

Cross-Channel Messaging and **Today's Marketer**

Understanding the State of Cross-Channel Marketing

For decades now, email has been the old reliable tool in the enterprise marketer's messaging toolbox. It's been a consistent presence in all of our lives for quite a long time. The ROI has remained high through the years, even as inboxes have flooded with messages from marketing teams across the globe. Email as a marketing channel keeps plugging along, even as technology changes. It just works.

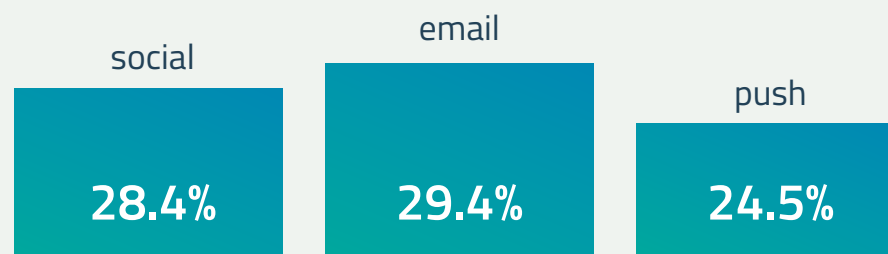
But, as smartphones have become almost as common as email addresses — A recent study from the Pew Research Center says 77% of Americans own one, up from 35% in 2011 — the enterprise marketer's toolbox has to get bigger. And that's driven the rise of cross-channel messaging from a nice-to-have to a must-have for marketers who want to maximize reach and revenue from their messaging strategy. We

wanted to better understand the challenges these marketers are facing, and how they're overcoming them. How are brands keeping up? What works, and what doesn't? And what role is email still playing in an all-encompassing cross-channel strategy?

To find out, we talked to marketers from companies that send more than 10 million marketing messages each month about their experiences in the cross-channel world. They provided us with a snapshot of where we stand today, and the obstacles that lie ahead.

34%

Use personally identifiable information for cross-channel



Marketers think social, email, and push messaging are nearly **equally as frustrating** when building campaigns

Email Still Drives Successful Messaging Strategies



Use email to send marketing messages

The “[Email is dead](#)” alarm has been sounded by so many for so long by now — [Here’s one from 2007](#) — that it’s become almost cliché. Every time a new channel rises up to become a part of the marketing landscape, someone inevitably declares that it’s the death knell for email. But, every time so far, email has stubbornly refused to succumb to the threat.

The marketers we talked to confirmed that this is still the case today, with 44% sending more than half their messages via email. That compares to roughly 20% sending more than half their messages via push or SMS. And, when it comes to revenue, 34% said that the majority of their revenue can be attributed back to email, while only 19% said the same about push and 16% about SMS.

This tells us that, for marketers, email is still the linchpin of any successful messaging strategy. Push and SMS are growing in both use and effectiveness, but companies will ignore email at their own peril. It’s still just too effective — and, in most cases, inexpensive — to not devote a significant percentage of marketing resources to making it successful. Other channels are clearly growing at a fast enough rate to be essential tools for every large marketing team to utilize, but we’re a long way from it being wise to do so at the expense of email.

44%

Send more than
half their marketing
messages via email

34%

Said more than
half their revenue is
attributable to email

Email Makes Personalization Easy

As the number of messaging channels has grown for marketers, so has the imperative to deliver messages that are relevant to each individual. Especially for large brands, consumer expectations for personalization have never been higher, while hitting that personalization mark has never been more difficult. With so much data being collected, organizing and accessing it for the sake of tailoring your message keeps getting tougher. It's a challenge that each Super Sender faces — I have all this data at my fingertips, but how can I find a way to use it effectively?

But each channel is different, as is the level of difficulty when personalizing your messages. Among marketers we talked to, 75% said email is easy to personalize with, while more than half of respondents said that push and SMS aren't easy for tailoring messages. These numbers cut across email volume — 78% of those who send more than 200 million emails a month said email is easy, and 71% of those that send 10-50 million emails agreed — suggesting that company size isn't a significant advantage in this case.

It's part of why email remains such an important part of a successful marketing strategy — Because it's a mature channel that's been around for decades, there's a bigger ecosystem of professionals and third-party vendors that can help you deliver the kinds of messages that get results. When you have the resources you need, the job of delivering top-notch emails becomes much easier. Push and SMS are getting simpler all the time, but email has a head start today.

How do Marketers Feel About Creating Personalized Messages?

75%

Say email
is easy

53%

Say push is
NOT easy

54%

Say SMS is
NOT easy

Cross-Channel Silos are Getting in the Way

For marketing teams that have embraced cross-channel messaging, the process of dividing up responsibilities and workload can be a challenge all its own. With many email service providers, there are separate user interfaces for each channel, and building out complex cross-channel journeys can take a tremendous amount of time, some of it spent on what feels like duplicate efforts, which can be frustrating for marketers no matter the size of their team.

