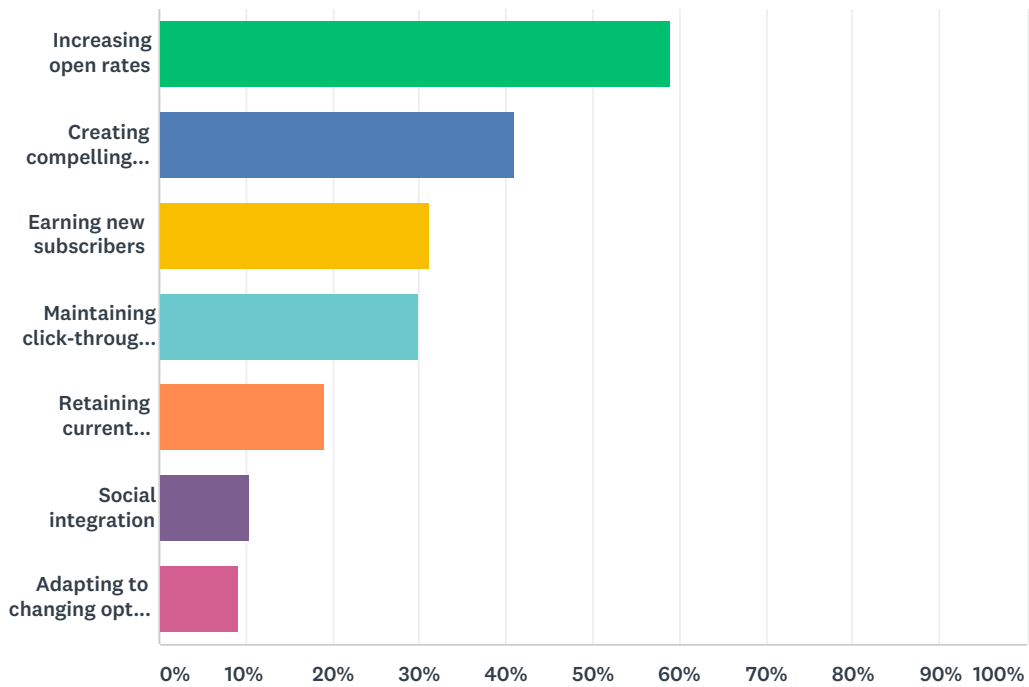


Q1 What were your top two email marketing challenges in 2017? (Select two)

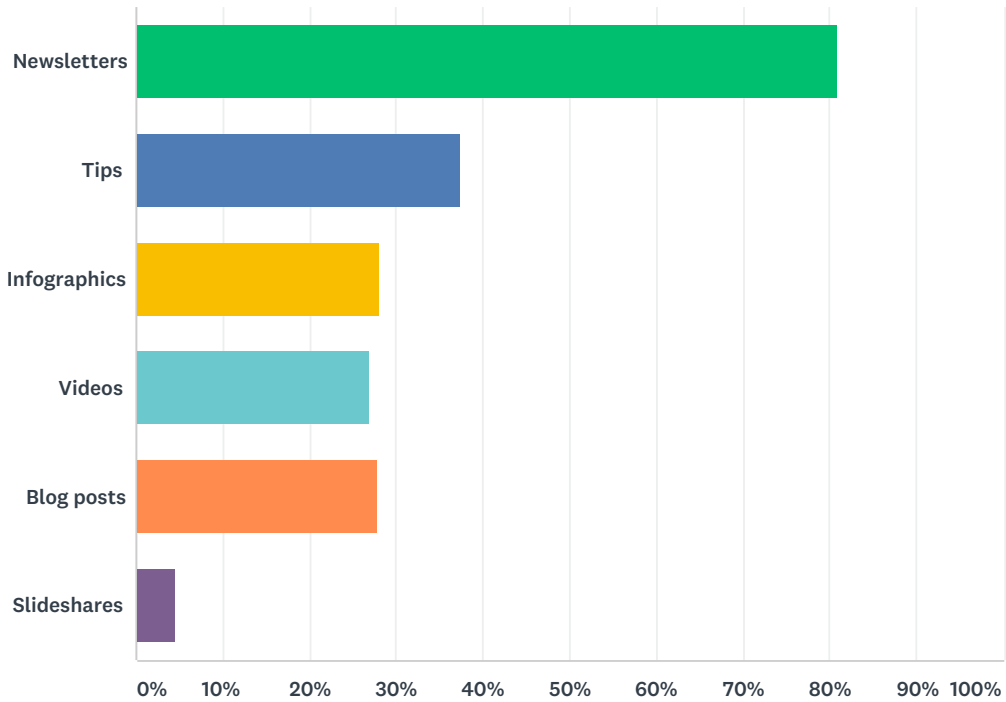
Answered: 506 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increasing open rates	59.09%	299
Creating compelling content	41.11%	208
Earning new subscribers	31.23%	158
Maintaining click-through rates	29.84%	151
Retaining current subscribers	18.97%	96
Social integration	10.47%	53
Adapting to changing opt-in regulations	9.29%	47
Total Respondents: 506		

Q2 Which of the below do you currently include in your content marketing strategy? (Select multiple)

