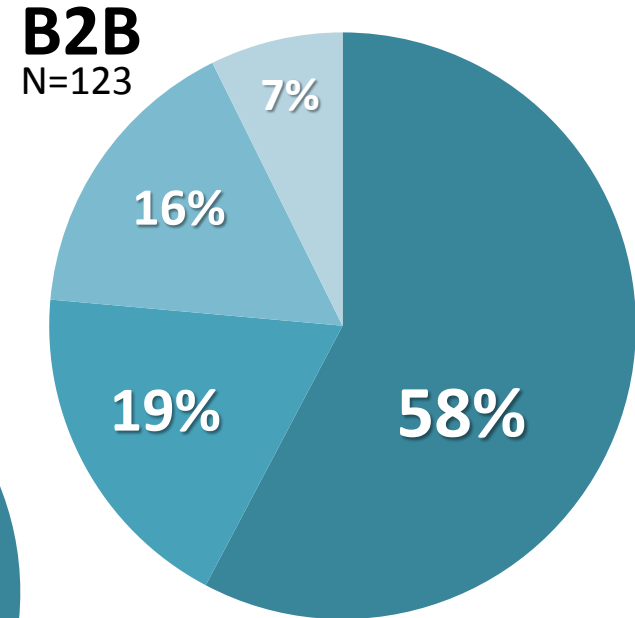
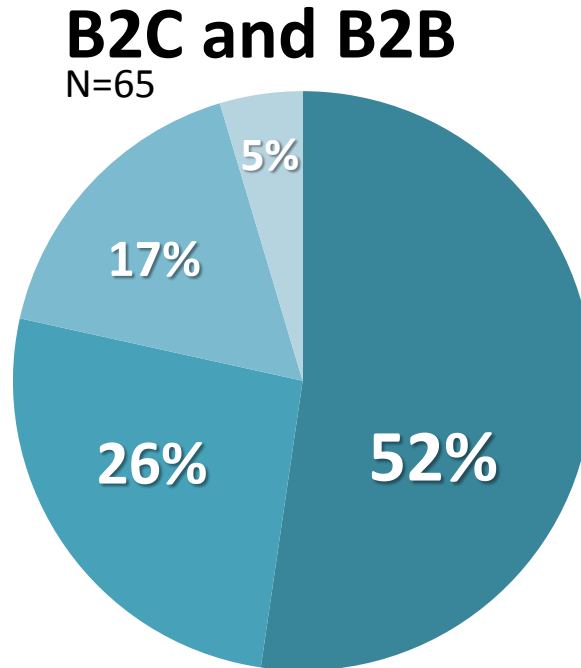
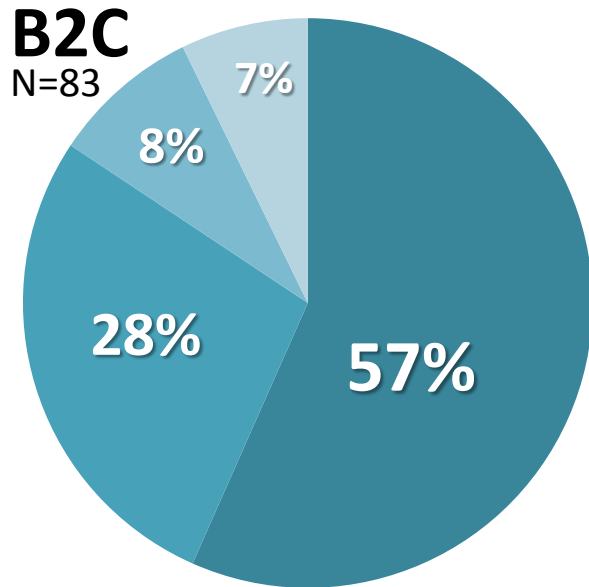
Software or Software as a Service Media or Publishing (online or offline) Professional or Financial Services Non-profit and Education Retail or E-commerce Other Healthcare

■ Mobile marketing will increase ROI. Increase the budget conservatively.
 ■ Not applicable or don't know.
 ■ Mobile marketing is producing ROI. Liberally increase the budget for continuous improvement.
 ■ Mobile marketing is unlikely to produce ROI. Why invest more?



Chart 4.42 Companies' perception of mobile marketing ROI

Which statement best describes your organization's perception of mobile marketing's ROI at budget time?



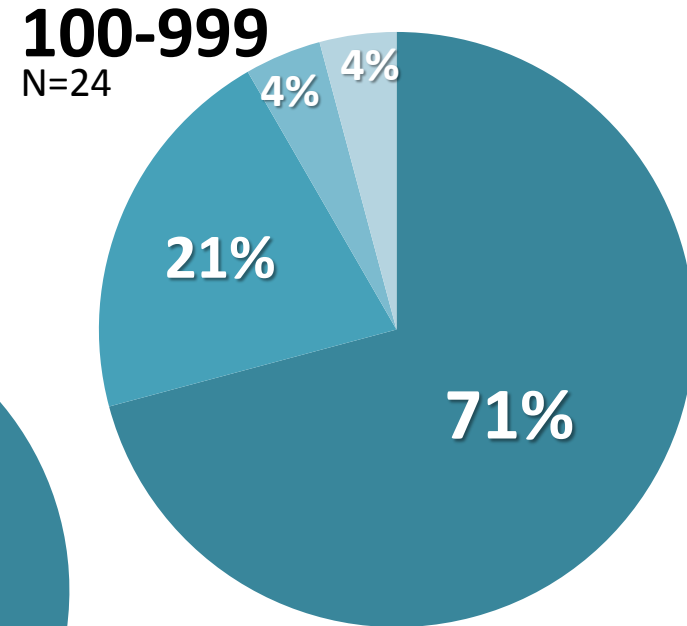
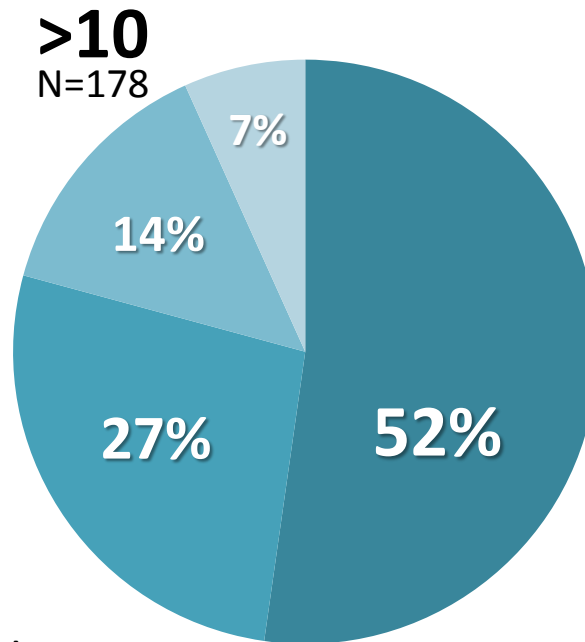
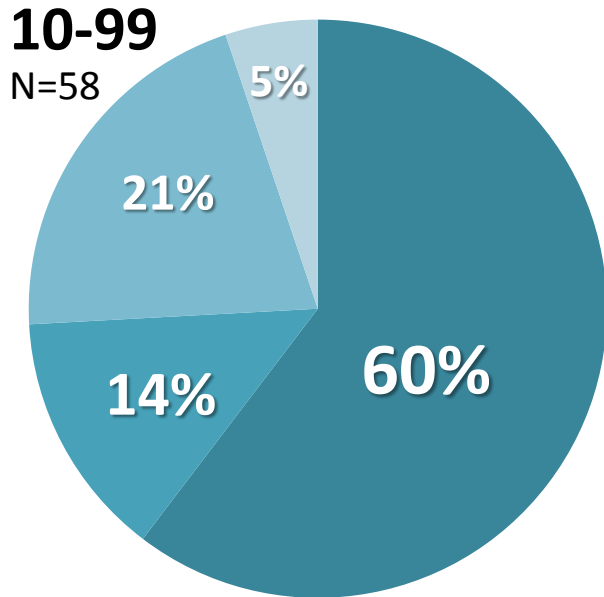
* By customer type

- Mobile marketing will increase ROI. Increase the budget conservatively.
- Not applicable or don't know.
- Mobile marketing is producing ROI. Liberally increase the budget for continuous improvement.
- Mobile marketing is unlikely to produce ROI. Why invest more?



Chart 4.43 Companies' perception of mobile marketing ROI

Which statement best describes your organization's perception of mobile marketing's ROI at budget time?



* By company size (number of employees)

- Mobile marketing will increase ROI. Increase the budget conservatively.
- Not applicable or don't know.
- Mobile marketing is producing ROI. Liberally increase the budget for continuous improvement.
- Mobile marketing is unlikely to produce ROI. Why invest more?



Chart 4.44 Methods for quantifying ROI from mobile marketing

Does your organization have a method for quantifying the ROI from mobile marketing programs?

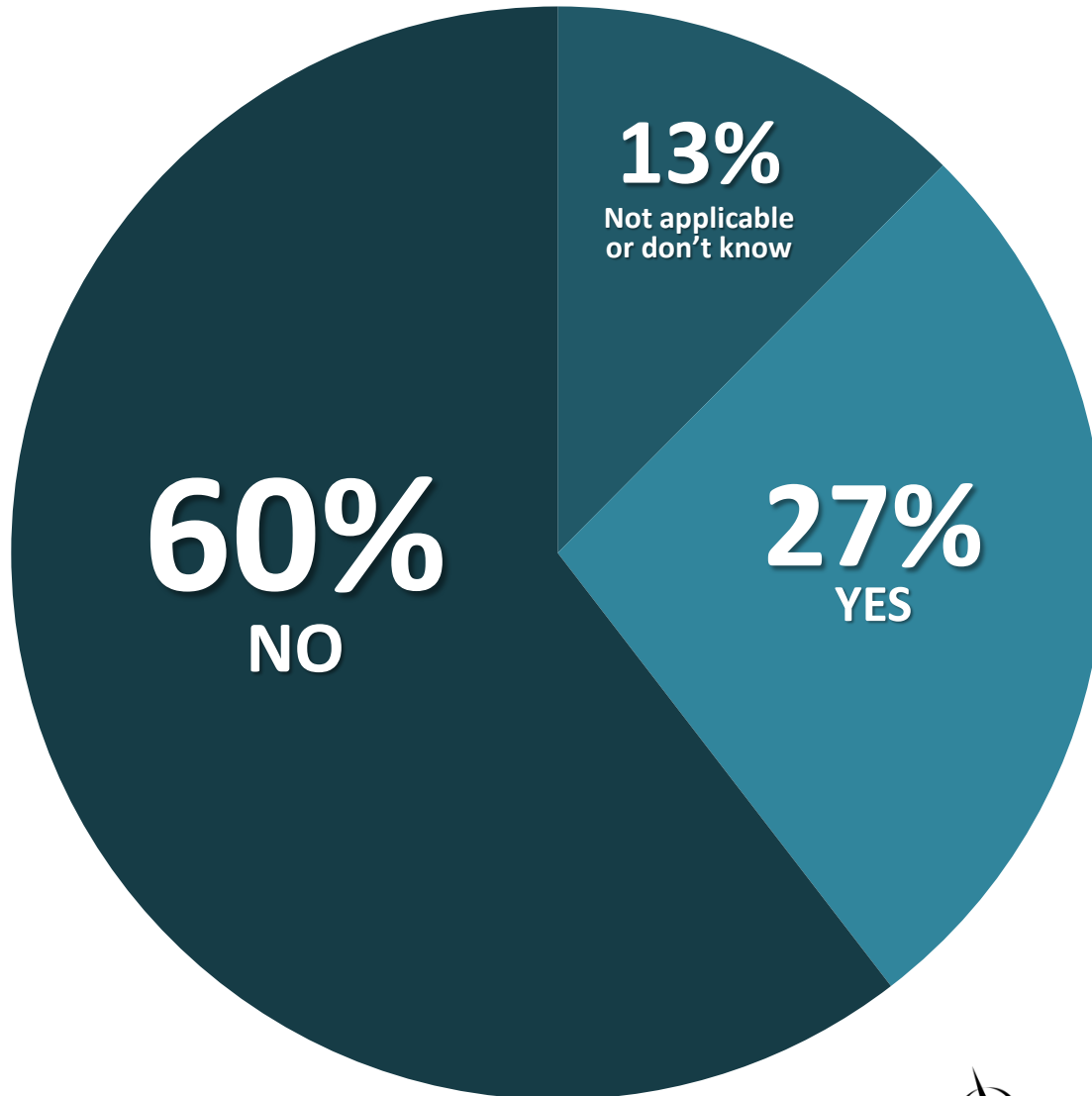




Chart 4.45 Methods for quantifying ROI from mobile marketing

Does your organization have a method for quantifying the ROI from mobile marketing programs? (By industry)

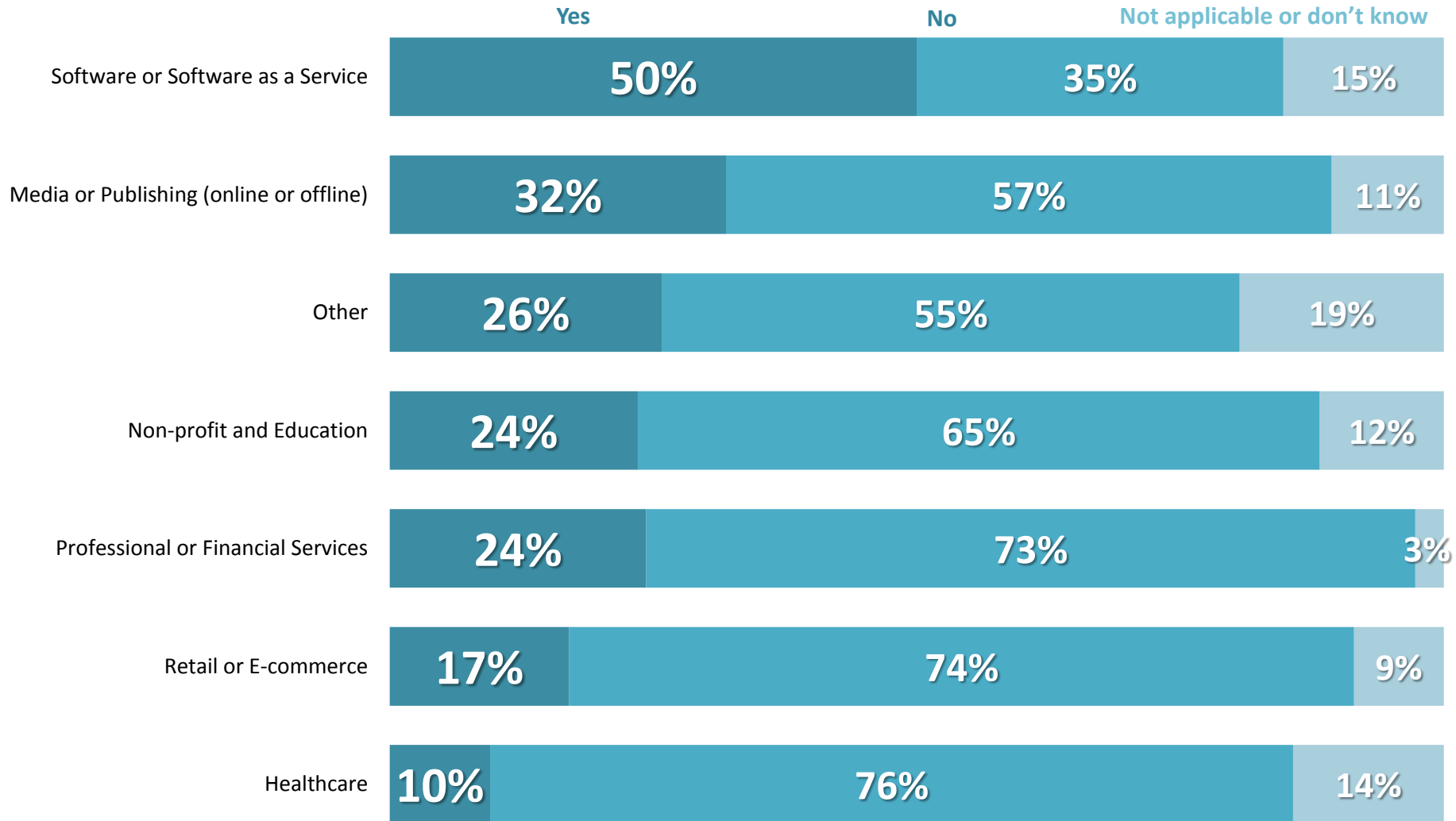




Chart 4.46 Methods for quantifying ROI from mobile marketing

Does your organization have a method for quantifying the ROI from mobile marketing programs? (By company size)

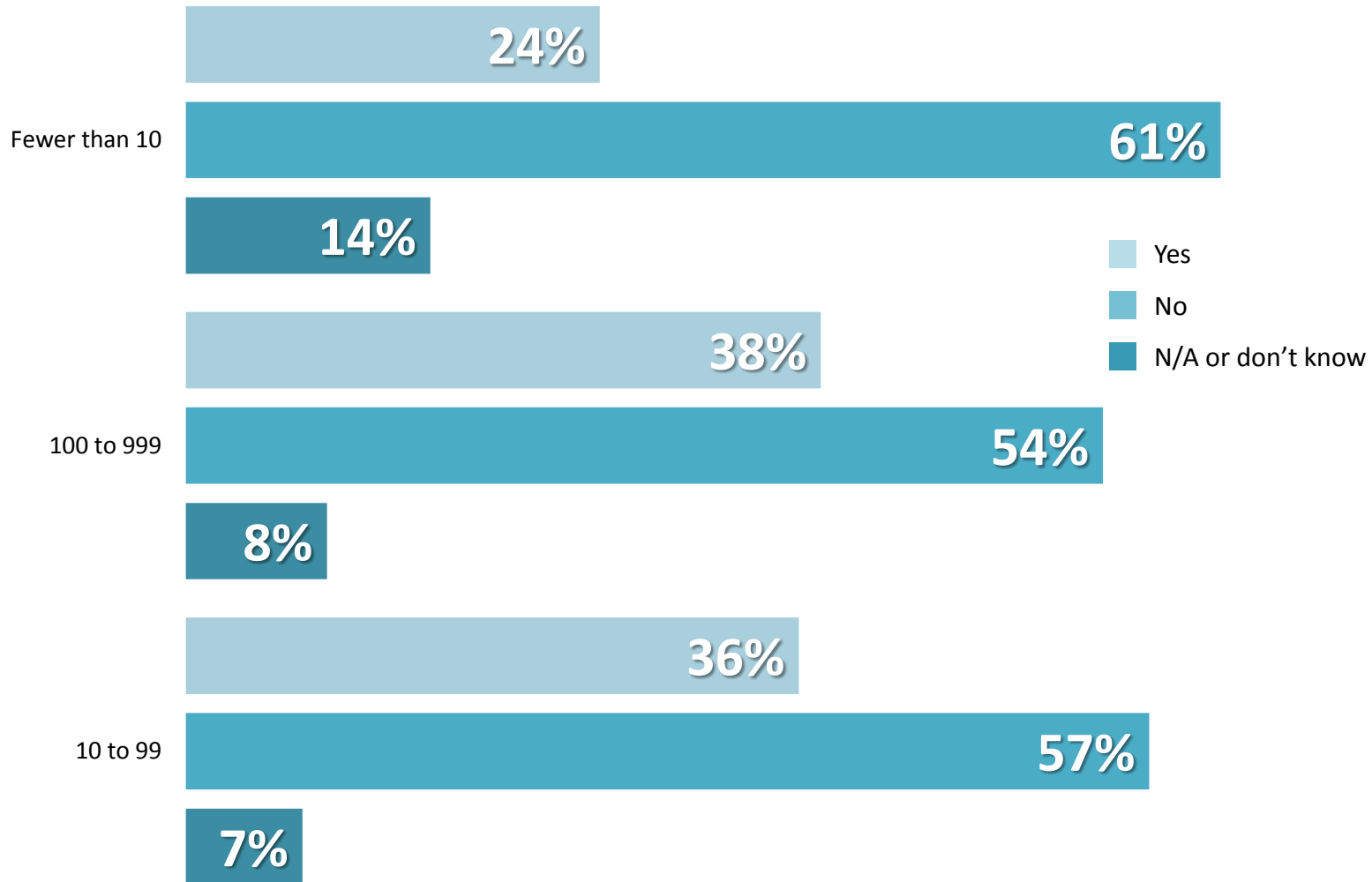




Chart 4.47 Methods for quantifying ROI from mobile marketing

Does your organization have a method for quantifying the ROI from mobile marketing programs? (By customer type)

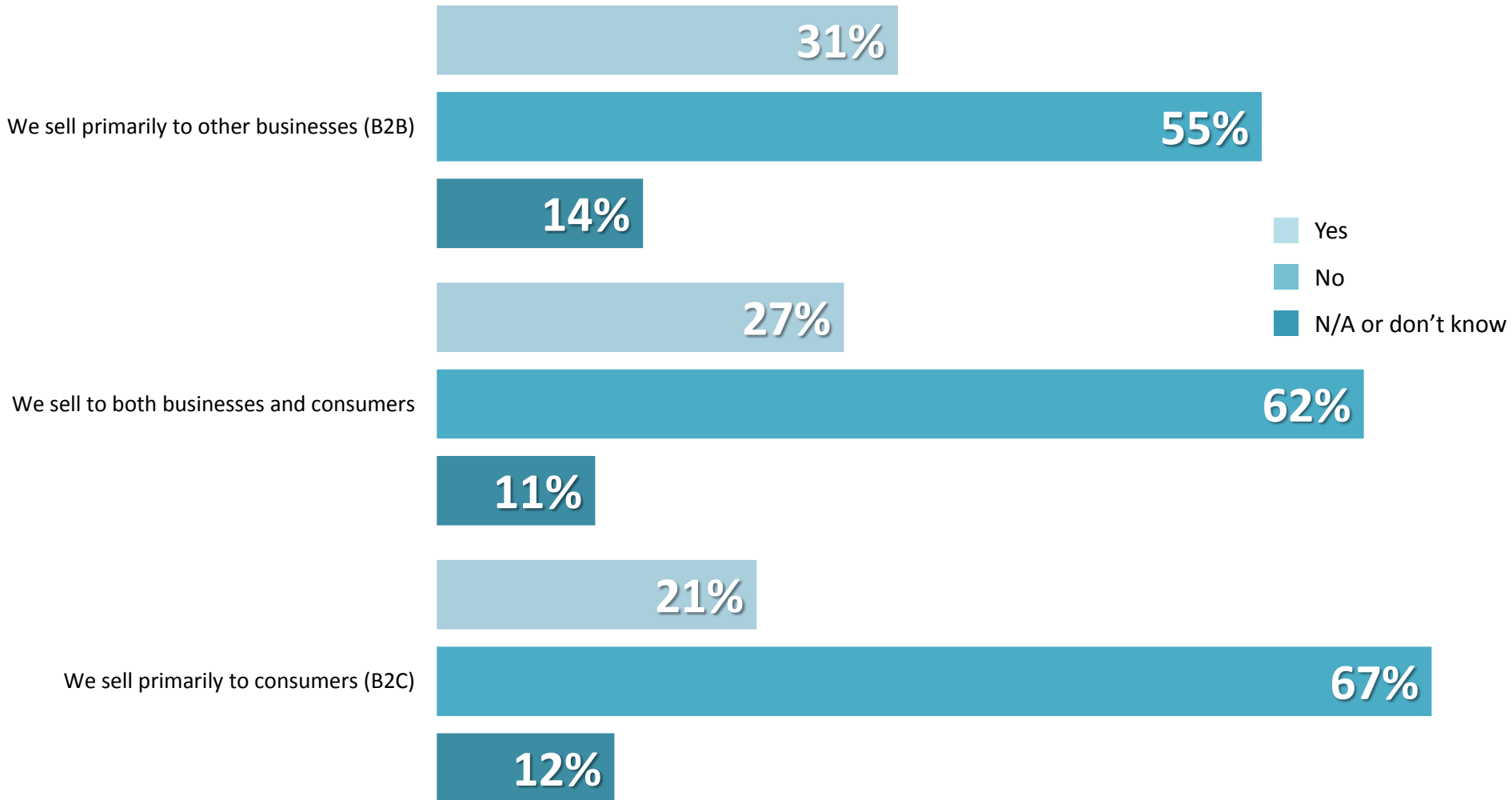




Chart 4.48 Expected change in mobile marketing budgets

How much do you expect your organization's mobile marketing budget to change from 2012 to 2013?

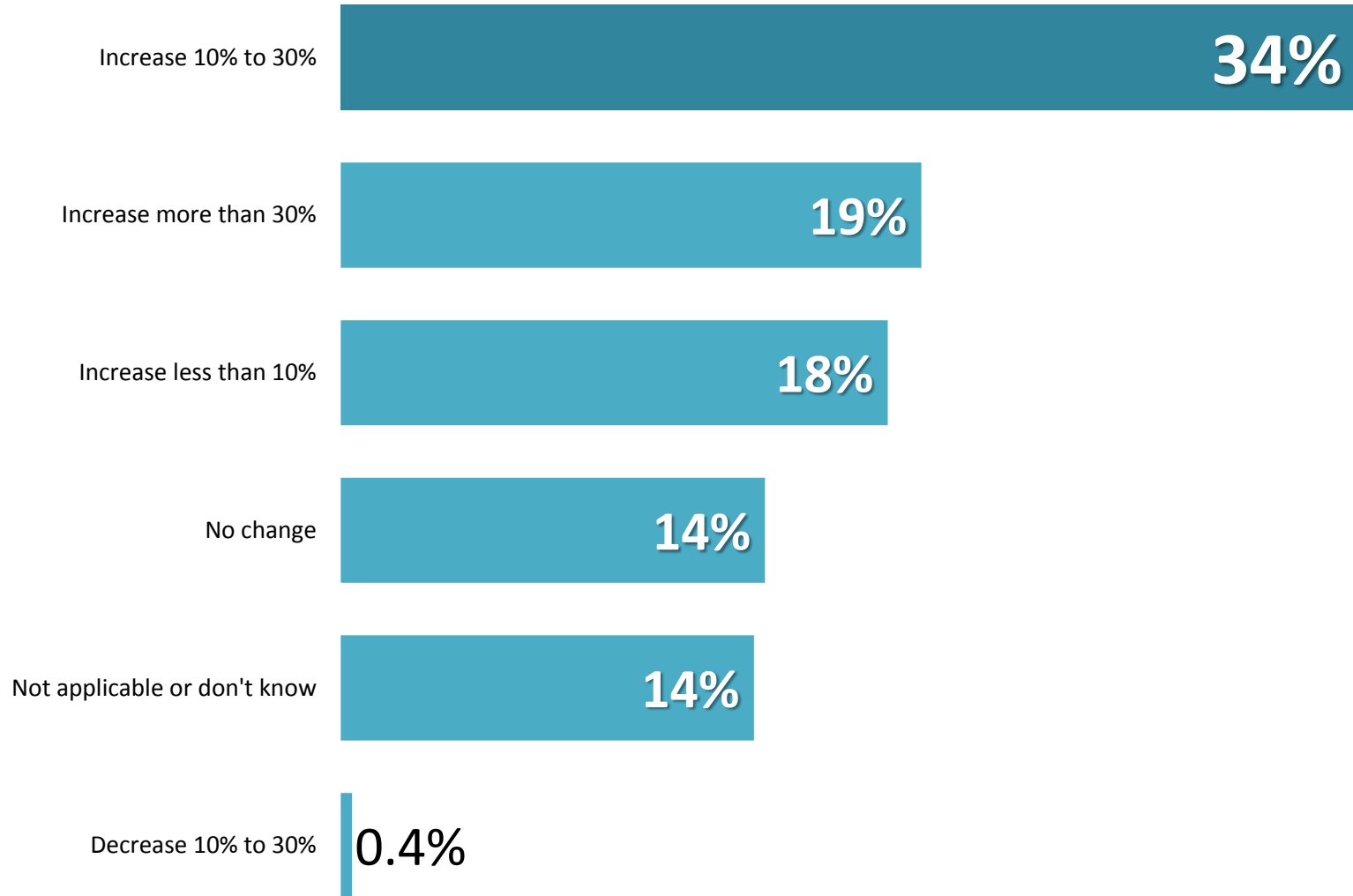




Chart 4.49 Expected change in mobile marketing budgets

How much do you expect your organization's mobile marketing budget to change from 2012 to 2013? (By industry)

No change Increase <10% Increase 10%-30% Increase >30% N/A Decrease 10%-30%

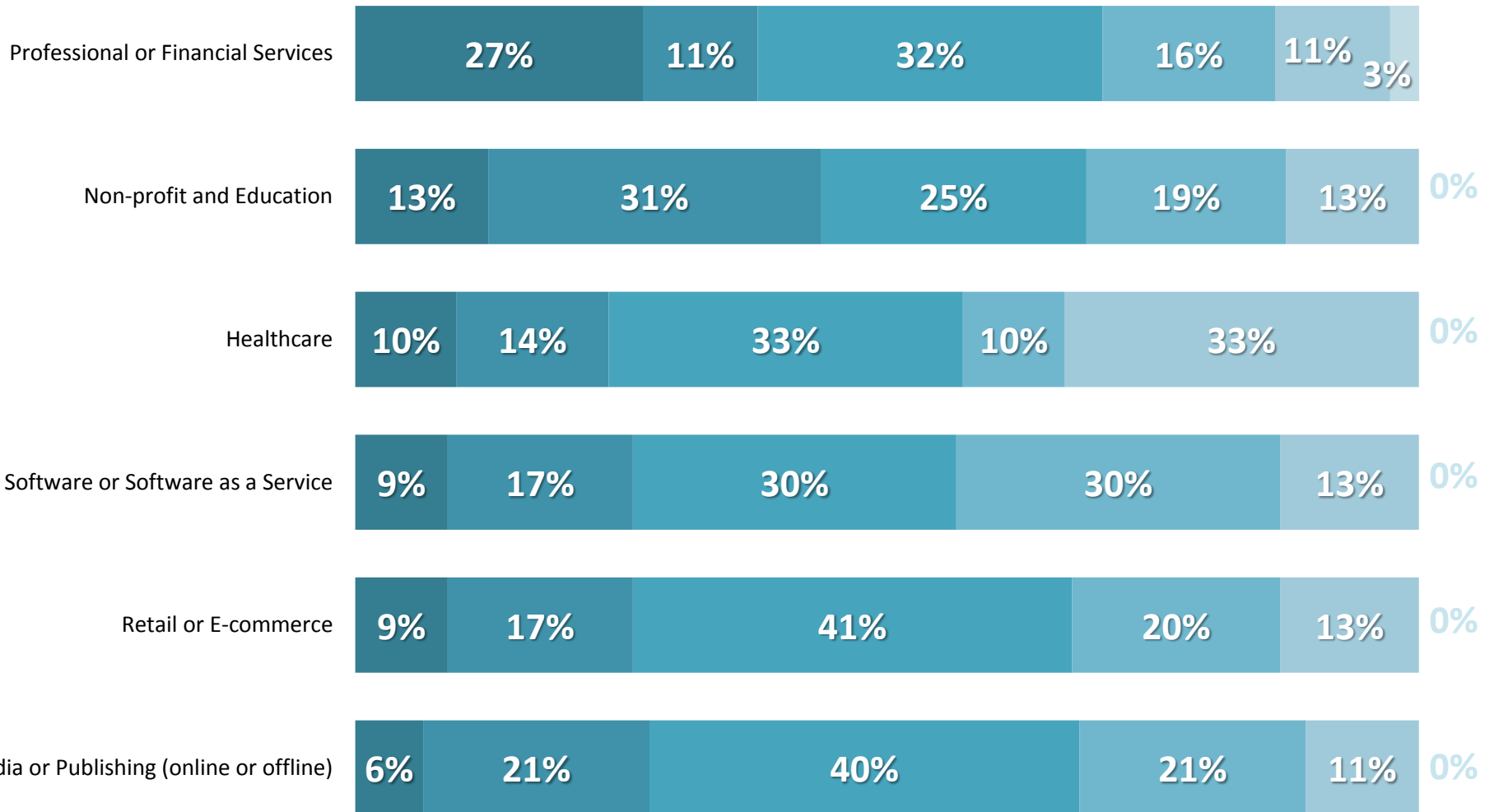




Chart 4.50 Expected change in mobile marketing budgets

How much do you expect your organization's mobile budget to change from 2012 to 2013? (By company size)

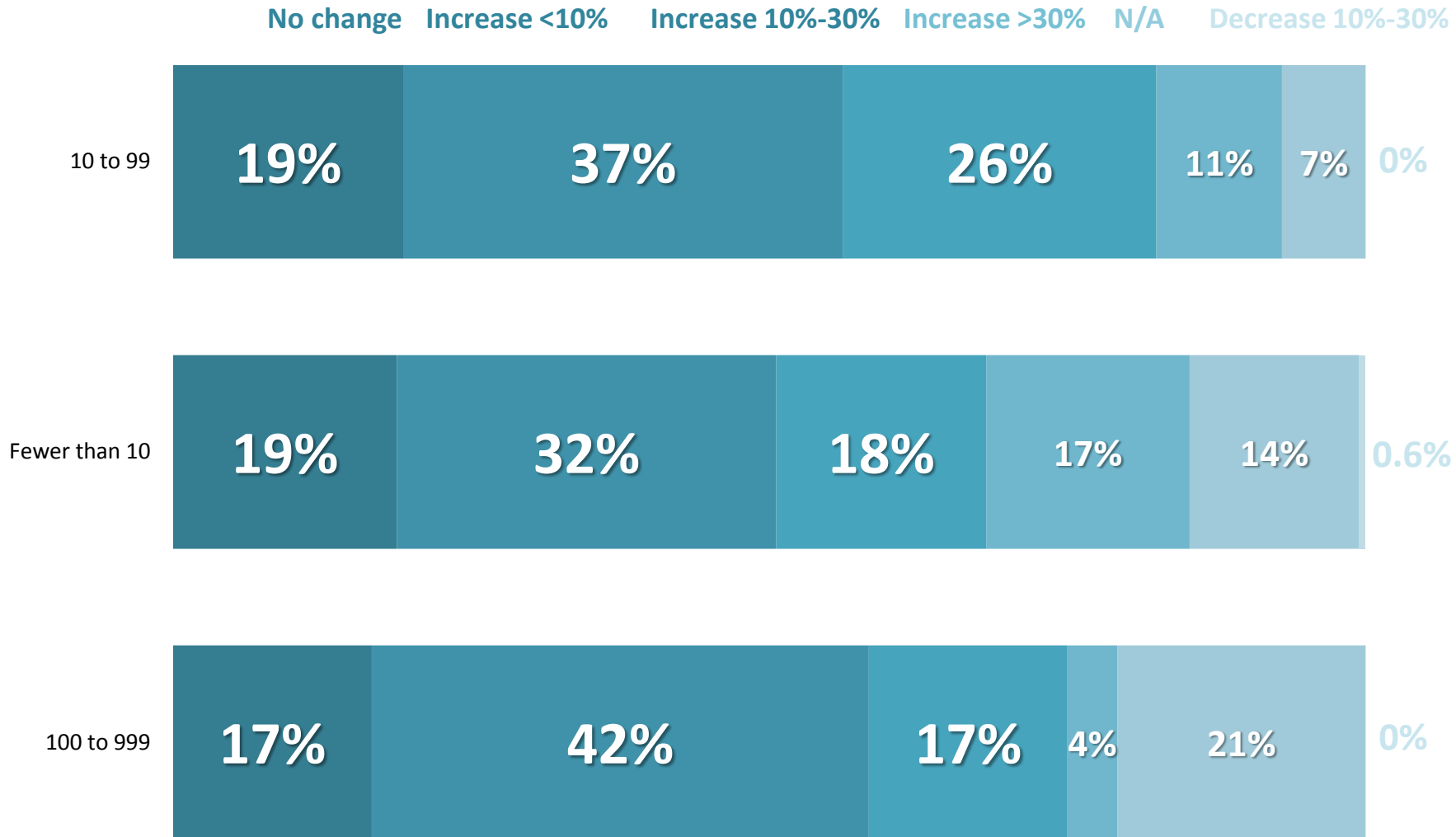


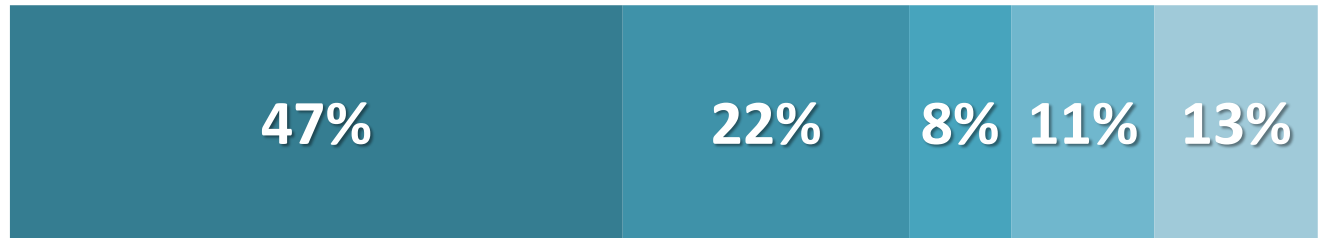


Chart 4.51 Expected change in mobile marketing budgets

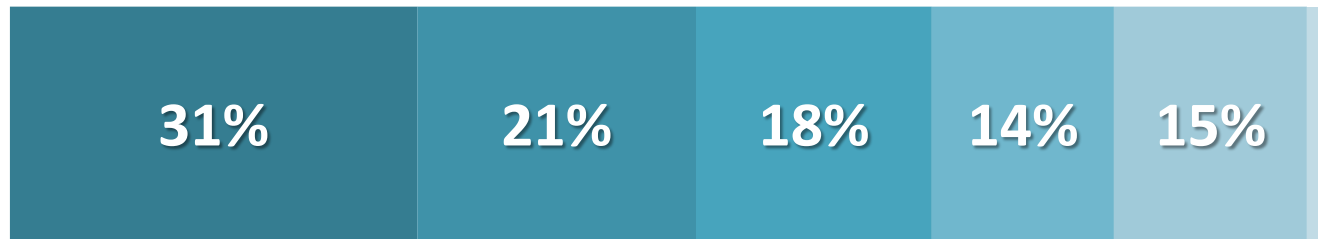
How much do you expect your organization's mobile budget to change from 2012 to 2013? (By customer type)

No change Increase <10% Increase 10%-30% Increase >30% N/A Decrease 10%-30%

We sell to both businesses and consumers



We sell primarily to other businesses (B2B)



We sell primarily to consumers (B2C)

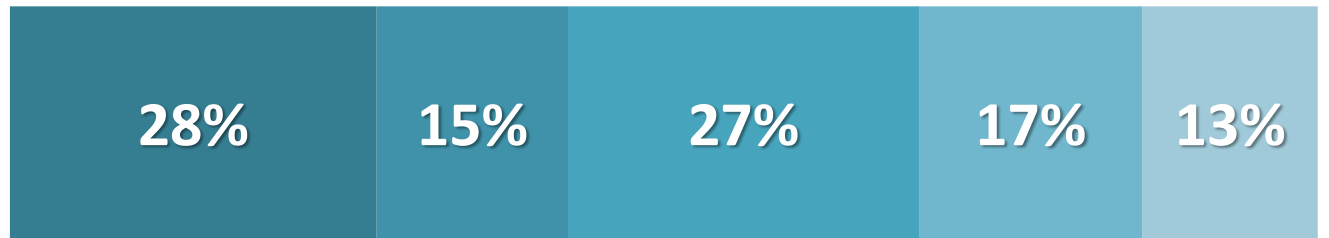




Chart 4.52 Expected change in mobile marketing budgets

How do you expect the organization's budget for the following mobile marketing tactics change in 2013?

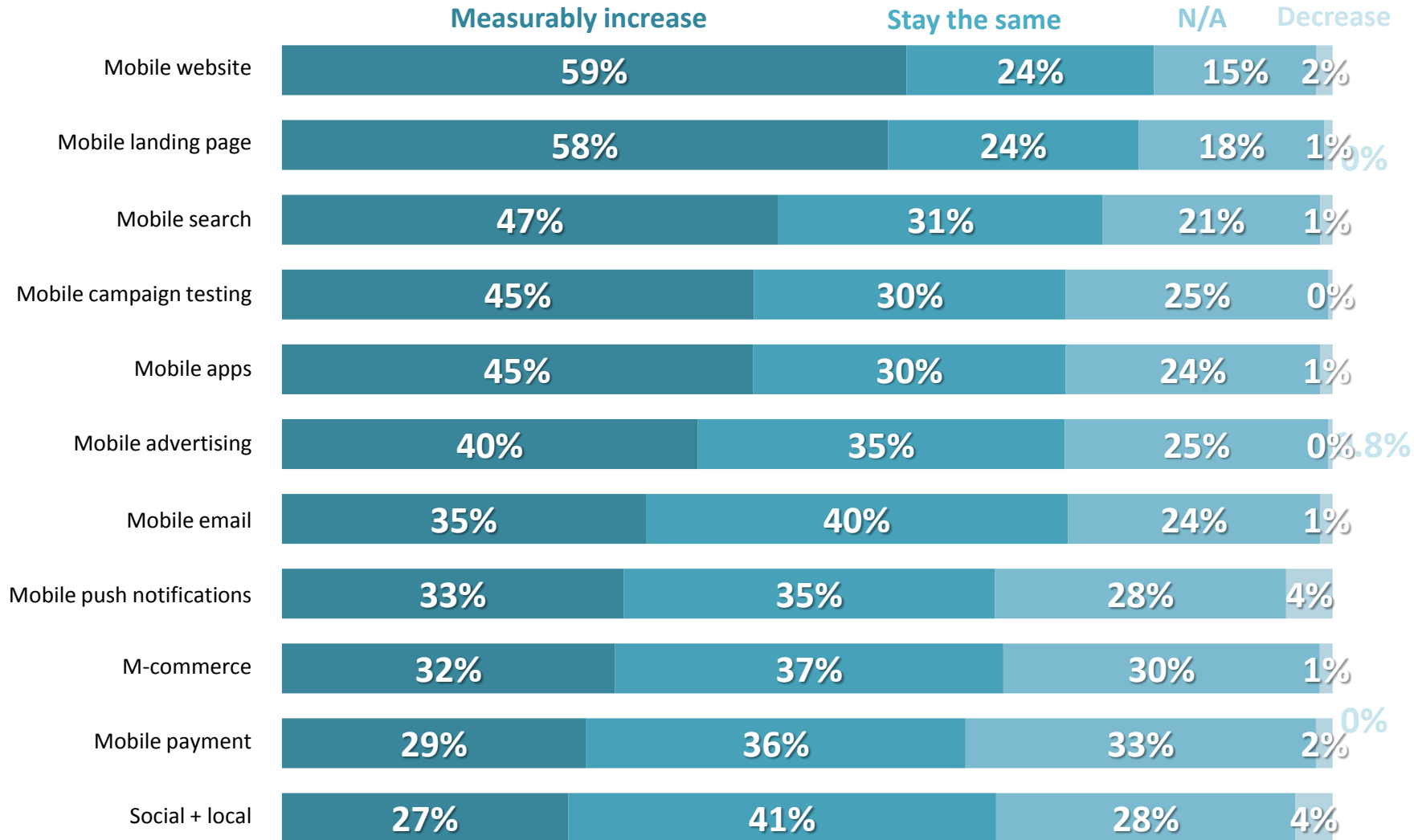




Chart 4.53 Mobile strategy integration with overall strategy

How would you describe your organization's mobile strategy in relation to its overall marketing strategy?

