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EXCERPT



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BENCHMARK REPORT

2012 MOBILE MARKETING

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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



Today, regardless of the size of your company or your business model, one thing's certain: Mobile devices are always with your customers, keeping them connected to everything that matters most to them in real time. That's why, as an enterprise email service provider, BlueHornet develops innovative mobile email solutions that put your message everywhere your customers are.

A comprehensive mobile program allows you to send subscribers emails that look great on any device. But the benefits don't stop there. Forward-thinking marketers are now beginning to tap exciting new mobile opportunities to create in-context email messages and offers that are highly relevant to the on-the-go consumer.

Despite these exciting opportunities, only a small number of brands are effectively leveraging the full mobile opportunity. That's why it's our pleasure to share MarketingSherpa's 2012 Mobile Marketing Benchmark Report with you.

The 2012 Mobile Marketing Benchmark Report represents an extensive educational effort about the state of mobile marketing today. From understanding device adoption to defining which metrics matter most to marketers like you, the MarketingSherpa team has done the hard work of collecting and analyzing data from over 1,000 of your peers that you can use to improve your programs.

Delivering an effective mobile marketing experience is no longer a "nice-to-have;" it's a must-have. We're confident that the data and conclusions in MarketingSherpa's report can help strategically and tactically align your mobile programs to meet your marketing objectives and serve the needs of today's connected customer.

Sincerely,
The BlueHornet Team

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
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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.

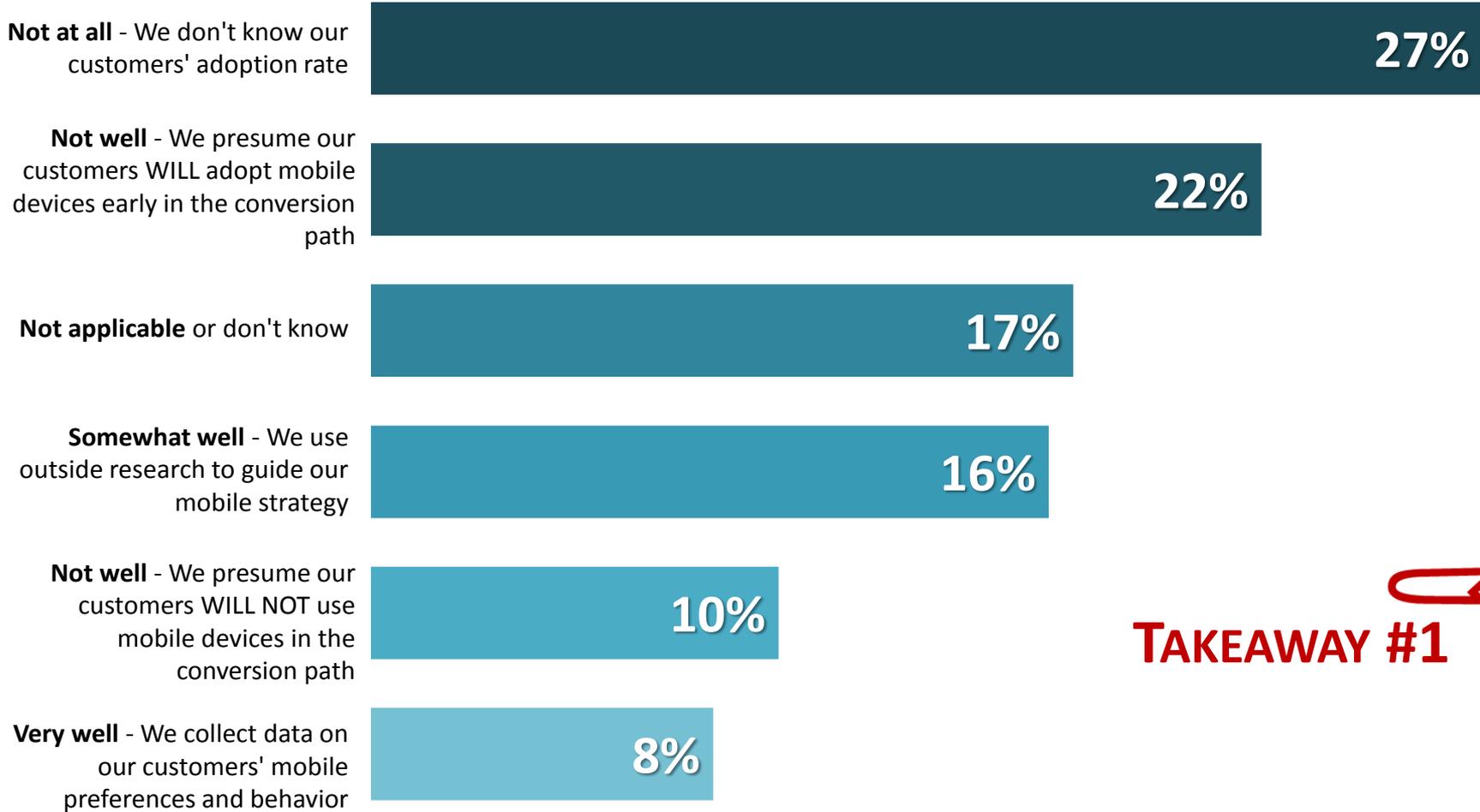
We are excited about this new approach, and hope you find this streamlined, presentation-centric delivery more helpful for your marketing – today, and in the months and years to come. We look forward to hearing about your mobile marketing success.