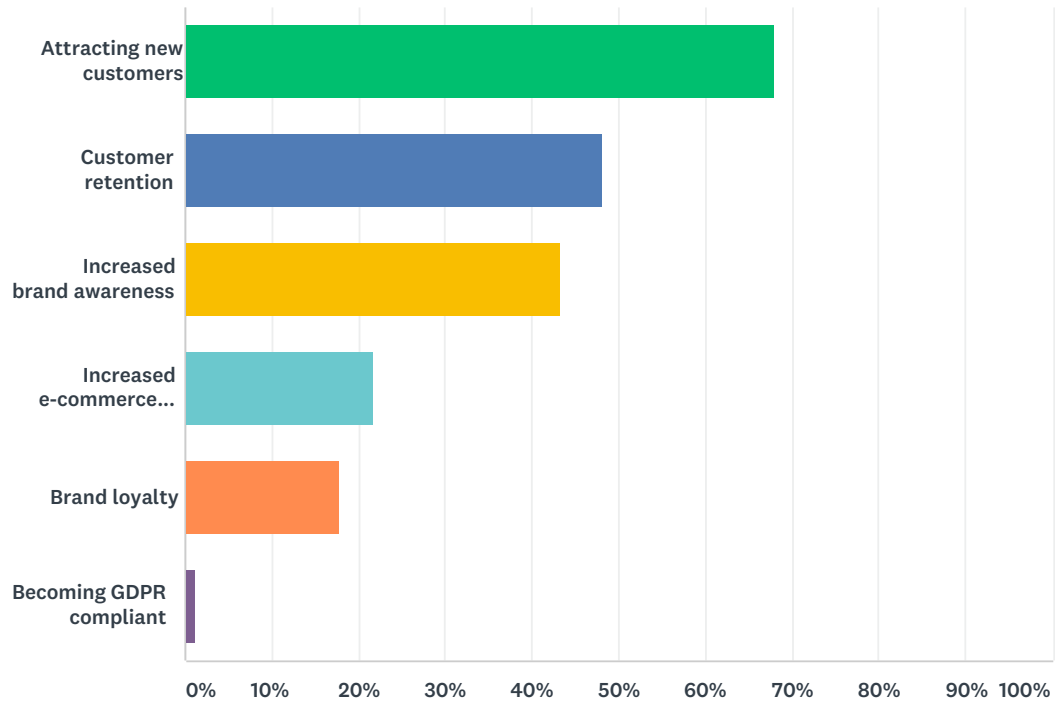
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ANSWER CHOICES	RESPONSES	
Newsletters	81.03%	410
Tips	37.55%	190
Infographics	28.06%	142
Videos	27.08%	137
Blog posts	27.87%	141
Slideshares	4.55%	23
Total Respondents: 506		

Q3 What are your top two marketing goals for 2018? (Select two)

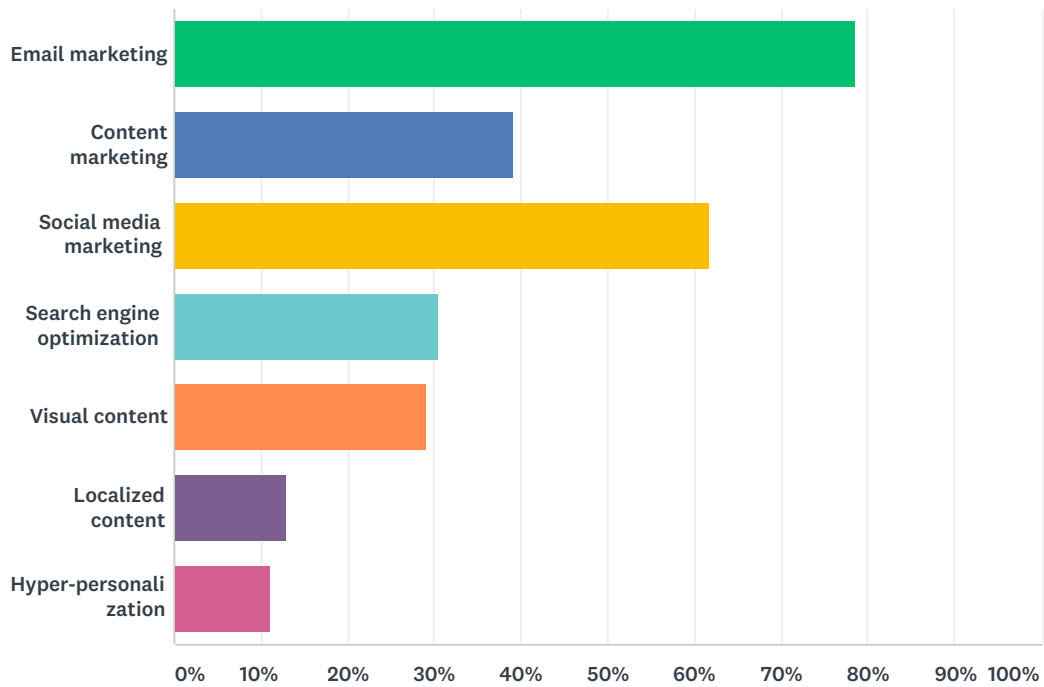
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ANSWER CHOICES	RESPONSES	
Attracting new customers	67.98%	344
Customer retention	48.02%	243
Increased brand awareness	43.28%	219
Increased e-commerce activity	21.74%	110
Brand loyalty	17.79%	90
Becoming GDPR compliant	1.19%	6
Total Respondents: 506		