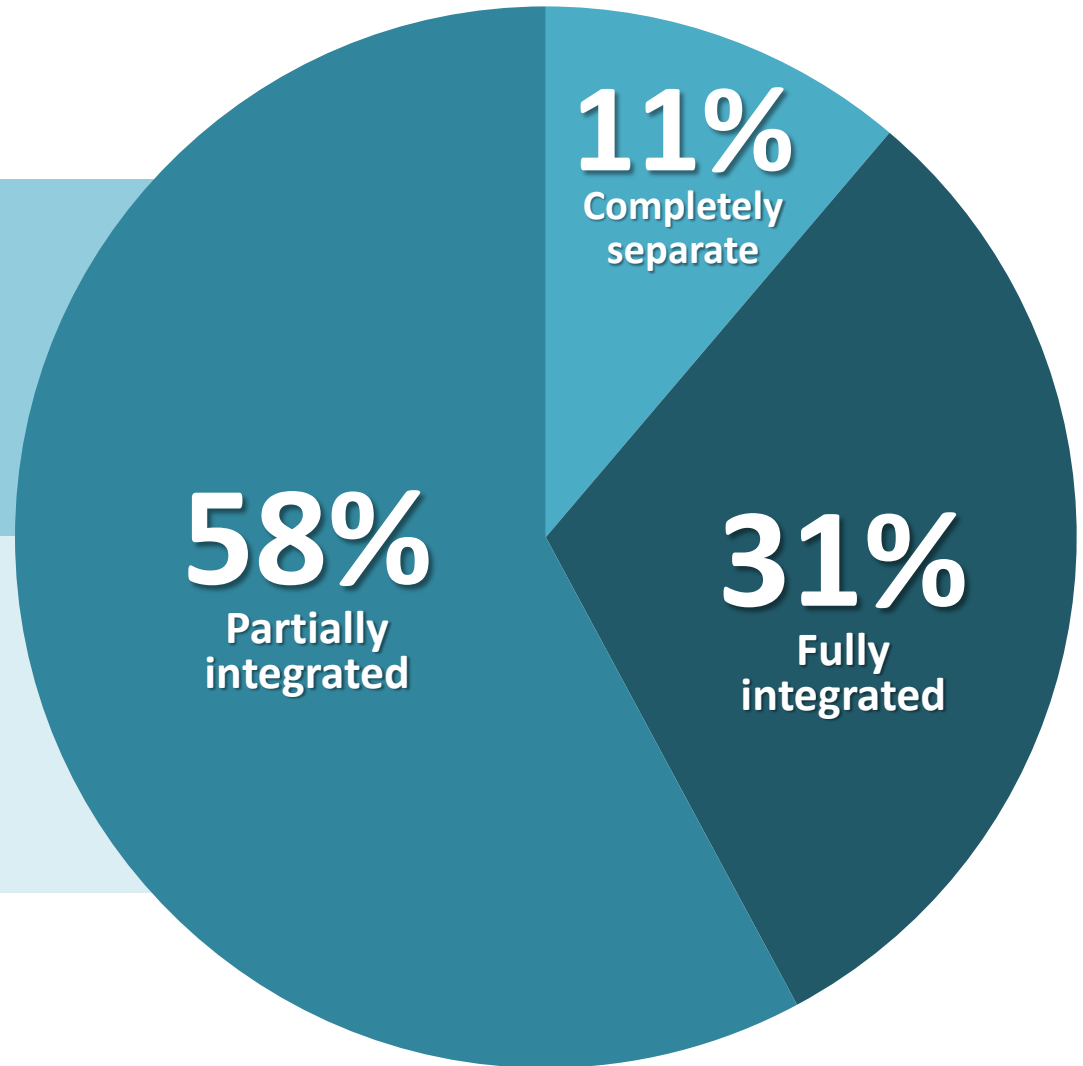




Chart 4.54 Mobile strategy integration with overall strategy

How would you describe your organization's mobile strategy in relation to its overall marketing strategy?

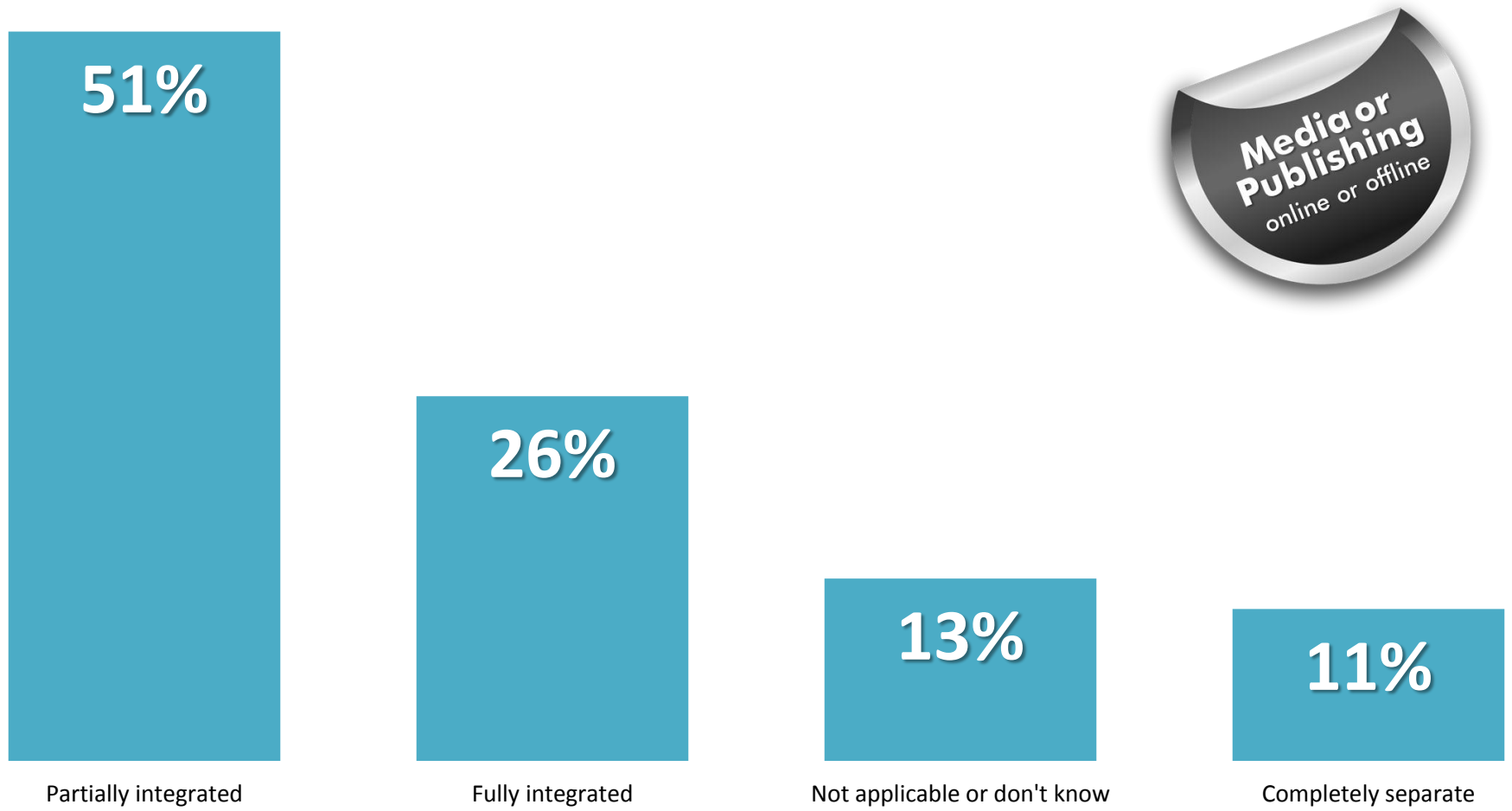




Chart 4.55 Mobile strategy integration with overall strategy

How would you describe your organization's mobile strategy in relation to its overall marketing strategy?

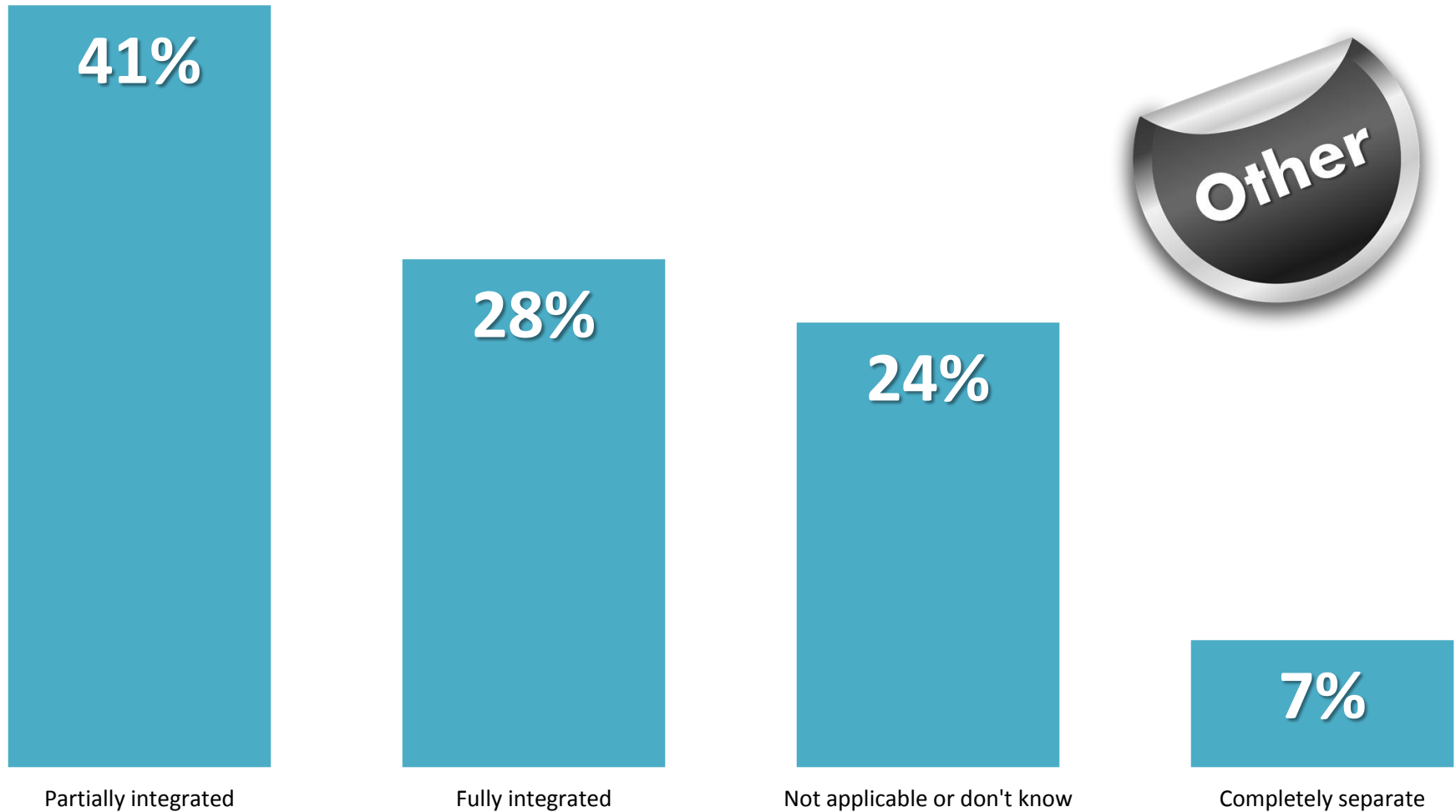




Chart 4.56 Mobile strategy integration with overall strategy

How would you describe your organization's mobile strategy in relation to its overall marketing strategy?

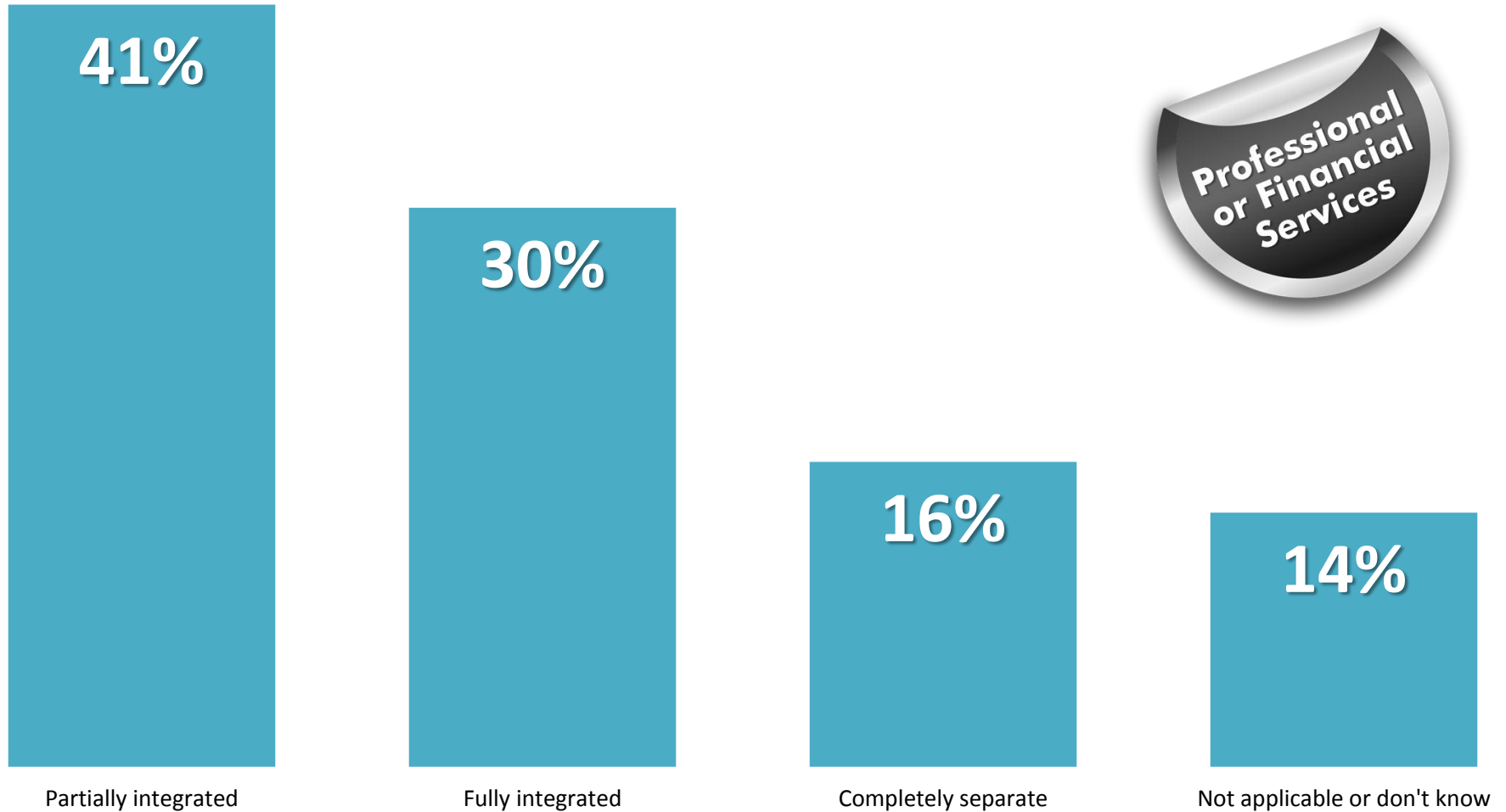




Chart 4.57 Mobile strategy integration with overall strategy

How would you describe your organization's mobile strategy in relation to its overall marketing strategy?

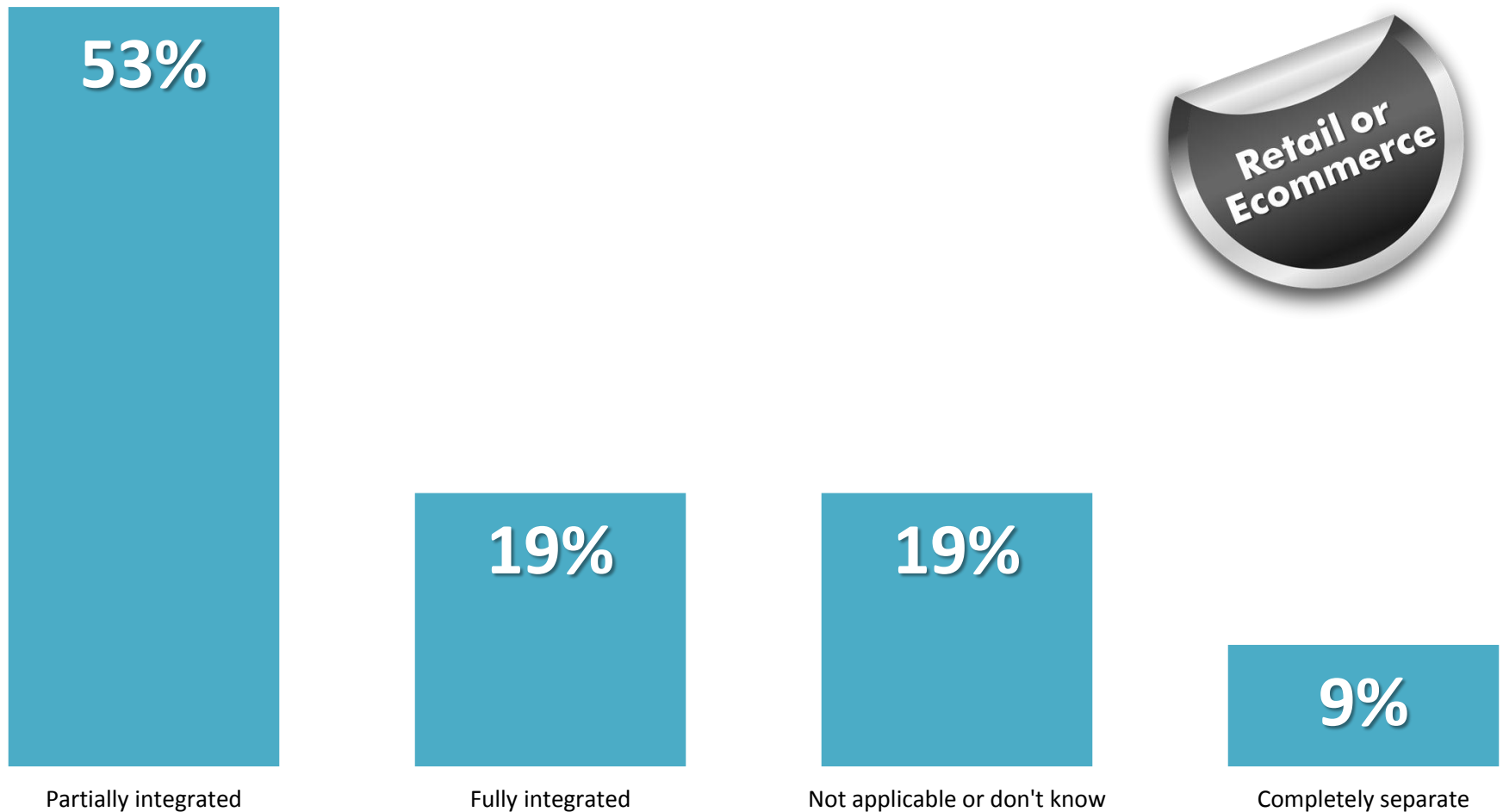




Chart 4.58 Mobile strategy integration with overall strategy

How would you describe your organization's mobile strategy in relation to its overall marketing strategy?

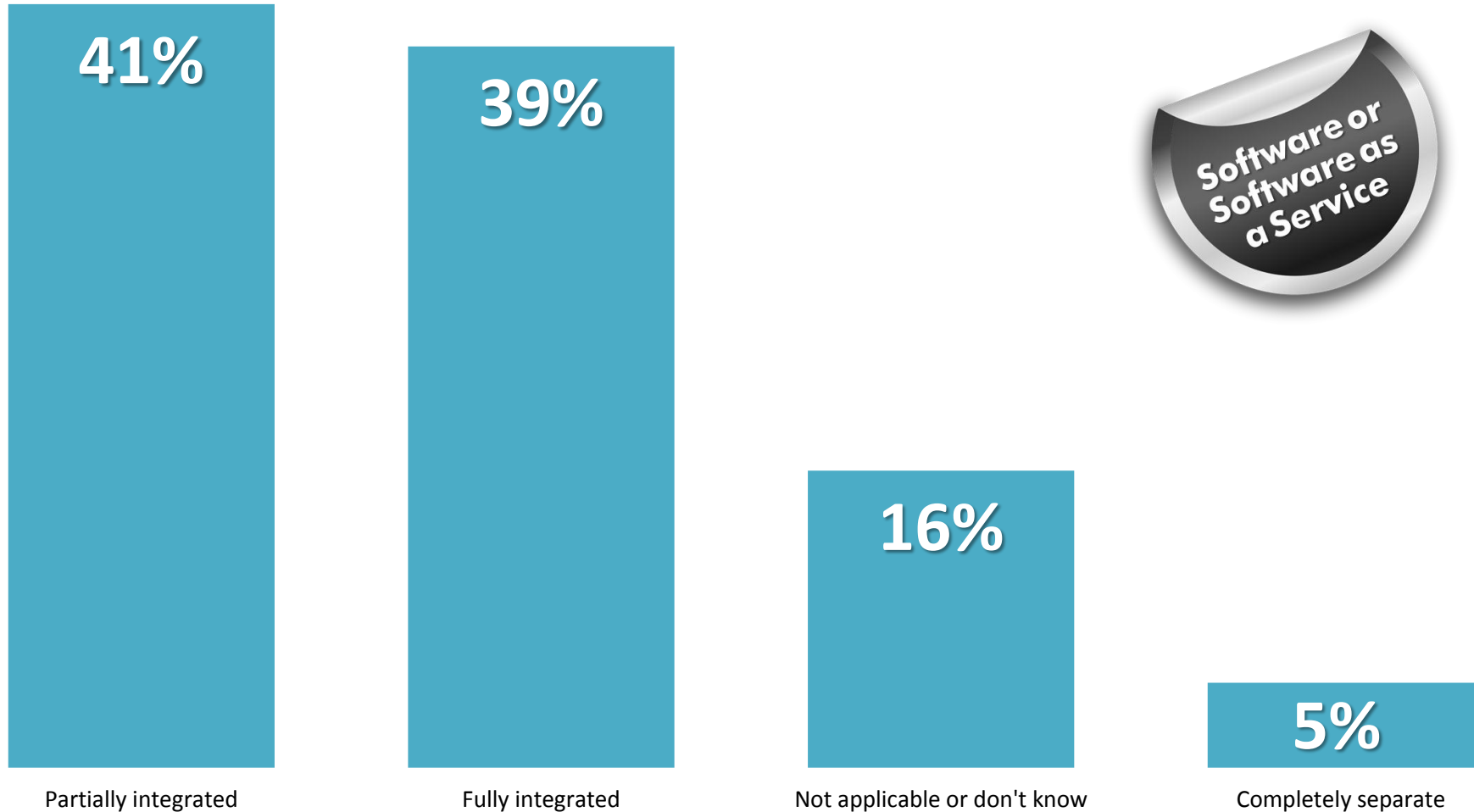




Chart 4.59 Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle?

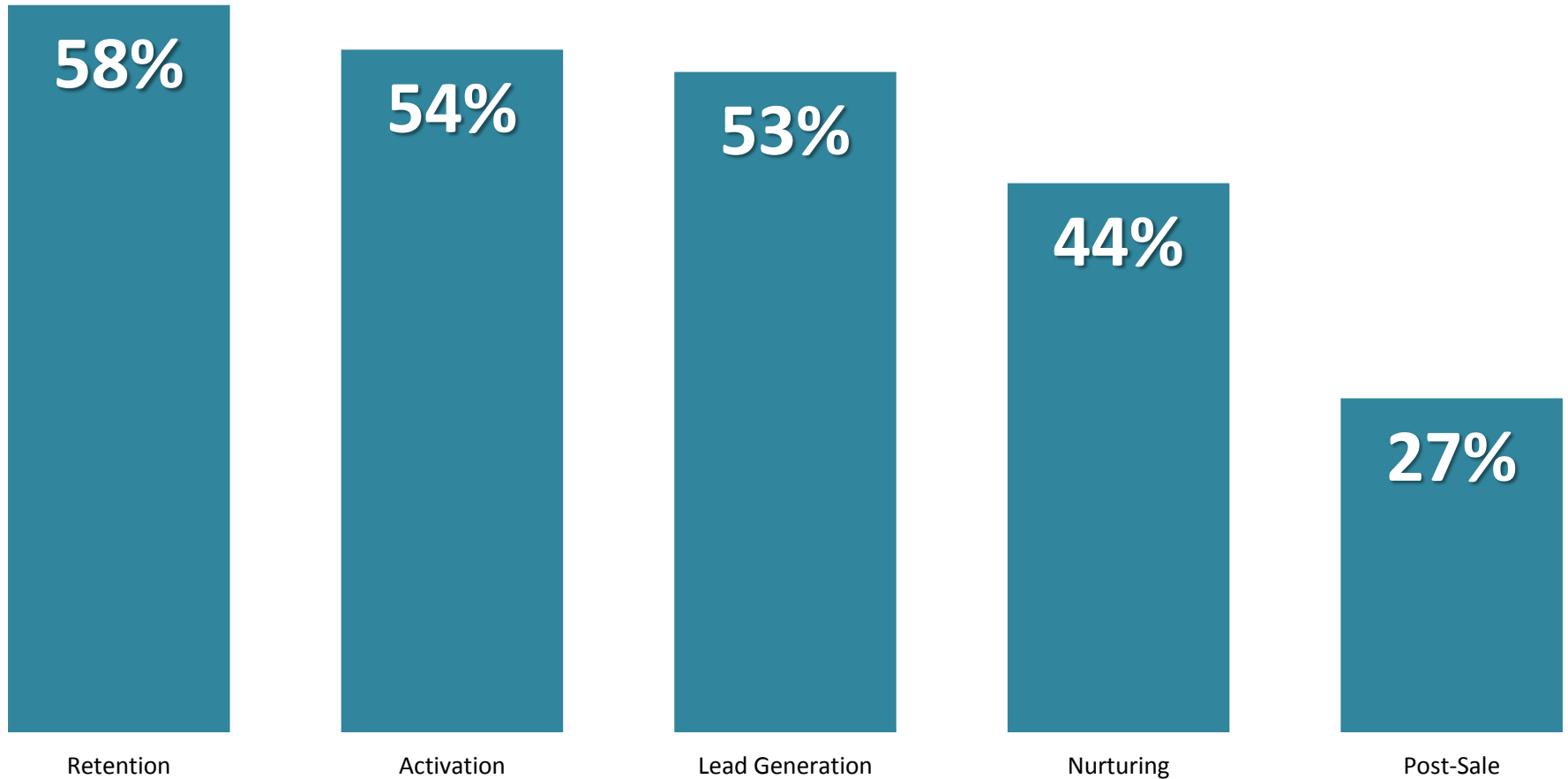




Chart 4.60 Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle?

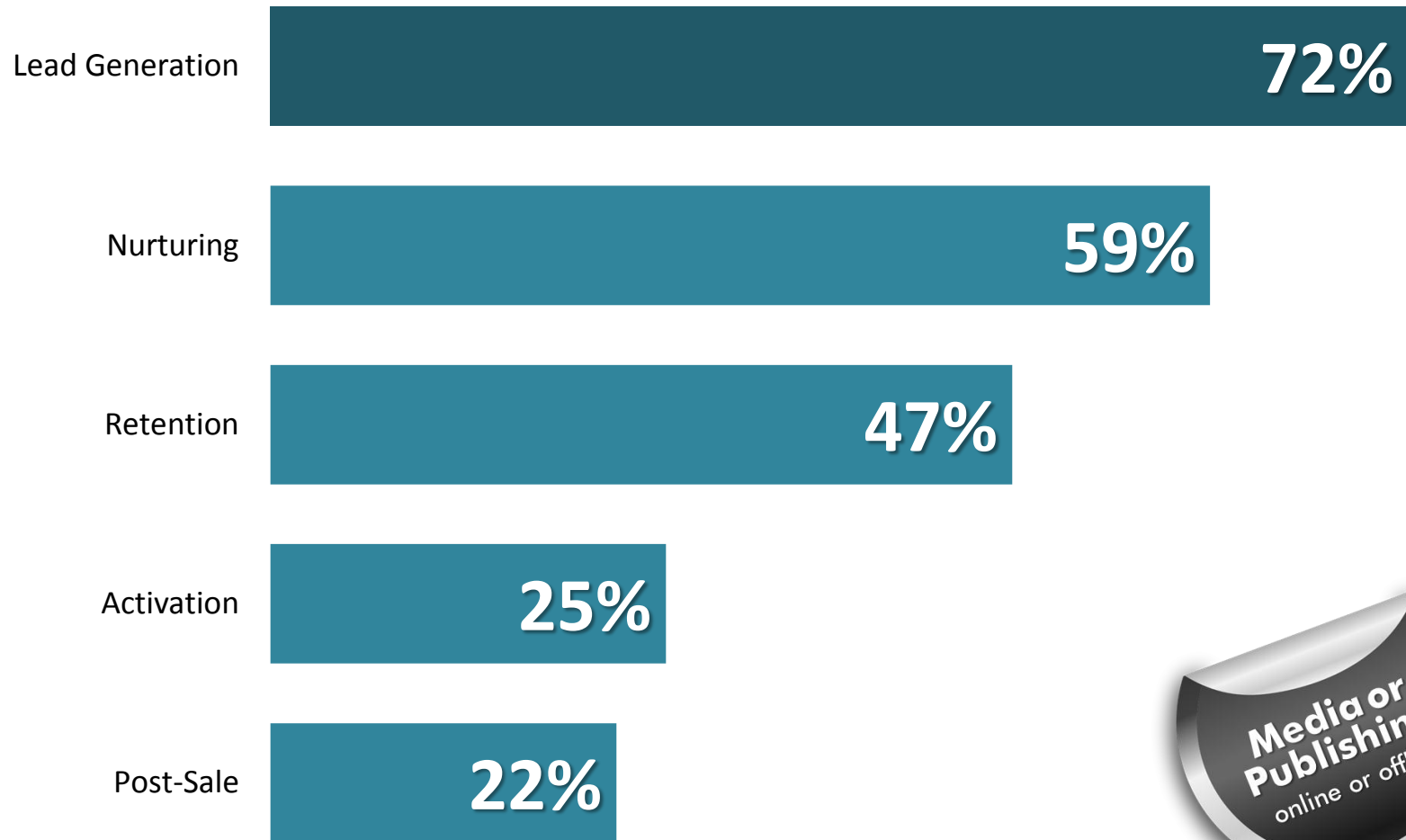




Chart 4.61 Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle?

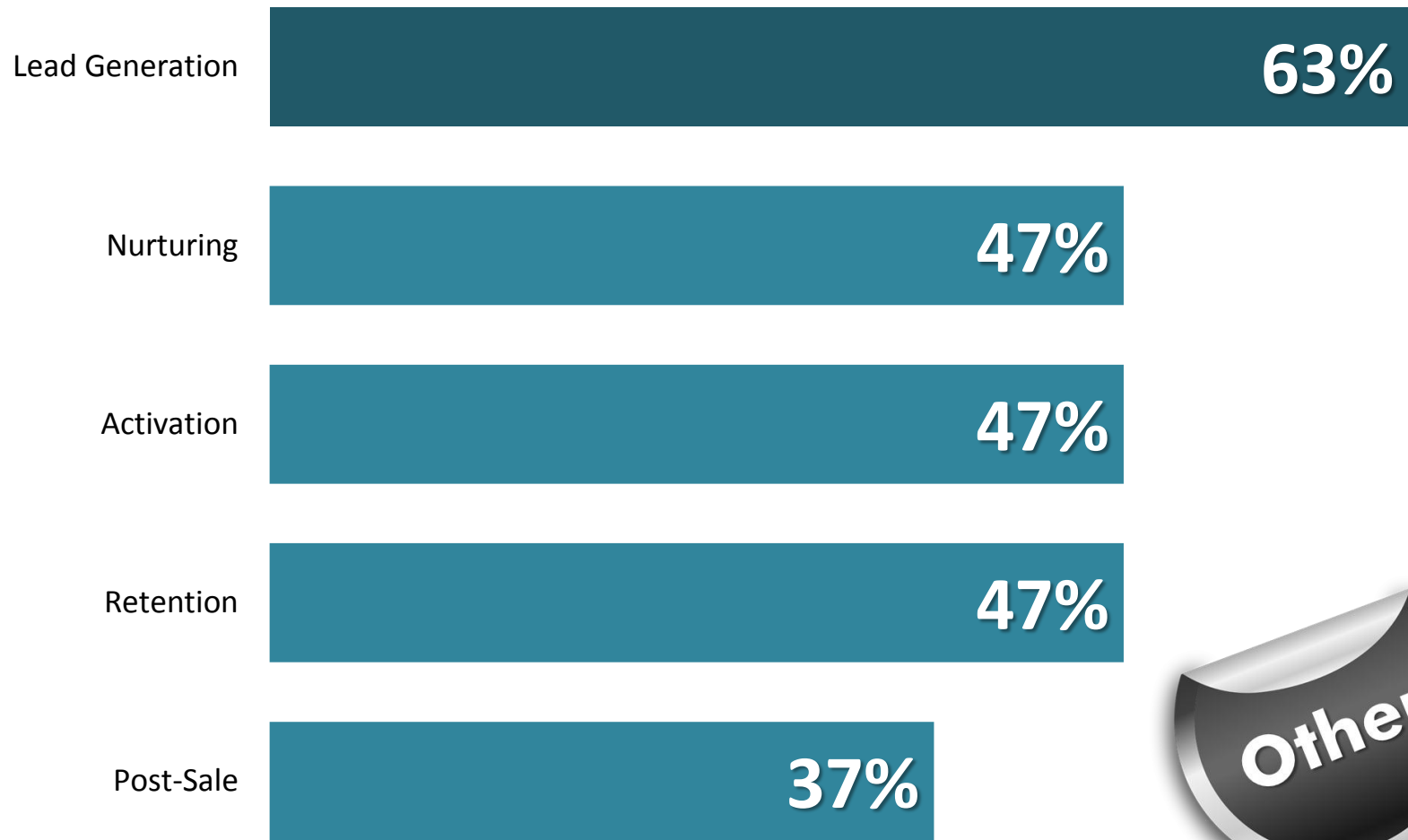




Chart 4.62 Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle?

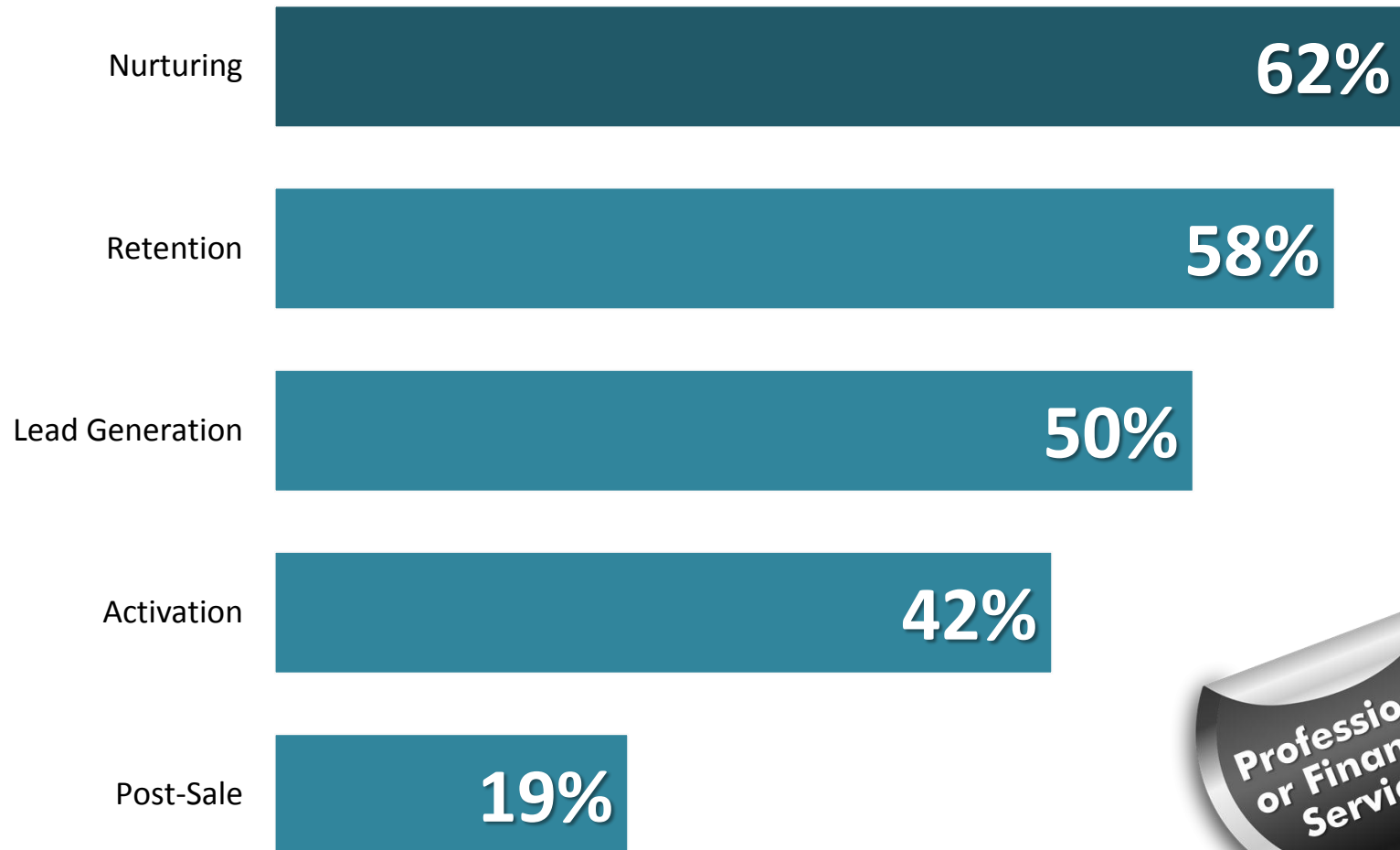




Chart 4.63 Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle?

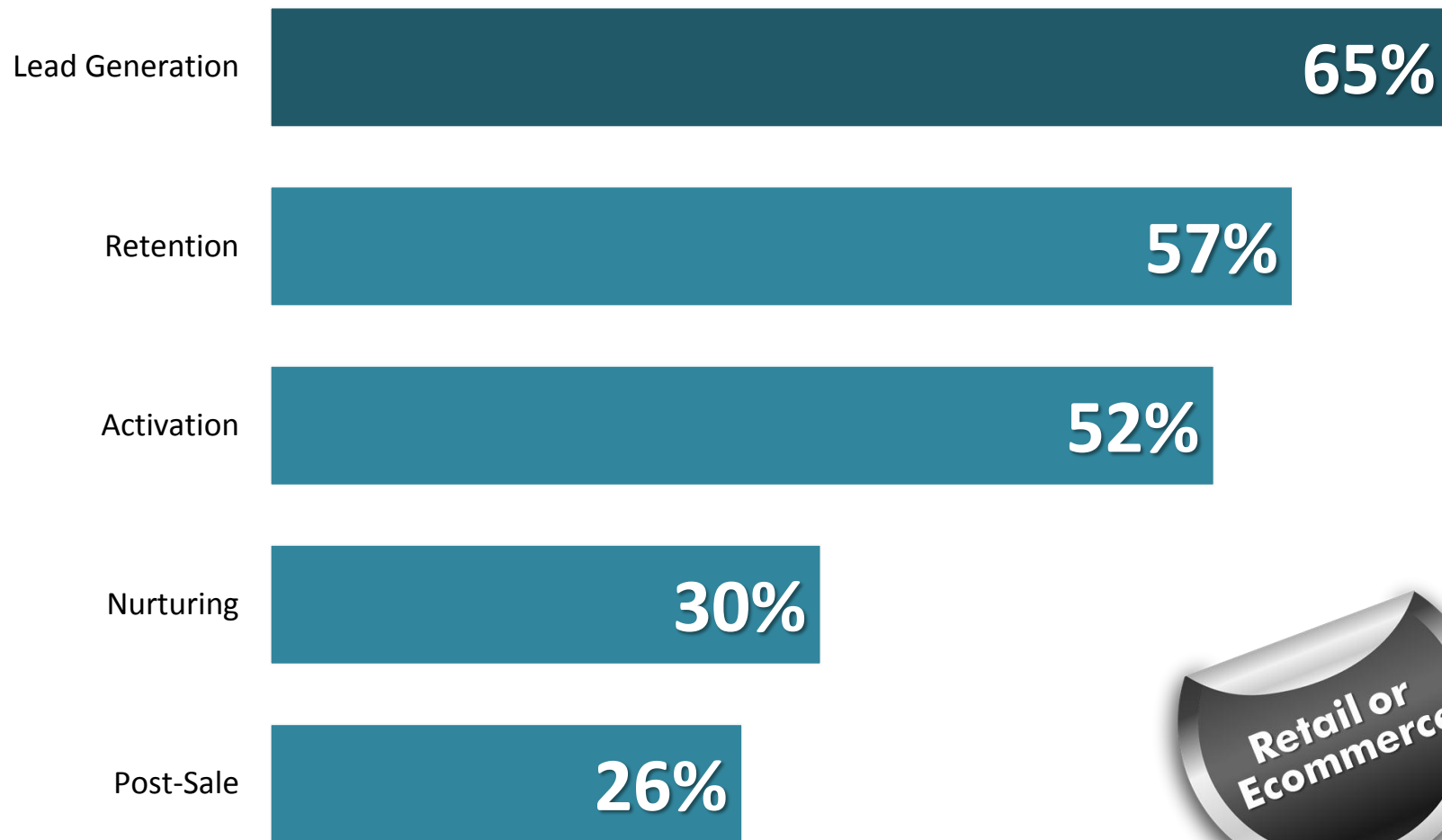




Chart 4.64 Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle?