Best,

The MarketingSherpa Team

Few marketers are tracking customer mobile adoption

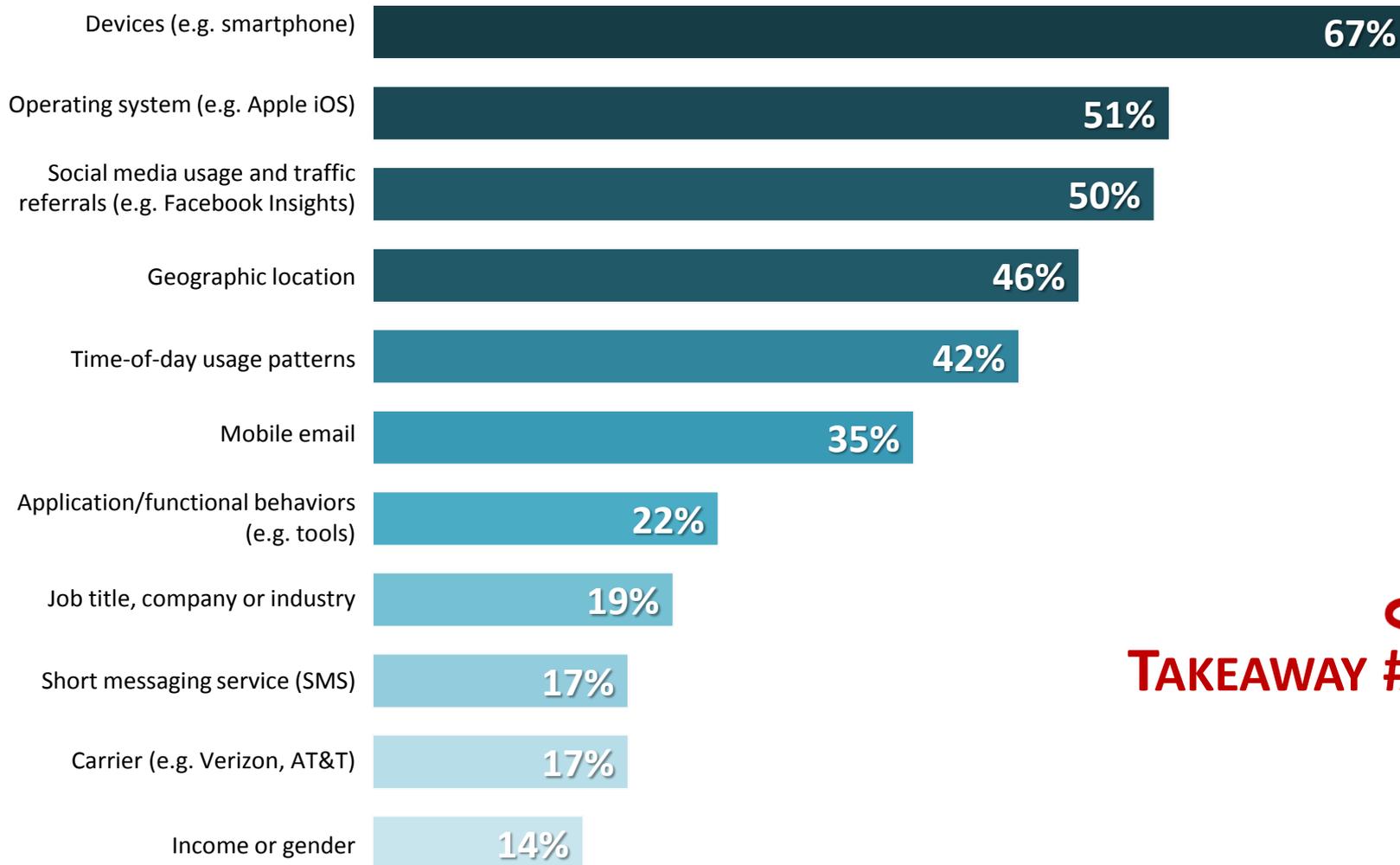
How well does your organization know the level of mobile device adoption of its customers?



