

Retail Marketers Double Down on Email

Feb 8, 2017

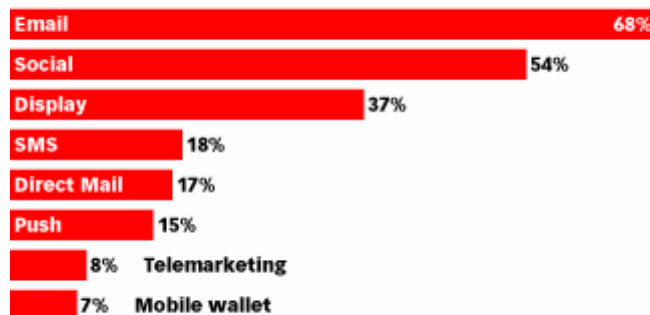
Plan to increase their investment in 2017

A recent study shows that retail marketers share similar goals for 2017—and they're looking to meet these goals by stepping up marketing initiatives in a number of areas.

An October 2016 survey from Yes Lifecycle Marketing (<http://www.yeslifecyclemarketing.com/>) found that the top objectives for marketers worldwide this year are to increase sales, improve customer engagement and improve customer acquisition. In order to support these goals, respondents are most likely to prioritize channels such as email (68%) and social media (54%).

Marketing Channels for Which Retail Marketers Worldwide Expect to Increase Their Budget in 2017

% of respondents



Source: Yes Lifecycle Marketing, "2017 Yes Lifecycle Marketing Channel Report," Jan 19, 2017

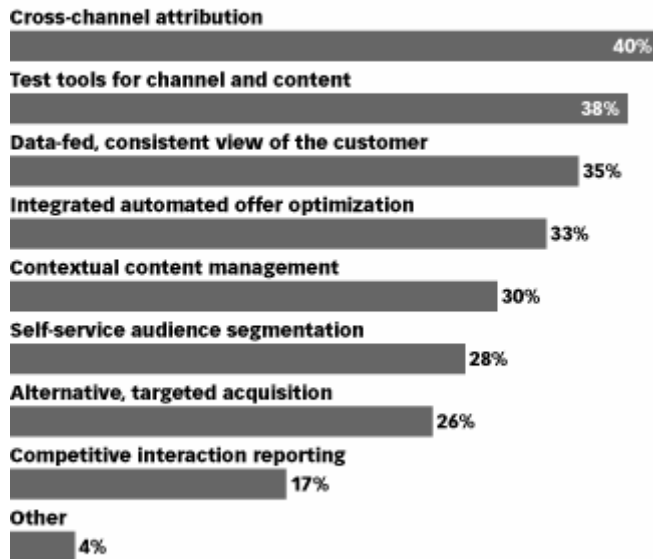
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Retail marketers are also looking to incorporate online and offline channels to get greater insights into their customers this year. About four in 10 marketers say they will implement cross-channel attribution initiatives and test tools for channels and content in 2017, while about a third say they're looking to implement data-fed, consistent views of their customers and integrate automated offer optimizations.

Cross-Channel Marketing Methods to Be Implemented in 2017 According to Retail Marketers Worldwide

% of respondents



Source: Yes Lifecycle Marketing, "2017 Yes Lifecycle Marketing Channel Report," Jan 19, 2017

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The study found that the majority of retail marketers are already using tactics such as social media share buttons and video to engage with customers. Other marketing tactics, such as dynamic offers and user-generated content are less commonly used, though many retail marketers are interested in implementing these technologies.

Despite the hype around new technologies like beacons, virtual reality and augmented reality, a small percentage of retail marketers expressed interest in using them. In fact, more than half of respondents said that these technologies do not apply to their brands at all.

—Alison McCarthy