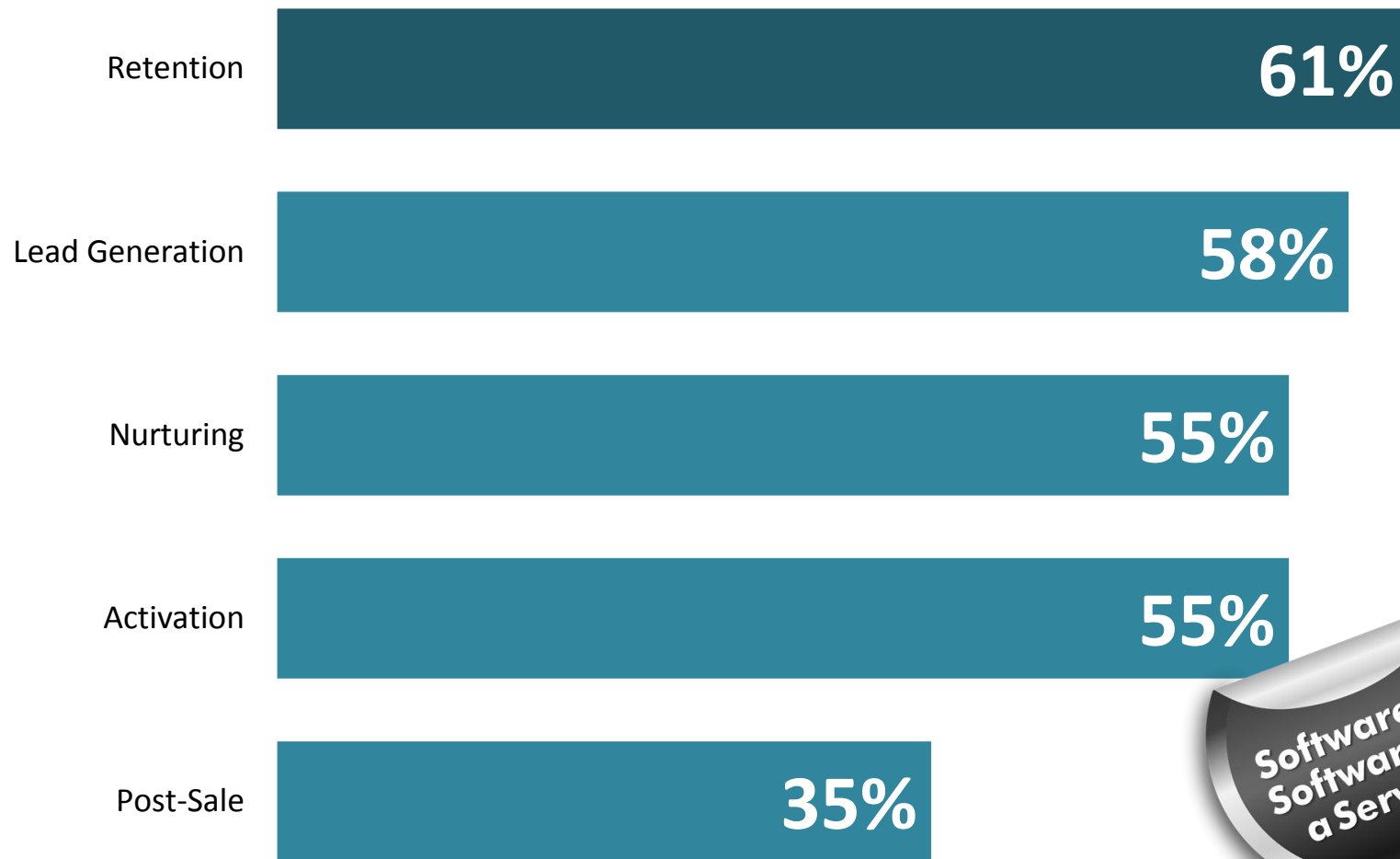




Chart 4.65 Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle?

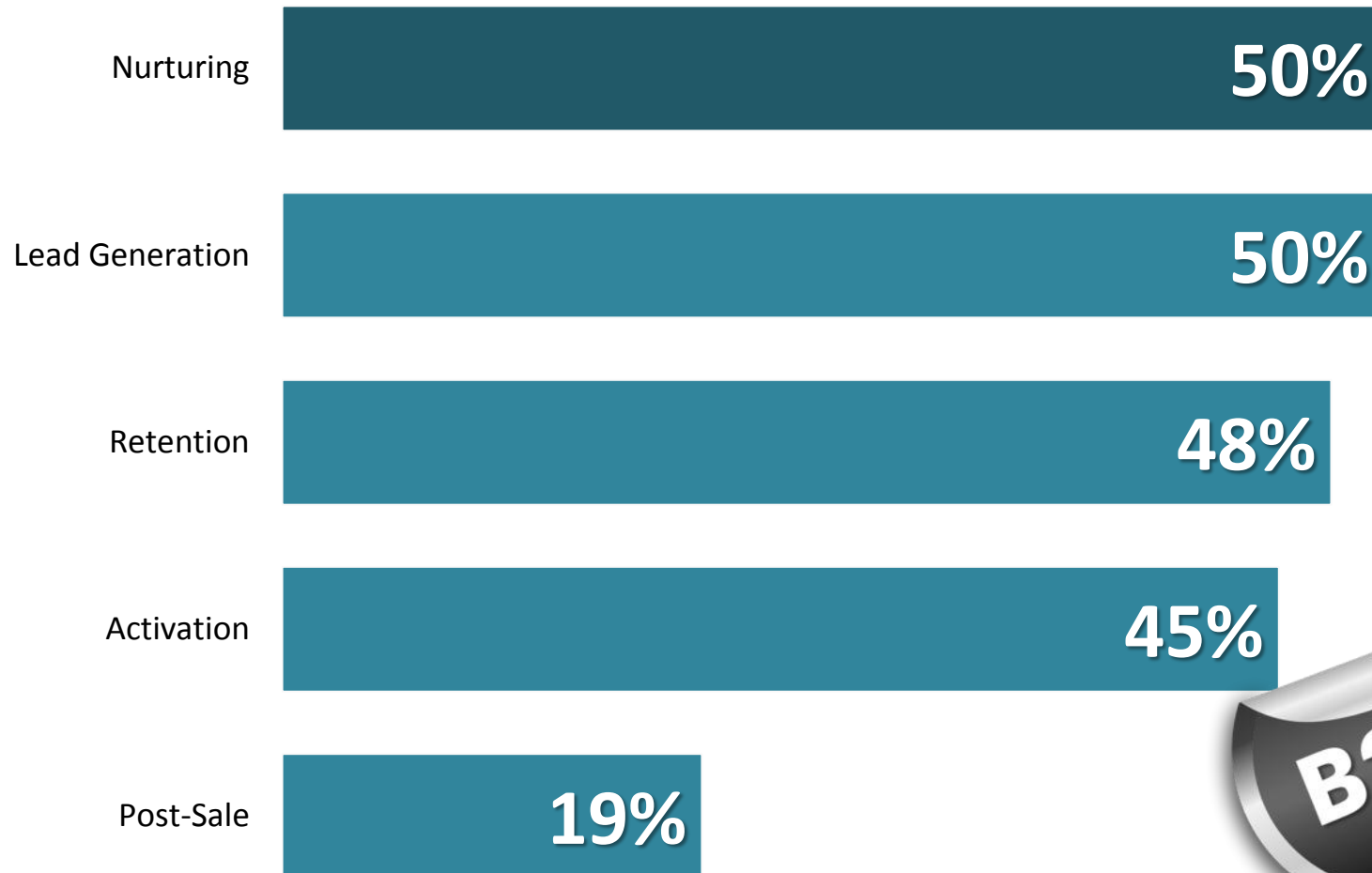




Chart 4.66 Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle?

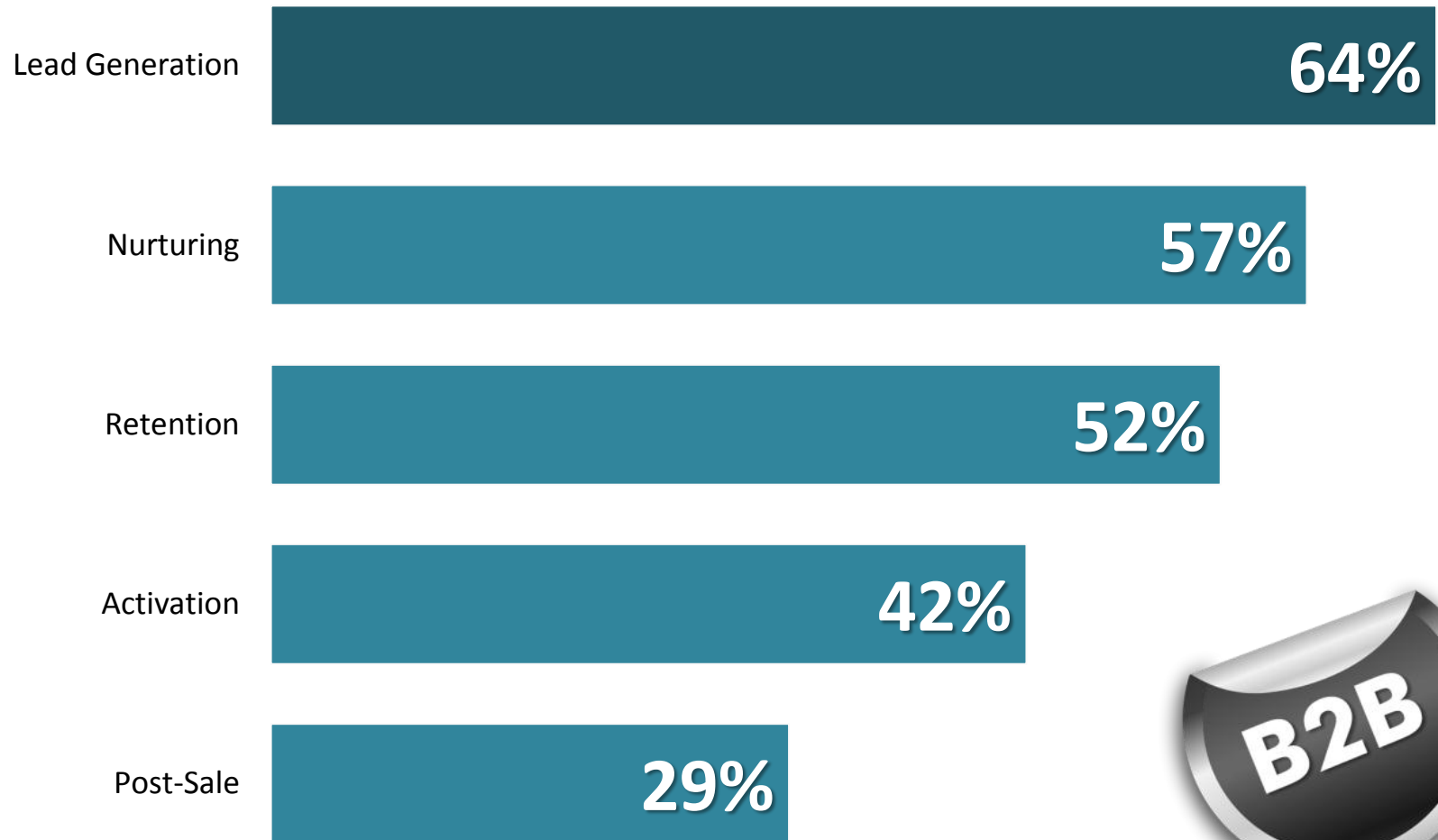




Chart 4.67 Campaigns employed to manage customer lifecycle

Which of the following types of mobile campaigns does your organization use to manage your customers' lifecycle?

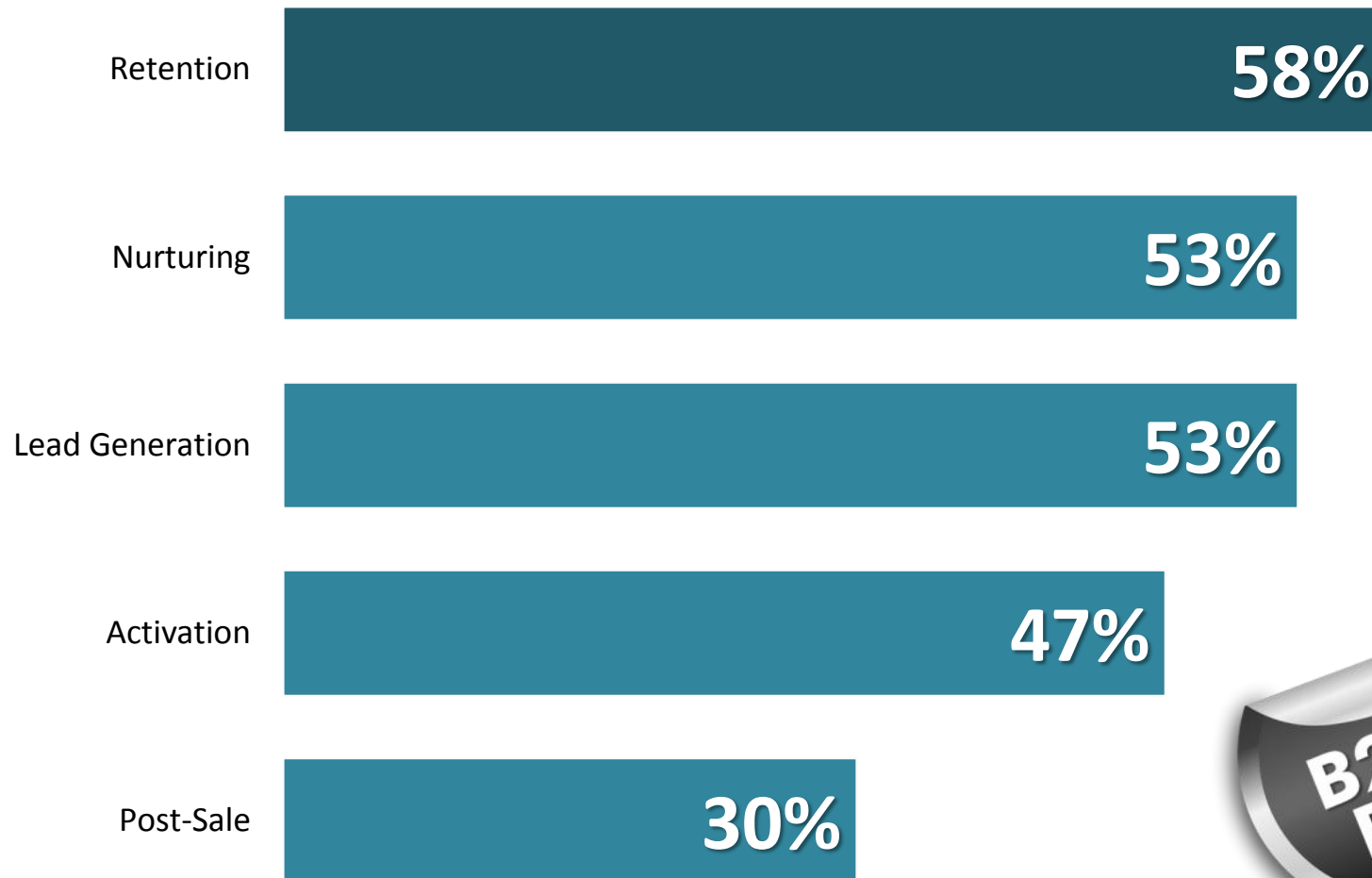




Chart 4.68 Level of effectiveness for campaign types

Please indicate the level of EFFECTIVENESS for each type of mobile lifecycle campaign sent by your organization.

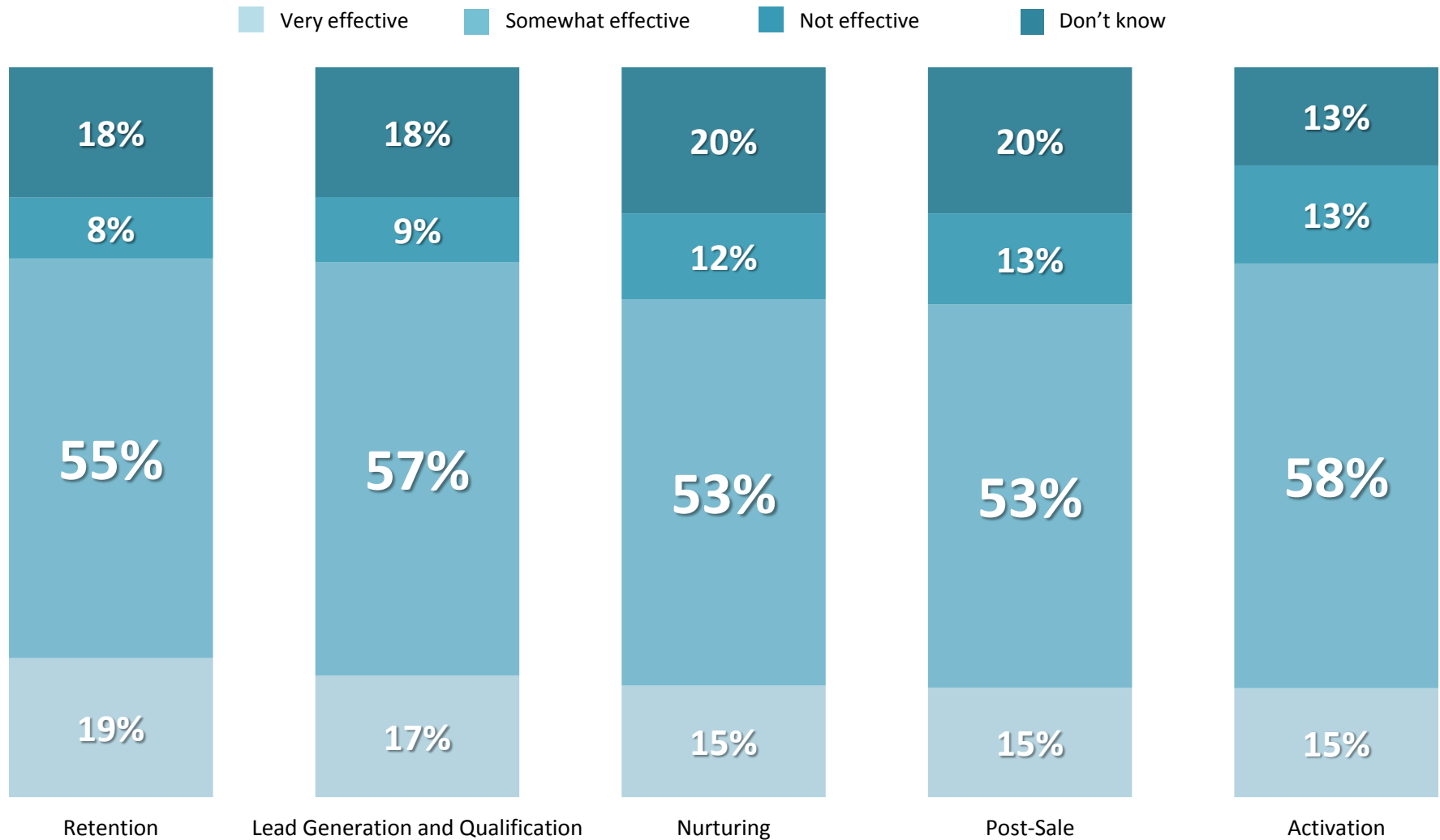




Chart 4.69 Level of difficulty for campaign types

Please indicate the level of DIFFICULTY for each type of mobile lifecycle campaign sent by your organization.

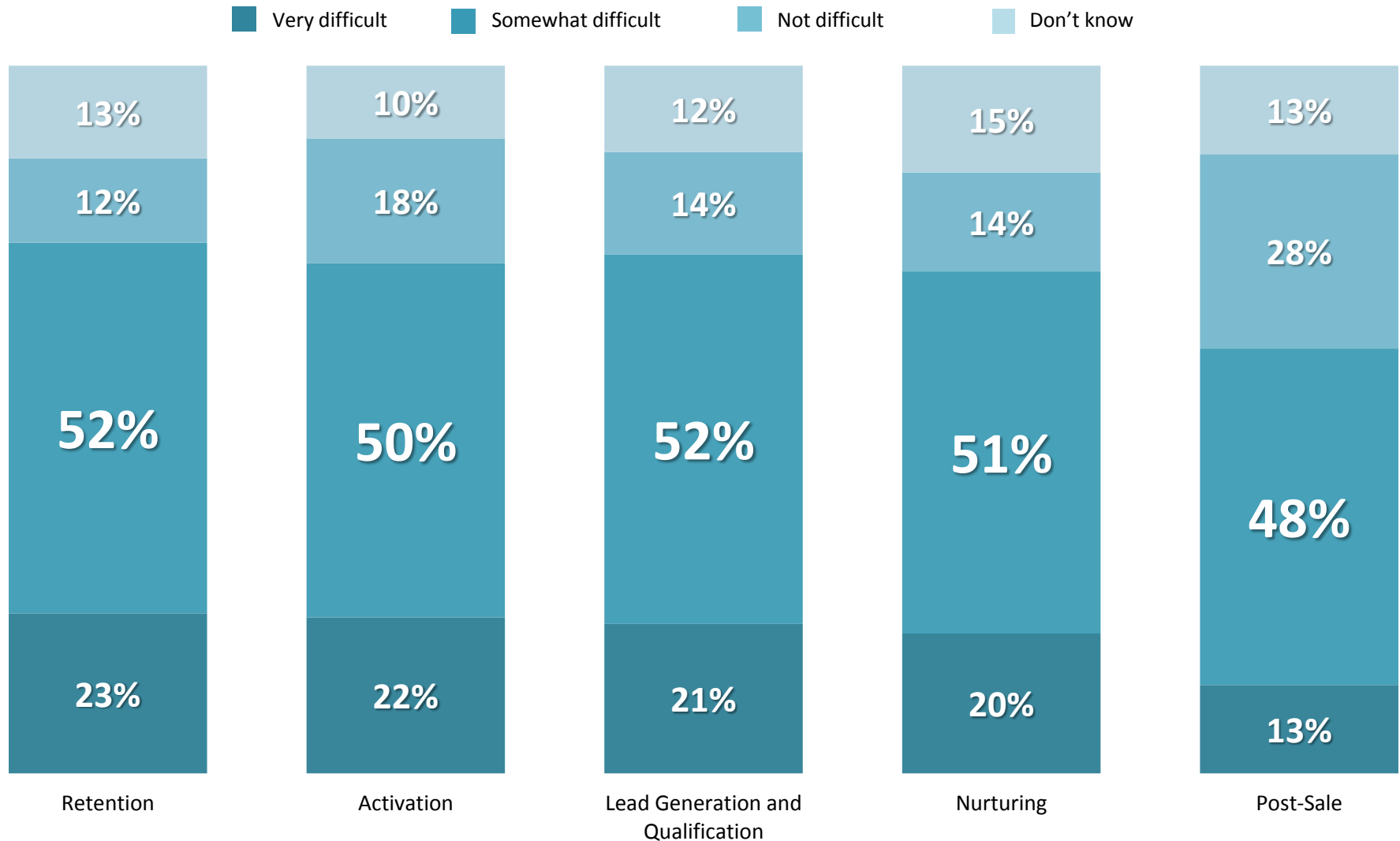




Chart 4.70 Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness for each campaign employed to manage customer lifecycle.

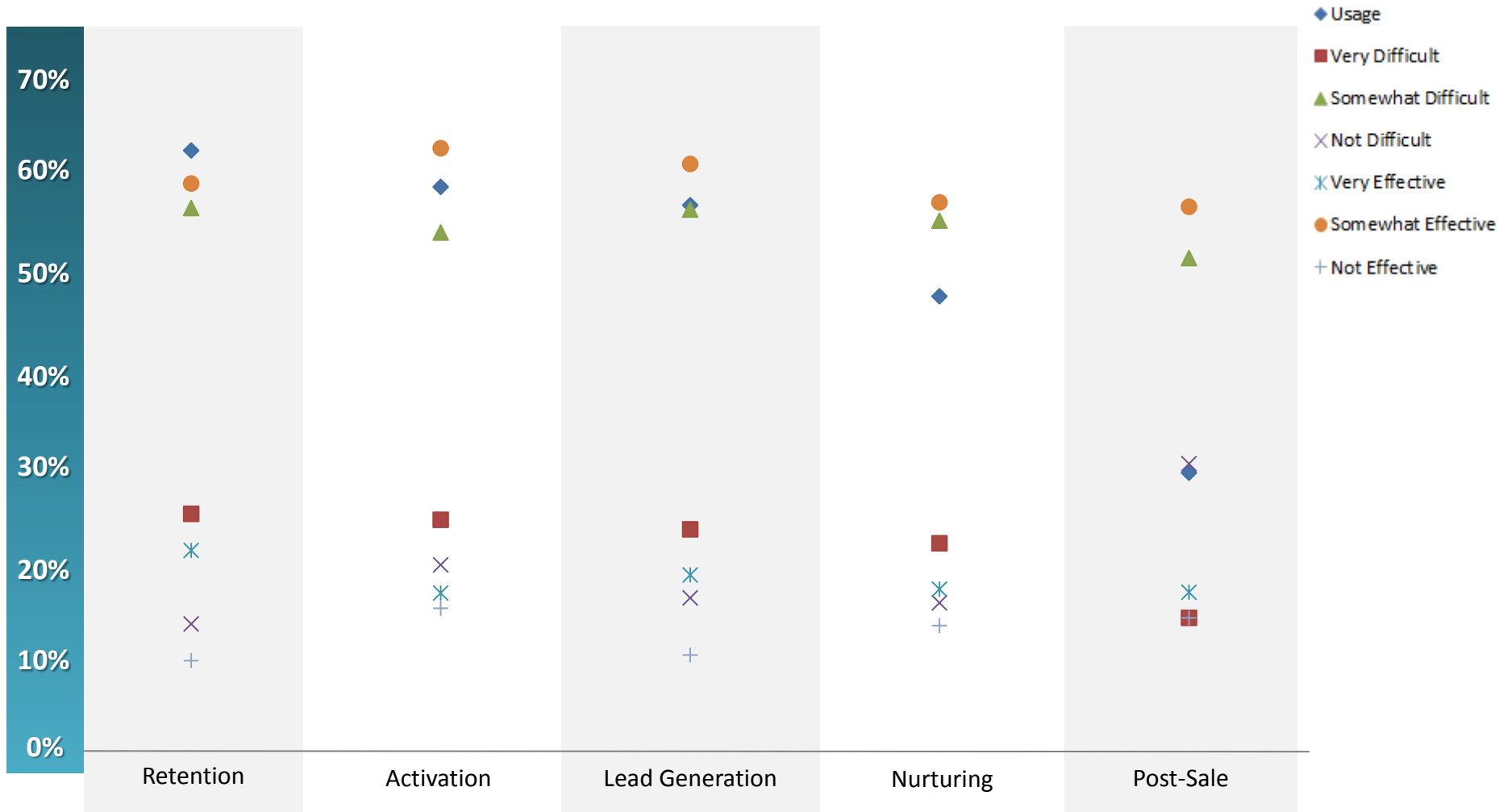




Chart 4.71 Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness for each campaign employed to manage customer lifecycle.

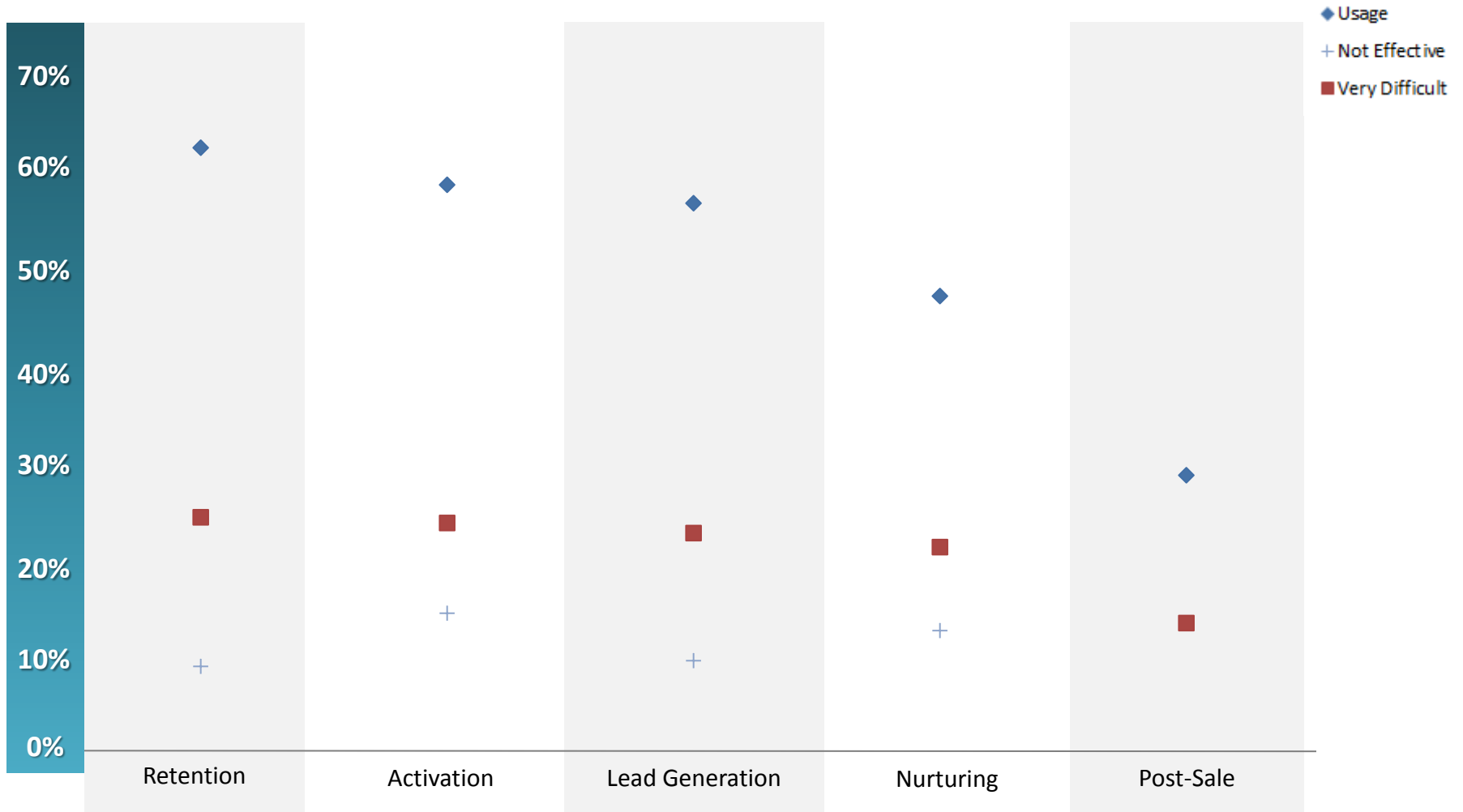




Chart 4.72 Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness for each campaign employed to manage customer lifecycle.

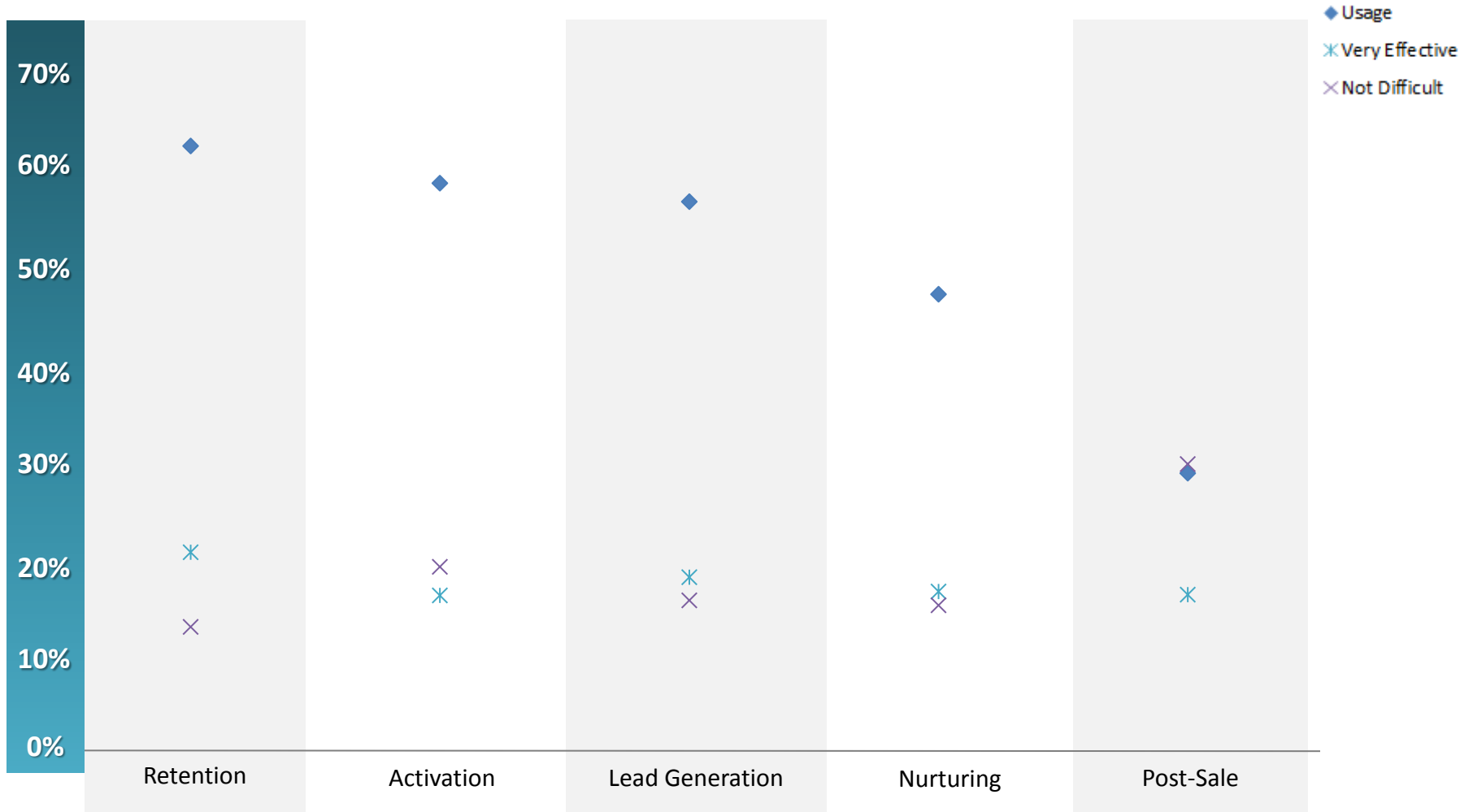




Chart 4.73 Comparing usage, difficulty and effectiveness

Comparing usage, difficulty and effectiveness for each campaign employed to manage customer lifecycle.

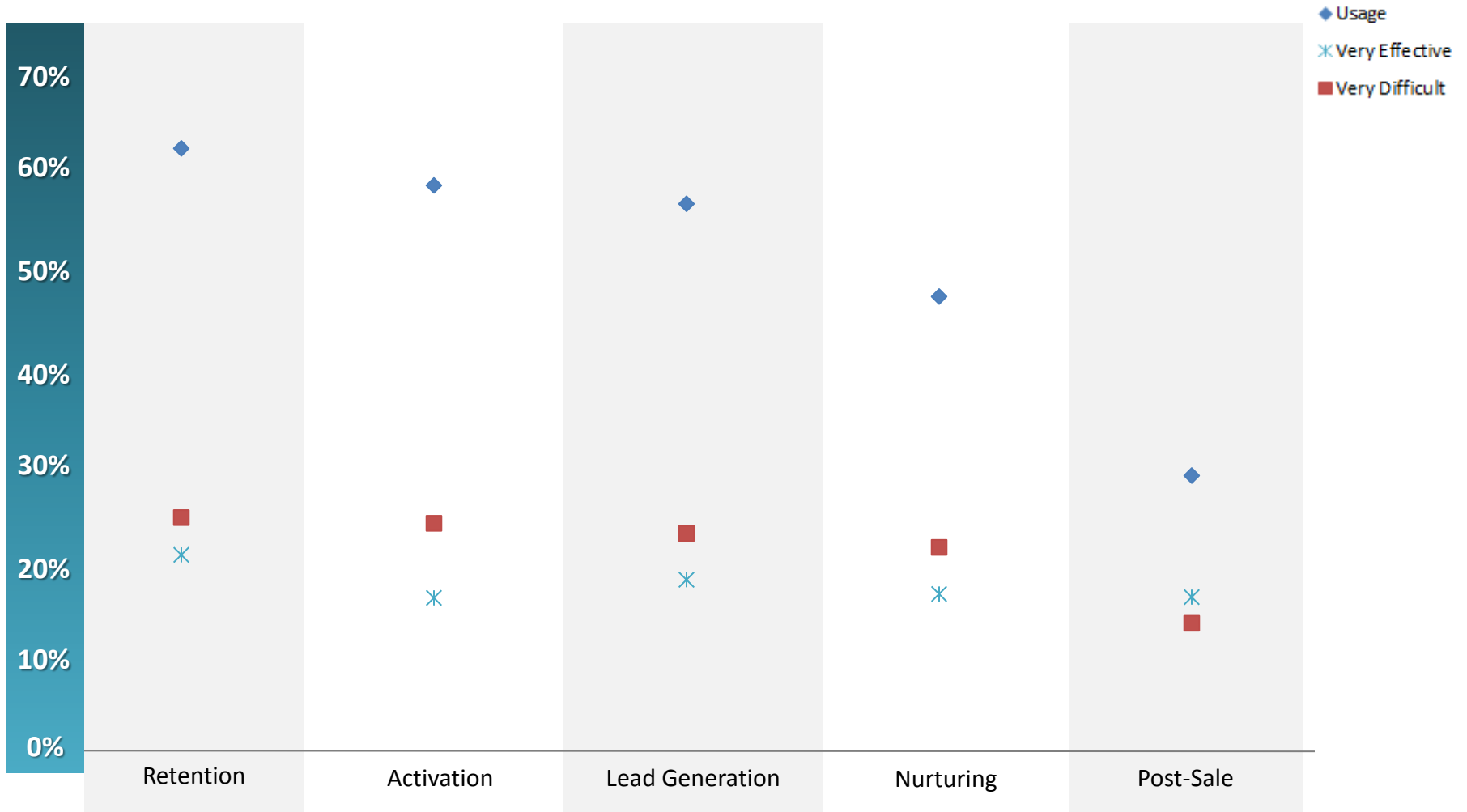




Chart 4.74 Marketer involvement with mobile metrics

Which of the following are you involved MOST with in regards to mobile metrics for your organization?