TAKEAWAY #1 

Mobile marketing data tracked skews towards user device experience

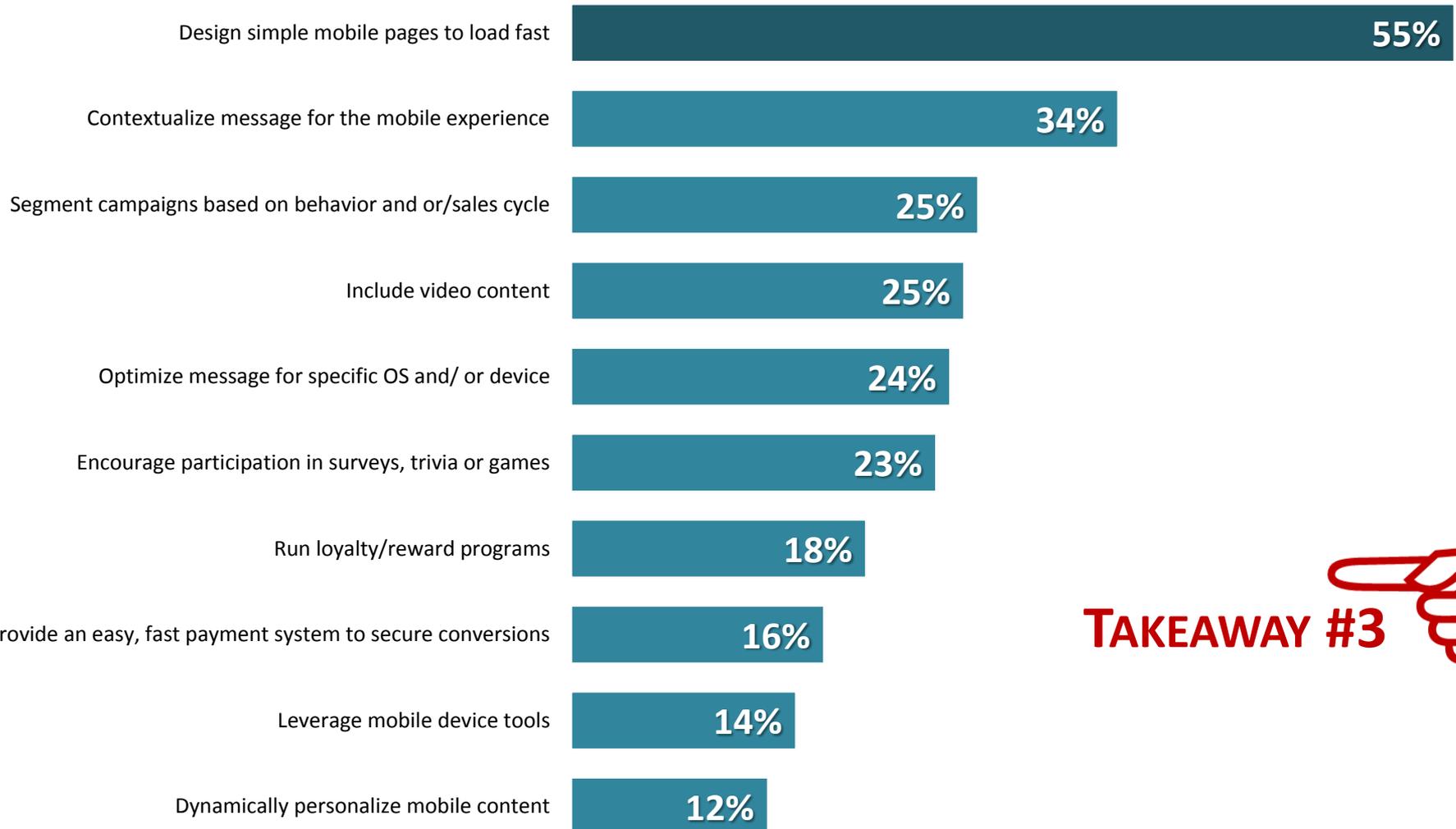
What data does your organization gather and review to understand your customers' mobile preferences?



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?