Q4 Which of these marketing practices do you plan to prioritize in 2018? (Select multiple)

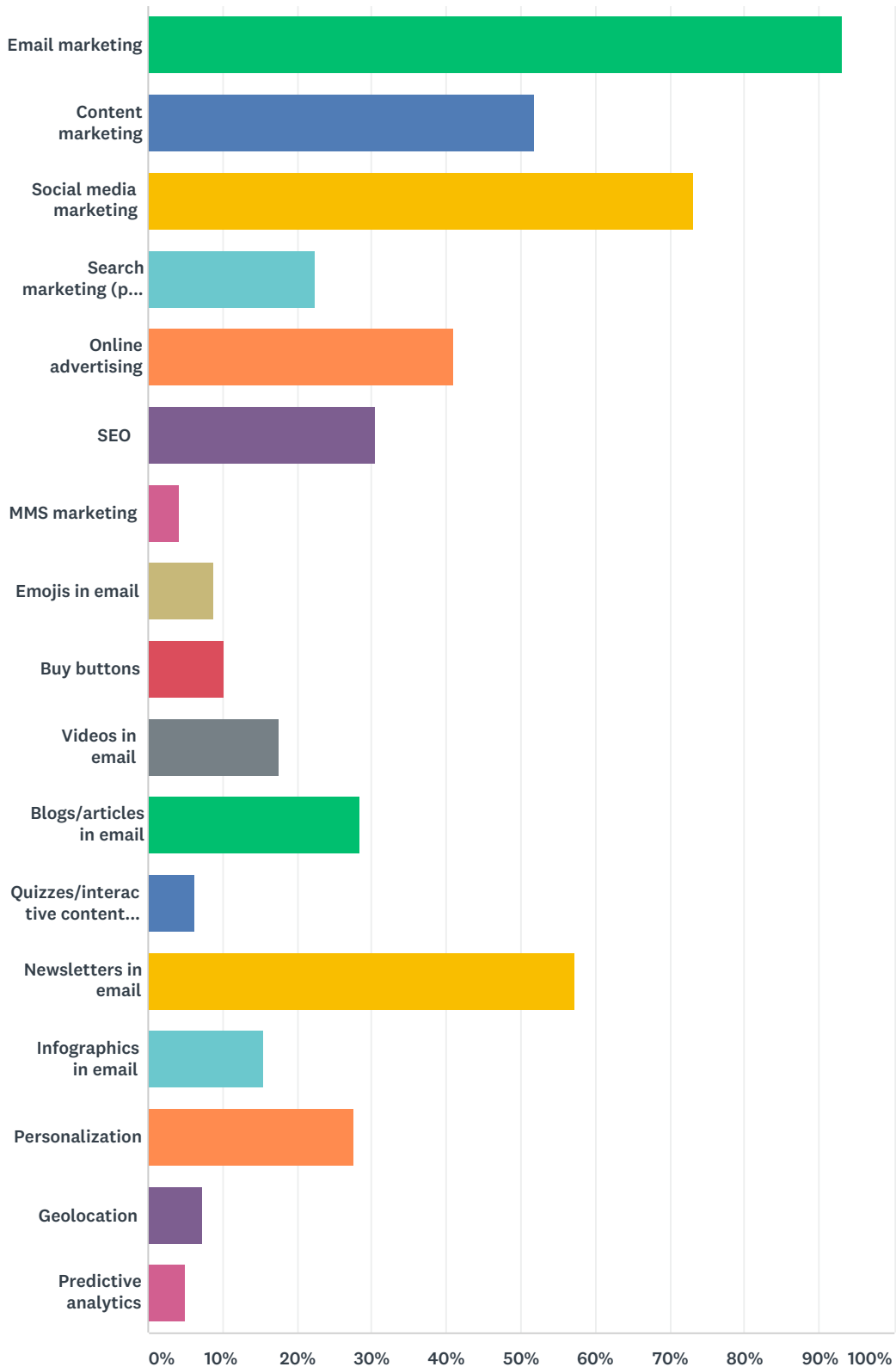
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ANSWER CHOICES	RESPONSES	
Email marketing	78.66%	398
Content marketing	39.13%	198
Social media marketing	61.66%	312
Search engine optimization	30.63%	155
Visual content	29.05%	147
Localized content	13.04%	66
Hyper-personalization	11.07%	56
Total Respondents: 506		

Q5 Please select which the top 5 tools/strategies you used most in 2017: (Select the top 5)