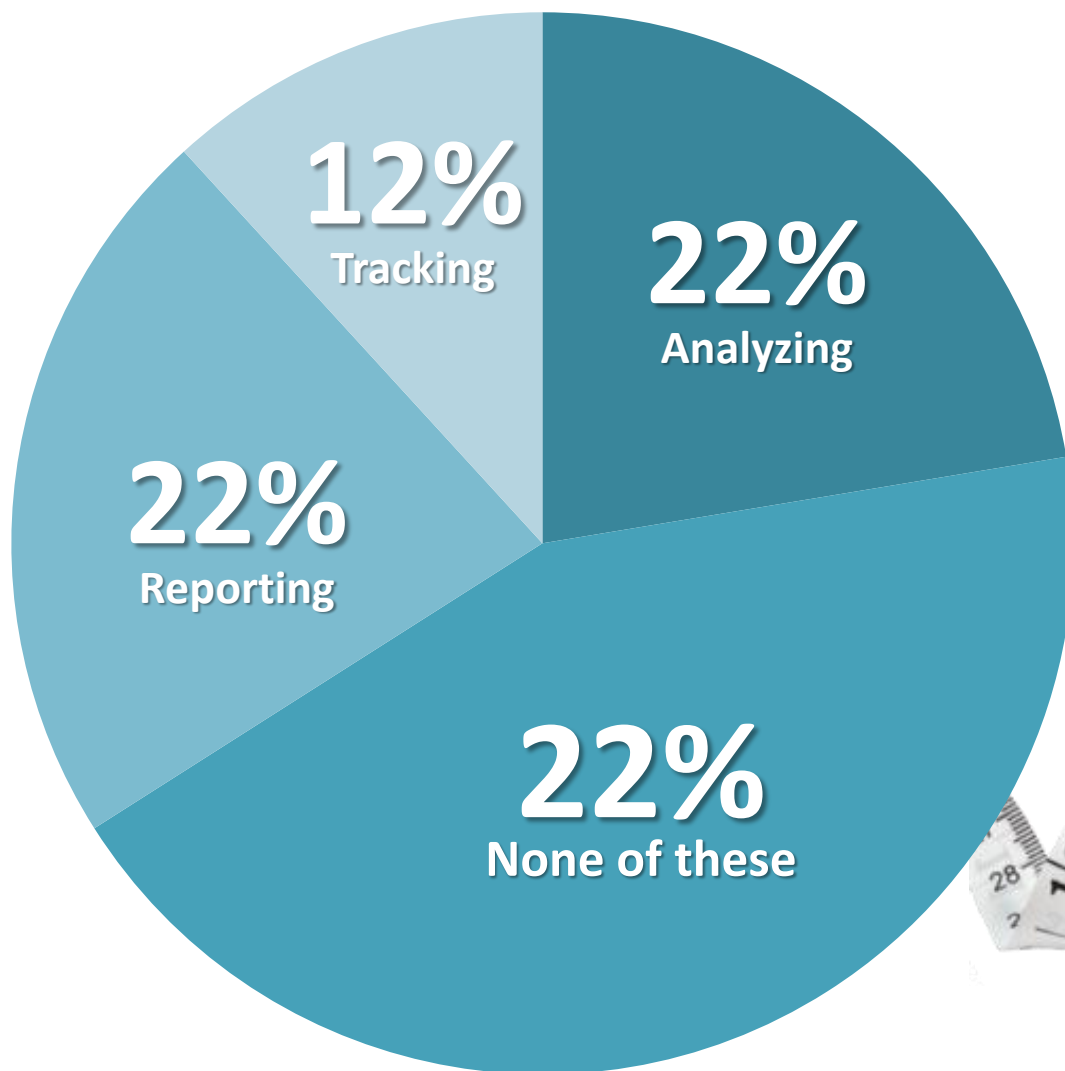




Chart 4.75 Marketer involvement with mobile metrics

Which of the following are you involved most with in regards to mobile metrics for your organization? (By industry)

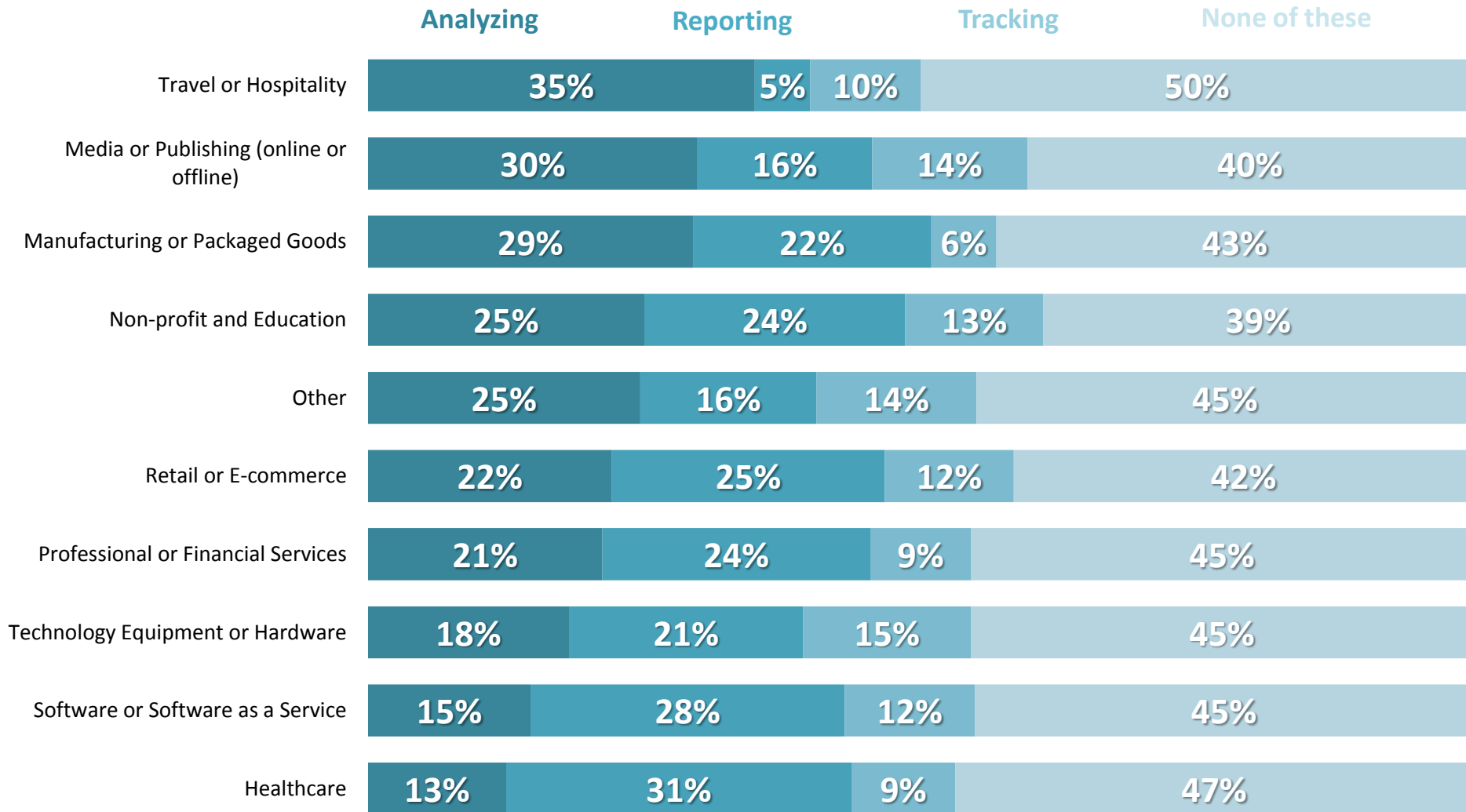




Chart 4.76 Marketer involvement with mobile metrics

Which of the following are you involved most with in regards to mobile metrics for your organization? (By customer type)

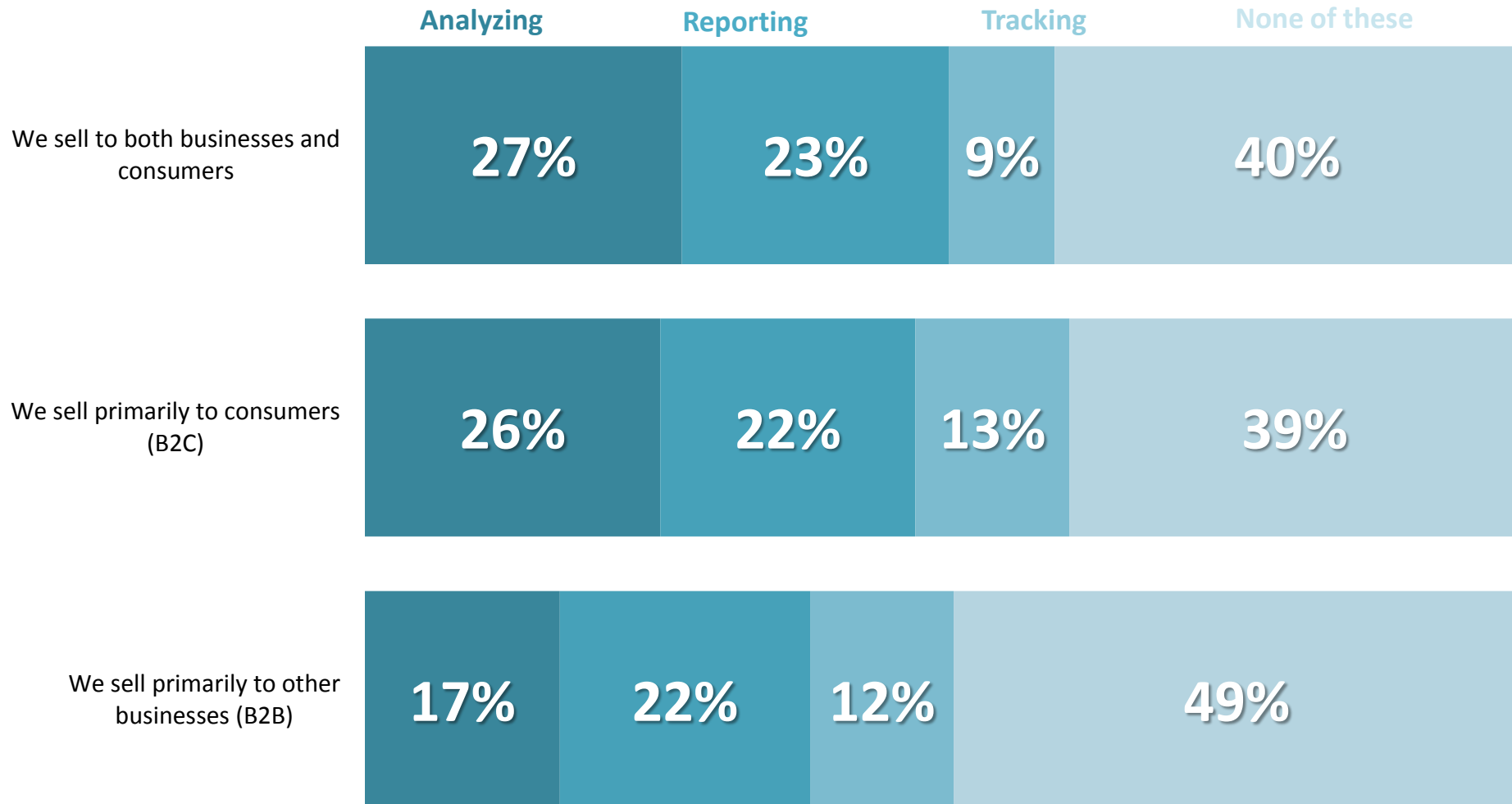




Chart 4.77 Marketer involvement with mobile metrics

Which of the following are you involved most with in regards to mobile metrics for your organization? (By company size)

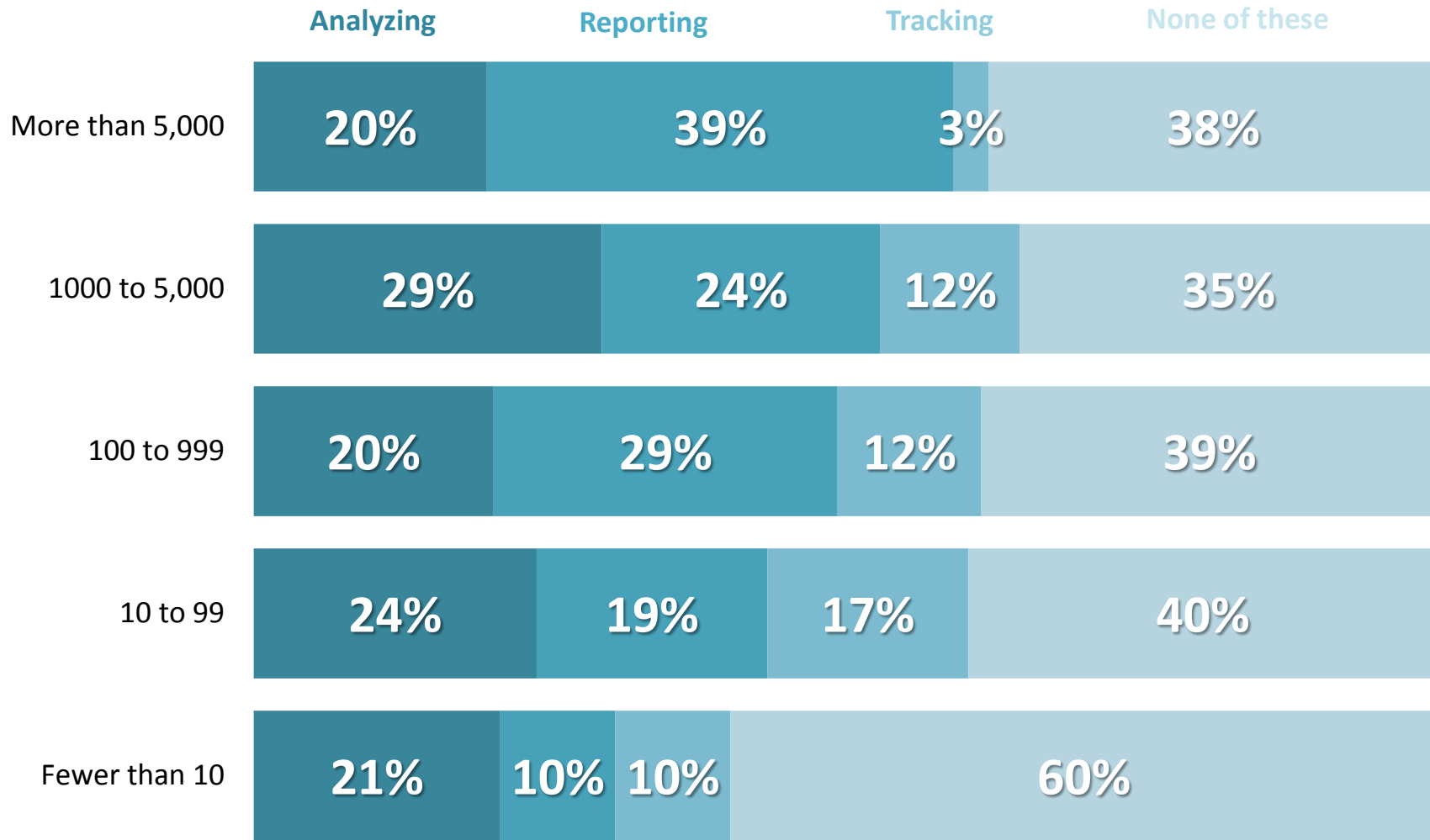




Chart 4.78 Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track?

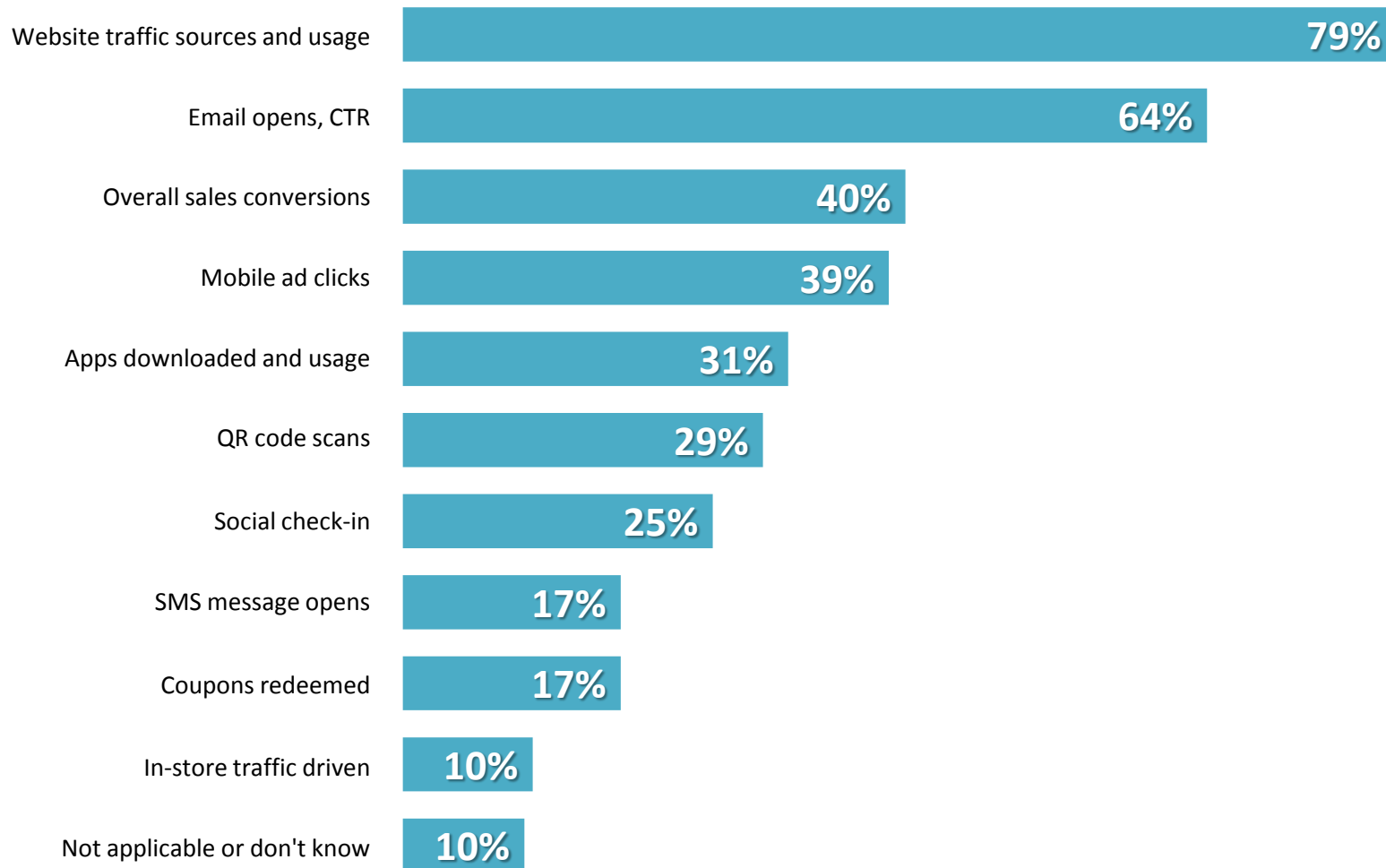




Chart 4.79 Metrics tracked by marketers

Which of the following **MOBILE** marketing metrics does your organization track?

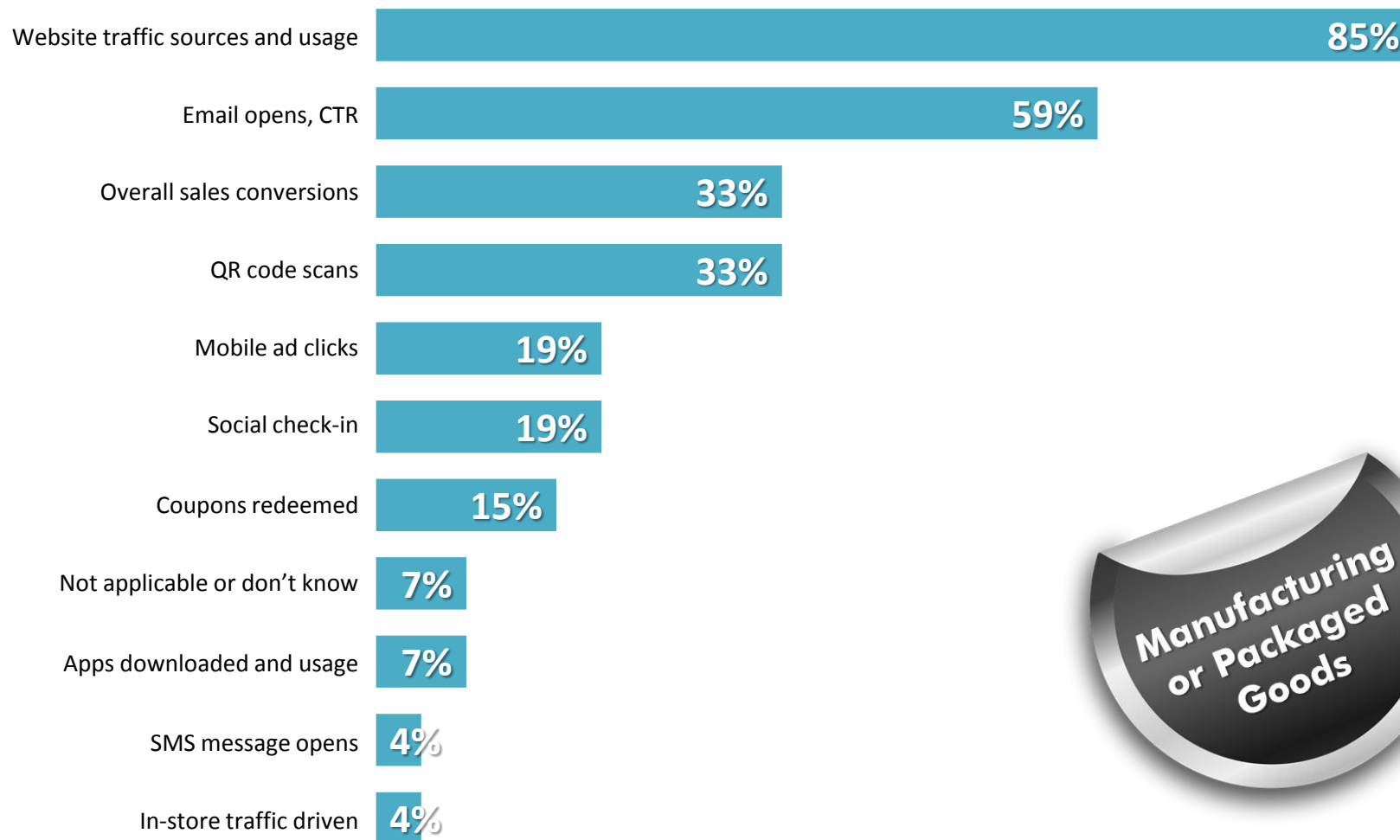




Chart 4.80 Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track?

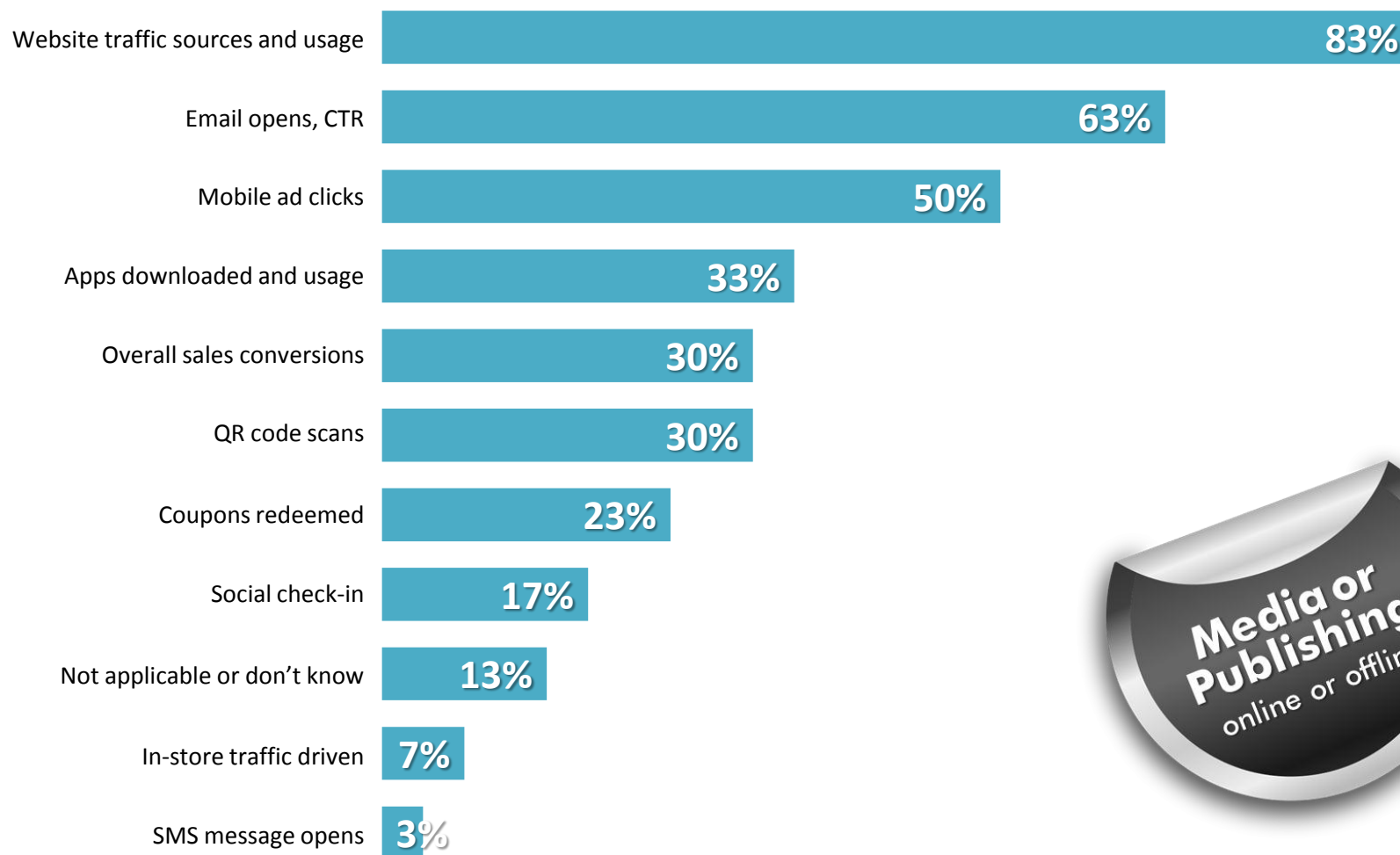




Chart 4.81 Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track?

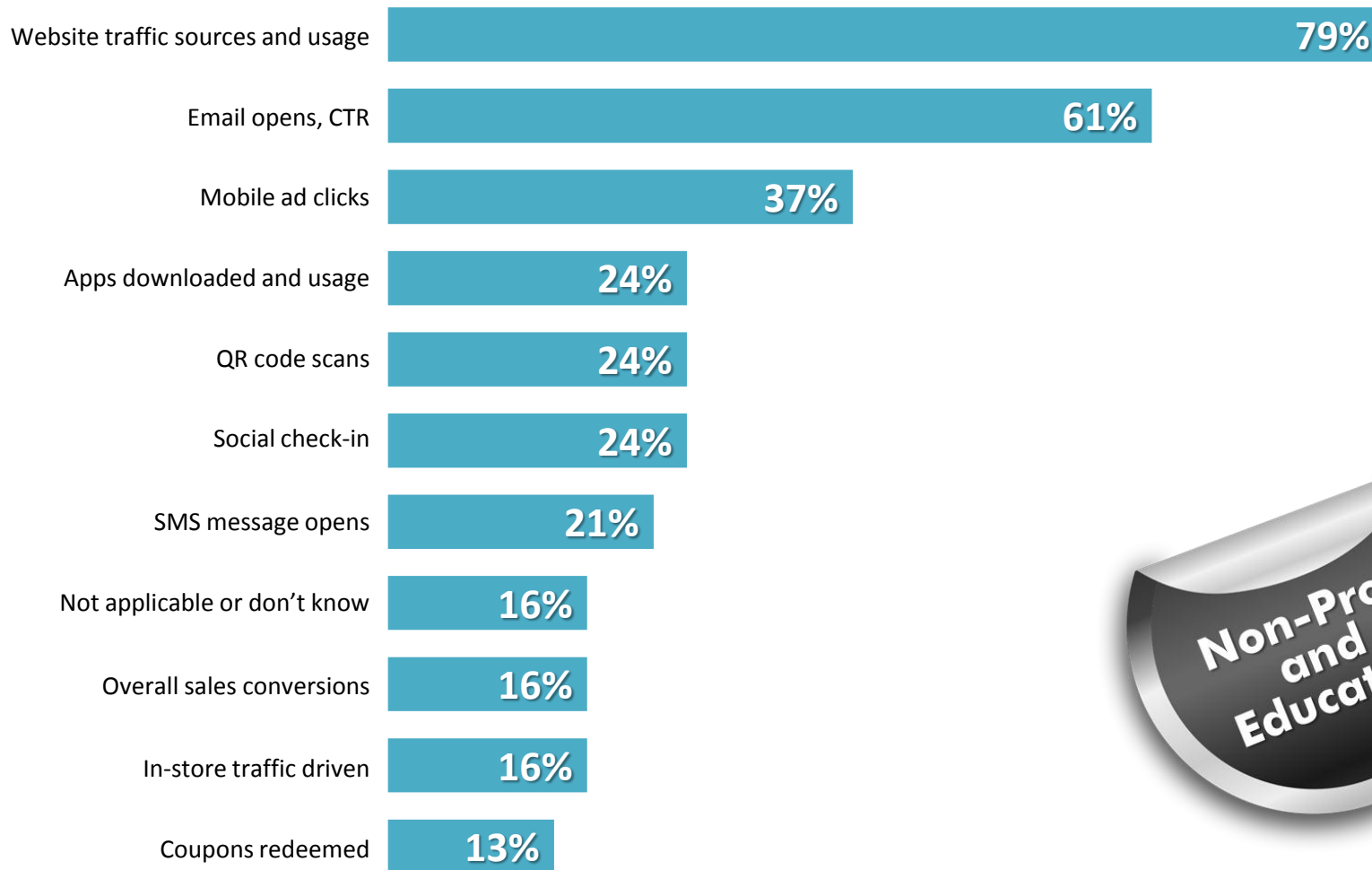




Chart 4.82 Metrics tracked by marketers

Which of the following **MOBILE** marketing metrics does your organization track?

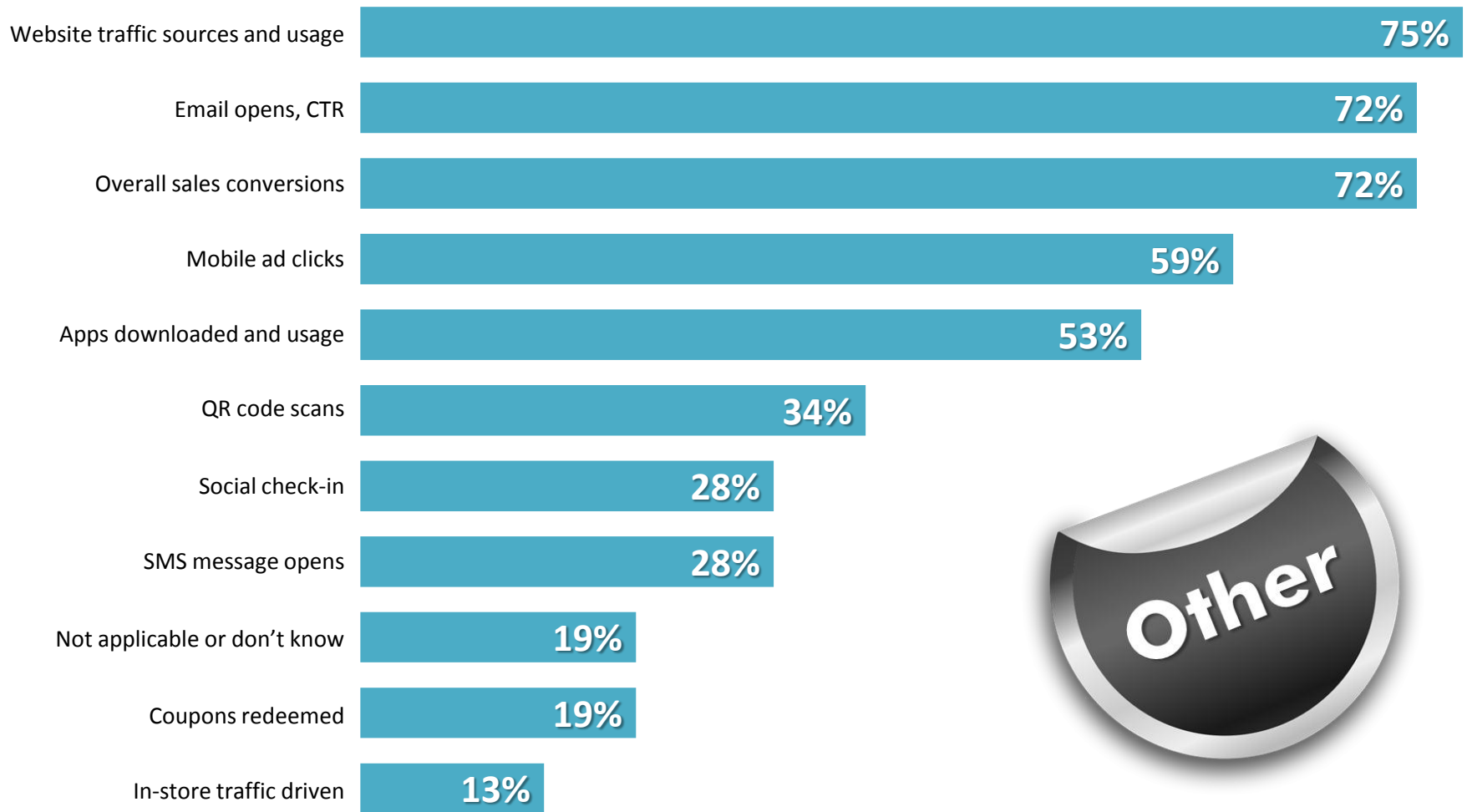




Chart 4.83 Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track?

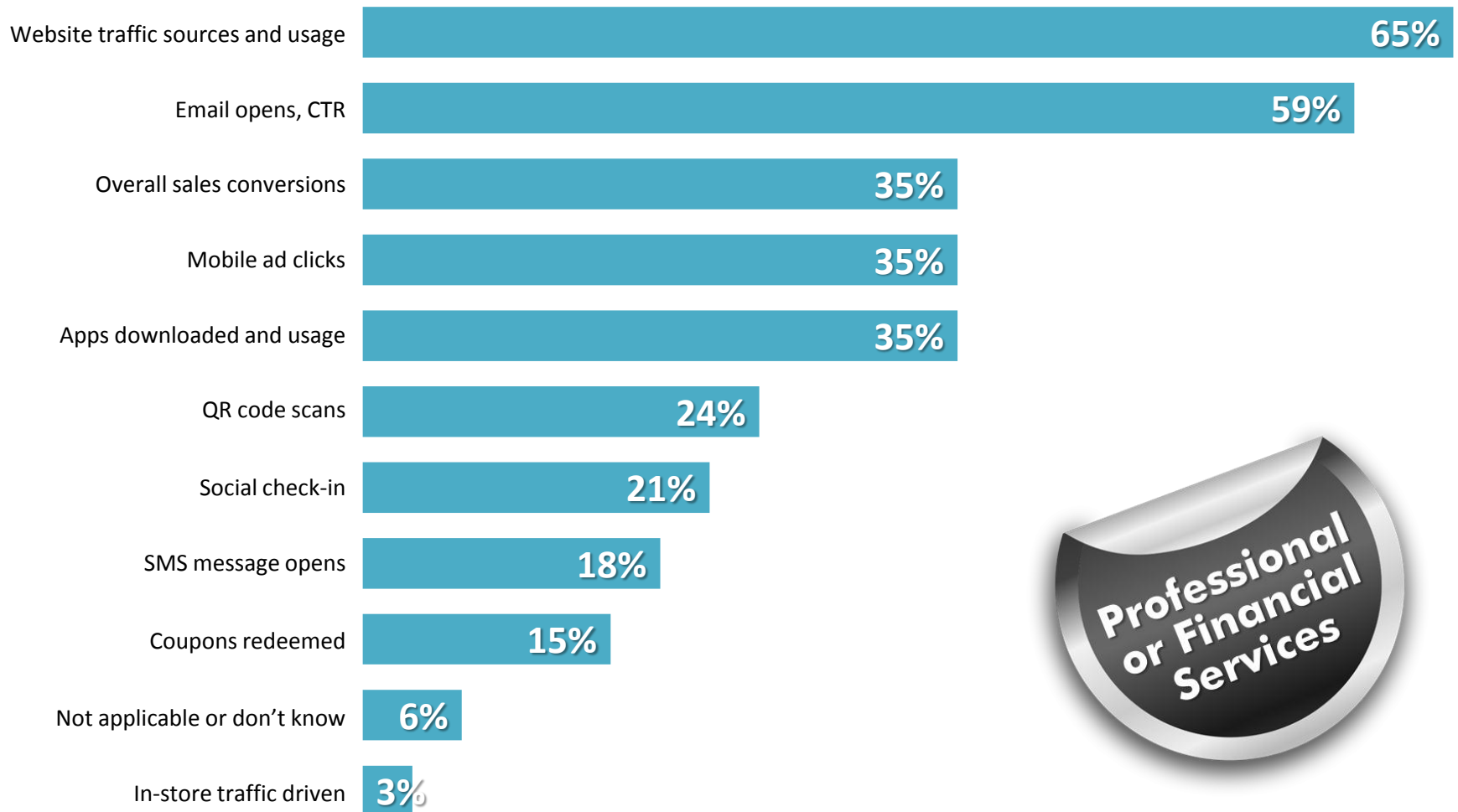




Chart 4.84 Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track?

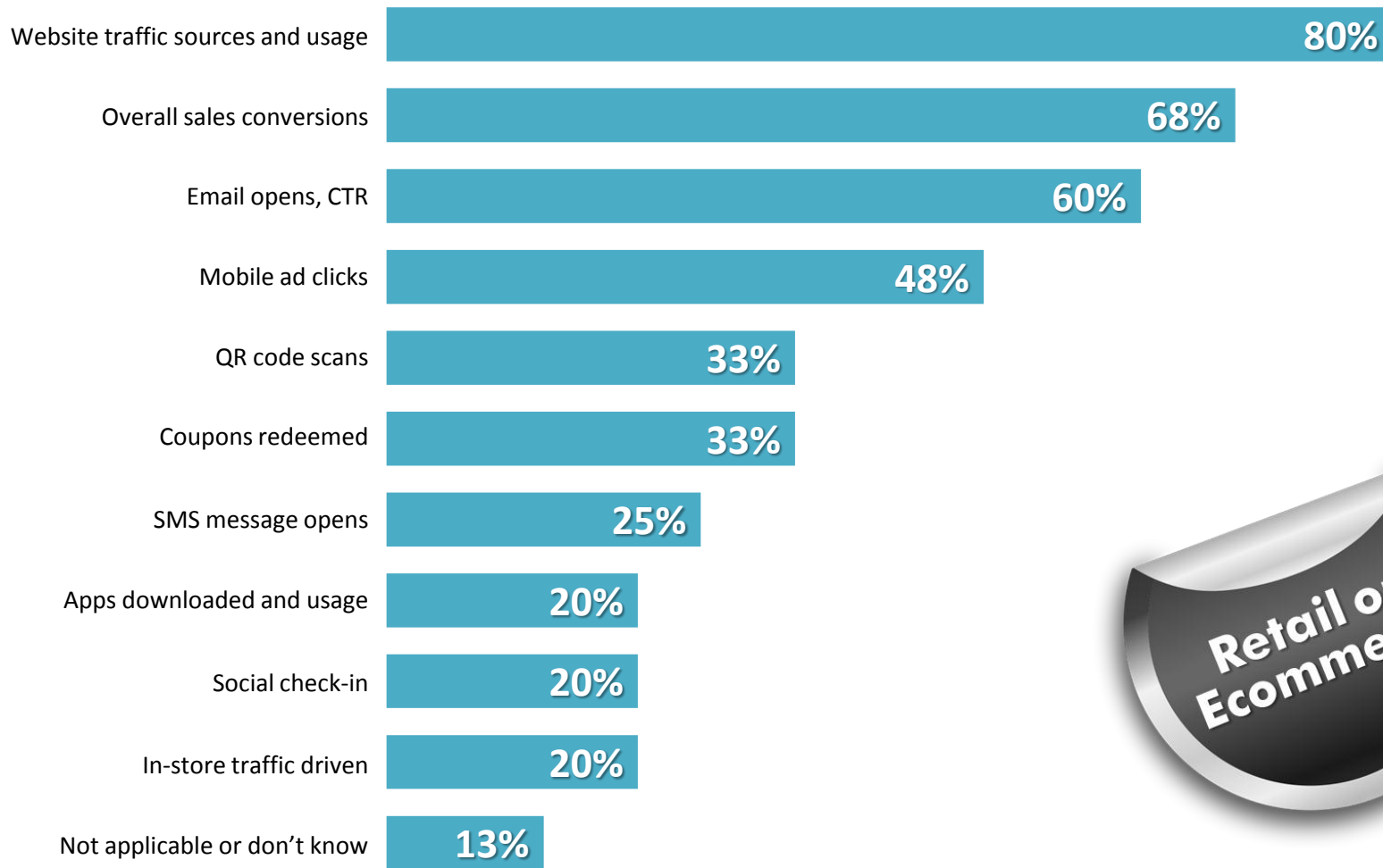




Chart 4.85 Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track?

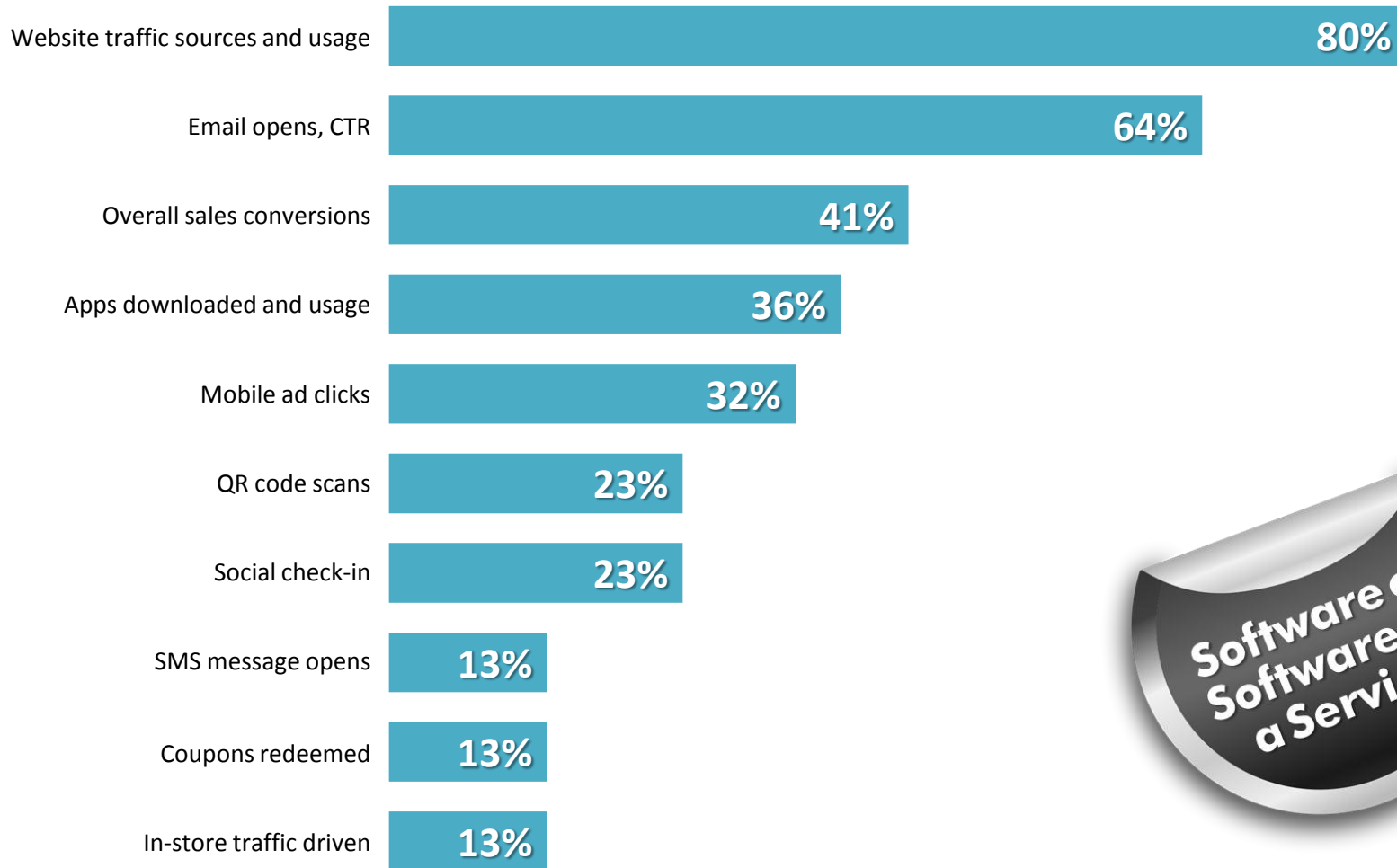




Chart 4.86 Metrics tracked by marketers

Which of the following **MOBILE** marketing metrics does your organization track?