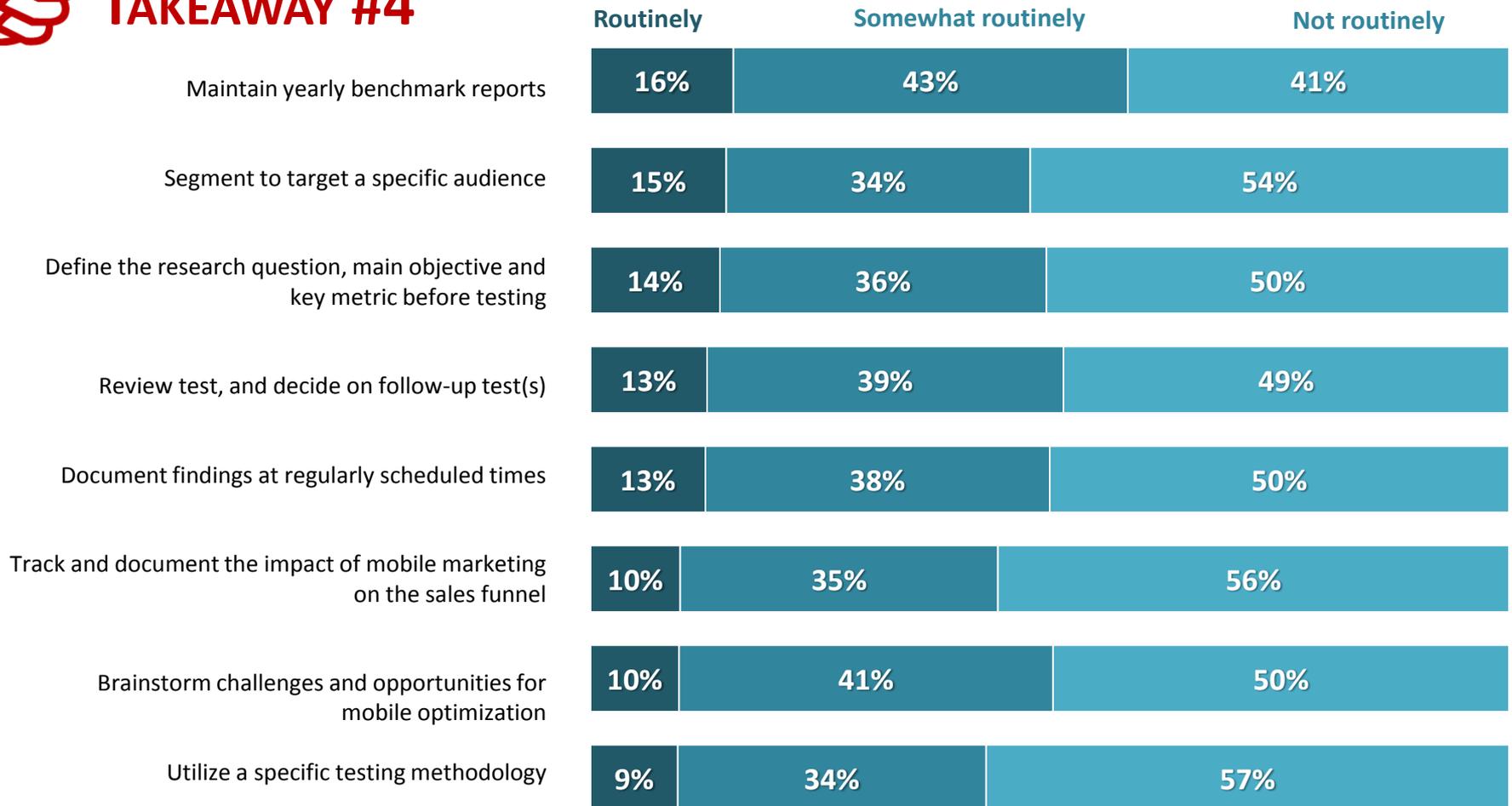
TAKEAWAY #3 

Mobile testing efforts focused on past results, not rigorous testing

How routinely does your organization implement the following testing practices?

