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
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
### 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 organization’s 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

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

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

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?

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

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 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?

- **Not at all** - We don't know our customers' adoption rate
  - 27%
- **Not well** - We presume our customers WILL adopt mobile devices early in the conversion path
  - 22%
- **Not applicable or don't know**
  - 17%
- **Somewhat well** - We use outside research to guide our mobile strategy
  - 16%
- **Not well** - We presume our customers WILL NOT use mobile devices in the conversion path
  - 10%
- **Very well** - We collect data on our customers' mobile preferences and behavior
  - 8%

**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?

- Devices (e.g. smartphone): 67%
- Operating system (e.g. Apple iOS): 51%
- Social media usage and traffic referrals (e.g. Facebook Insights): 50%
- Geographic location: 46%
- Time-of-day usage patterns: 42%
- Mobile email: 35%
- Application/functional behaviors (e.g. tools): 22%
- Job title, company or industry: 19%
- Short messaging service (SMS): 17%
- Carrier (e.g. Verizon, AT&T): 17%
- Income or gender: 14%

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Methodology: Fielded August 2012, N=103

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?

- Design simple mobile pages to load fast: 55%
- Contextualize message for the mobile experience: 34%
- Segment campaigns based on behavior and/or sales cycle: 25%
- Include video content: 25%
- Optimize message for specific OS and/or device: 24%
- Encourage participation in surveys, trivia or games: 23%
- Run loyalty/reward programs: 18%
- Provide an easy, fast payment system to secure conversions: 16%
- Leverage mobile device tools: 14%
- Dynamically personalize mobile content: 12%

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Methodology: Fielded August 2012, N=114
Mobile testing efforts focused on past results, not rigorous testing

How routinely does your organization implement the following testing practices?

<table>
<thead>
<tr>
<th>Testing Practice</th>
<th>Routinely</th>
<th>Somewhat Routinely</th>
<th>Not Routinely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain yearly benchmark reports</td>
<td>16%</td>
<td>43%</td>
<td>41%</td>
</tr>
<tr>
<td>Segment to target a specific audience</td>
<td>15%</td>
<td>34%</td>
<td>54%</td>
</tr>
<tr>
<td>Define the research question, main objective and key metric before testing</td>
<td>14%</td>
<td>36%</td>
<td>50%</td>
</tr>
<tr>
<td>Review test, and decide on follow-up test(s)</td>
<td>13%</td>
<td>39%</td>
<td>49%</td>
</tr>
<tr>
<td>Document findings at regularly scheduled times</td>
<td>13%</td>
<td>38%</td>
<td>50%</td>
</tr>
<tr>
<td>Track and document the impact of mobile marketing on the sales funnel</td>
<td>10%</td>
<td>35%</td>
<td>56%</td>
</tr>
<tr>
<td>Brainstorm challenges and opportunities for mobile optimization</td>
<td>10%</td>
<td>41%</td>
<td>50%</td>
</tr>
<tr>
<td>Utilize a specific testing methodology</td>
<td>9%</td>
<td>34%</td>
<td>57%</td>
</tr>
</tbody>
</table>
### Mobile proven effective when integrated with other marketing tactics