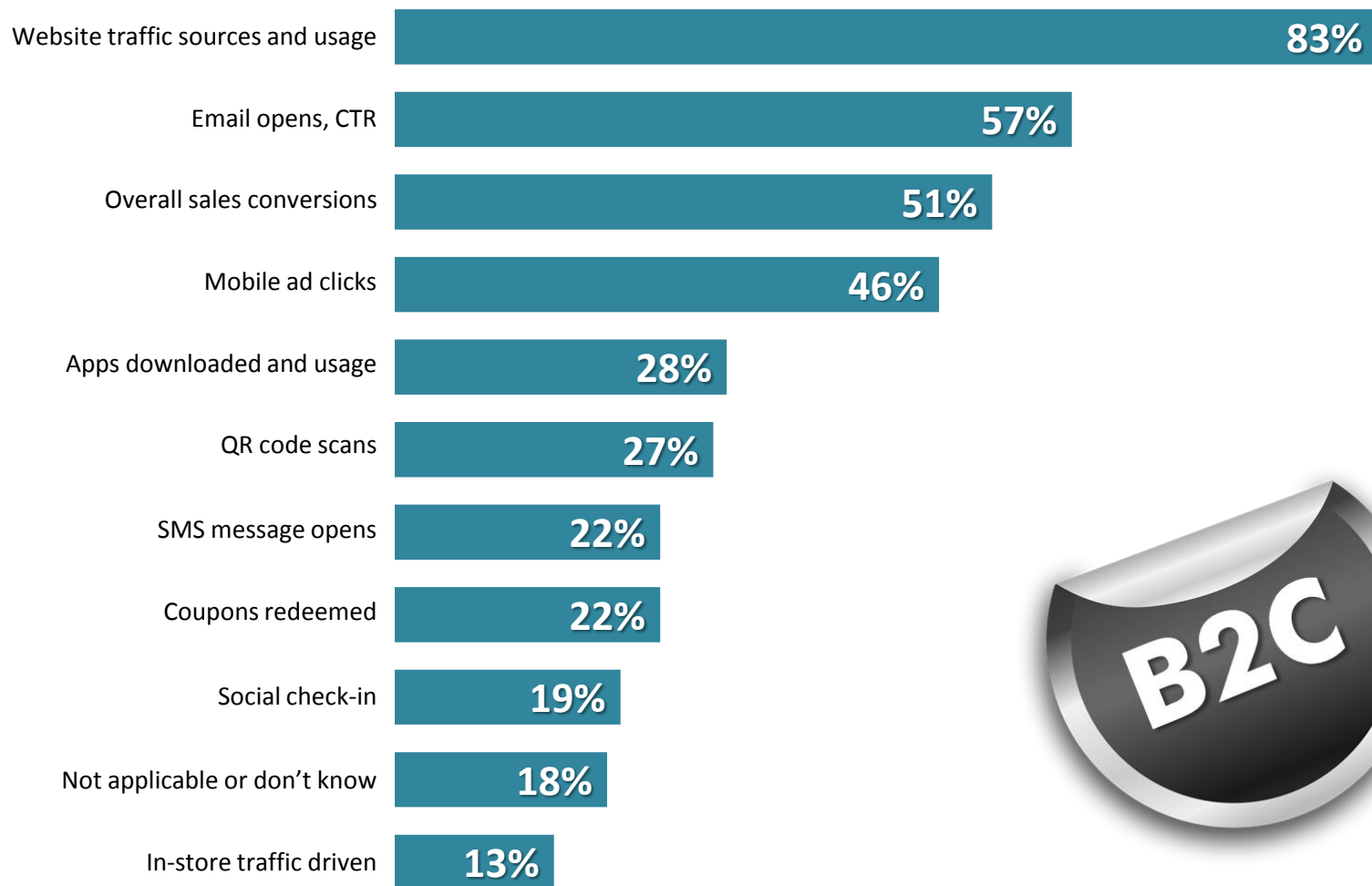




Chart 4.87 Metrics tracked by marketers

Which of the following *MOBILE* marketing metrics does your organization track?

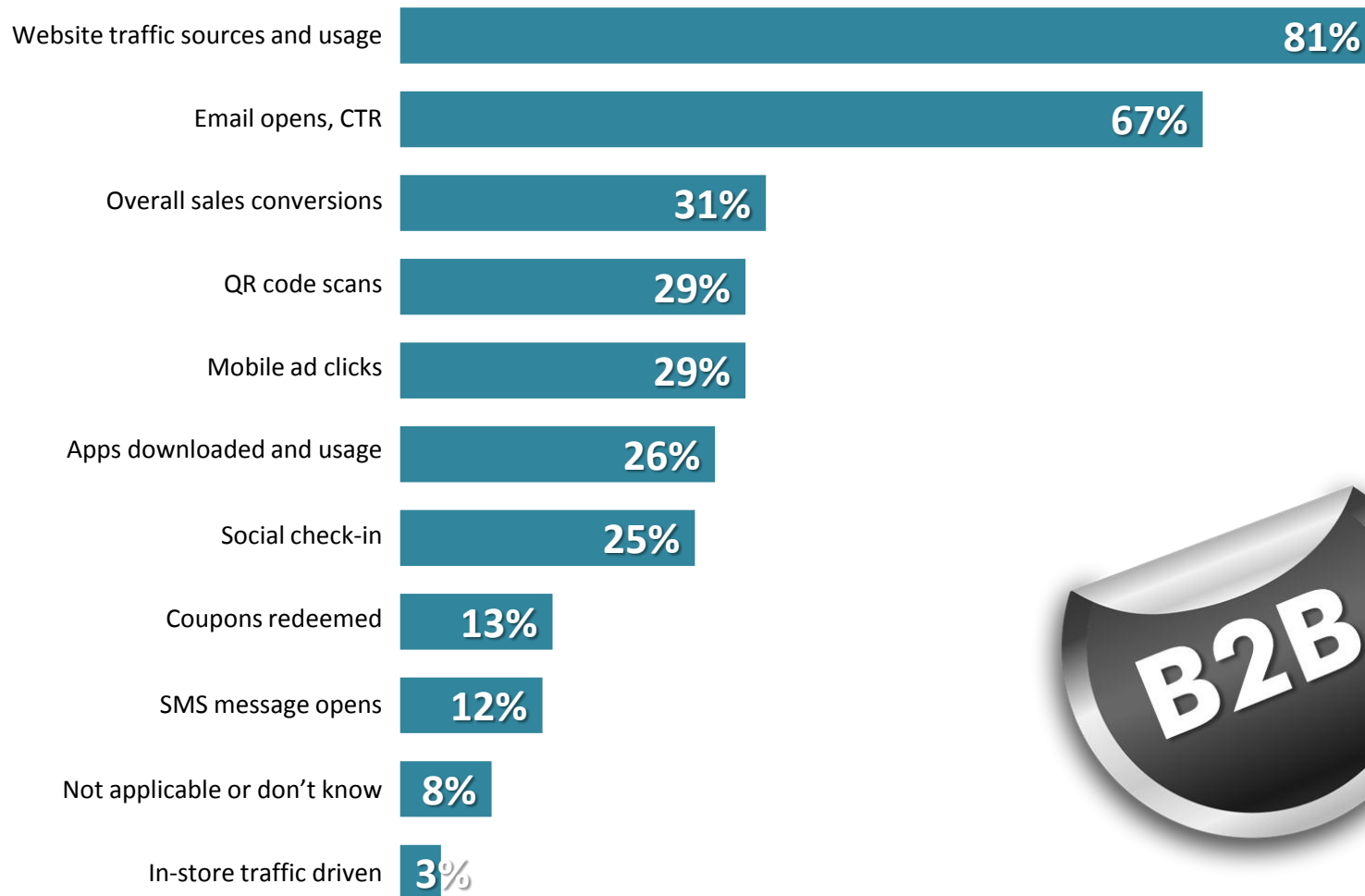




Chart 4.88 Metrics tracked by marketers

Which of the following **MOBILE** marketing metrics does your organization track?

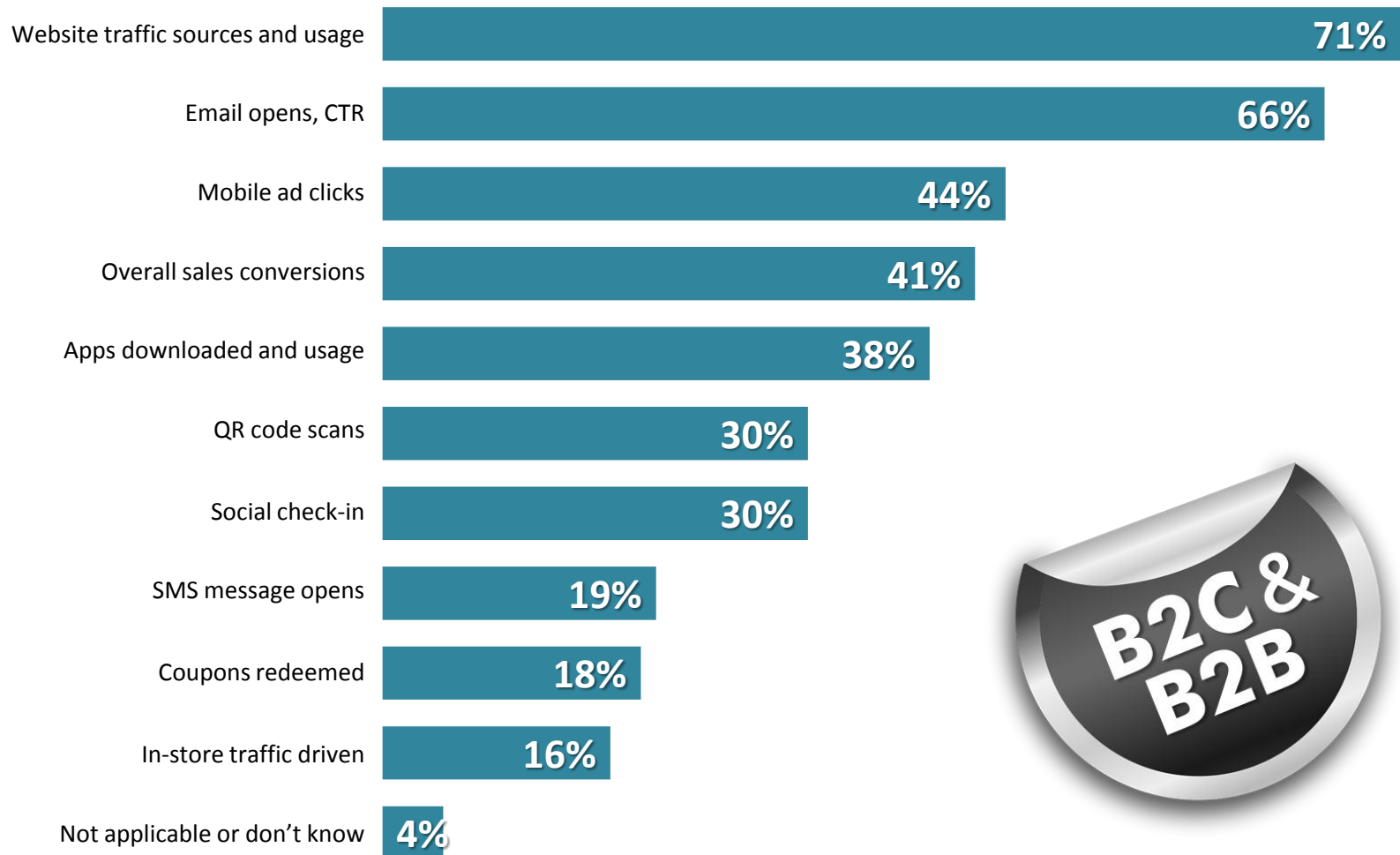




Chart 4.89 Metrics tracked by marketers

Which of the following **MOBILE** marketing metrics does your organization track?

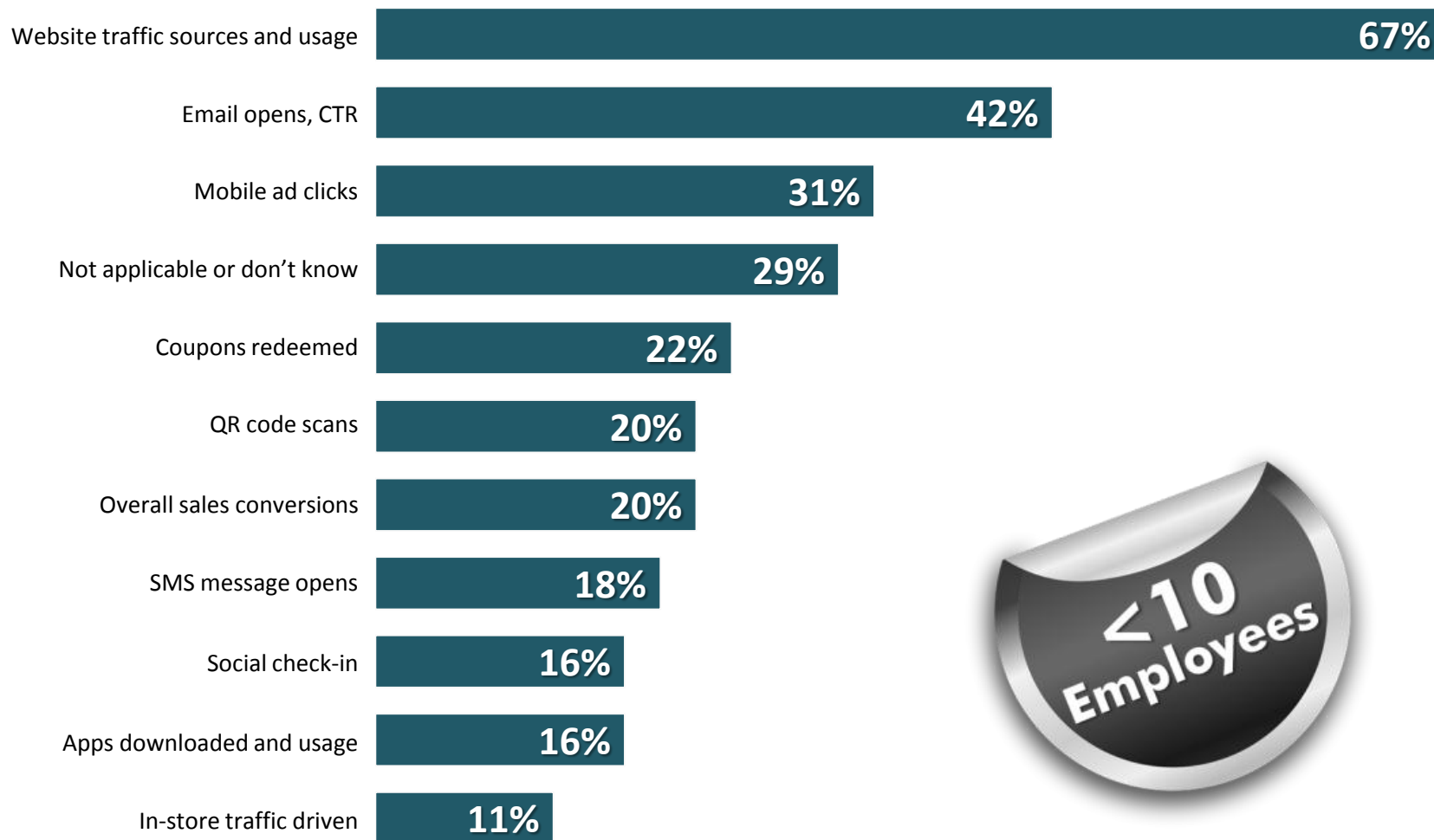




Chart 4.90 Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track?

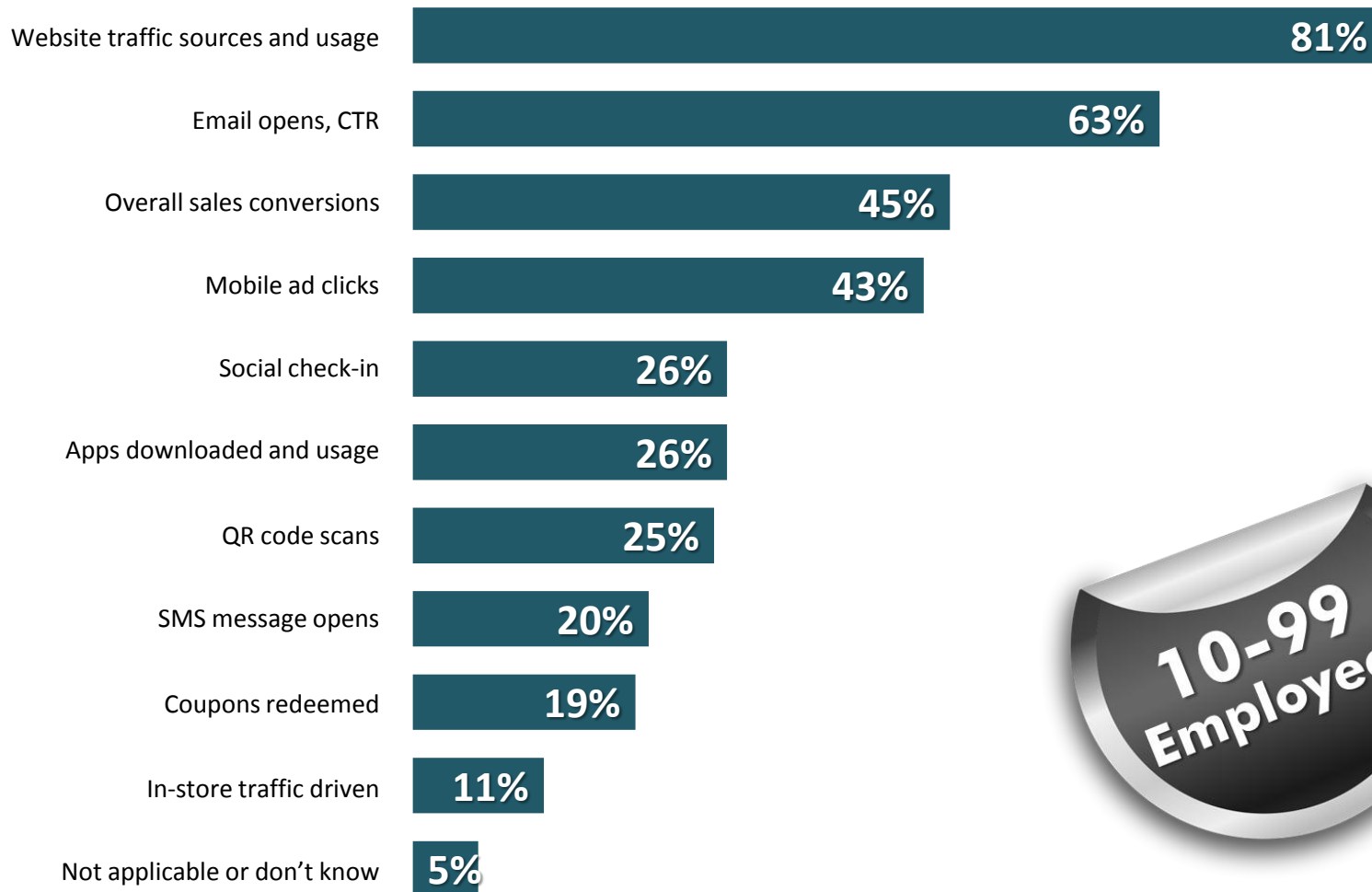




Chart 4.91 Metrics tracked by marketers

Which of the following **MOBILE** marketing metrics does your organization track?

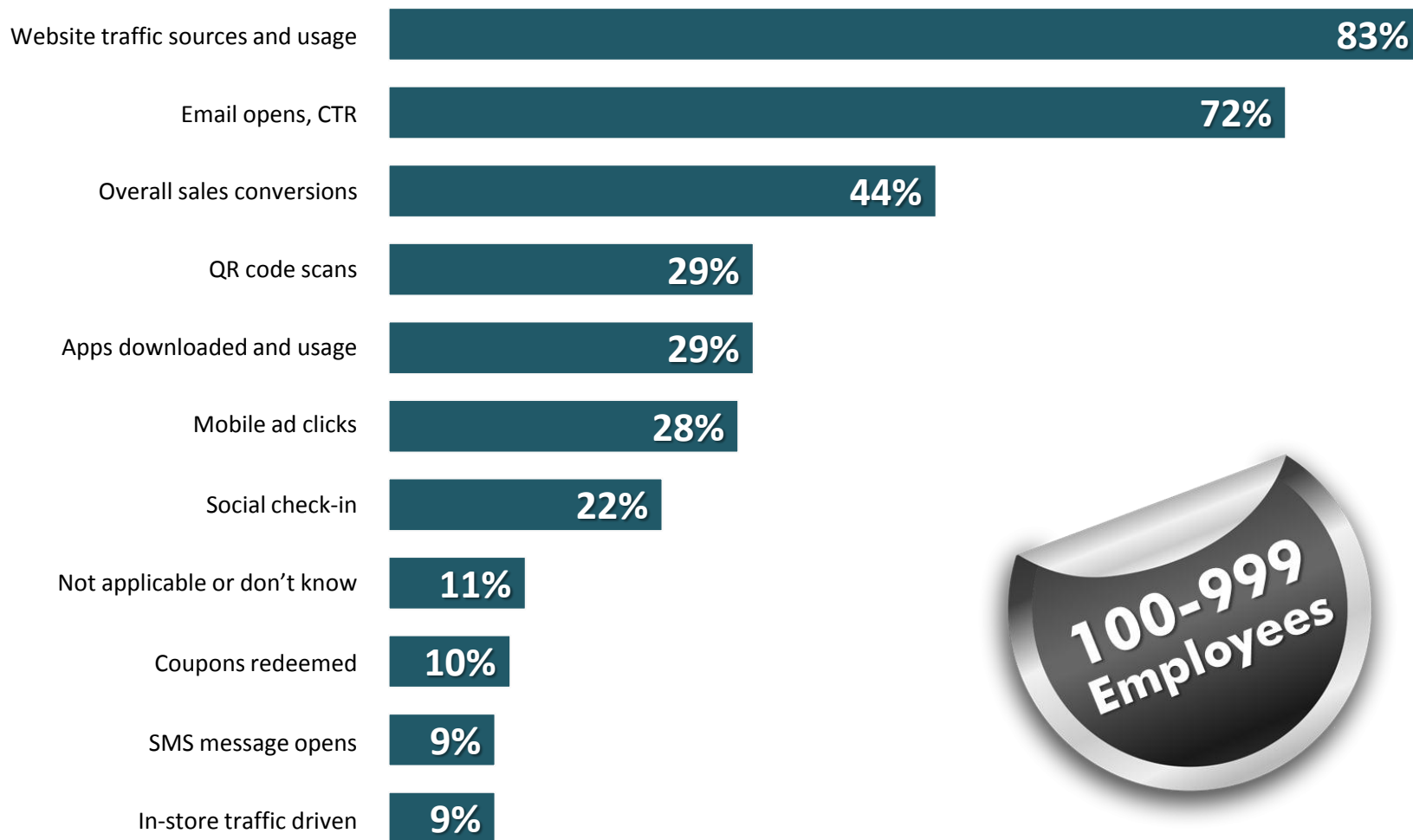




Chart 4.92 Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track?

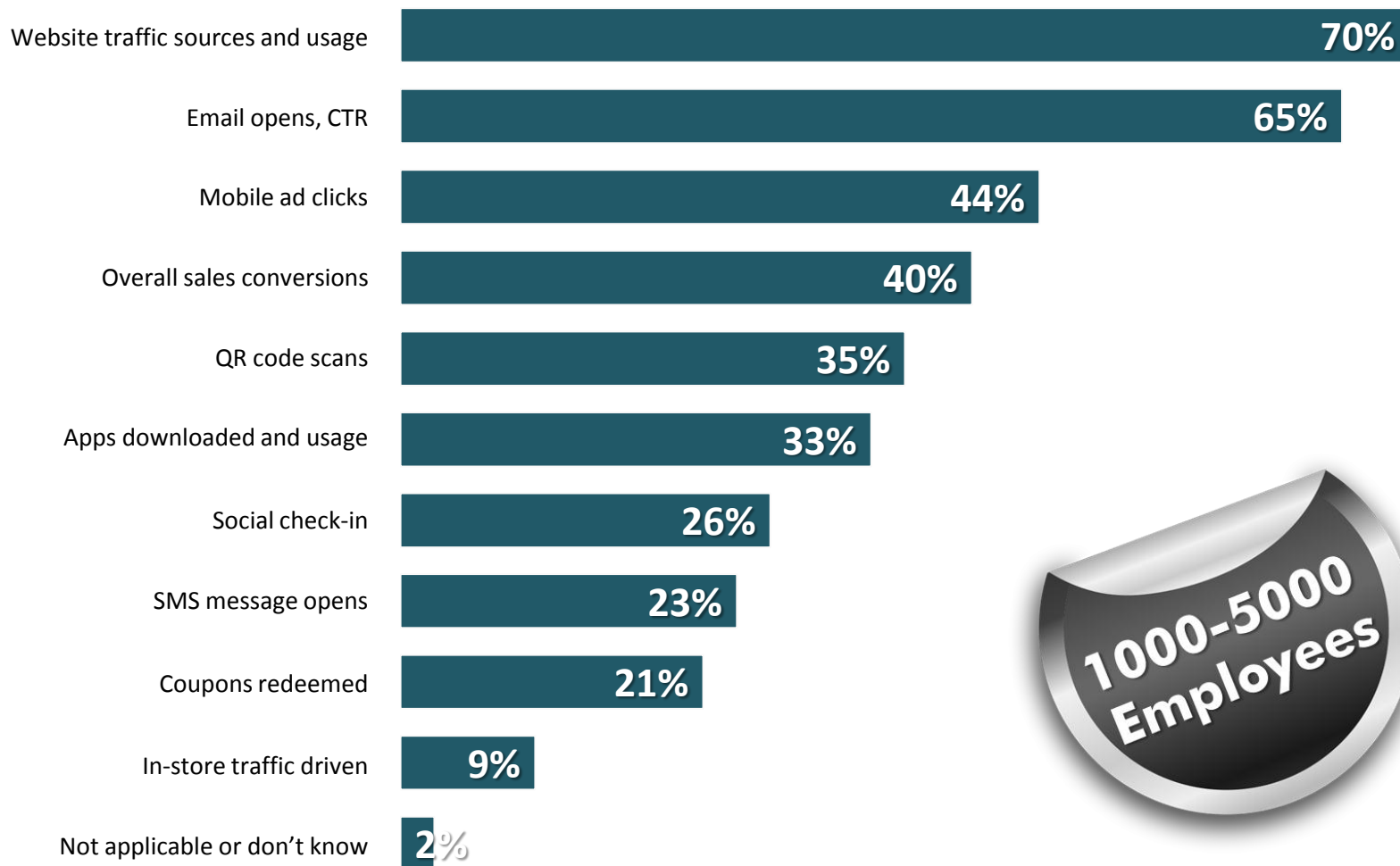




Chart 4.93 Metrics tracked by marketers

Which of the following MOBILE marketing metrics does your organization track?

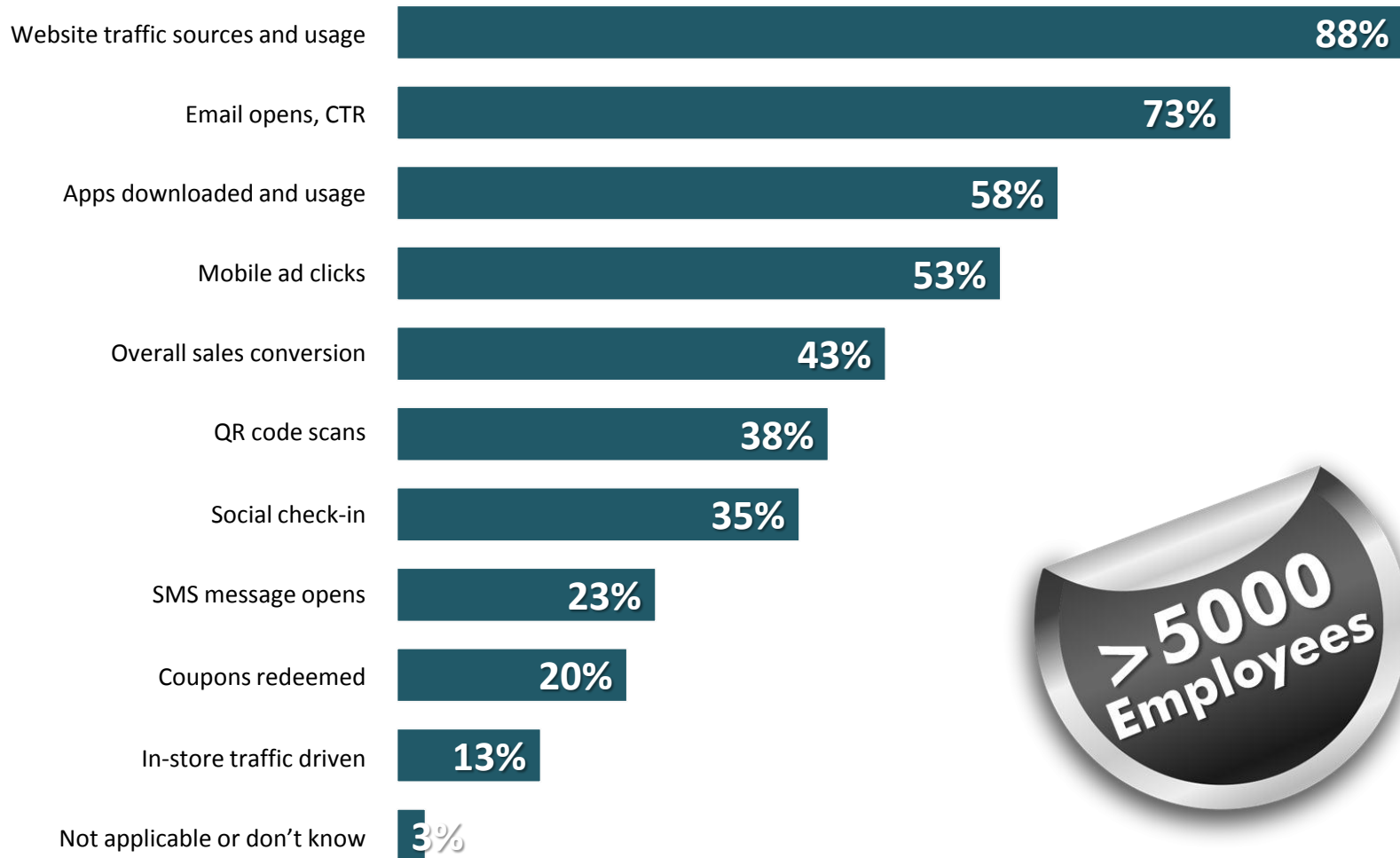




Chart 4.94 Metrics' effectiveness to show mobile marketing impact

Please indicate the level of EFFECTIVENESS for each type of mobile metric your organization monitors and measures to demonstrate the impact of mobile marketing?

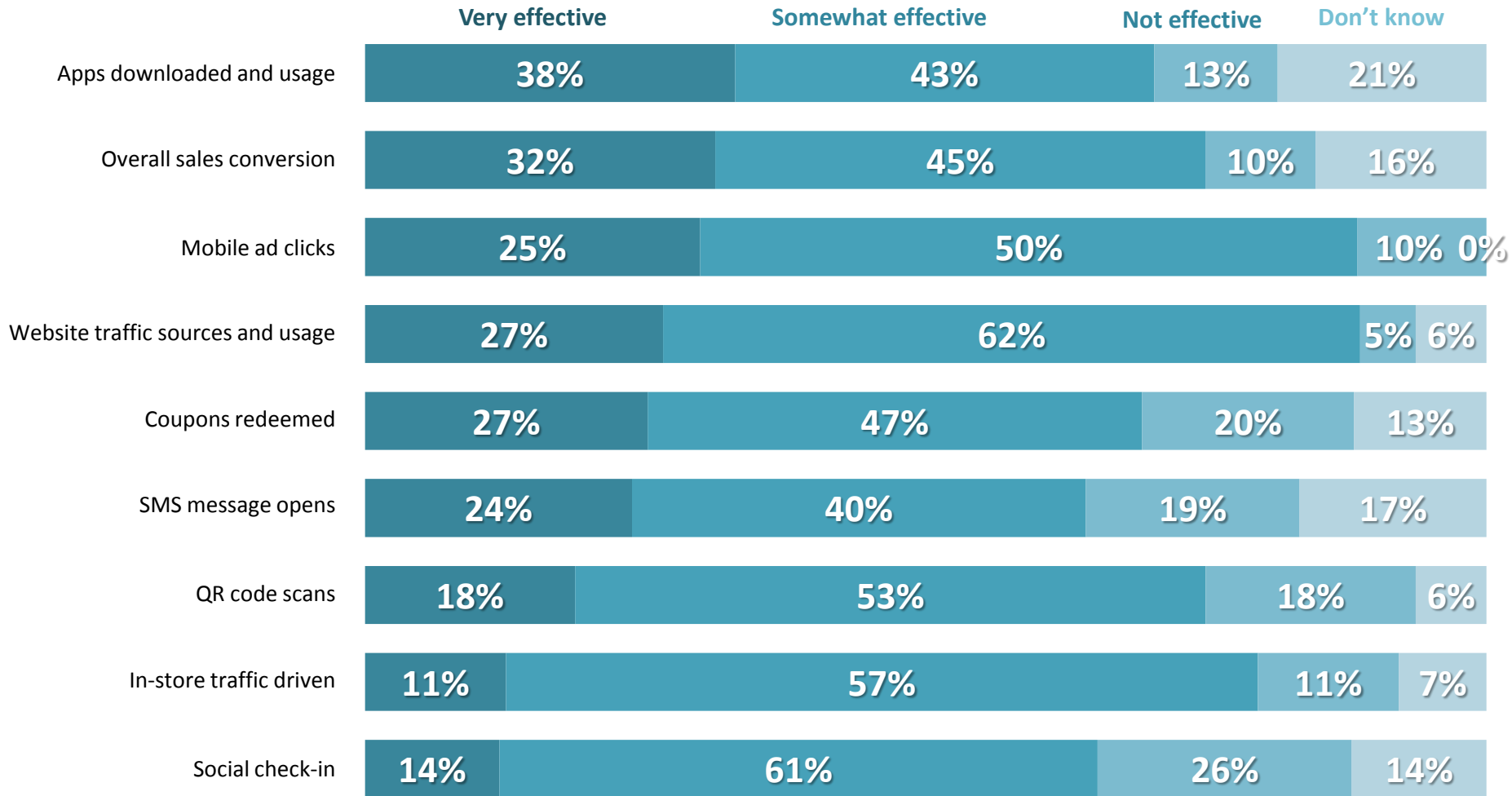




Chart 4.95 Metrics' difficulty to show mobile marketing impact

Please indicate the degree of DIFFICULTY (time, effort and expense) for each type of mobile metric your organization to monitors and measures to demonstrate the impact of mobile marketing?

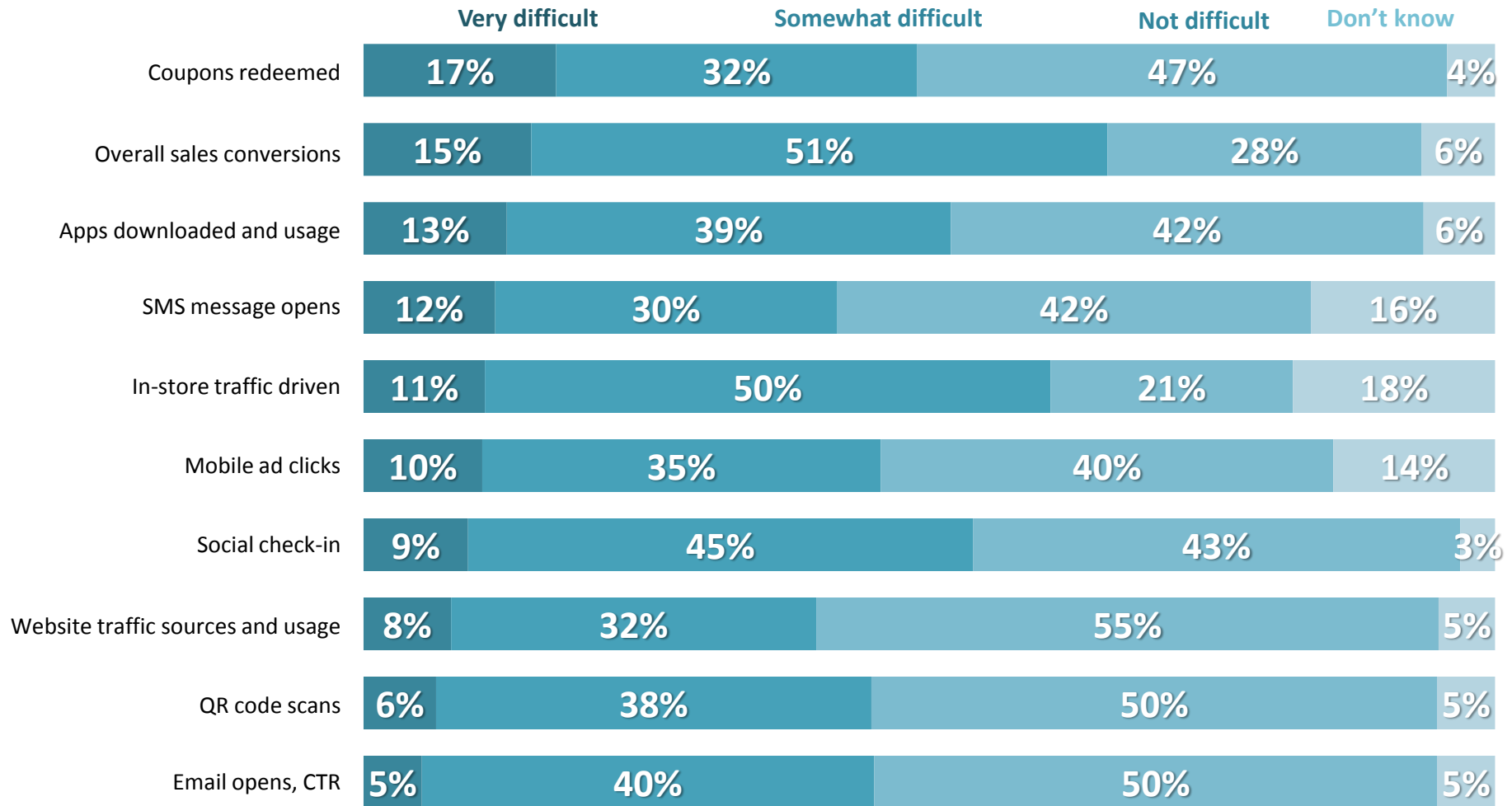




Chart 4.96 How mobile metric usage has changed

How have the following mobile metrics changed in the past year?

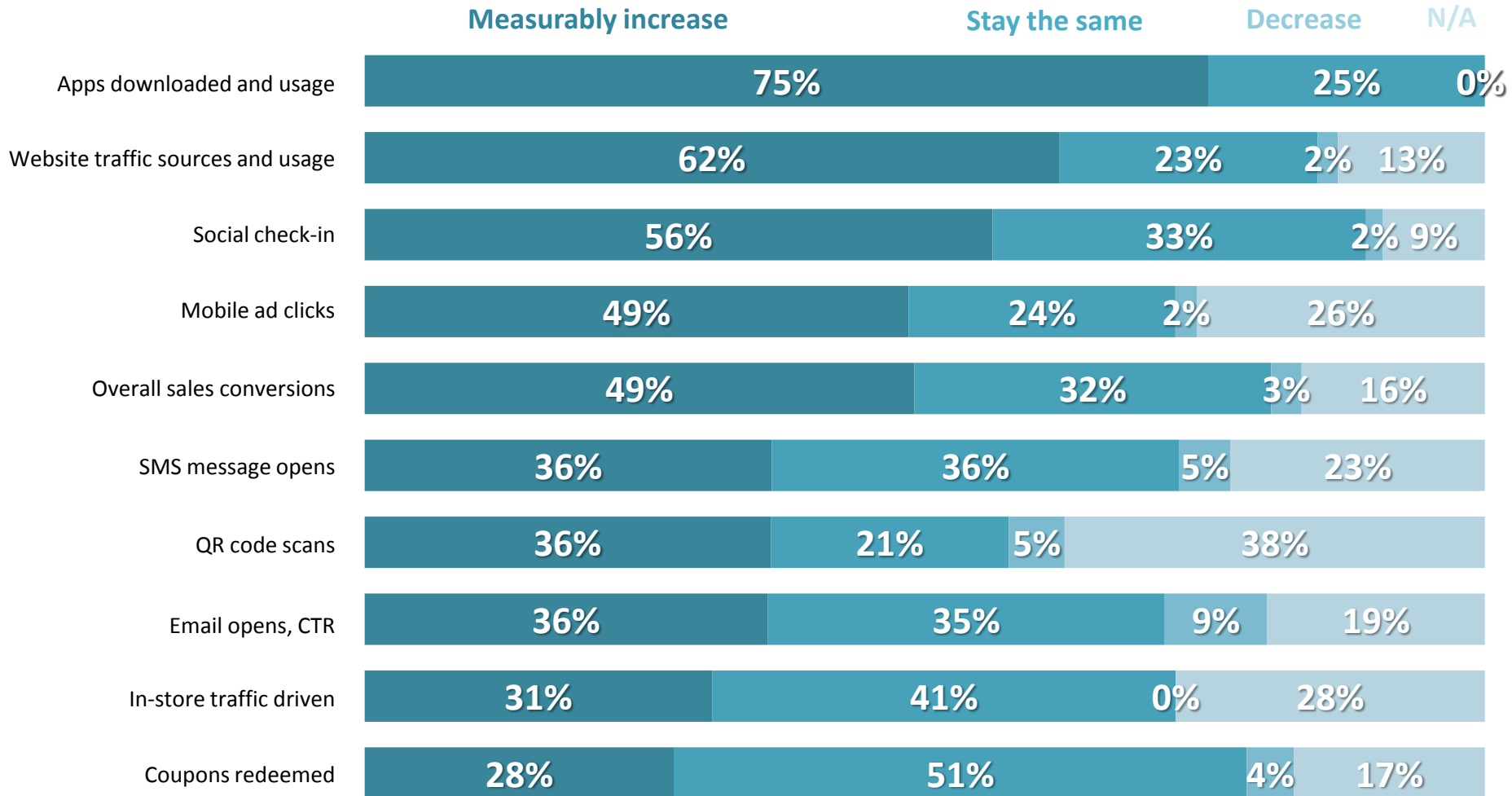




Chart 4.97 Customers interacting with mobile initiatives

What percentage of customers/prospects interact with your organization's mobile initiatives?