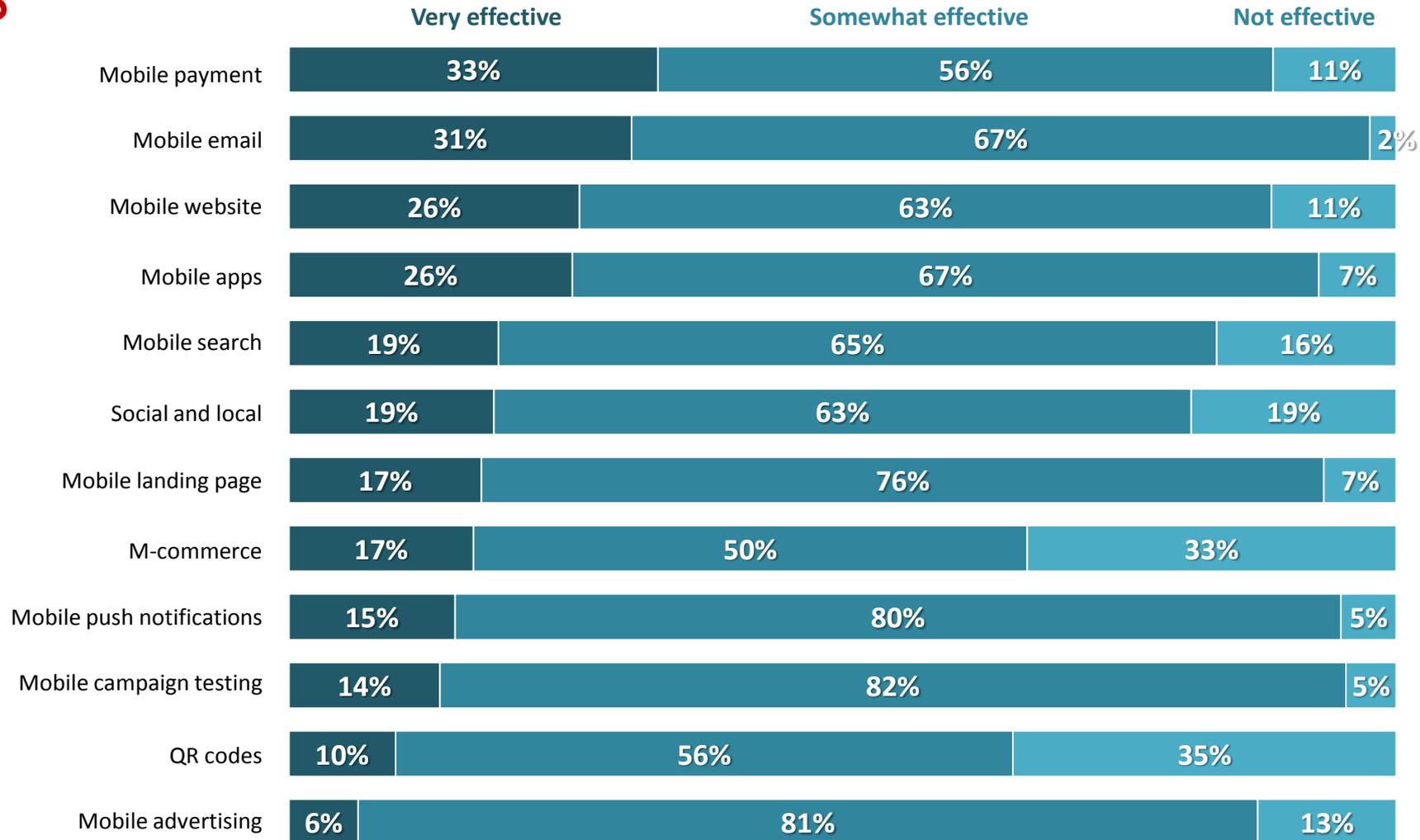


TAKEAWAY #4



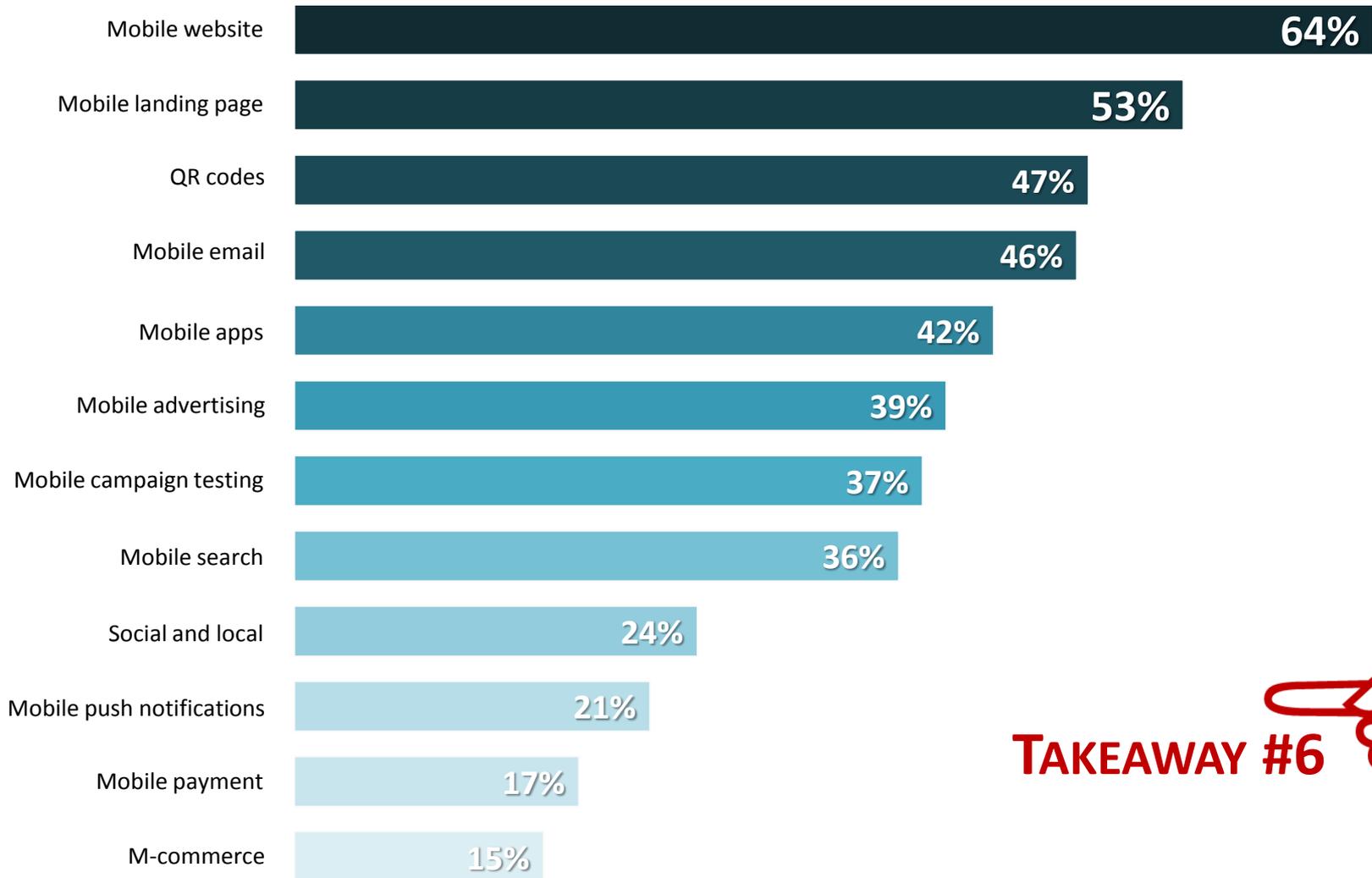
Mobile proven effective when integrated with other marketing tactics