Answered: 506 Skipped: 0

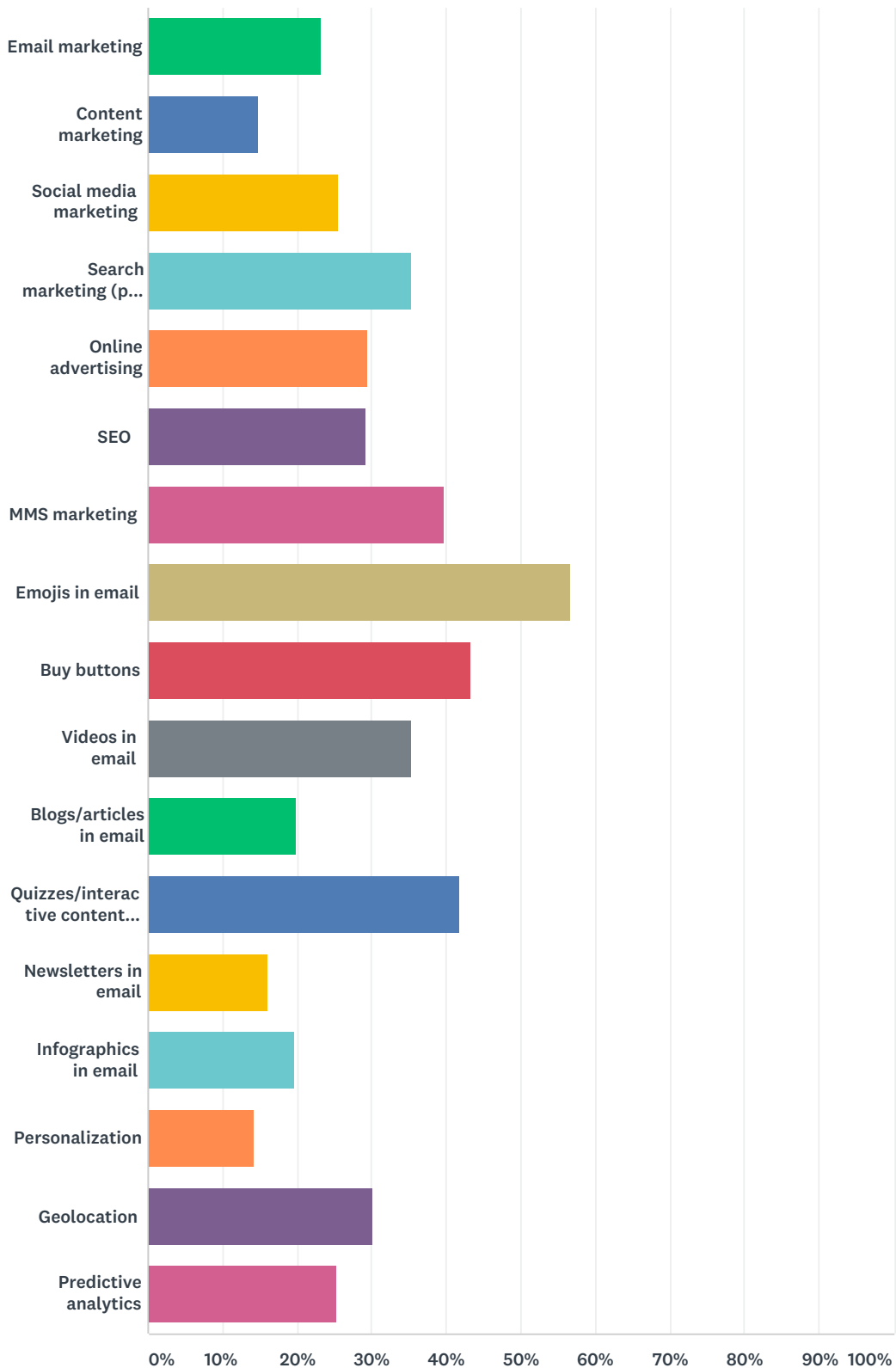


Industry Report Card 2017

ANSWER CHOICES	RESPONSES	
Email marketing	93.08%	471
Content marketing	51.78%	262
Social media marketing	73.12%	370
Search marketing (pay per click)	22.33%	113
Online advertising	40.91%	207
SEO	30.63%	155
MMS marketing	4.15%	21
Emojis in email	8.70%	44
Buy buttons	10.28%	52
Videos in email	17.59%	89
Blogs/articles in email	28.46%	144
Quizzes/interactive content in email	6.32%	32
Newsletters in email	57.31%	290
Infographics in email	15.42%	78
Personalization	27.67%	140
Geolocation	7.31%	37
Predictive analytics	4.94%	25
Total Respondents: 506		

Q6 Please select the top five following tools/strategies you used least in 2017:

Answered: 506 Skipped: 0

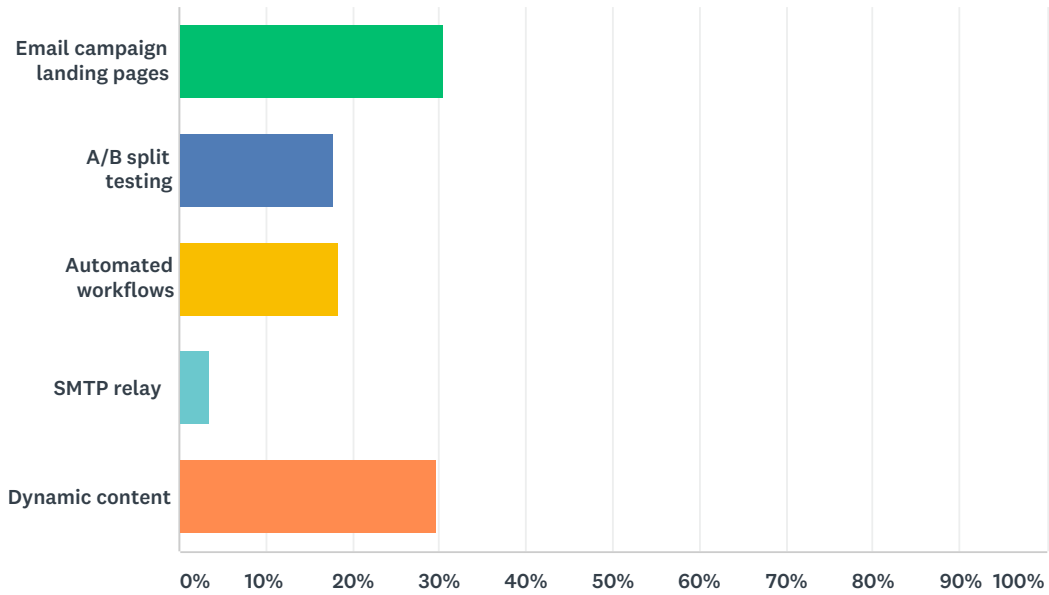


Industry Report Card 2017

ANSWER CHOICES	RESPONSES	
Email marketing	23.32%	118
Content marketing	14.82%	75
Social media marketing	25.49%	129
Search marketing (pay per click)	35.38%	179
Online advertising	29.45%	149
SEO	29.25%	148
MMS marketing	39.72%	201
Emojis in email	56.72%	287
Buy buttons	43.28%	219
Videos in email	35.38%	179
Blogs/articles in email	19.96%	101
Quizzes/interactive content in email	41.90%	212
Newsletters in email	16.01%	81
Infographics in email	19.76%	100
Personalization	14.23%	72
Geolocation	30.04%	152
Predictive analytics	25.30%	128
Total Respondents: 506		

Q7 Which additional tool that you're not currently using would boost your email marketing program's ROI in 2018?

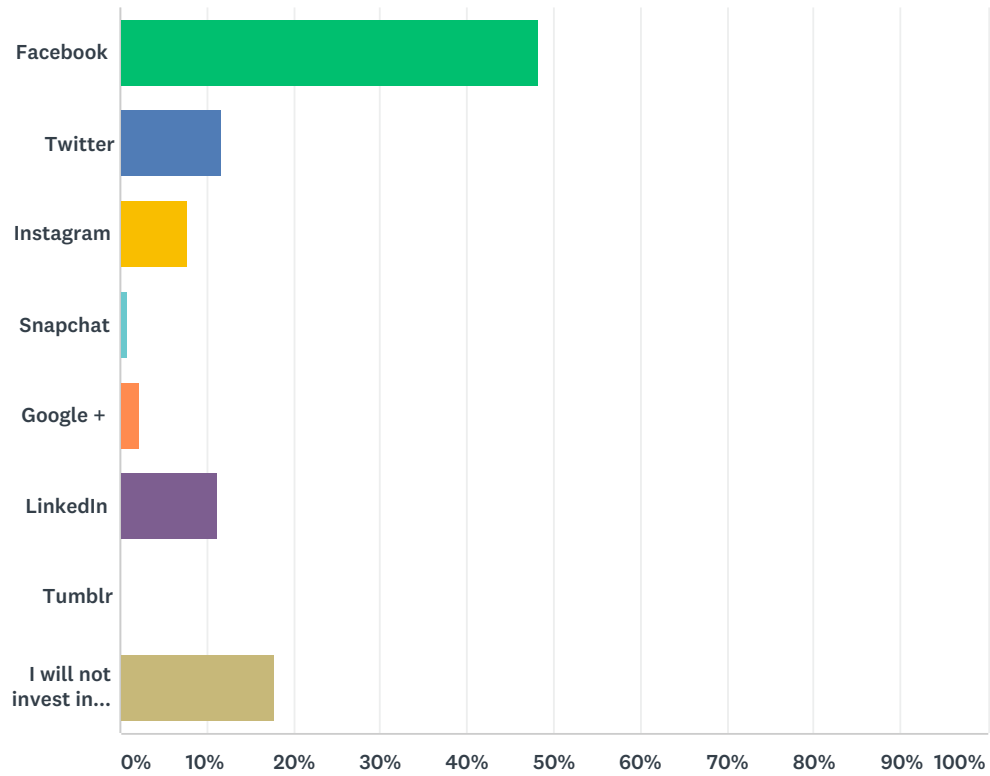
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ANSWER CHOICES	RESPONSES	
Email campaign landing pages	30.63%	155
A/B split testing	17.79%	90
Automated workflows	18.38%	93
SMTP relay	3.56%	18
Dynamic content	29.64%	150
TOTAL		506

Q8 What social media platform will you invest in most during 2018?