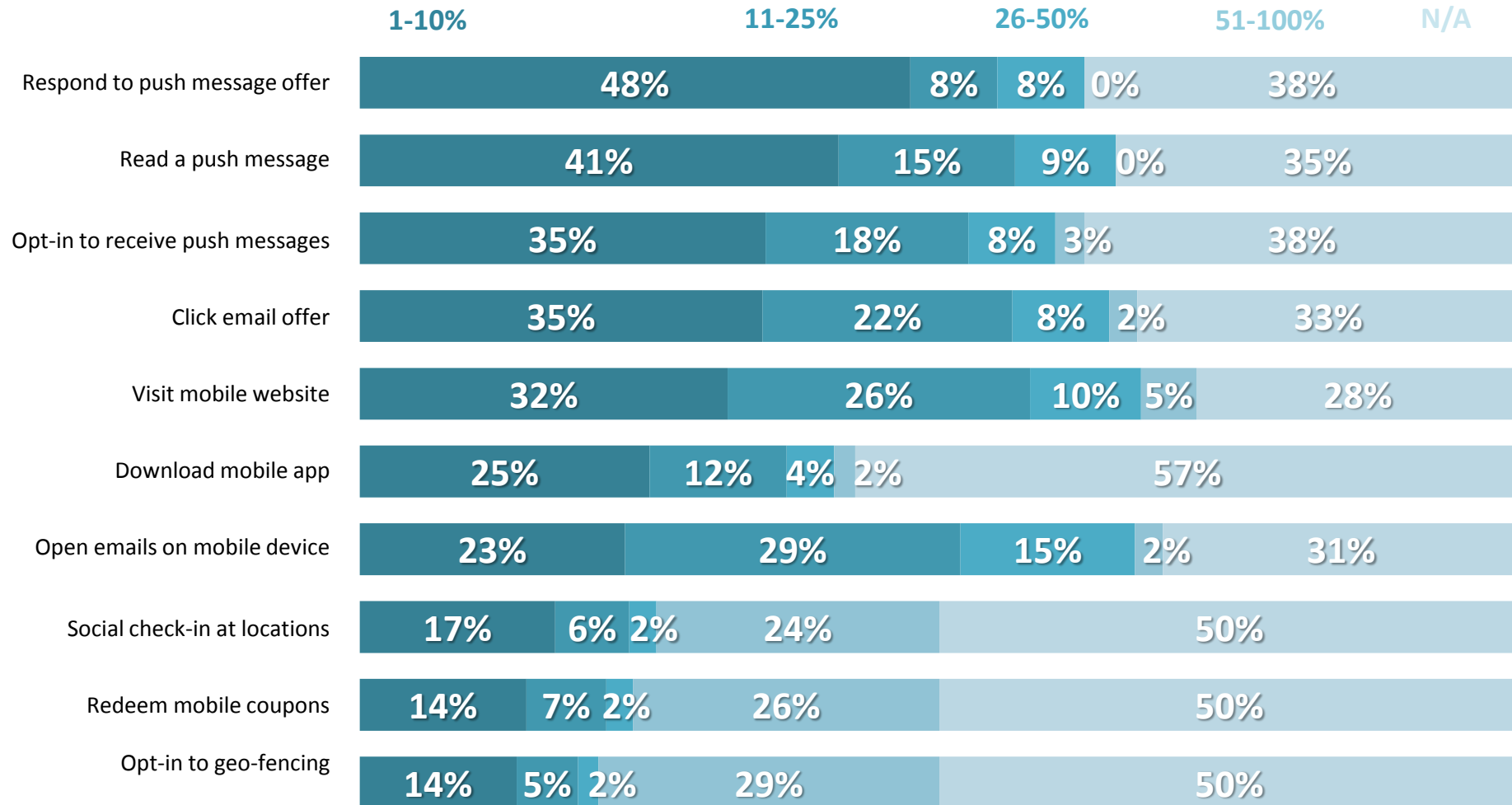




Chart 4.98 Customers interacting with mobile website, applications

What percentage of customers/prospects interact with your organization's mobile WEBSITE and APPS?

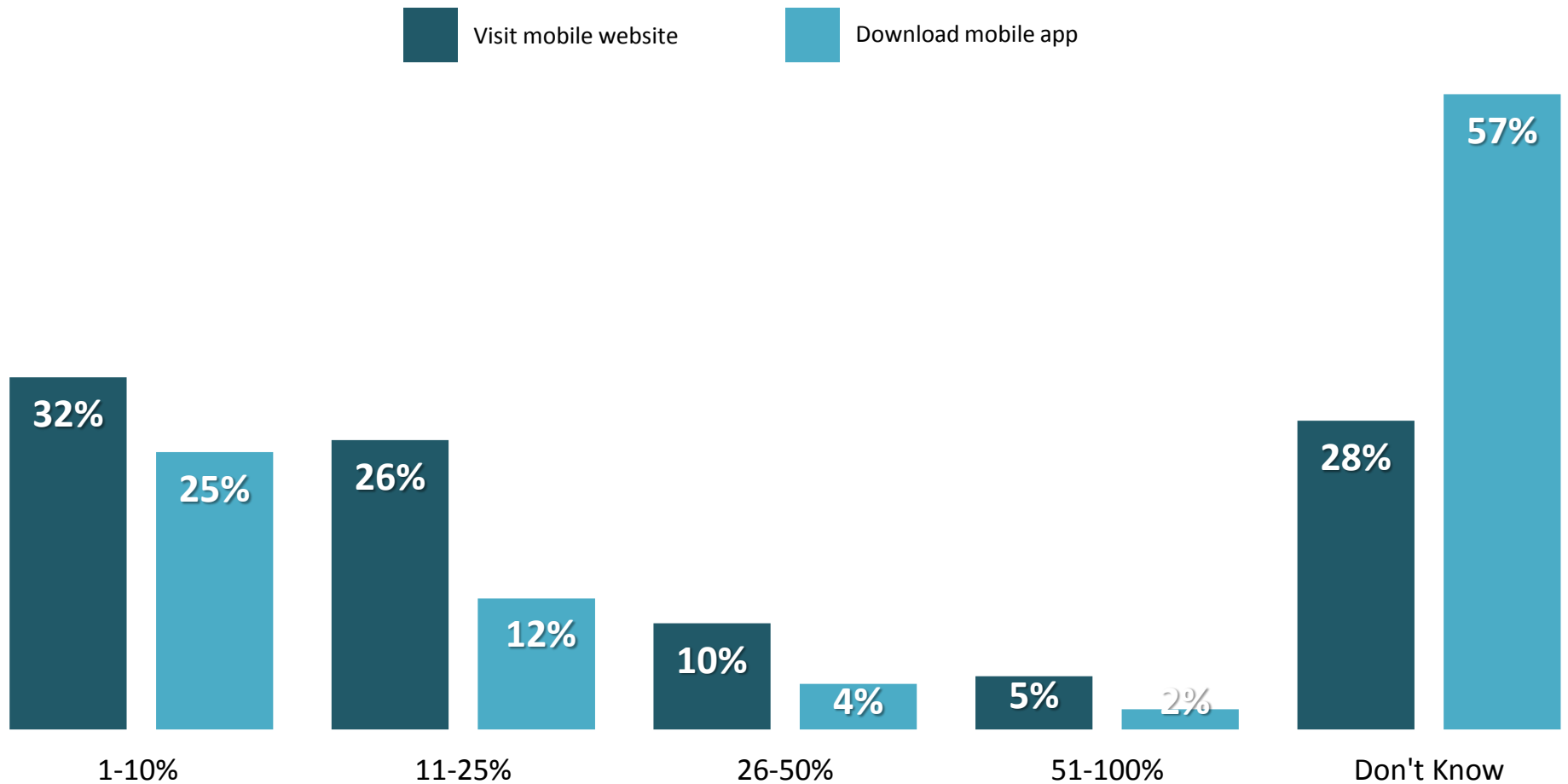




Chart 4.99 Customers interacting with local marketing tactics

What percentage of customers/prospects interact with your organization's LOCAL mobile marketing tactics?

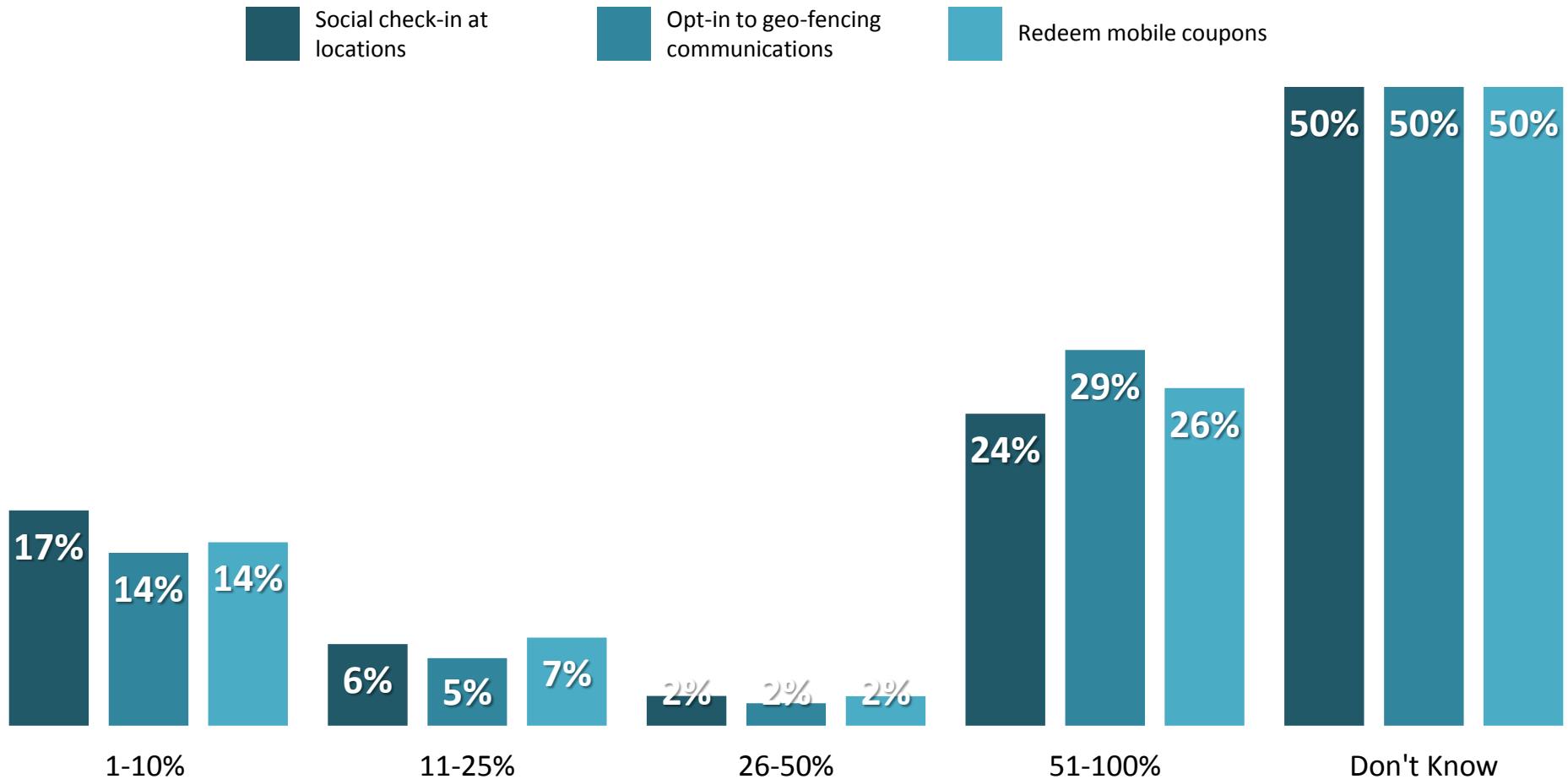




Chart 4.100 Customers interacting with mobile email messages

What percentage of customers/prospects interact with your organization's mobile EMAIL messages?

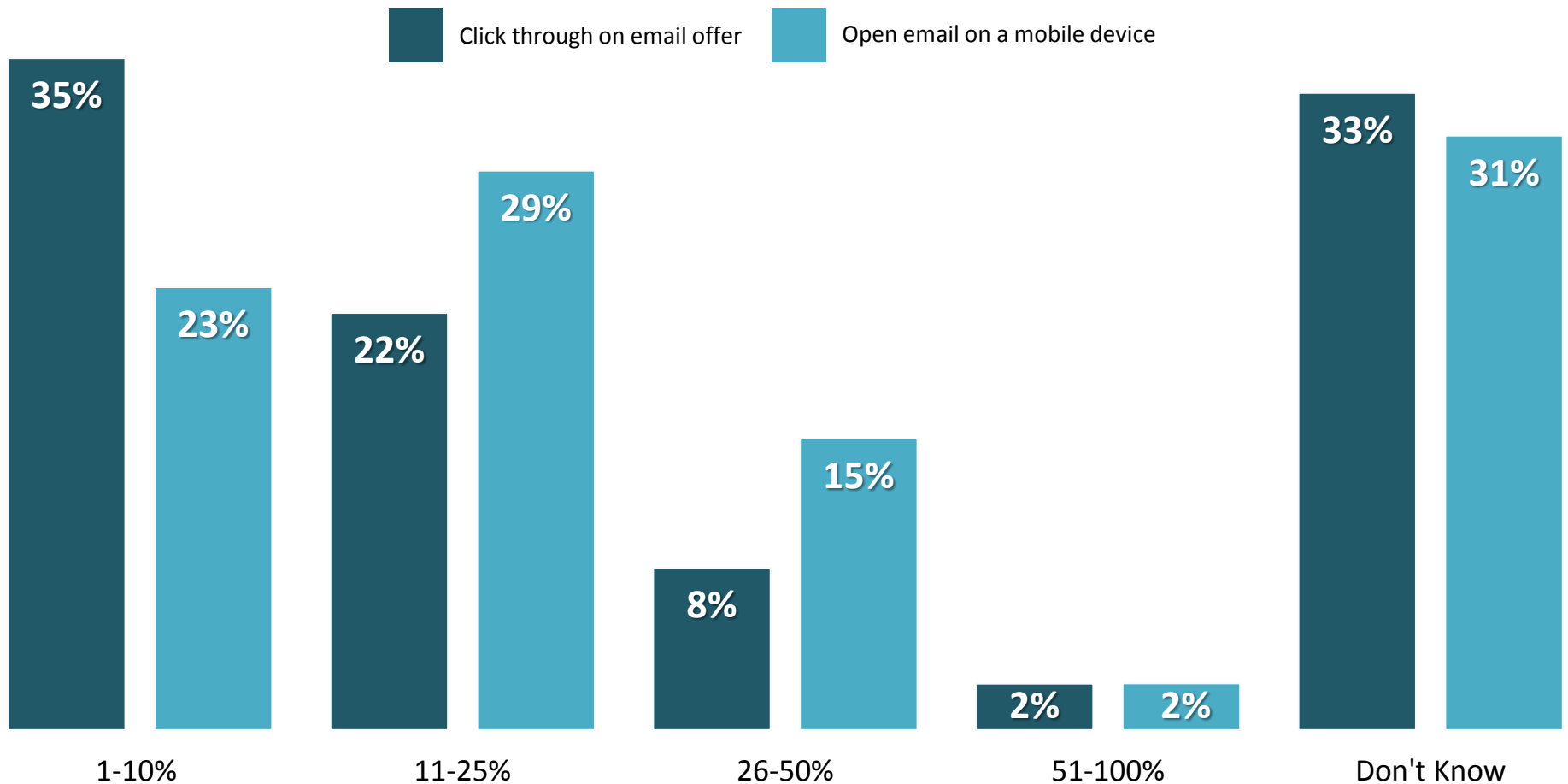




Chart 4.101 Customers interacting with push mobile messages

What percentage of customers/prospects interact with your organization's PUSH mobile messages?