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

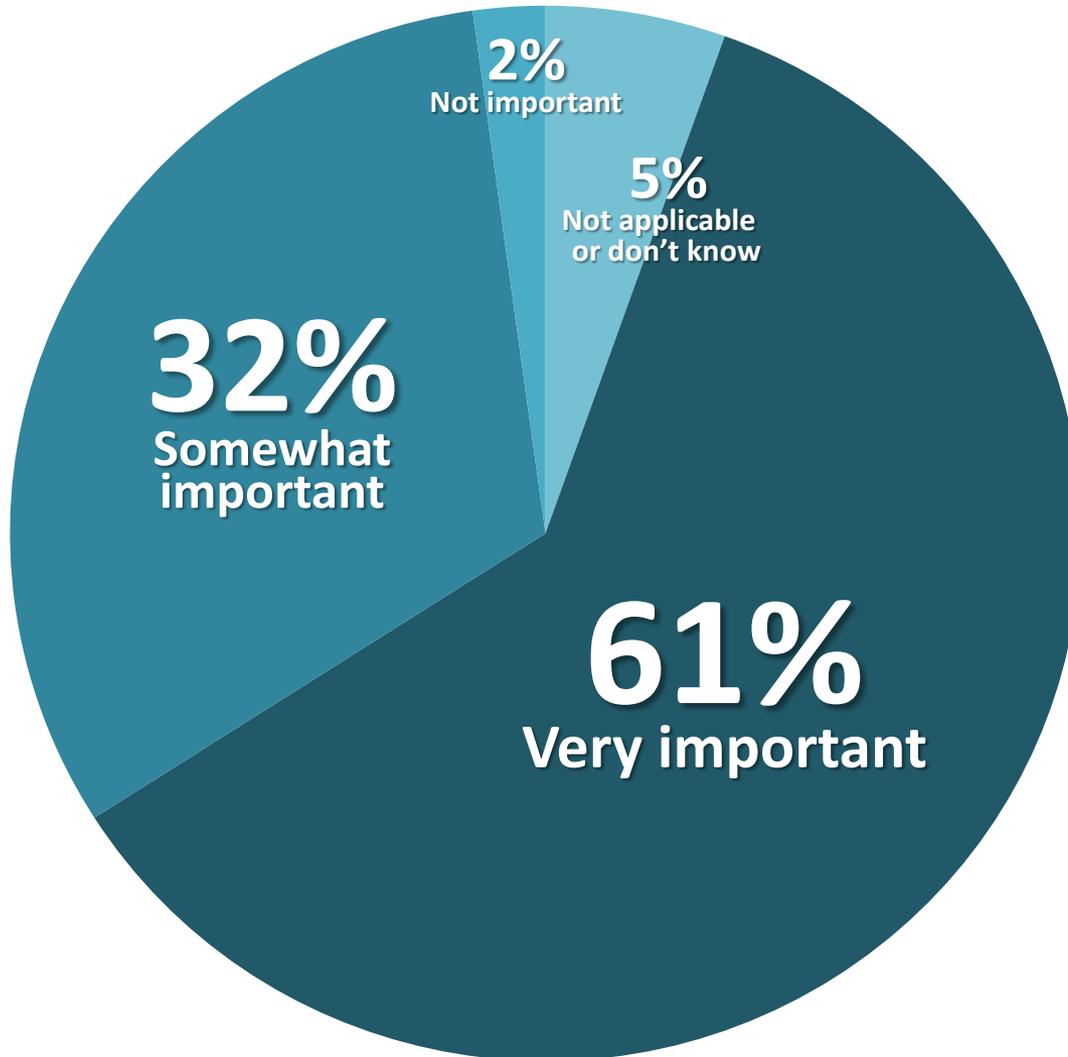
Which mobile marketing tactics does your organization plan to use in the next six months?



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?