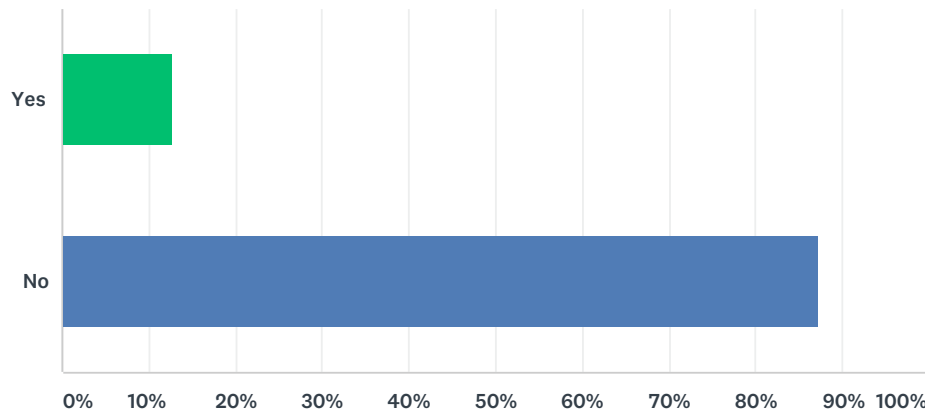
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ANSWER CHOICES	RESPONSES	
Facebook	48.42%	245
Twitter	11.66%	59
Instagram	7.71%	39
Snapchat	0.79%	4
Google +	2.37%	12
LinkedIn	11.26%	57
Tumblr	0.00%	0
I will not invest in social media	17.79%	90
TOTAL		506

Q9 Are you familiar with the European Union's GDPR (General Data Protection Regulation)?

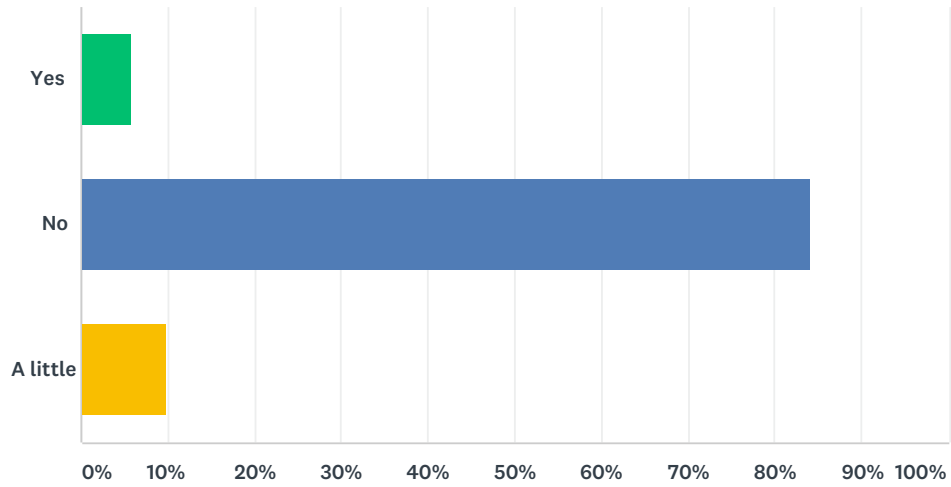
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ANSWER CHOICES	RESPONSES	
Yes	12.85%	65
No	87.15%	441
TOTAL		506

Q10 Do you know how the European Union's GDPR regulation will affect your business?

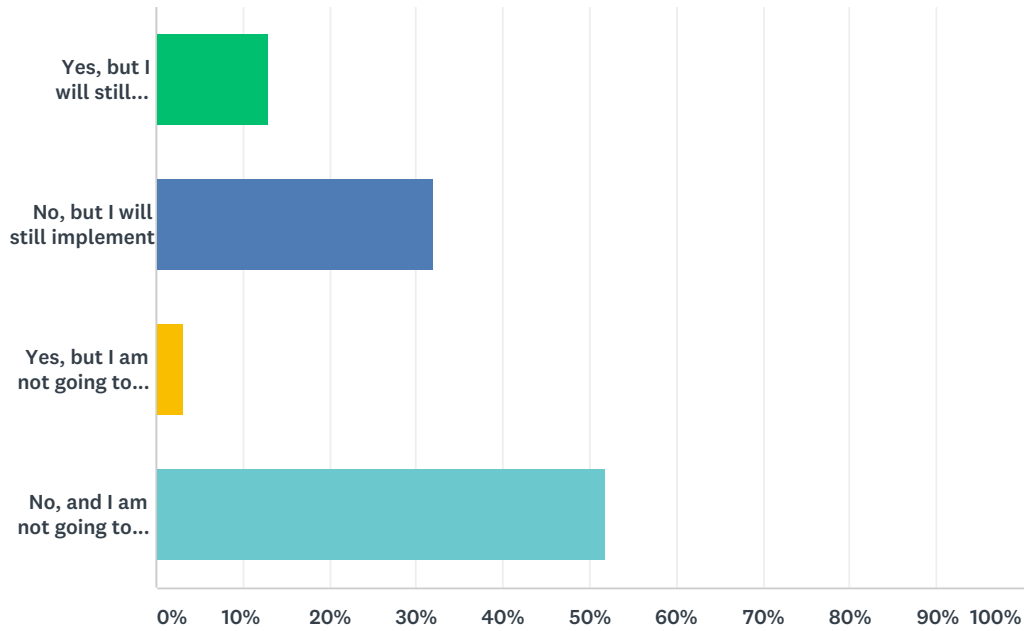
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ANSWER CHOICES	RESPONSES	
Yes	5.93%	30
No	84.19%	426
A little	9.88%	50
TOTAL		506

Q11 As an American company, are you worried that implementing GDPR regulations will have a negative impact on your marketing program?