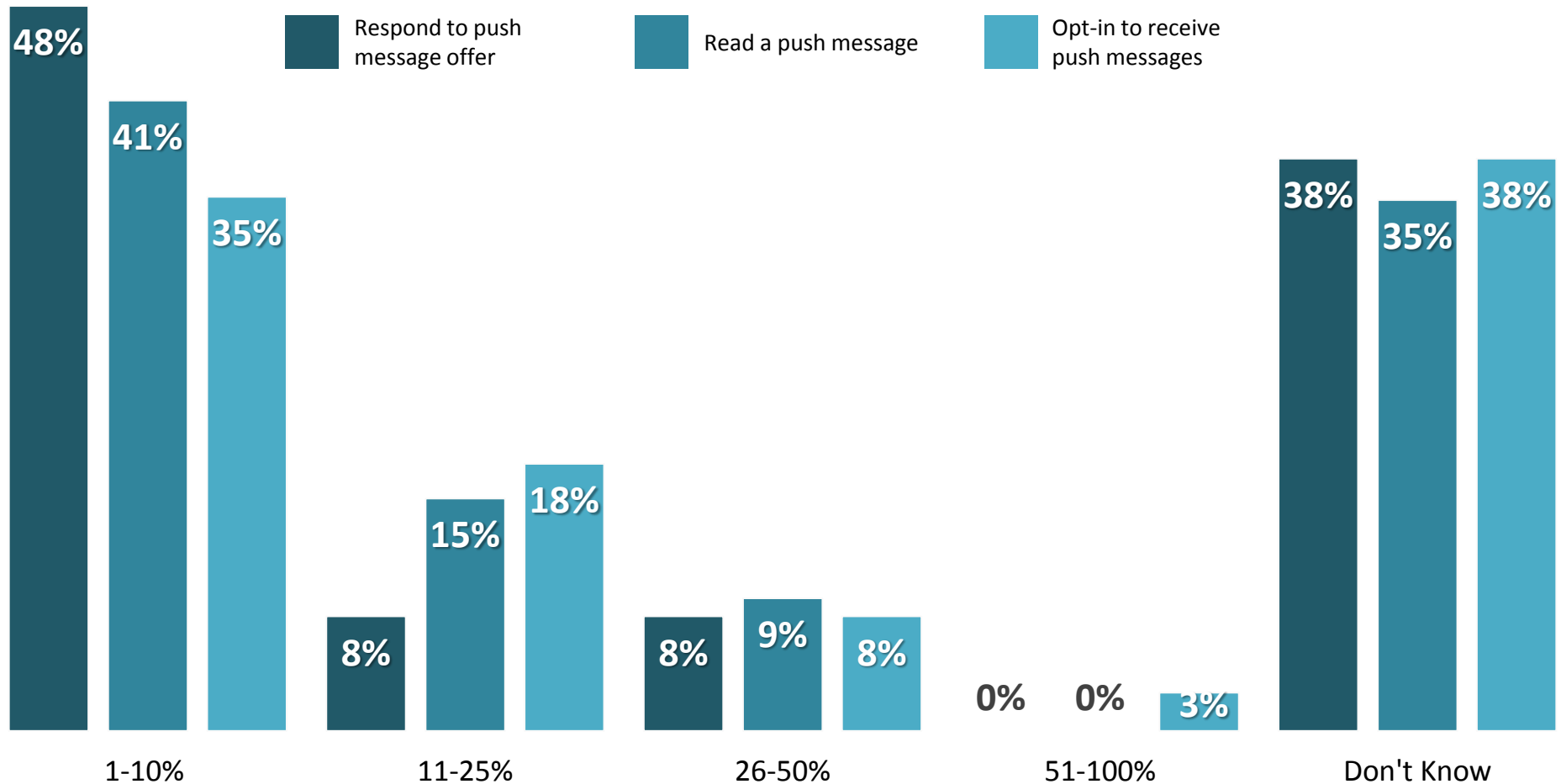




Chart 4.102 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

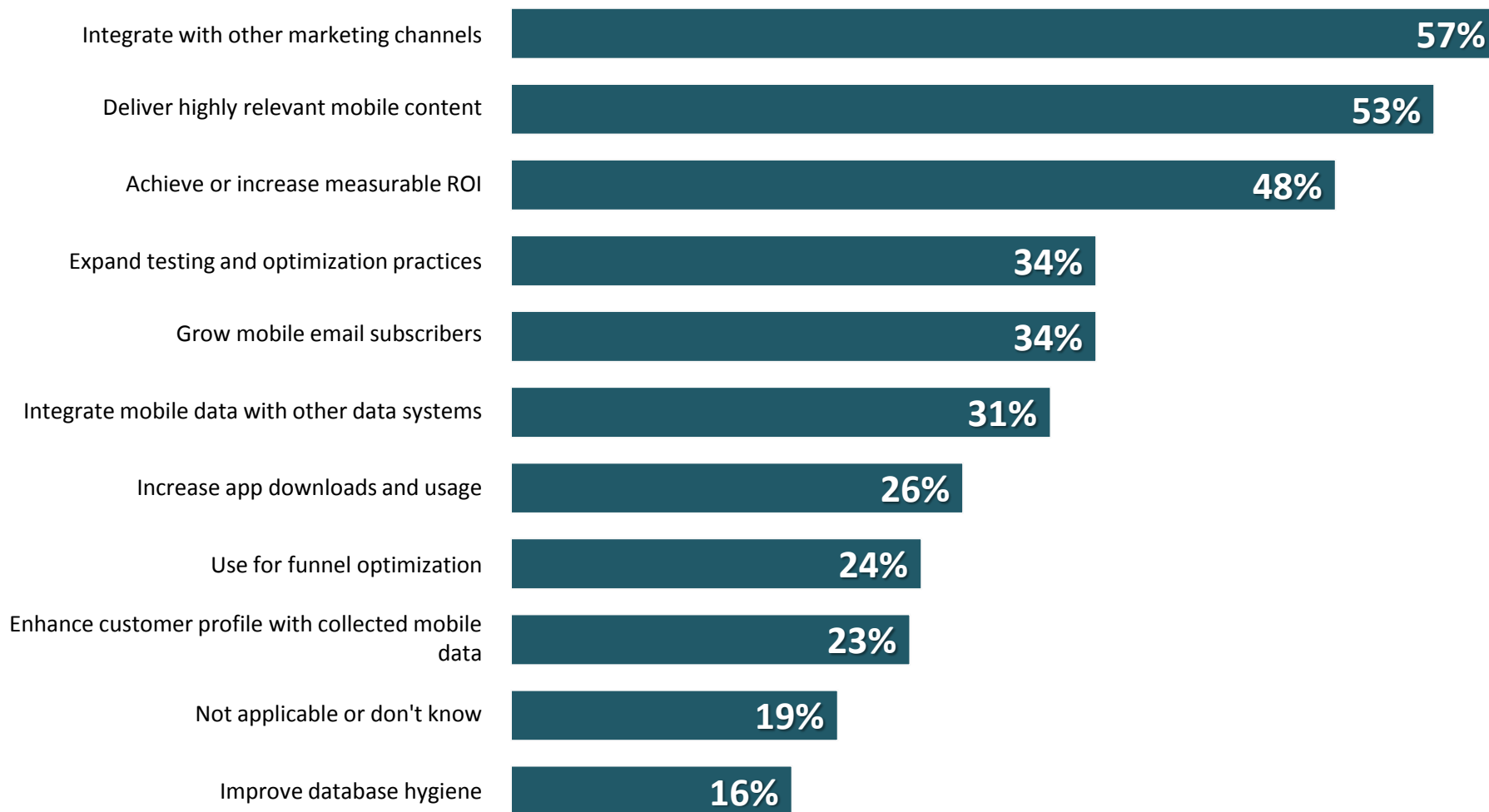




Chart 4.103 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

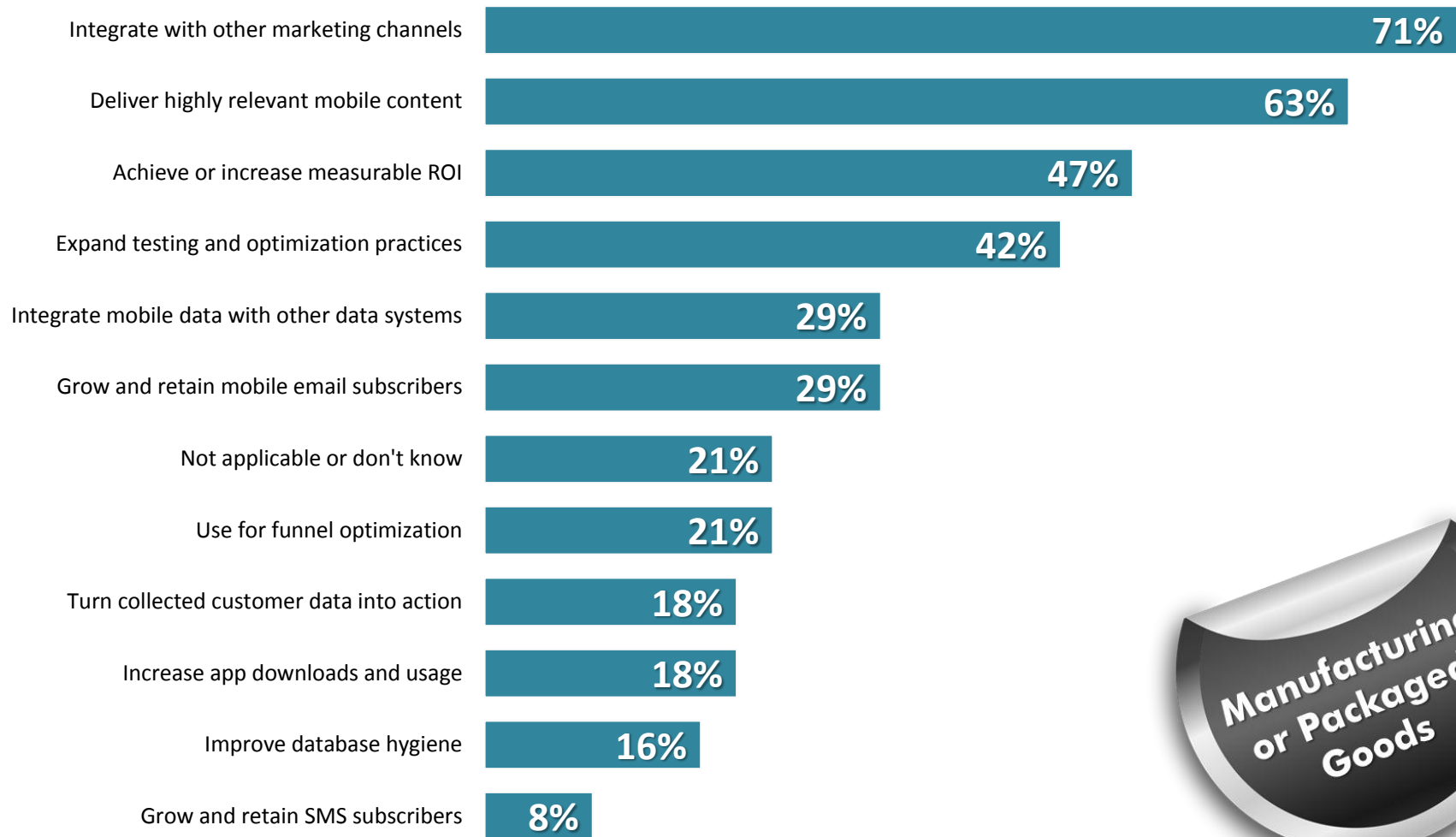




Chart 4.104 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

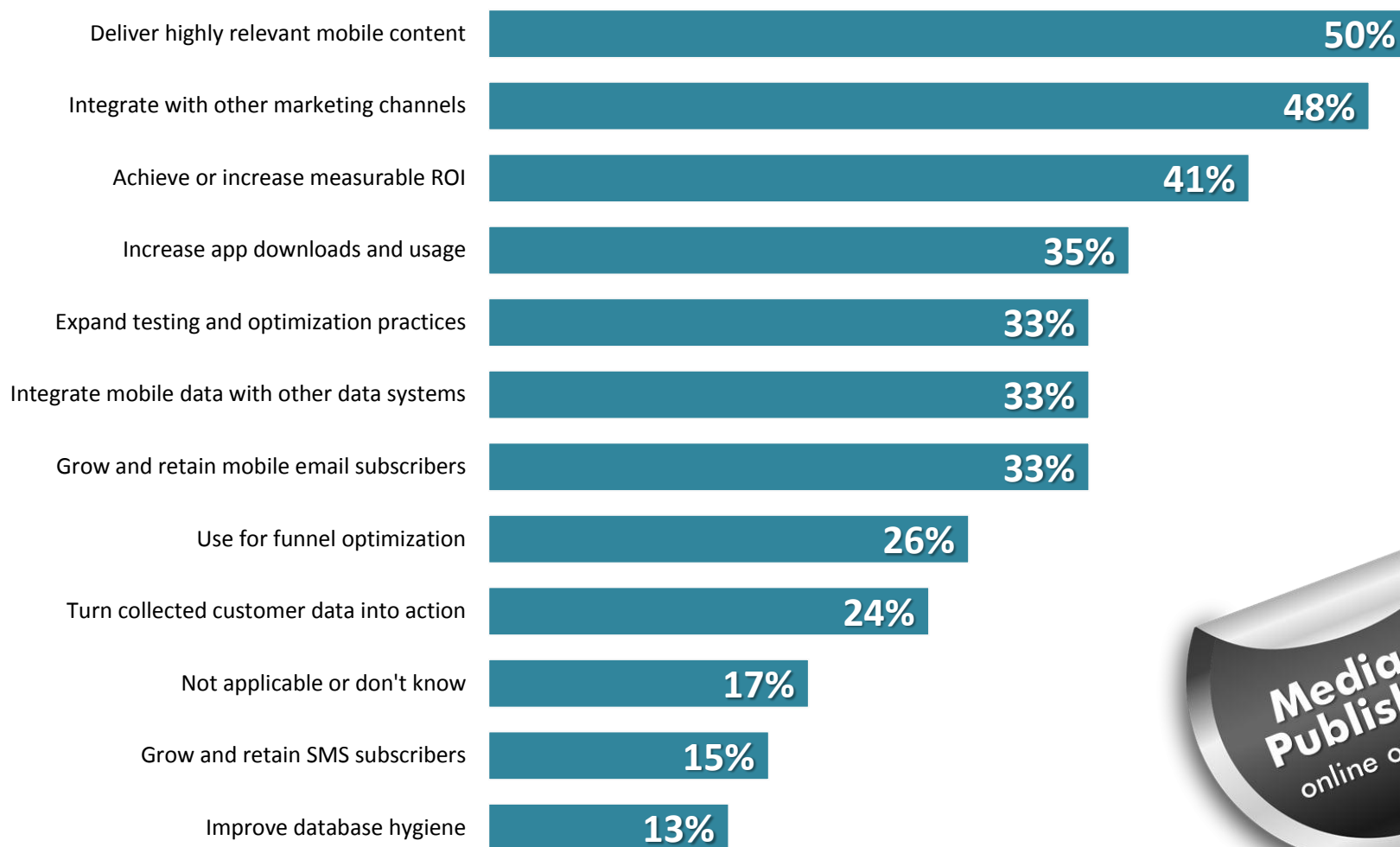




Chart 4.105 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

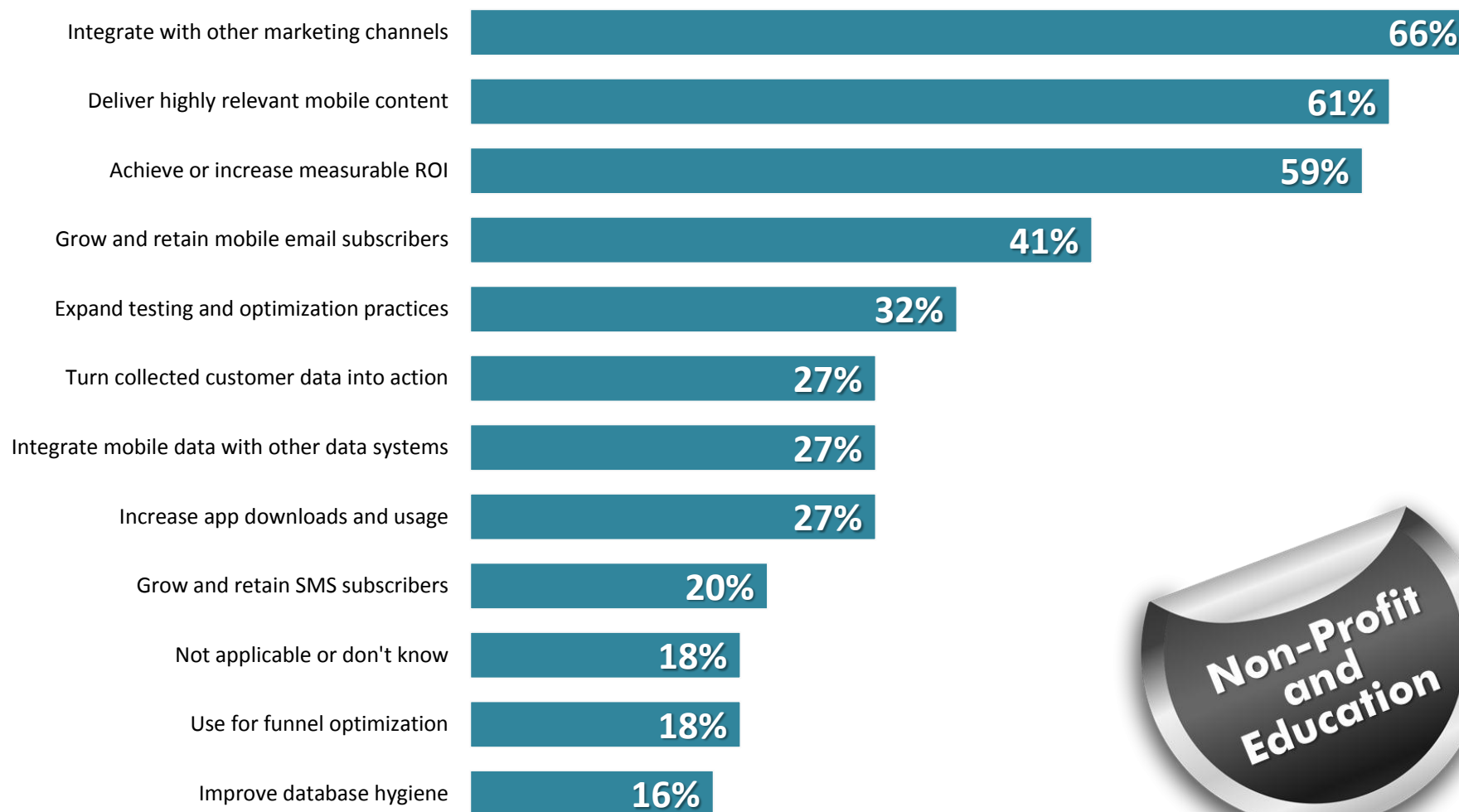




Chart 4.106 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

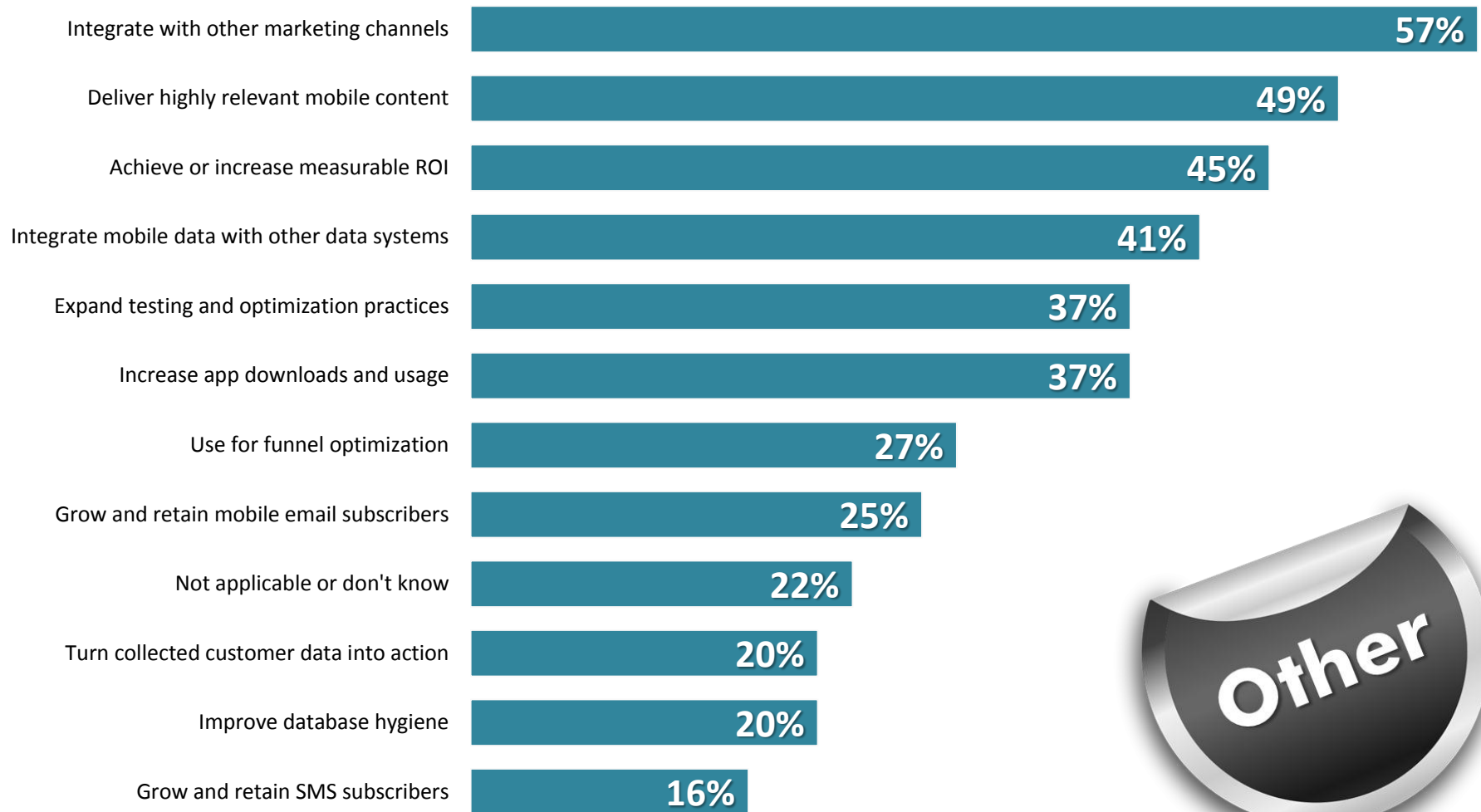




Chart 4.107 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

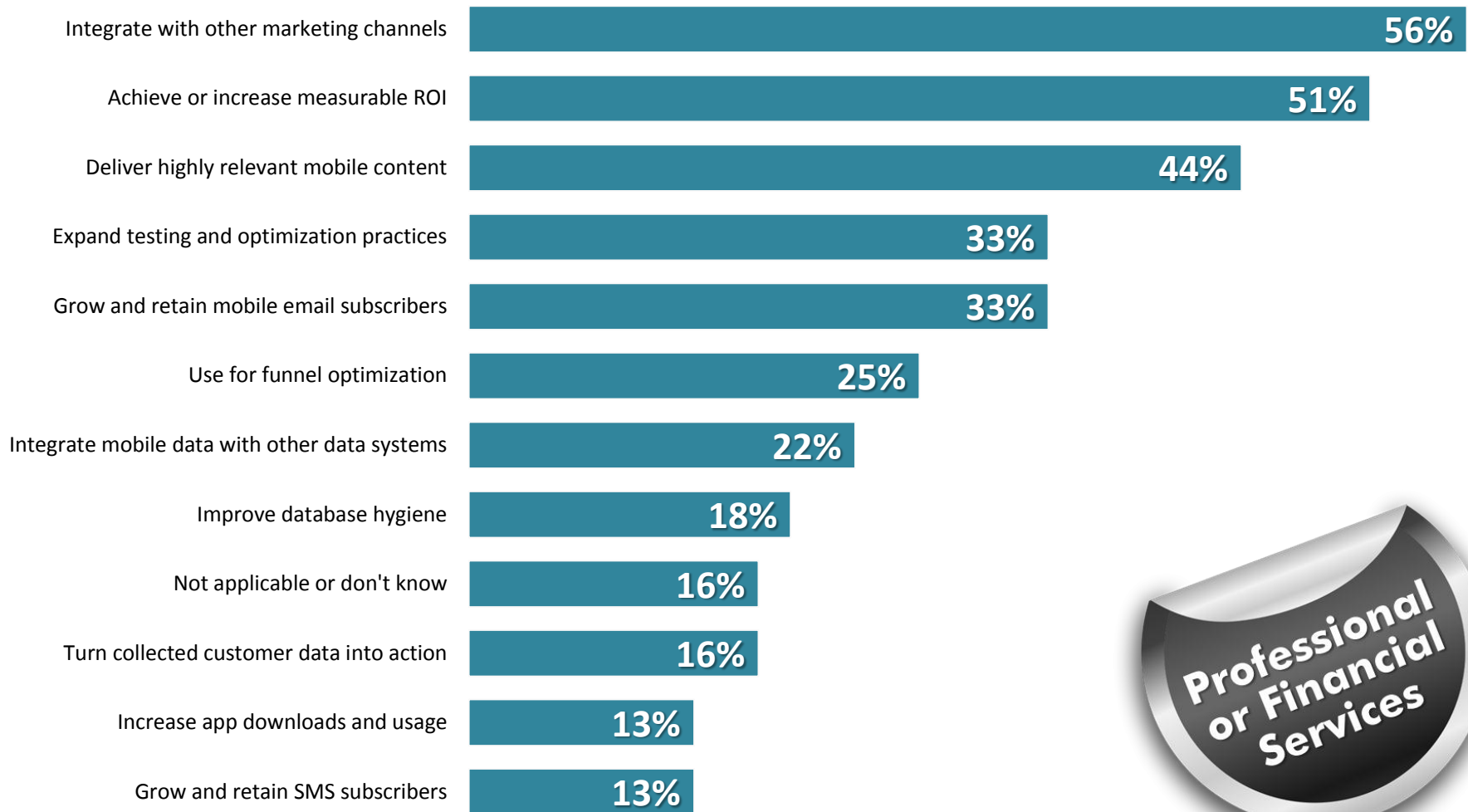




Chart 4.108 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

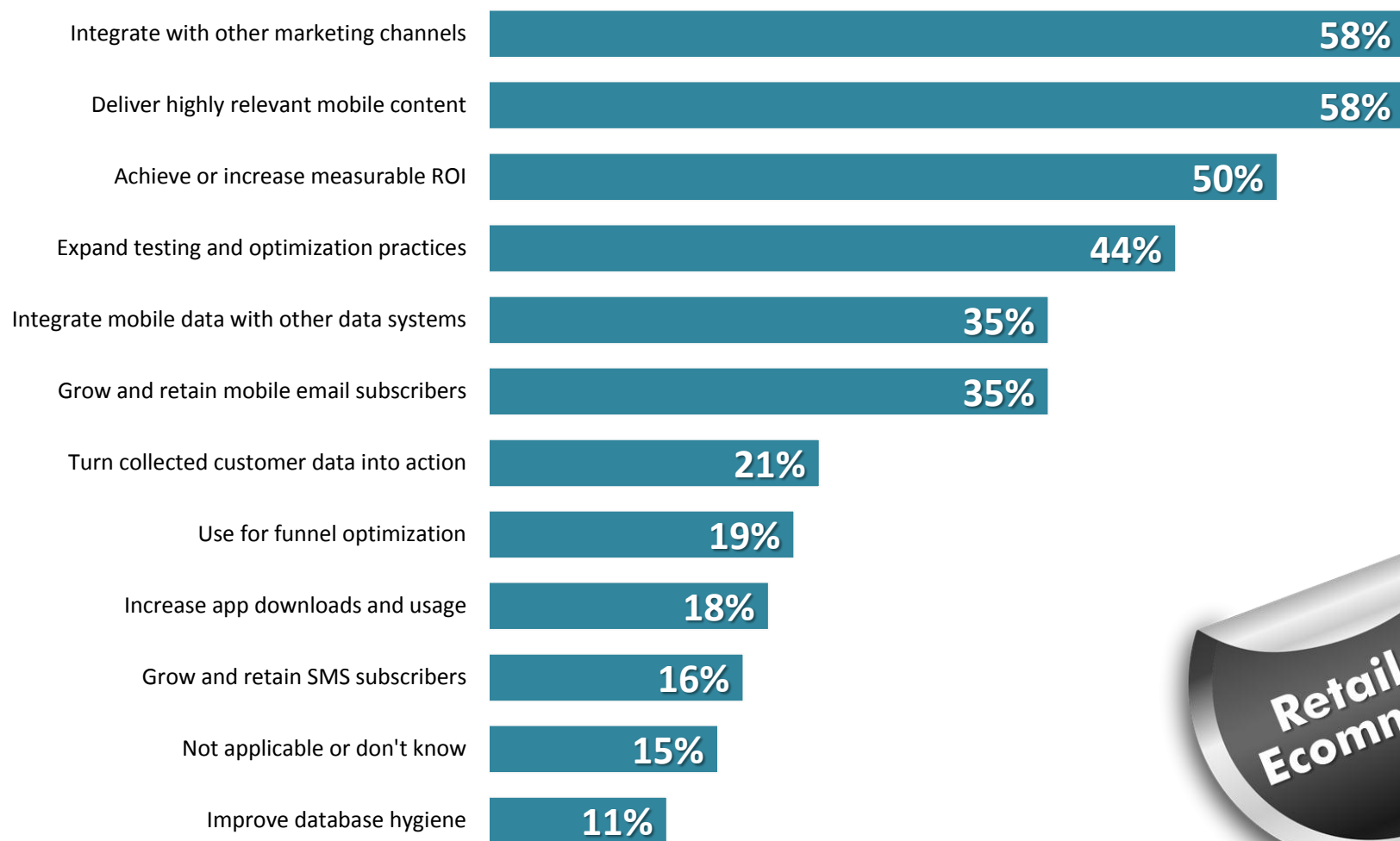




Chart 4.109 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

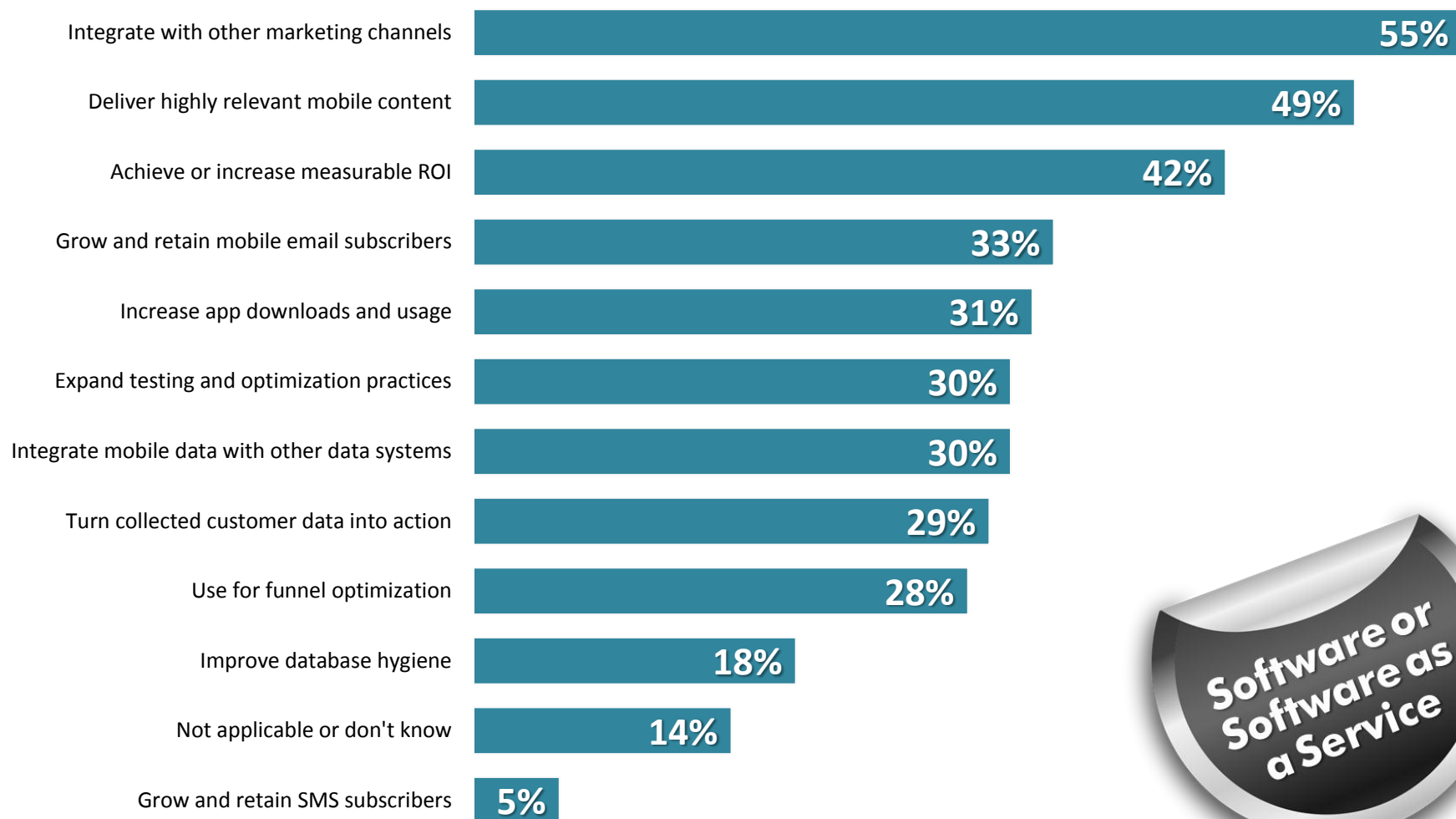




Chart 4.110 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

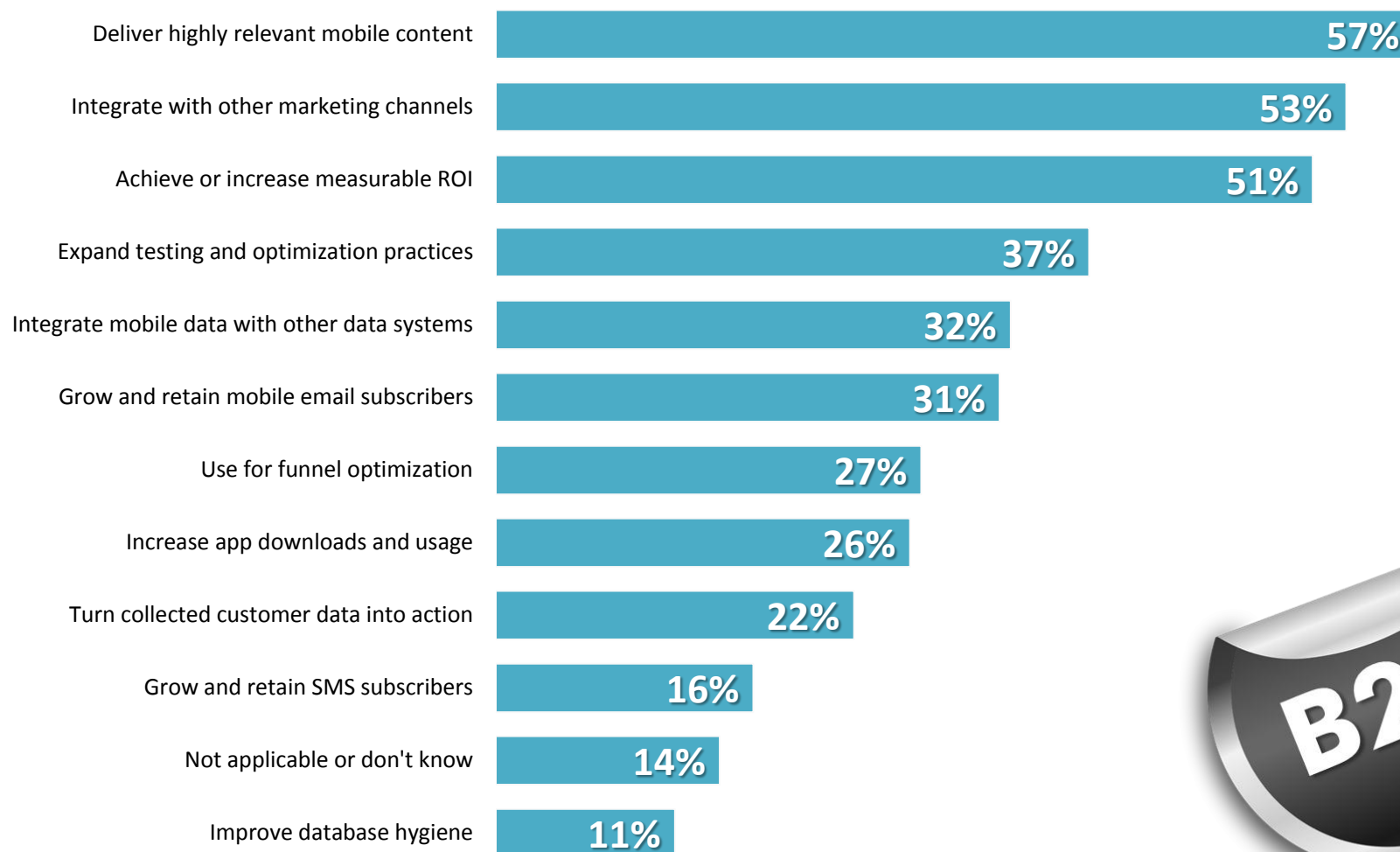




Chart 4.111 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

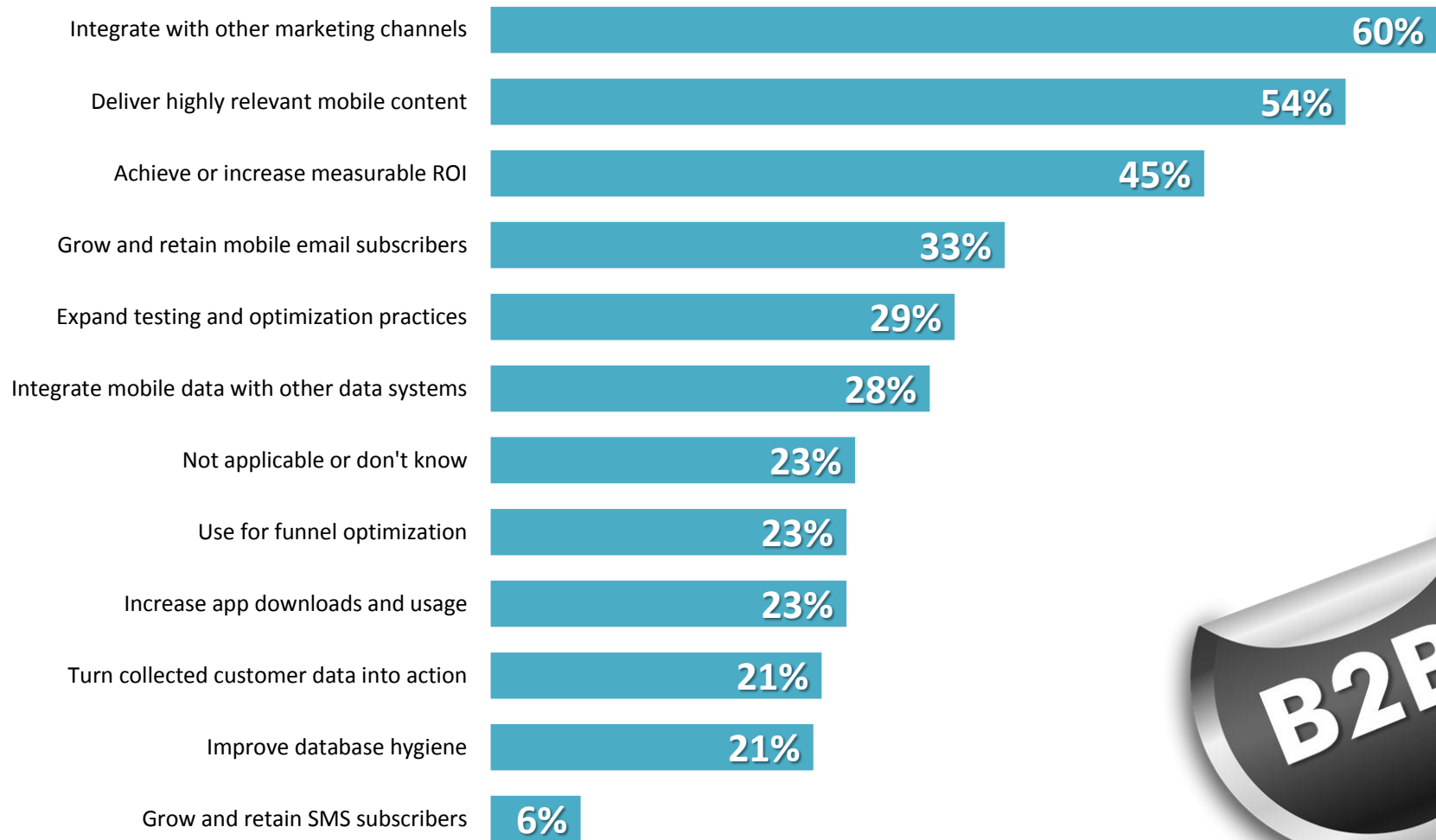




Chart 4.112 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

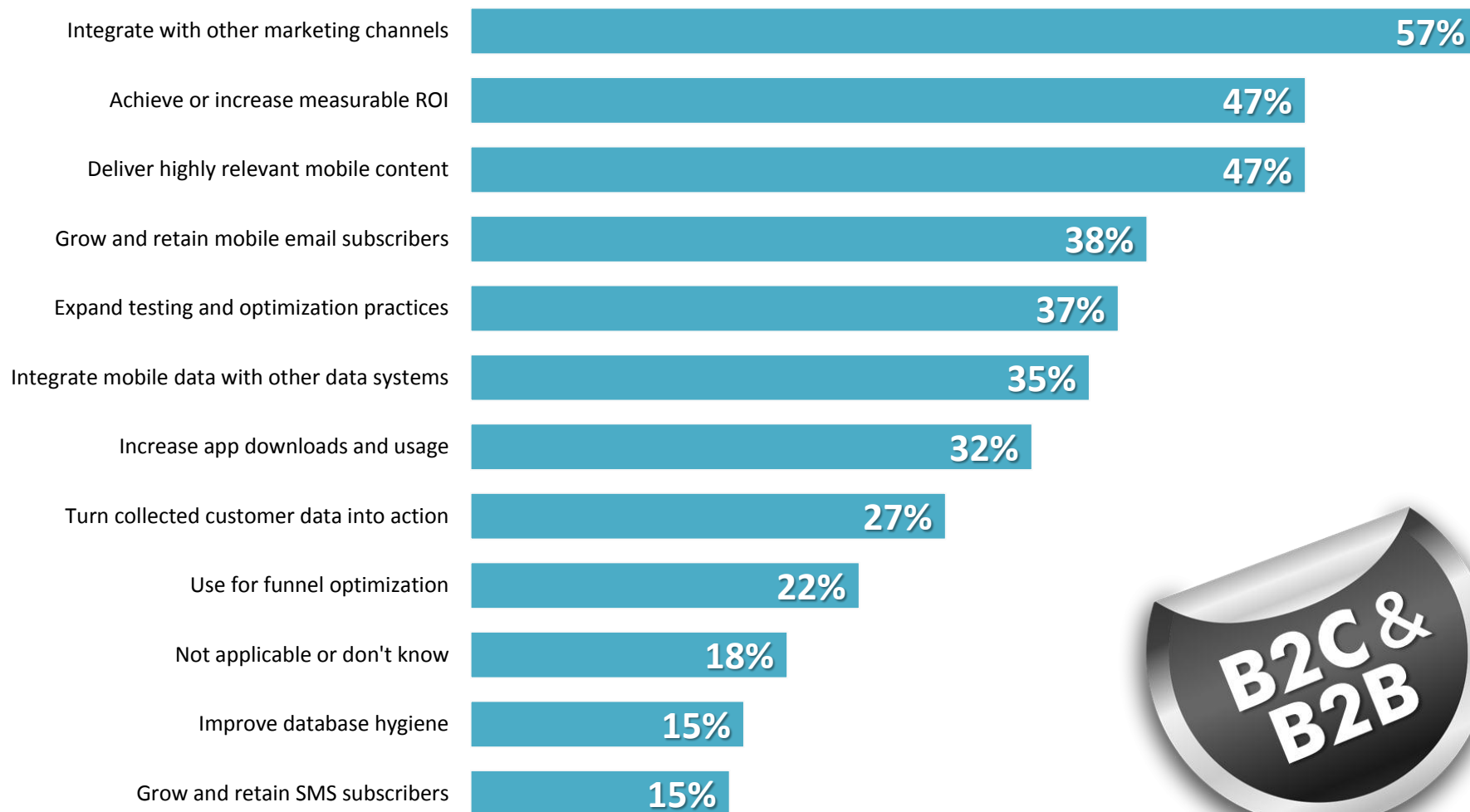




Chart 4.113 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

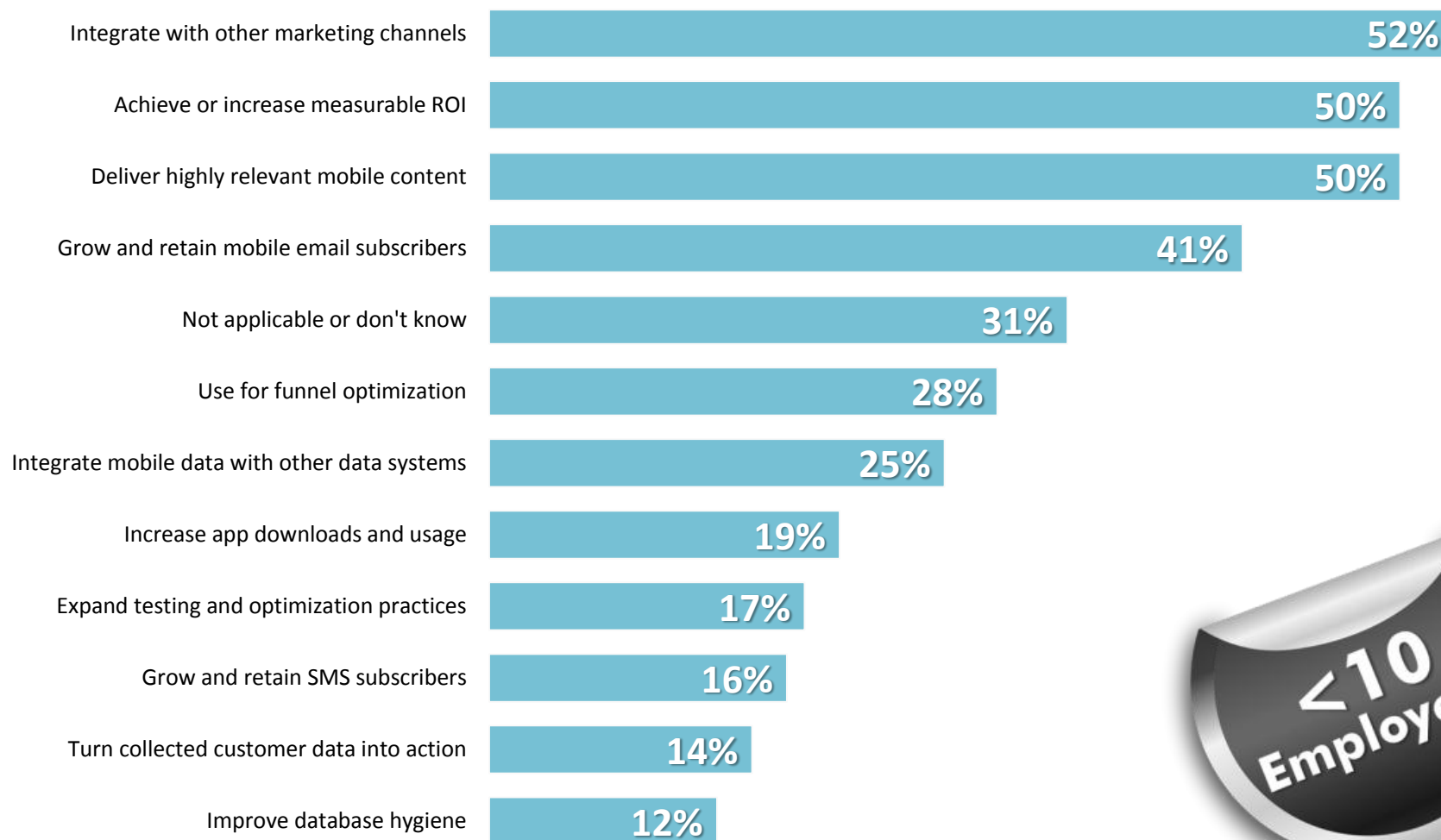




Chart 4.114 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

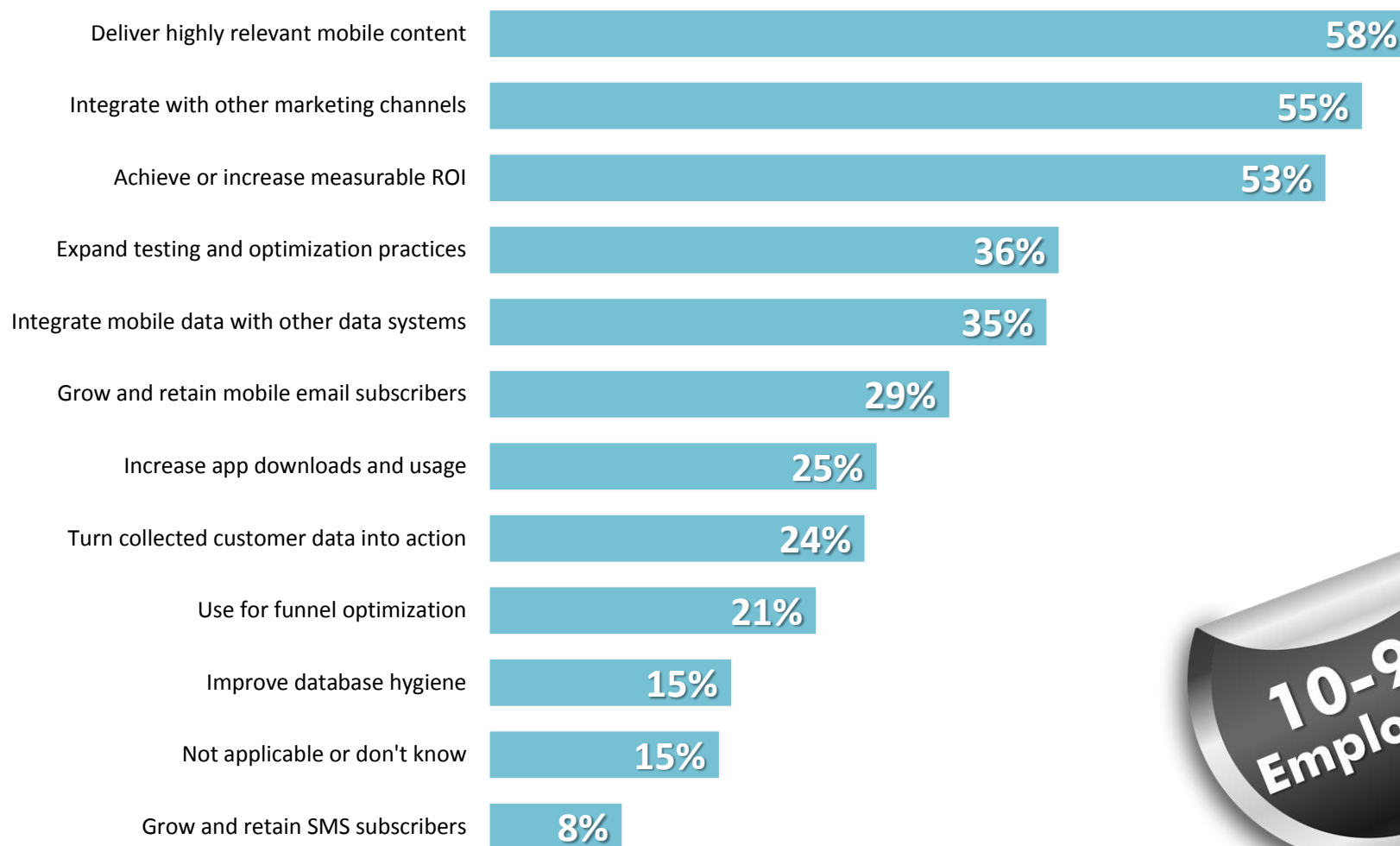




Chart 4.115 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

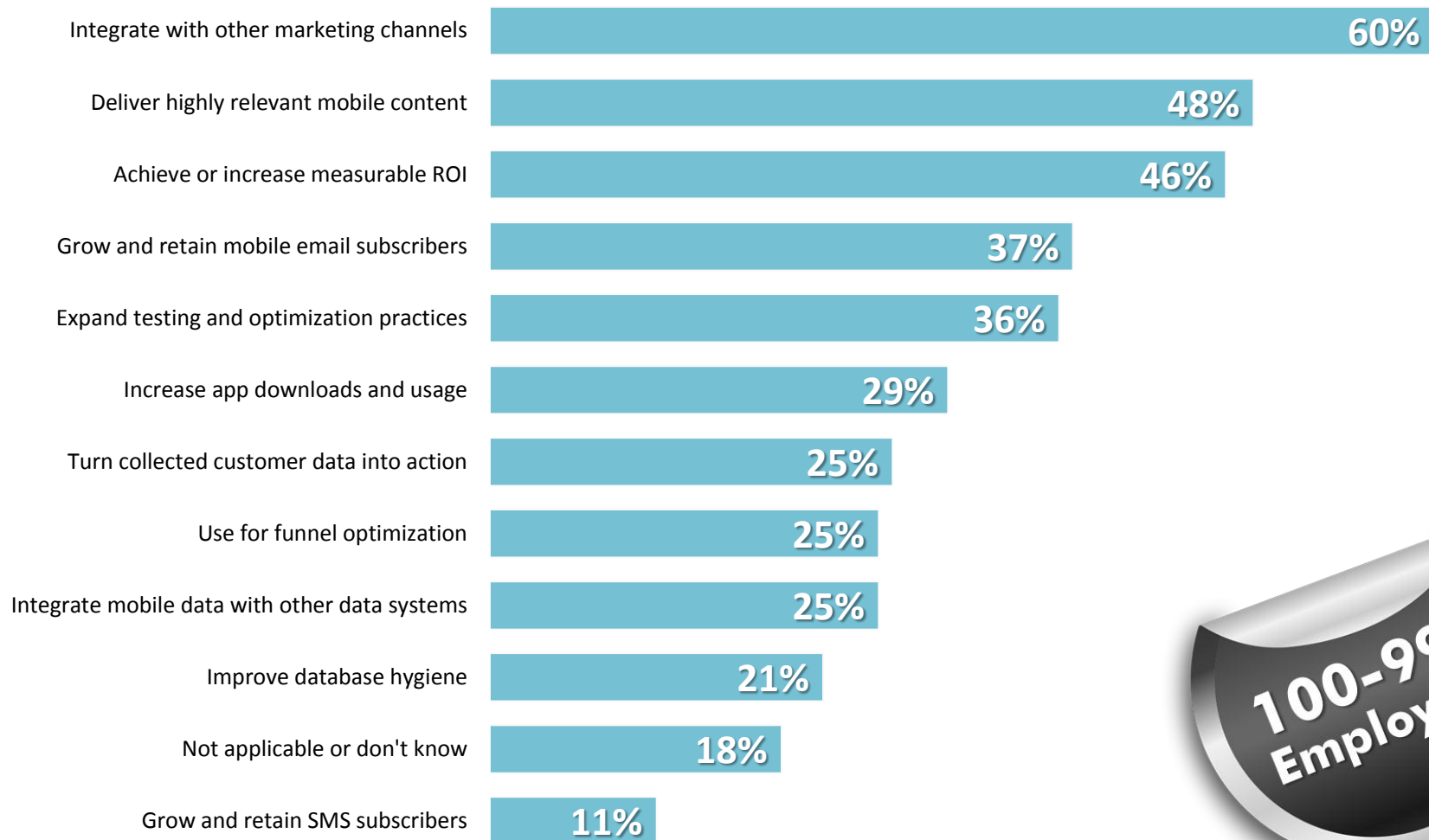




Chart 4.116 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

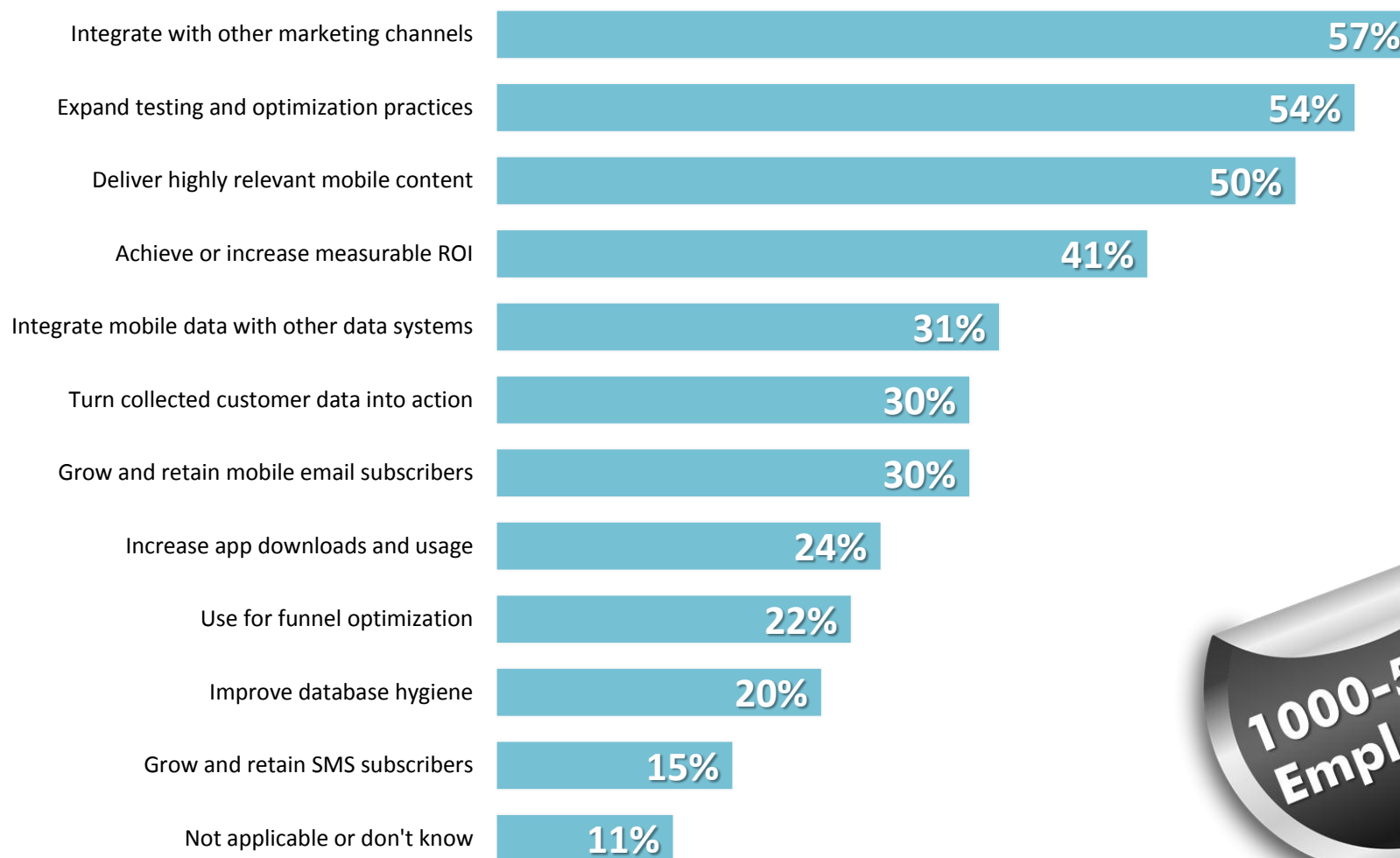




Chart 4.117 Top mobile process objectives for next 12 months

Which mobile marketing processes are TOP OBJECTIVES for your organization in the next 12 months?

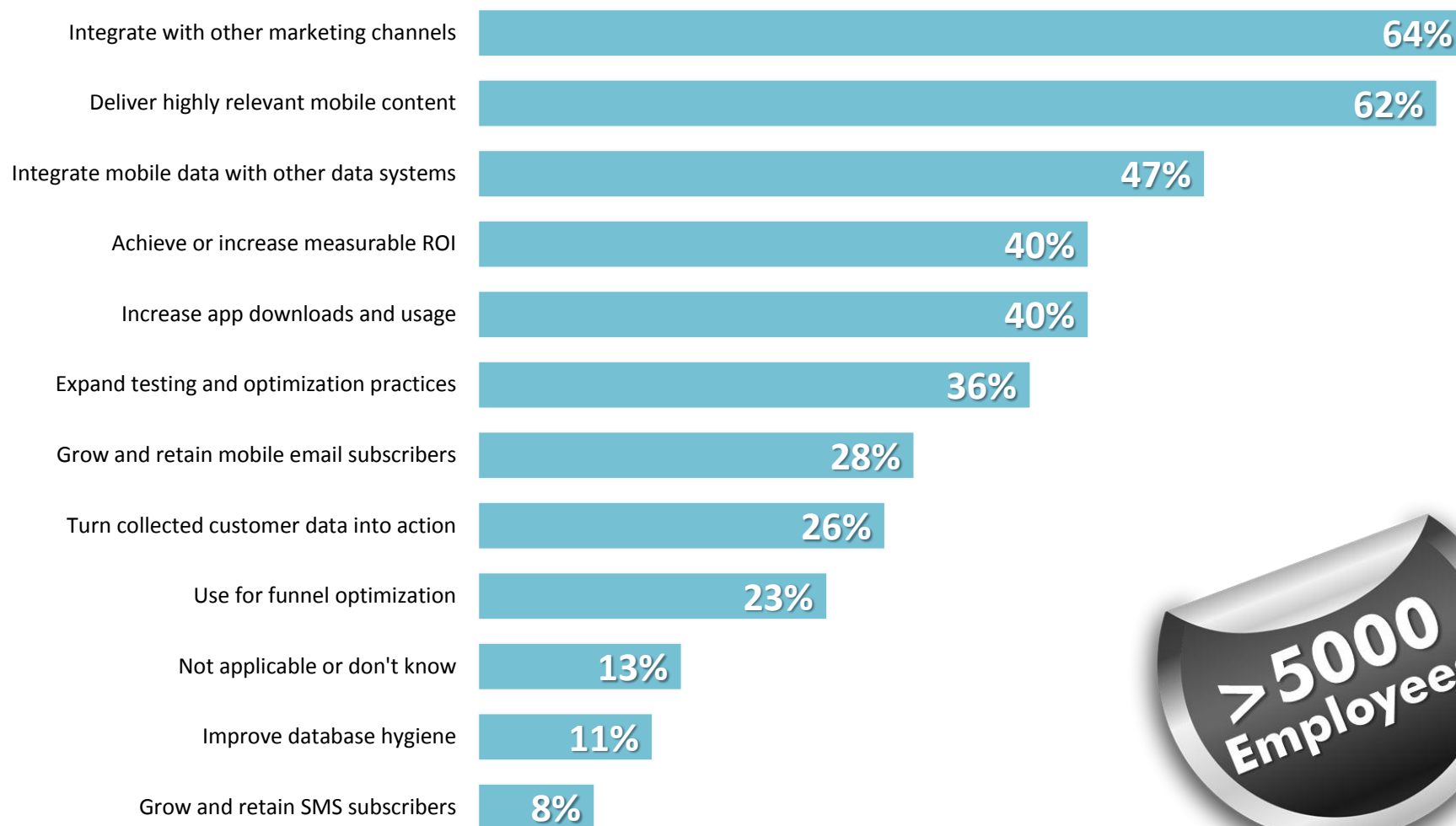




Chart 4.118 Mobile initiatives need for improvement

Please select your organization's NEED FOR IMPROVEMENT in the following areas.

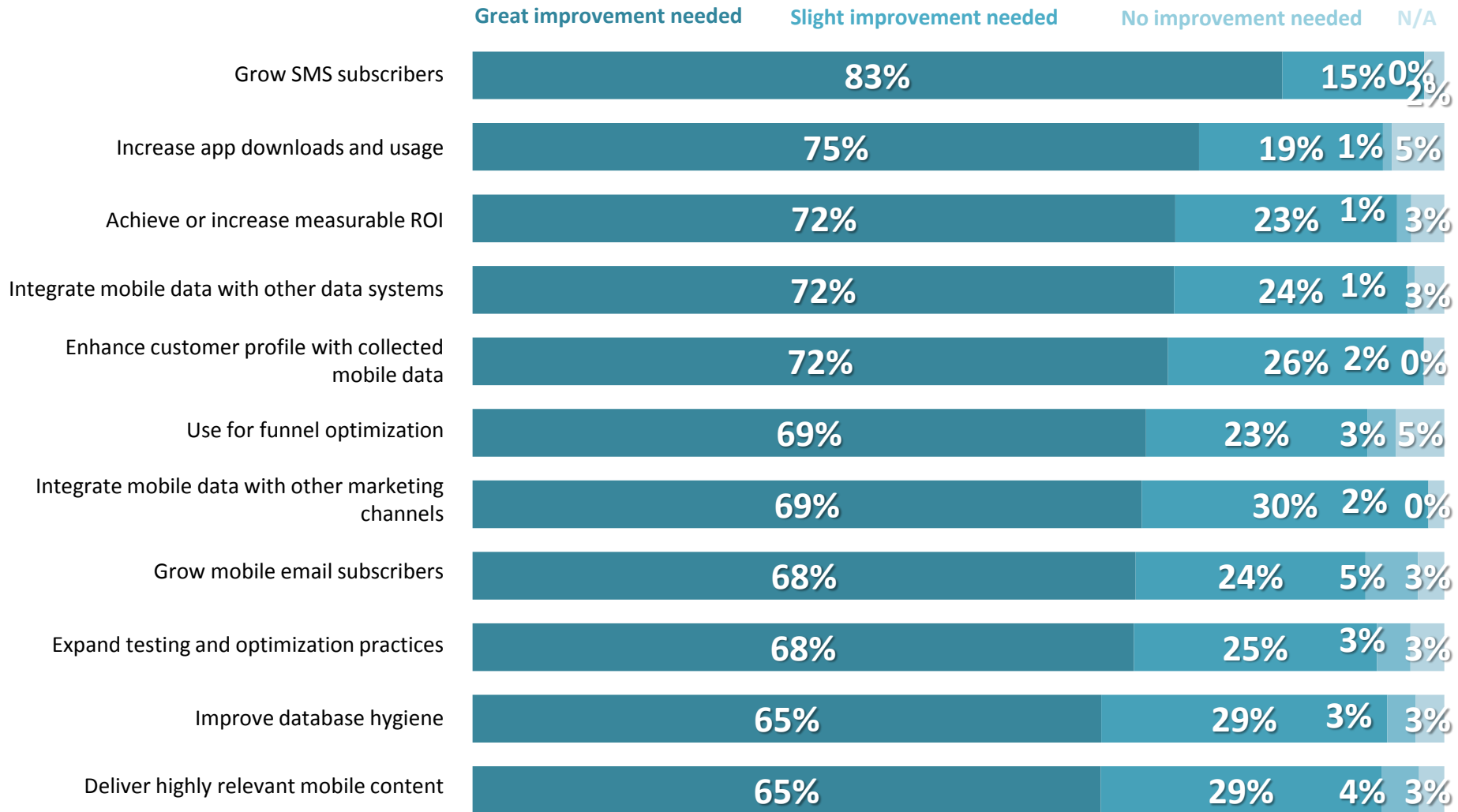




Chart 4.119 Significance of challenges faced in achieving objectives

How significant are the CHALLENGES your organization faces in achieving the following mobile marketing objectives?

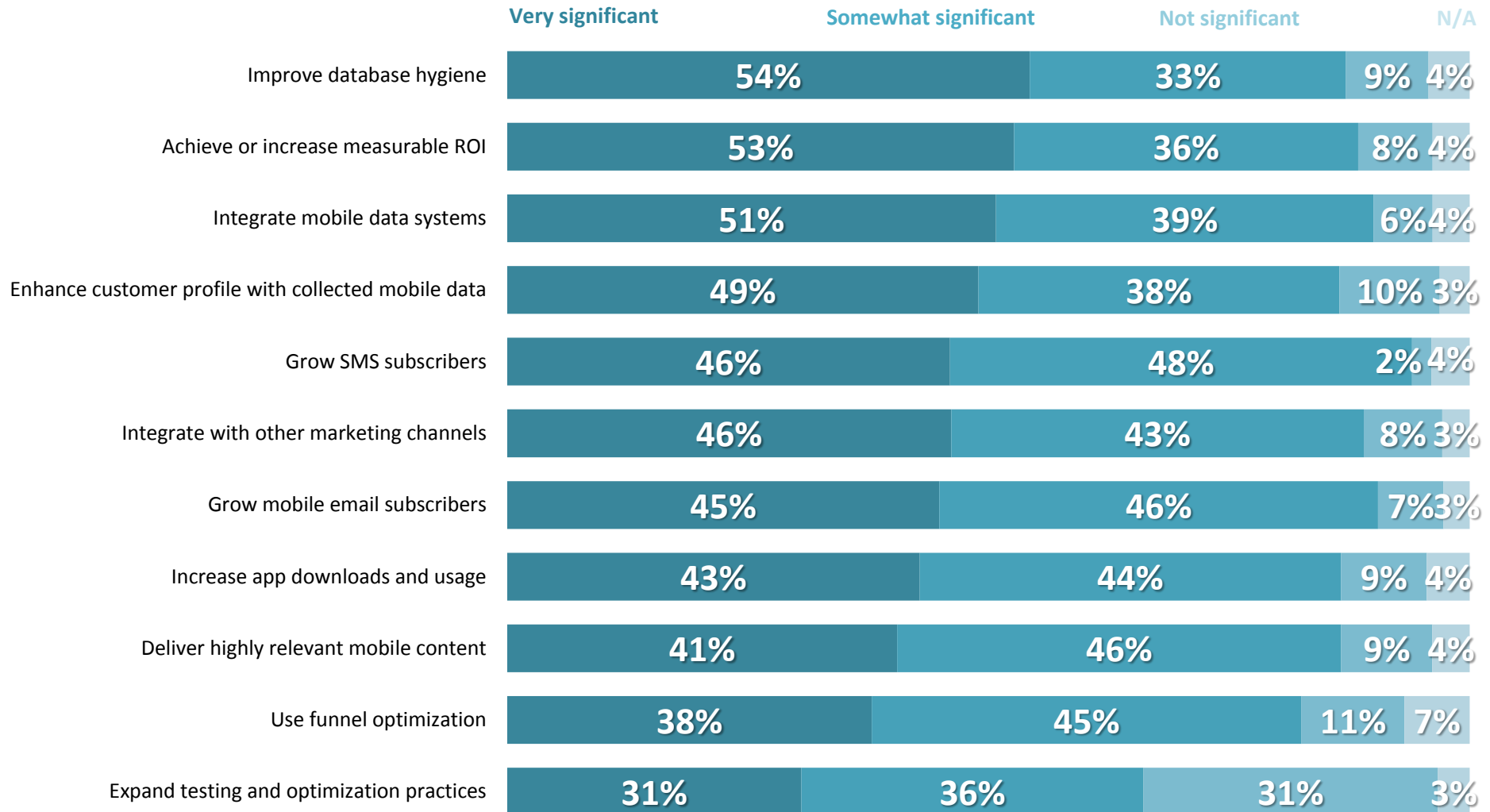




Chart 4.120 Comparing usage, challenges and needs improvement

Comparing usage, challenges and required improvement of top mobile objectives over the next 12 months.