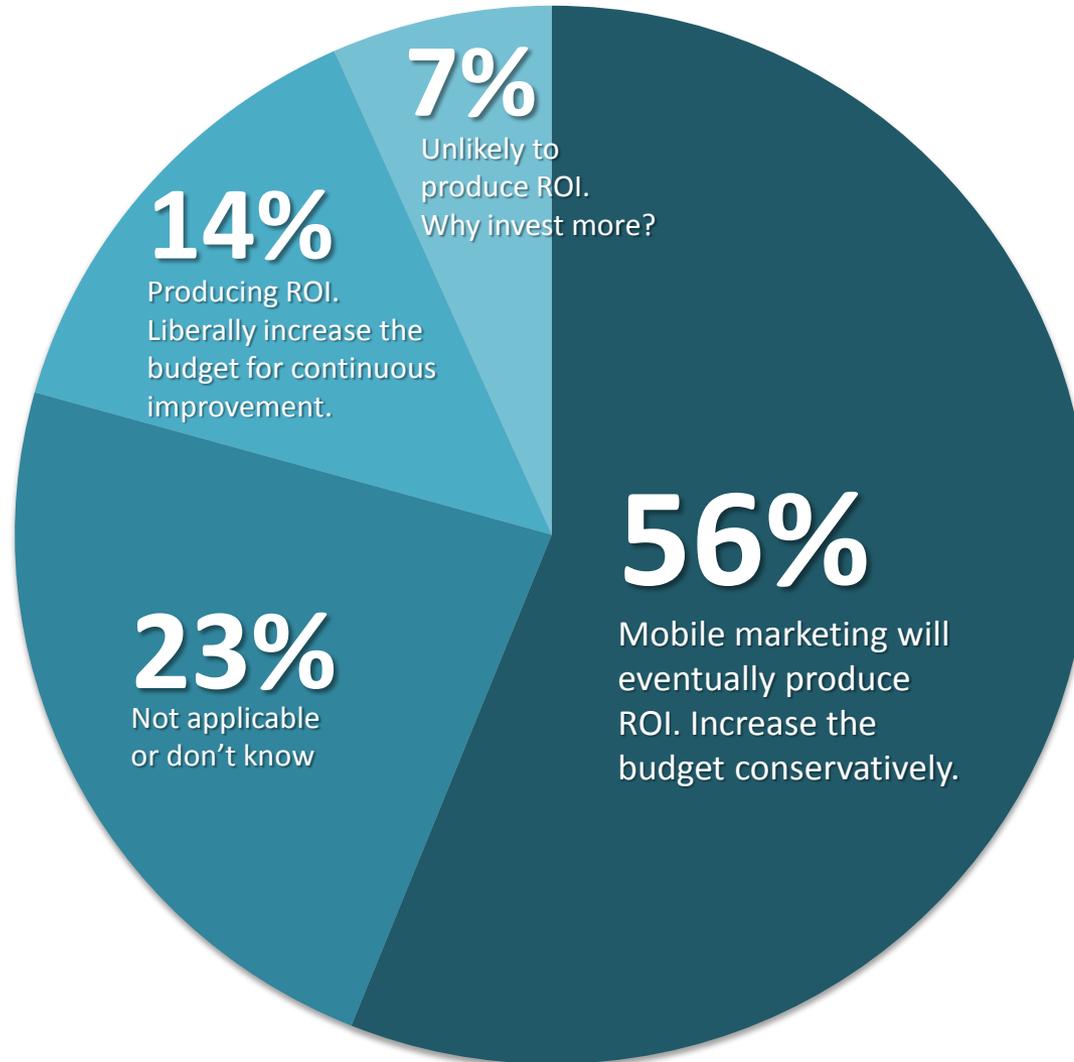


TAKEAWAY #7



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

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

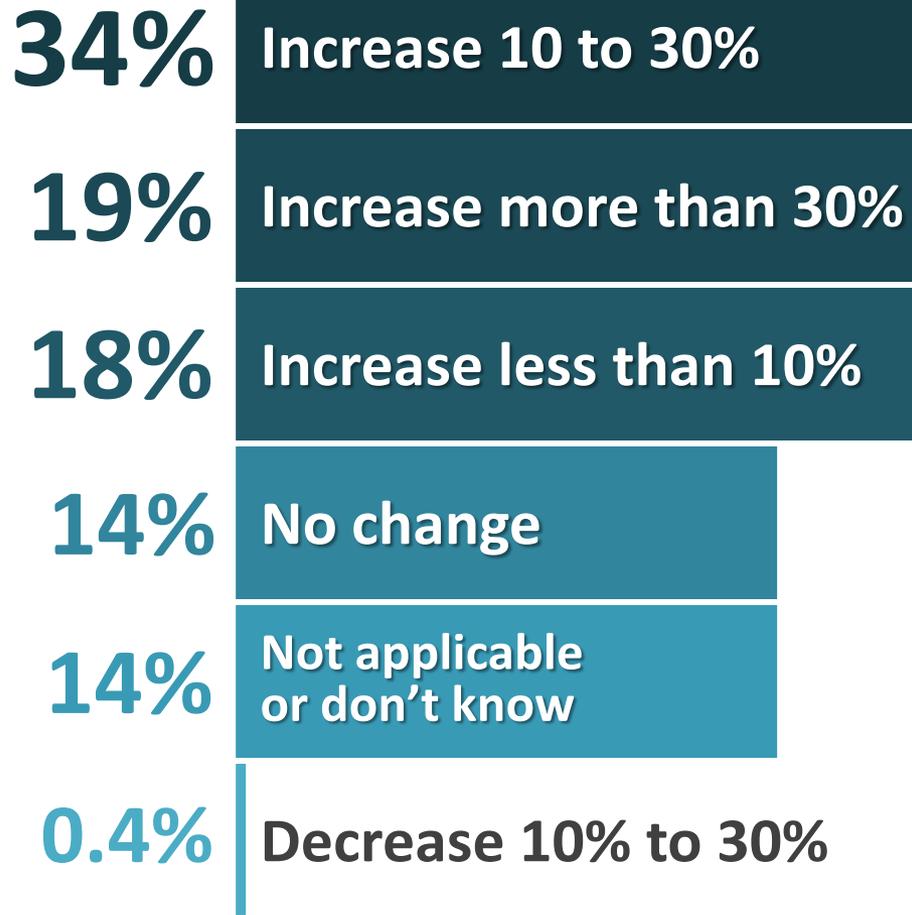


TAKEAWAY #8



... and that increase is quite significant

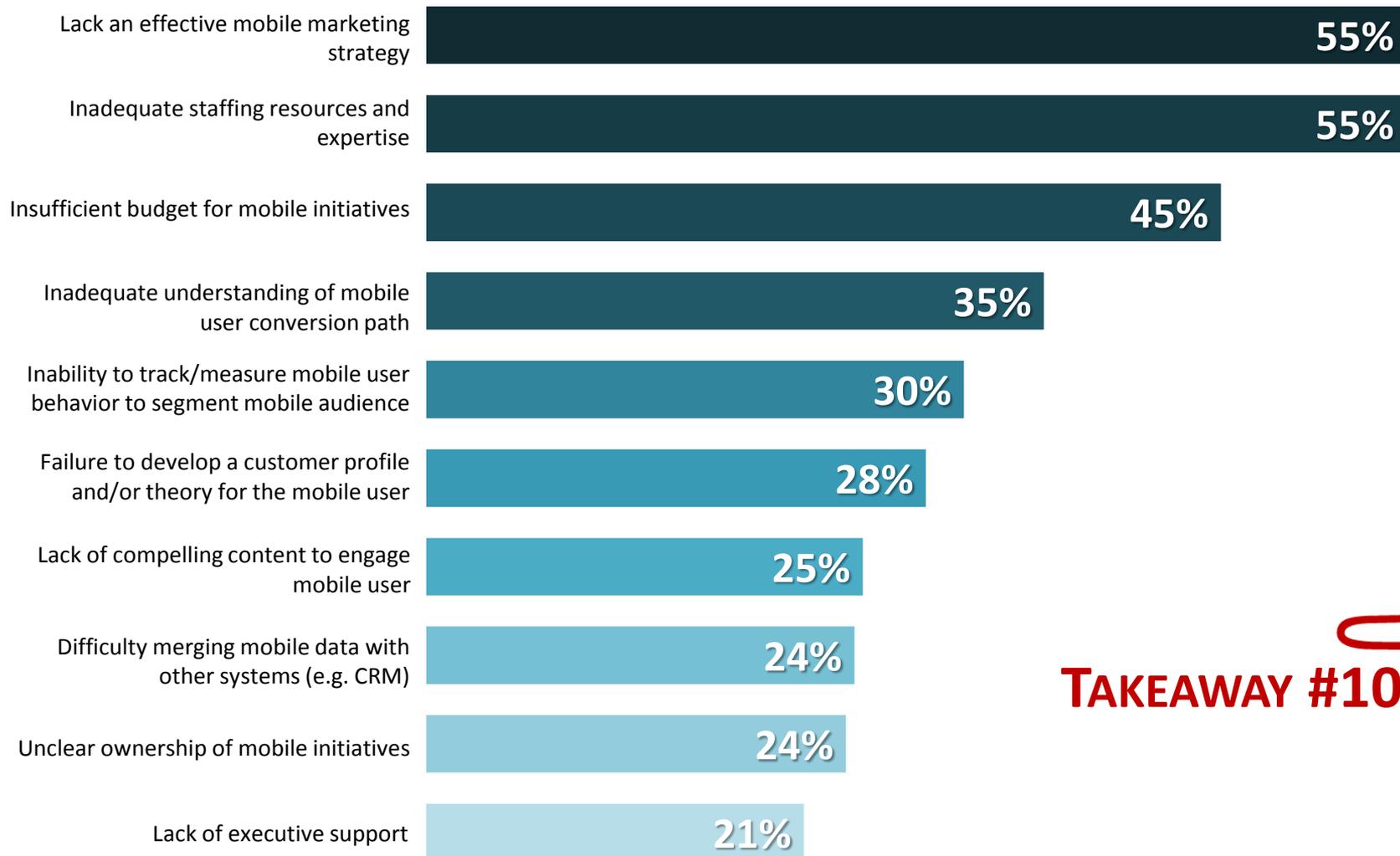
How much do you expect your organization's mobile marketing budget to change from 2012 to 2013?