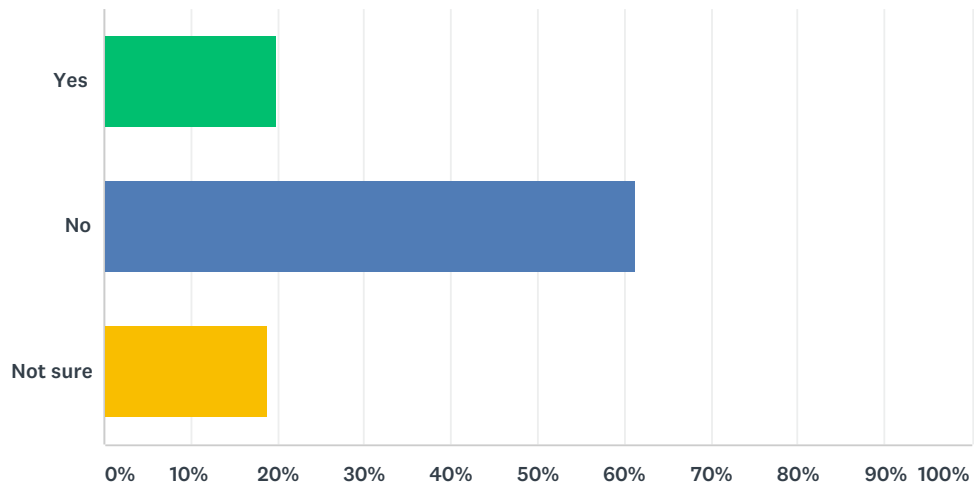
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ANSWER CHOICES	RESPONSES	
Yes, but I will still implement	12.97%	45
No, but I will still implement	31.99%	111
Yes, but I am not going to implement	3.17%	11
No, and I am not going to implement	51.87%	180
TOTAL		347

Q12 Do your contact lists include any email addresses from residents of the European Union ?

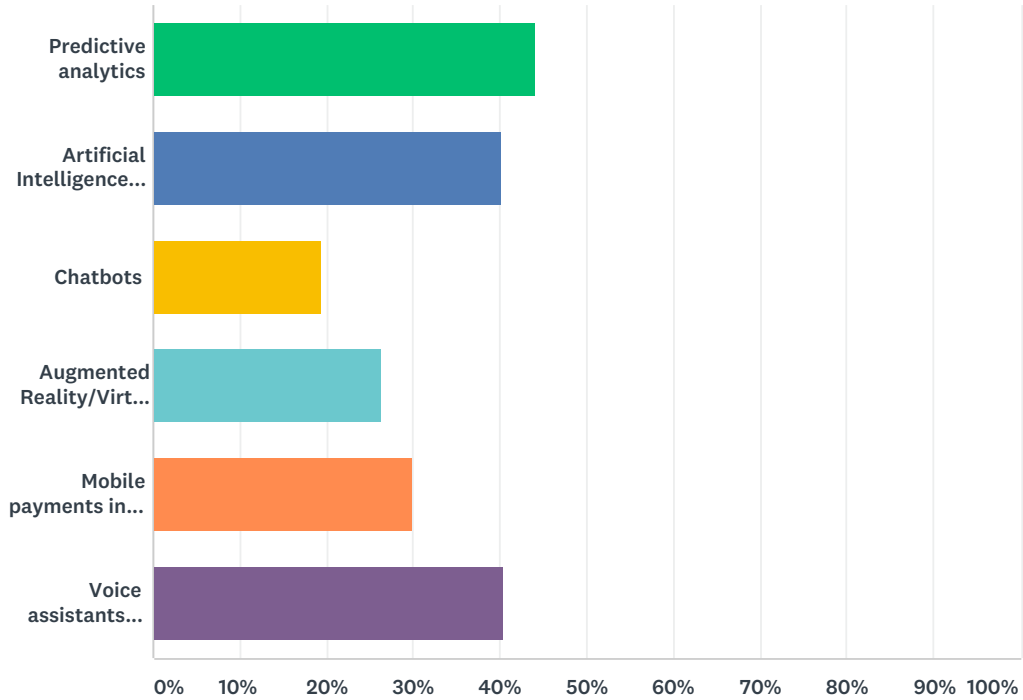
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ANSWER CHOICES	RESPONSES	
Yes	19.96%	101
No	61.26%	310
Not sure	18.77%	95
TOTAL		506

Q13 Which emerging technologies do you expect to see more of in 2018? (select two)