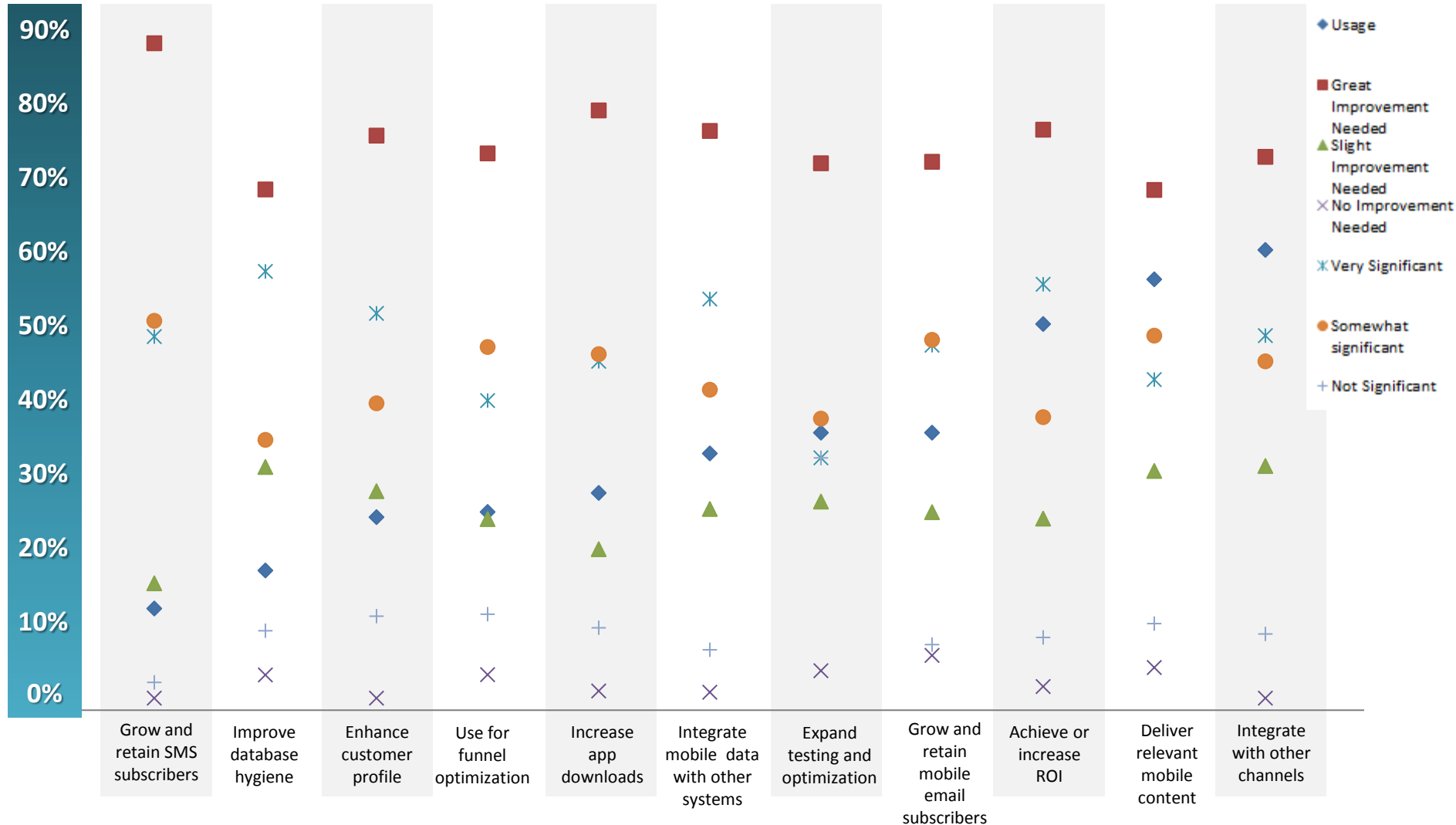




Chart 4.121 Comparing usage, challenges and needs improvement

Comparing usage, challenges and required improvement of top mobile objectives over the next 12 months.

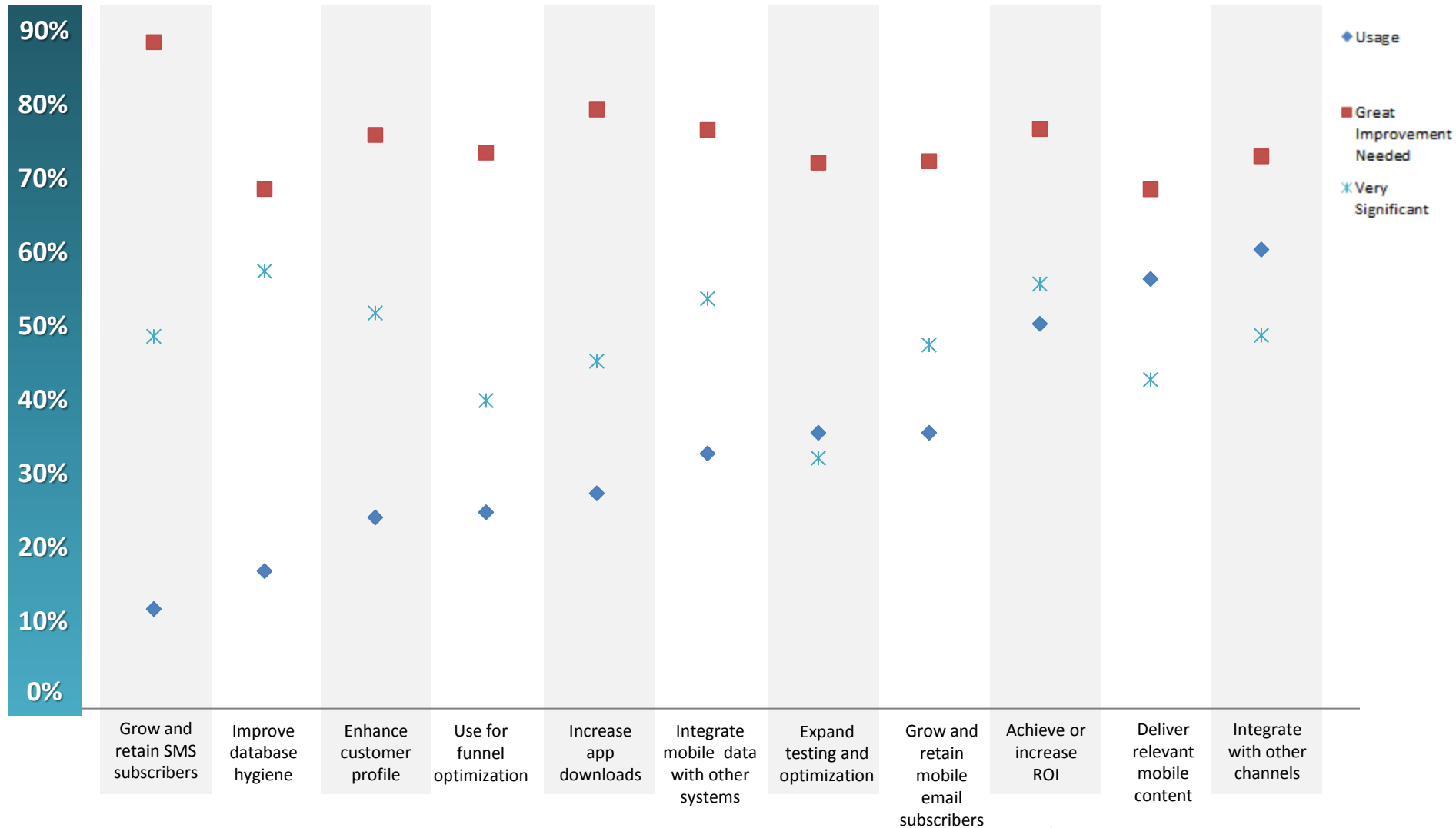




Chart 4.122 Comparing usage, challenges and needs improvement

Comparing usage, challenges and required improvement of top mobile objectives over the next 12 months.

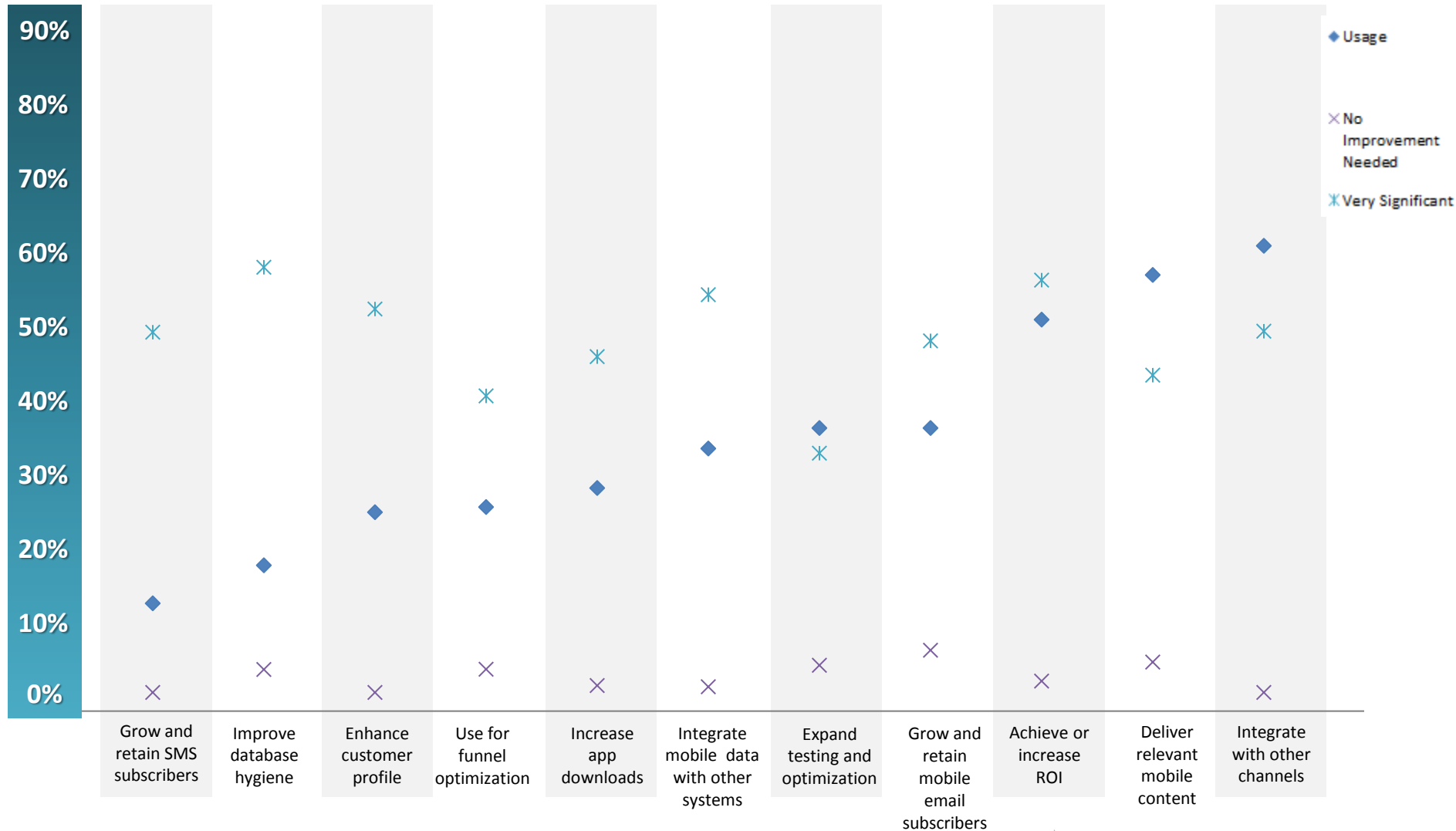




Chart 4.123 Comparing usage, challenges and needs improvement

Comparing usage, challenges and required improvement of top mobile objectives over the next 12 months.

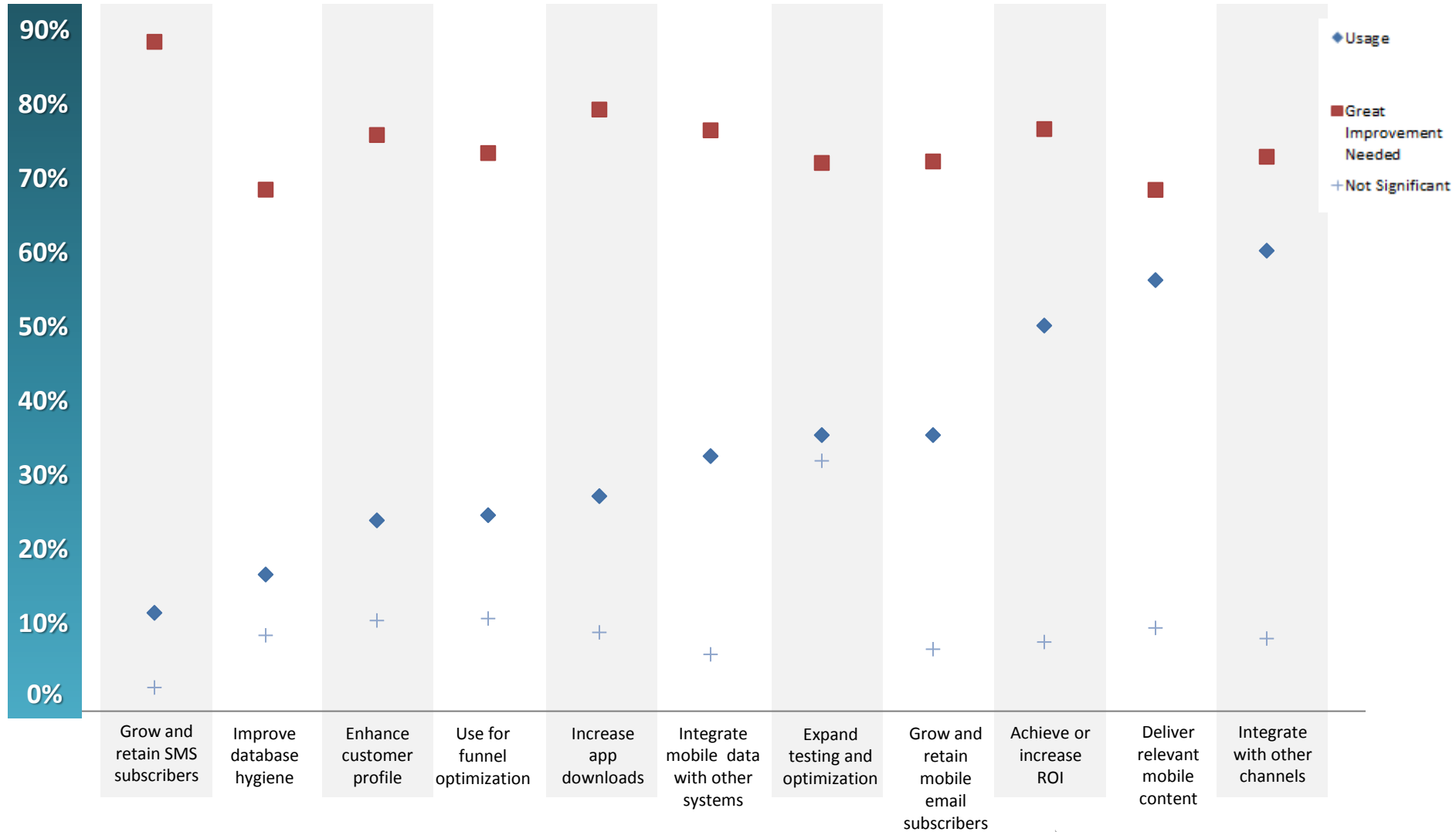




Chart 4.124 Comparing usage, challenges and needs improvement

Comparing usage, challenges and required improvement of top mobile objectives over the next 12 months.

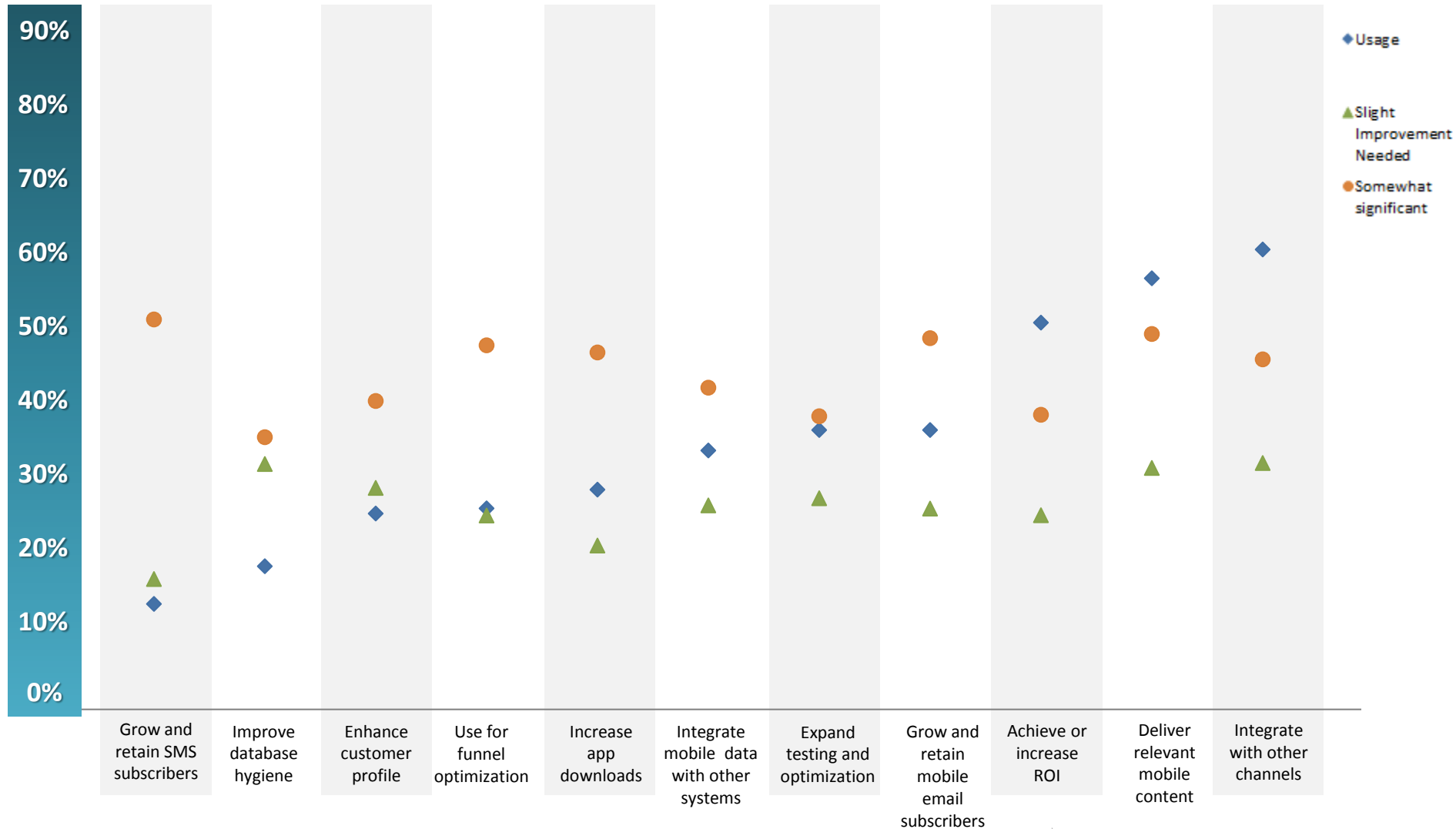




Chart 4.125 Barriers to overcoming mobile marketing challenges

Which barriers exist to overcoming your organization's top challenges?

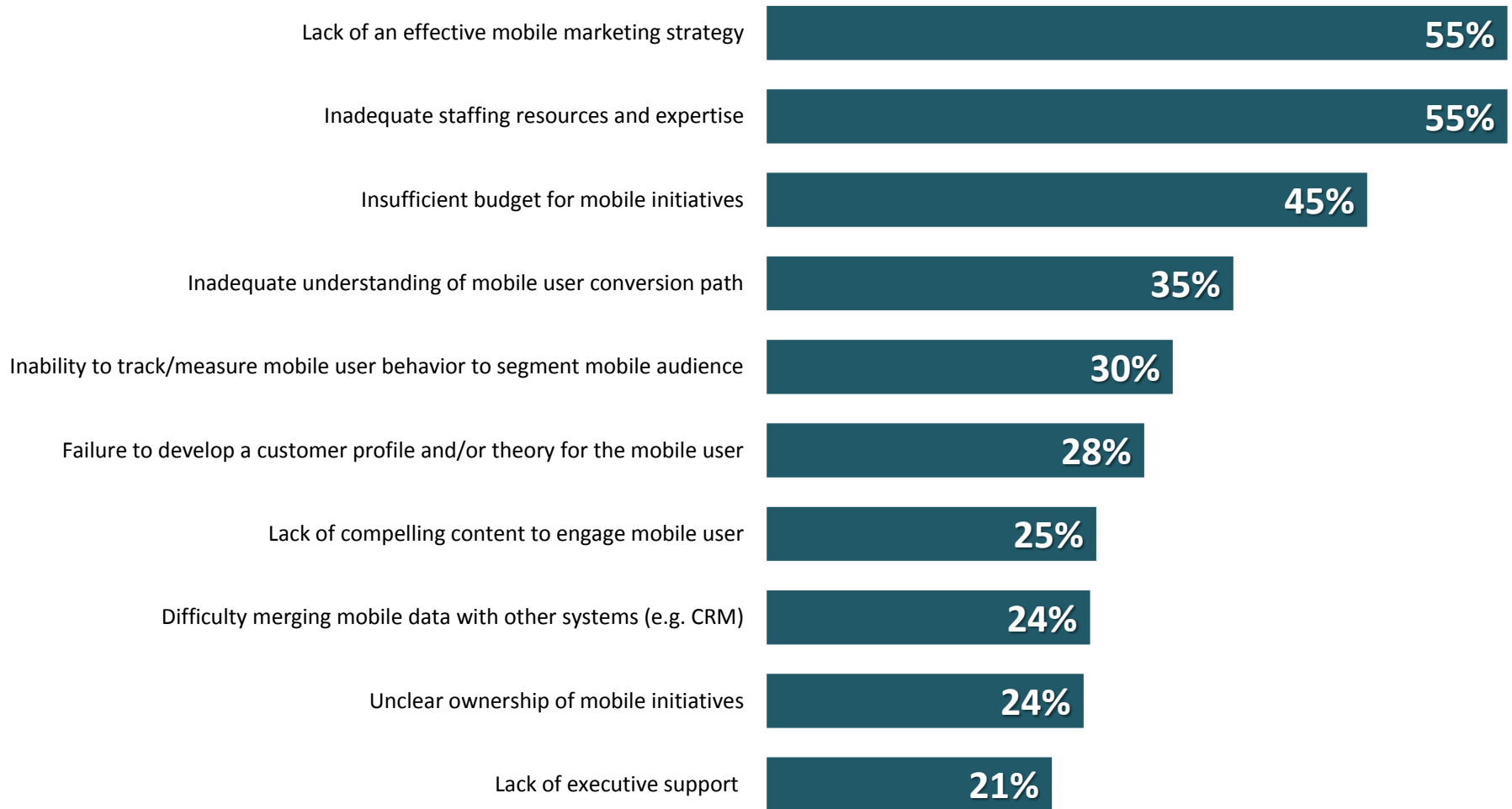




Chart 4.126 Barriers to overcoming mobile marketing challenges

Which barriers exist to overcoming your organization's top challenges?

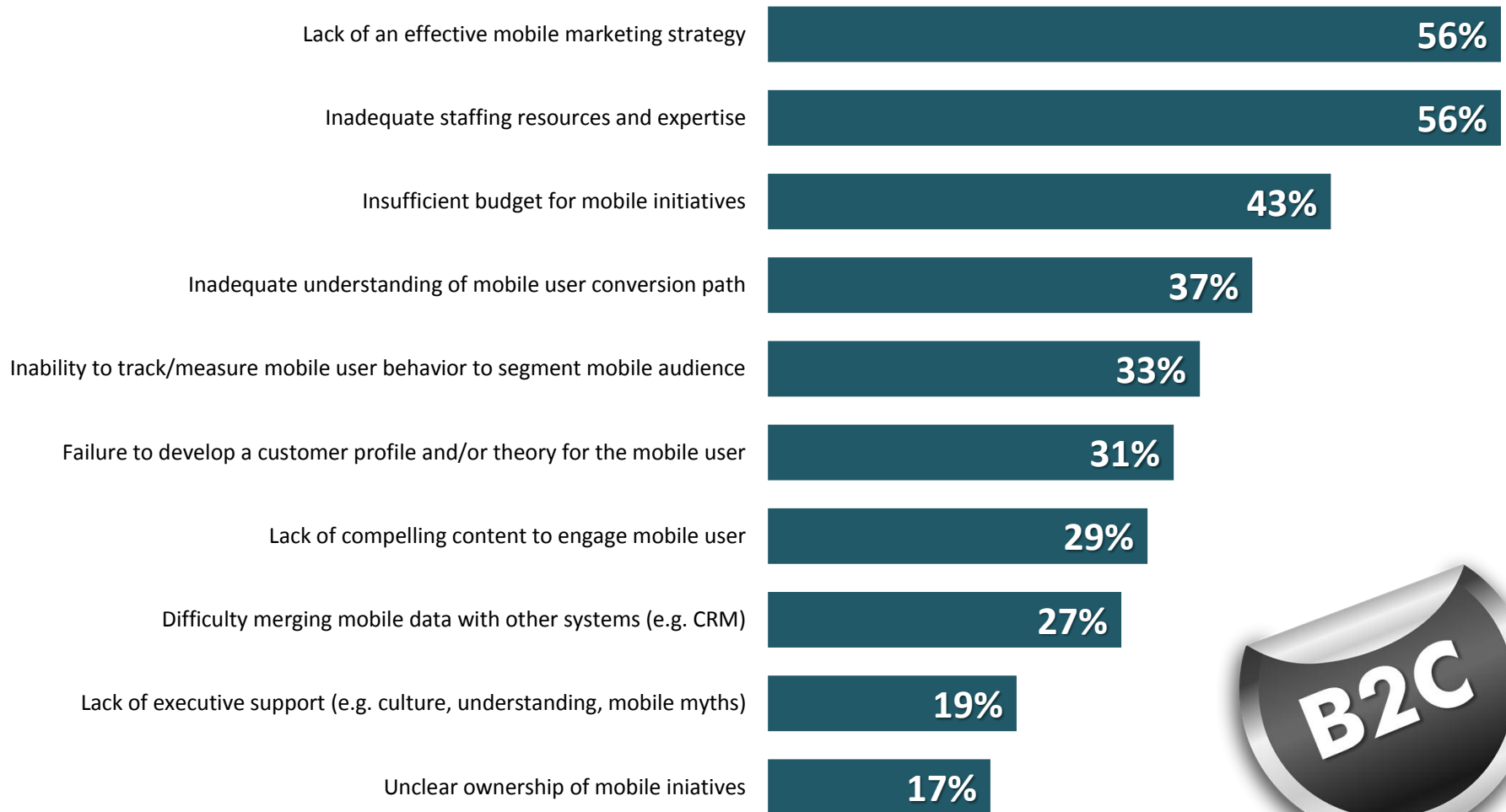




Chart 4.127 Barriers to overcoming mobile marketing challenges

Which barriers exist to overcoming your organization's top challenges?

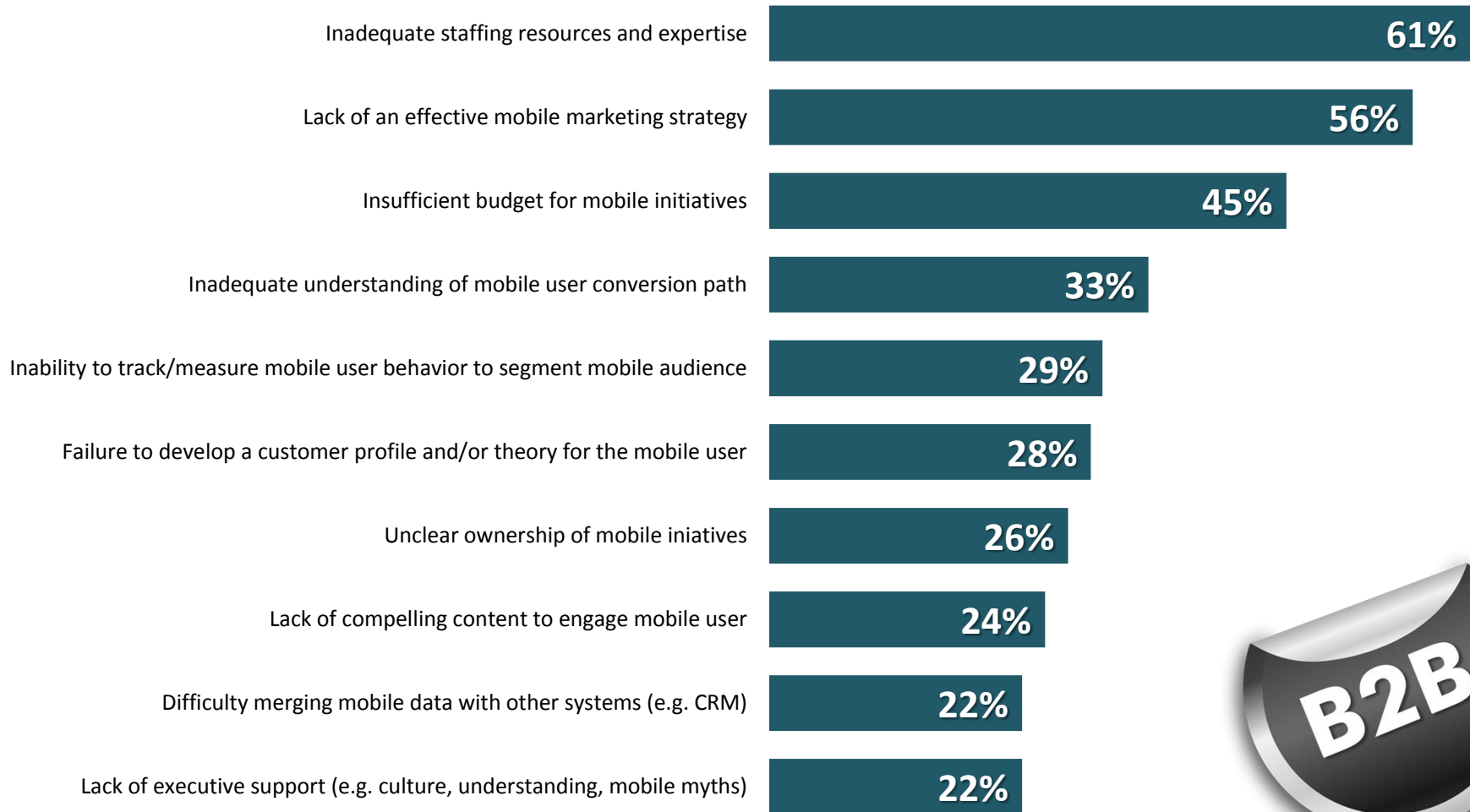




Chart 4.128 Barriers to overcoming mobile marketing challenges

Which barriers exist to overcoming your organization's top challenges?

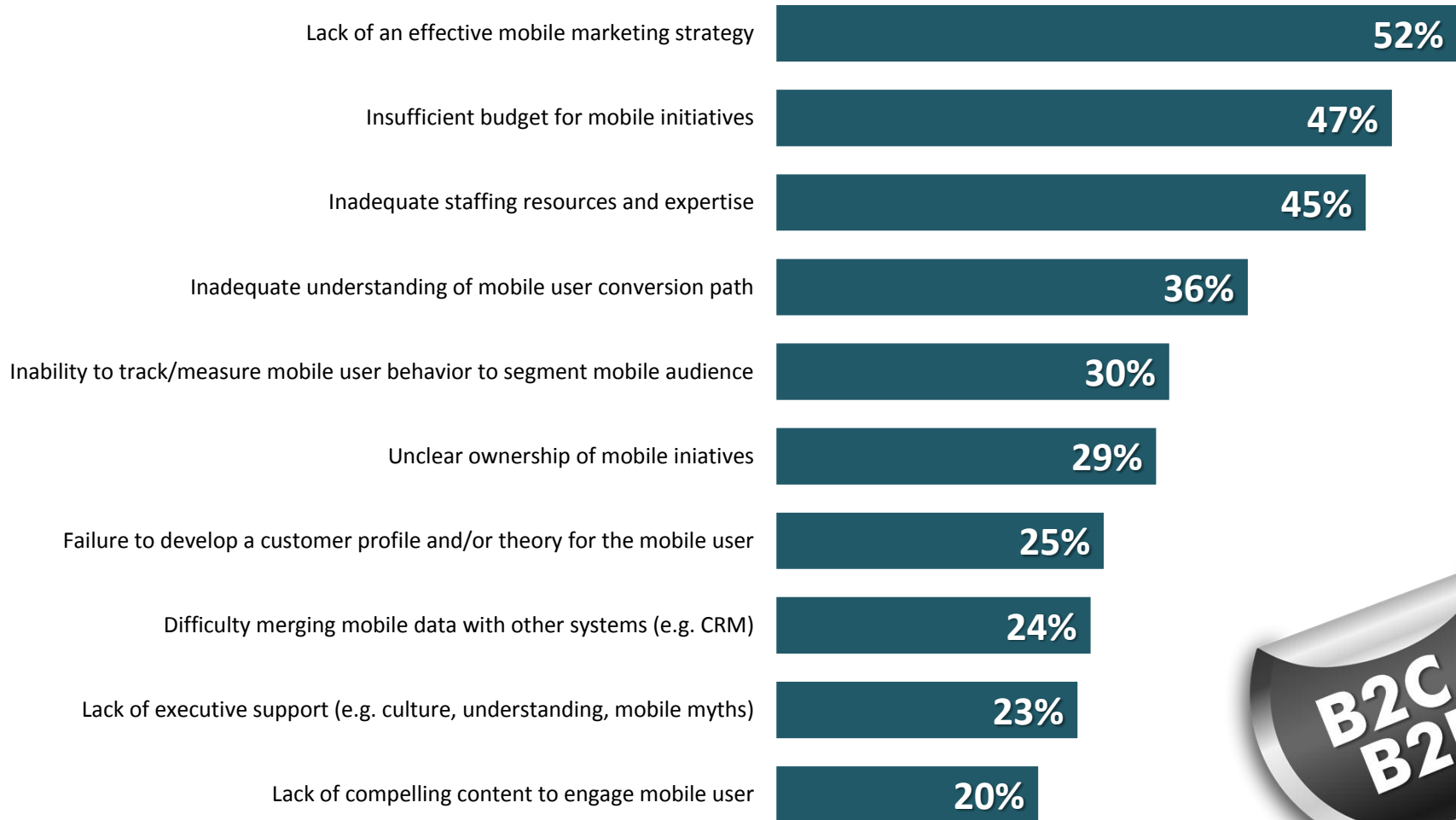
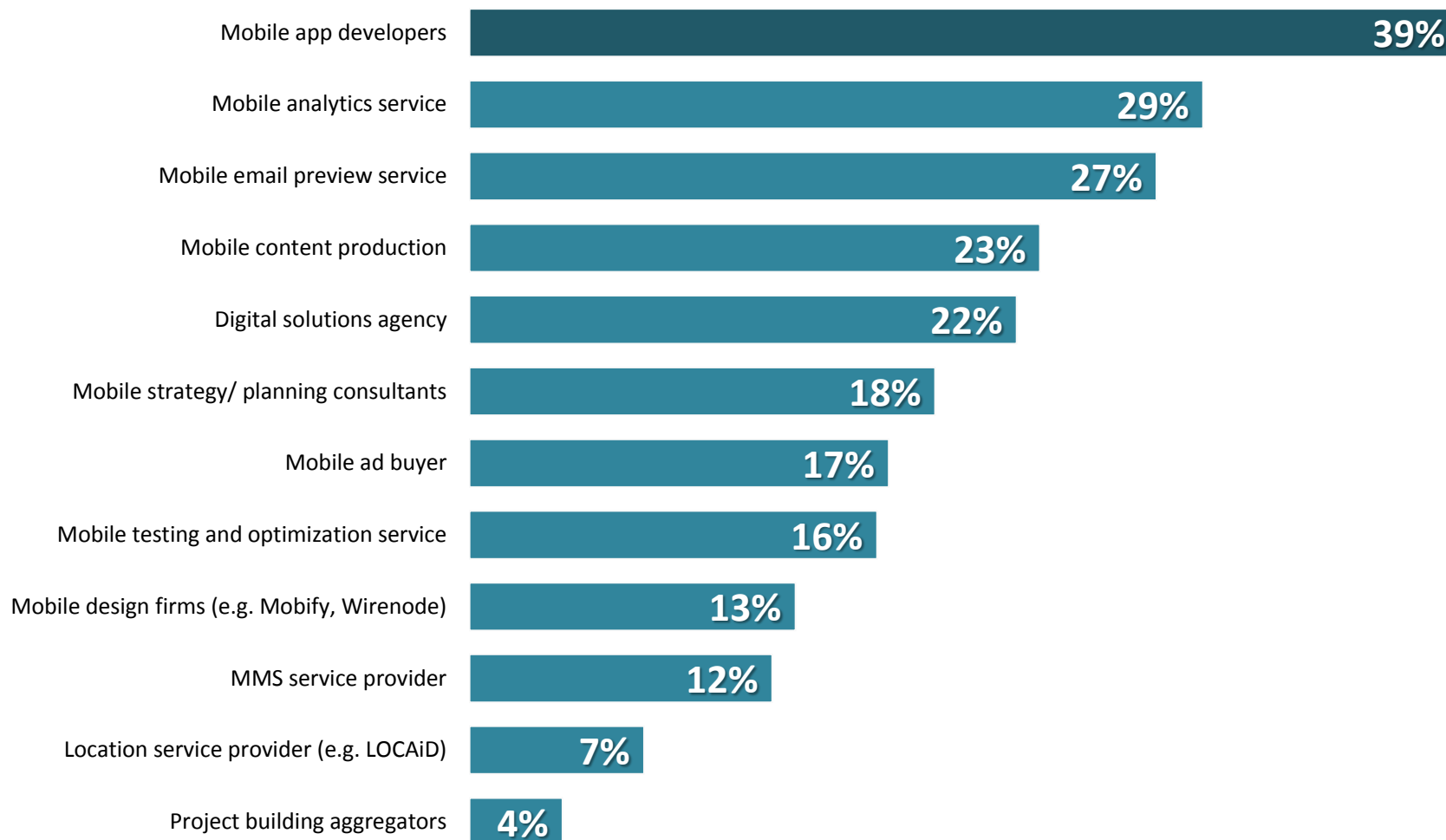




Chart 4.129 Solutions or services used with mobile programs

Which types of solution(s) or service(s) does your organization use with your mobile program?



Mobile Marketing Benchmark Report

METHODOLOGY





MarketingSherpa Research Methodology

MarketingSherpa fielded the 2012 Mobile Marketing Survey from August 9-15, 2012. The query took the form of an online survey, to which there were 1,372 qualified complete and partial responses from marketing and business professionals on six continents, including North America, Europe, Asia/Pacific, Australia, South/Central America and Africa.

Survey respondents included marketing practitioners, marketing managers, CMOs and agency professionals from a variety of industry sectors, including: Software or Software as a Service (SaaS), Retail or E-commerce, Professional or Financial Services, Media or Publishing (online or offline), Education or Healthcare, Manufacturing or Packaged Goods, Technology Equipment or Hardware, Travel or Hospitality, Nonprofit, and others.

To ensure quality and relevance, submissions from respondents who indicated they were not engaged in marketing were excluded. On many dimensions, agency data was also broken out separately, to facilitate separate and comparative enquiries where natural differences exist. As such, the number of included responses is reported at the individual question level.

The sampling method used is an incentivized non-probability voluntary sample composed of MarketingSherpa and MarketingExperiments registered subscribers having expressed the willingness (via opt-in) to receive research-related and commercial email messages from MECLABS Institute, and those responding to invitations promoted through the Facebook, LinkedIn and Twitter social media platforms.

The incentive for participating in the survey was a downloadable report, *30 Minute Marketer: Start Mobile Marketing*, which was made available for download upon completion of the survey.

To request further information about the design or conduct of this survey-based study, please contact MECLABS Senior Director of Sciences at research@meclabs.com.

About MarketingSherpa LLC

MarketingSherpa is a primary research facility, wholly-owned by MECLABS, dedicated to determining **what works in marketing** via exclusive case studies, surveys, and results data analysis. Then we publish what we learn so our community of marketers and weekly readers can improve their results and train their teams.

Praised by *The Economist*, Harvard Business School's Working Knowledge Site and Entrepreneur.com, MarketingSherpa is distinguished by offering **practical, results-based marketing** information researched and written by a staff of in-house reporters.

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- **Instruction:** 800+ how-to articles
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- **Summits:** 3 annual vendor-neutral, research-based marketing events

About MECLABS

MECLABS is a science lab that uses real-world research and training to **help business leaders get better use out of sales and marketing technology and resources**, including Internet marketing, website optimization, and lead management. We have been involved in direct research partnerships with companies throughout Europe and North America since 2001.

MECLABS deploys a rigorous methodology to conduct research. This research is compiled from:

- More than **10 years** of research partnership with our clients
- **1,300** experiments
- Over **1 billion** emails
- **10,000** landing pages tested
- **5 million** telephone calls
- **500,000** decision maker conversations

MECLABS has consulted with companies like Cisco, Johnson & Johnson, *The New York Times*, 1-800-Flowers, and NetSuite to optimize sales and marketing processes and achieve triple-digit ROI gains.

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