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

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.

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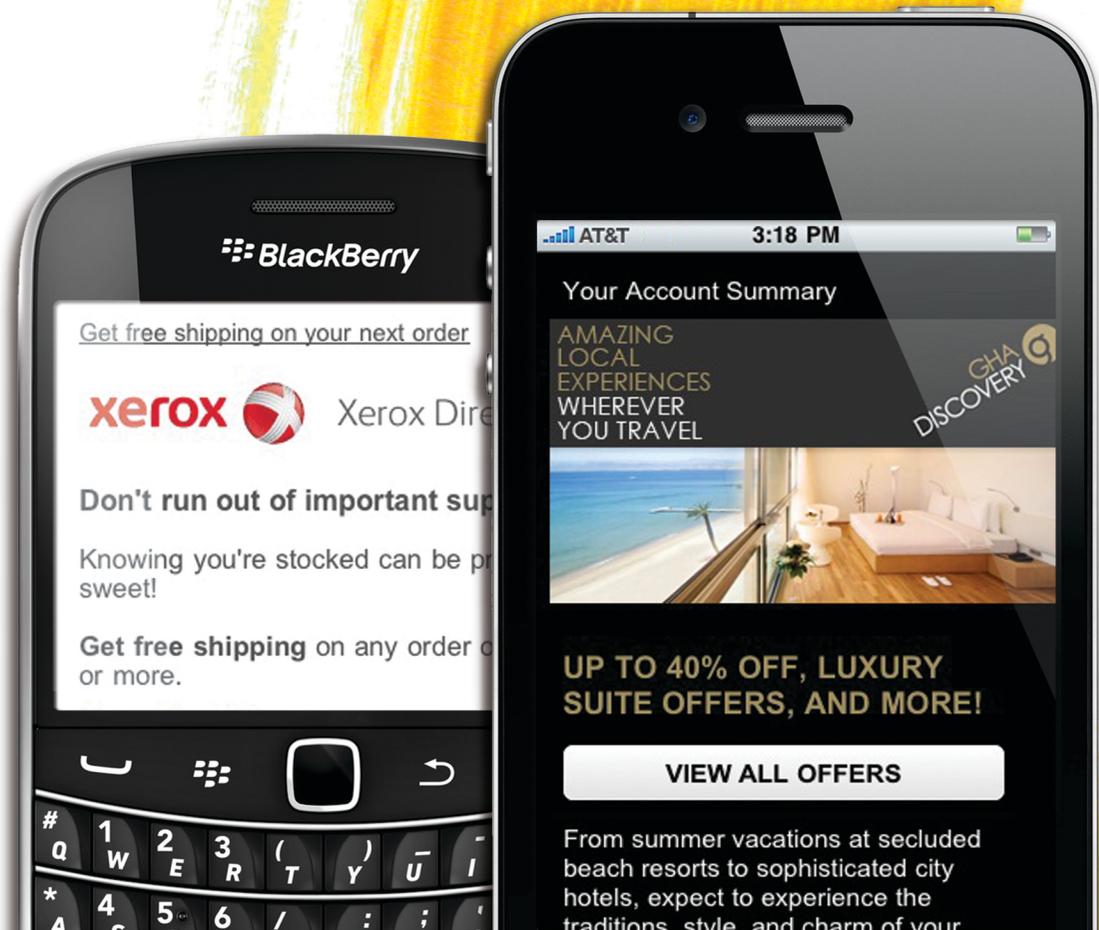
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