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

<table>
<thead>
<tr>
<th>Marketing Channel</th>
<th>Very effective</th>
<th>Somewhat effective</th>
<th>Not effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile payment</td>
<td>33%</td>
<td>56%</td>
<td>11%</td>
</tr>
<tr>
<td>Mobile email</td>
<td>31%</td>
<td>67%</td>
<td>2%</td>
</tr>
<tr>
<td>Mobile website</td>
<td>26%</td>
<td>63%</td>
<td>11%</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>26%</td>
<td>67%</td>
<td>7%</td>
</tr>
<tr>
<td>Mobile search</td>
<td>19%</td>
<td>65%</td>
<td>16%</td>
</tr>
<tr>
<td>Social and local</td>
<td>19%</td>
<td>63%</td>
<td>19%</td>
</tr>
<tr>
<td>Mobile landing page</td>
<td>17%</td>
<td>76%</td>
<td>7%</td>
</tr>
<tr>
<td>M-commerce</td>
<td>17%</td>
<td>50%</td>
<td>33%</td>
</tr>
<tr>
<td>Mobile push notifications</td>
<td>15%</td>
<td>80%</td>
<td>5%</td>
</tr>
<tr>
<td>Mobile campaign testing</td>
<td>14%</td>
<td>82%</td>
<td>5%</td>
</tr>
<tr>
<td>QR codes</td>
<td>10%</td>
<td>56%</td>
<td>35%</td>
</tr>
<tr>
<td>Mobile advertising</td>
<td>6%</td>
<td>81%</td>
<td>13%</td>
</tr>
</tbody>
</table>

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Methodology: Fielded August 2012, N=152
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?

<table>
<thead>
<tr>
<th>Mobile Marketing Tactics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile website</td>
<td>64%</td>
</tr>
<tr>
<td>Mobile landing page</td>
<td>53%</td>
</tr>
<tr>
<td>QR codes</td>
<td>47%</td>
</tr>
<tr>
<td>Mobile email</td>
<td>46%</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>42%</td>
</tr>
<tr>
<td>Mobile advertising</td>
<td>39%</td>
</tr>
<tr>
<td>Mobile campaign testing</td>
<td>37%</td>
</tr>
<tr>
<td>Mobile search</td>
<td>36%</td>
</tr>
<tr>
<td>Social and local</td>
<td>24%</td>
</tr>
<tr>
<td>Mobile push notifications</td>
<td>21%</td>
</tr>
<tr>
<td>Mobile payment</td>
<td>17%</td>
</tr>
<tr>
<td>M-commerce</td>
<td>15%</td>
</tr>
</tbody>
</table>

**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?

- **Very important**: 61%
- **Somewhat important**: 32%
- **Not important**: 2%
- **Not applicable or don’t know**: 5%

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Methodology: Fielded August 2012, N=276
Mobile marketing budgets increasing, even without proven ROI...

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

- 56%: Mobile marketing will eventually produce ROI. Increase the budget conservatively.
- 23%: Not applicable or don’t know
- 14%: Producing ROI. Liberally increase the budget for continuous improvement.
- 7%: Unlikely to produce ROI. Why invest more?

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Methodology: Fielded August 2012, N=271
... and that increase is quite significant

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

- 34% Increase 10 to 30%
- 19% Increase more than 30%
- 18% Increase less than 10%
- 14% No change
- 14% Not applicable or don’t know
- 0.4% Decrease 10% to 30%
Marketers are aware of challenges, need for a comprehensive strategy

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

- Lack an effective mobile marketing strategy: 55%
- Inadequate staffing resources and expertise: 55%
- Insufficient budget for mobile initiatives: 45%
- Inadequate understanding of mobile user conversion path: 35%
- Inability to track/measure mobile user behavior to segment mobile audience: 30%
- Failure to develop a customer profile and/or theory for the mobile user: 28%
- Lack of compelling content to engage mobile user: 25%
- Difficulty merging mobile data with other systems (e.g., CRM): 24%
- Unclear ownership of mobile initiatives: 24%
- Lack of executive support: 21%

**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.

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.

MarketingSherpa features:

- **Best Practices**: 1,000+ brand-side marketer case studies and 3,500+ creative samples
- **Research**: 2,000+ marketing and research abstracts
- **Instruction**: 800+ how-to articles
- **Newsletters**: 230,000+ marketers read weekly case studies on topics such as email, search, social, lead generation, lead nurturing, optimization and content marketing
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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
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- 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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• Action steps to identify opportunities for growth and build an engaging mobile program
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• All research on mobile marketing tactics and opportunities is non-commissioned and unbiased

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