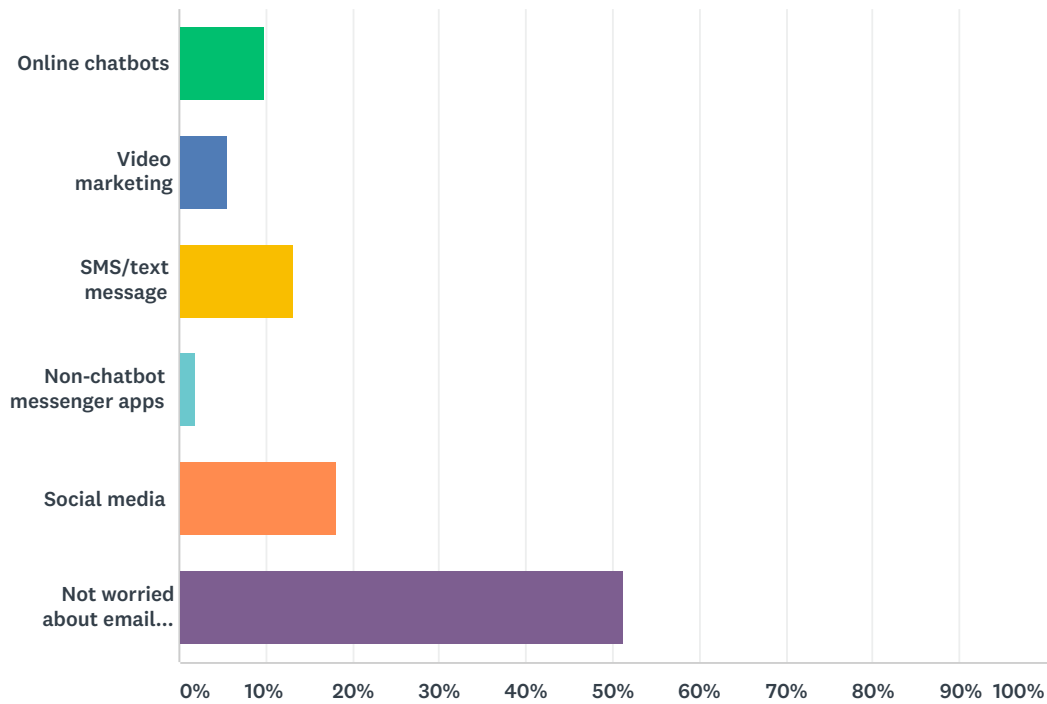
Answered: 506 Skipped: 0



ANSWER CHOICES	RESPONSES	
Predictive analytics	44.07%	223
Artificial Intelligence/Machine Learning	40.12%	203
Chatbots	19.37%	98
Augmented Reality/Virtual Reality	26.28%	133
Mobile payments in email	29.84%	151
Voice assistants (i.e. Siri, Alexa, Google Home)	40.32%	204
Total Respondents: 506		

Q14 What technology are you most worried about replacing email marketing?

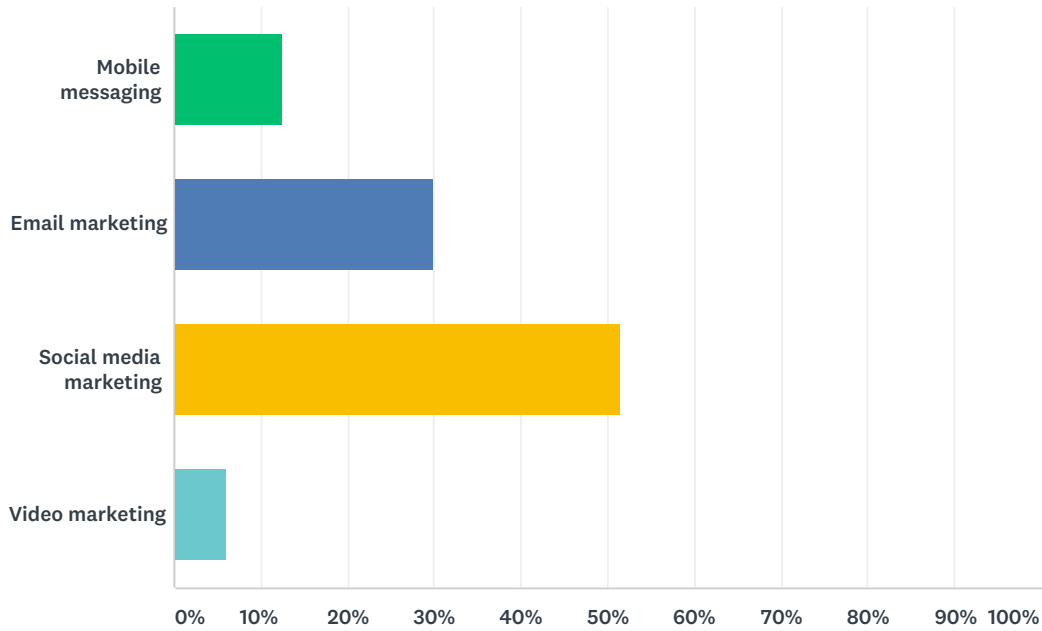
Answered: 506 Skipped: 0



ANSWER CHOICES	RESPONSES	
Online chatbots	9.88%	50
Video marketing	5.73%	29
SMS/text message	13.24%	67
Non-chatbot messenger apps	1.78%	9
Social media	18.18%	92
Not worried about email marketing being replaced	51.19%	259
TOTAL		506

Q15 What marketing method has proven most successful in 2017 for reaching millennials?

Answered: 506 Skipped: 0



ANSWER CHOICES	RESPONSES	
Mobile messaging	12.65%	64
Email marketing	29.84%	151
Social media marketing	51.38%	260
Video marketing	6.13%	31
TOTAL		506