The separation of systems also lends itself to a division of teams for each channel. In our survey, nearly three-fourths of marketers said their cross-channel roles are all or mostly siloed. Well over half (57%) said they have to build each channel in its own UI, making those silos understandable, though definitely not ideal. And those silos are having a real impact

on getting the job done — 100% of those who said personalization in email was very difficult also said their cross-channel teams are siloed. That's no coincidence. Without cohesion and cooperation within the full marketing team, that lack of communication will make everyone's job harder, and will tend to result in numbers that don't meet the expectations of the campaign.

Cross-channel marketing teams may be siloed today, but it doesn't have to be that way. Tools that seamlessly integrate data and allow orchestration across channels in the same UI can ease this burden quite a bit.

A large teal circle containing the number 74% in a bold, white, sans-serif font.

74%

Of marketers said their cross-channel teams are all or mostly siloed

A large teal circle containing the number 100% in a bold, white, sans-serif font.

100%

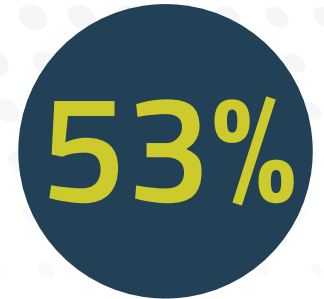
Of those who think personalization is difficult also said their team is siloed.

Where Do We Stand with Cross-Channel Marketing?

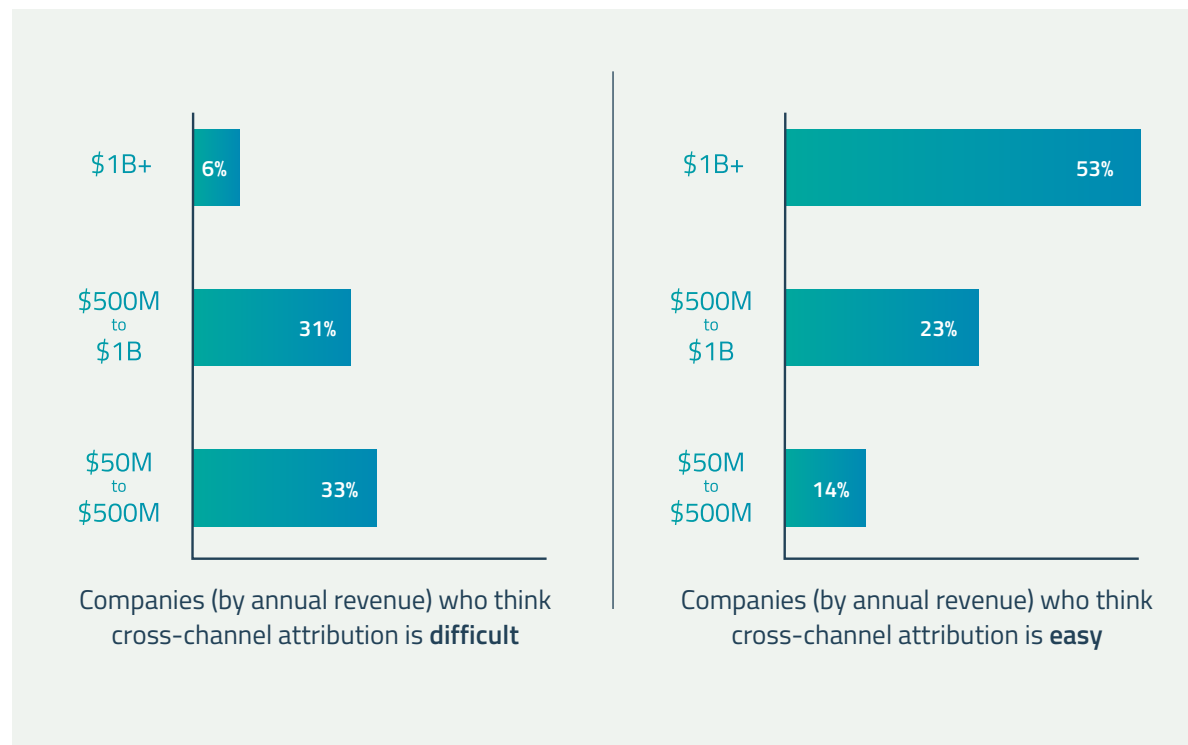
What are enterprise marketers telling us? It seems that they're at least in the process of making digital cross-channel part of their messaging strategy, with 53% using SMS as a marketing tool, along with mobile push, web push and mobile in-app messaging all between 38% and 43% adoption.

But what they're finding is that, while there's clear benefit in expanding beyond email, there's still a lot of value to be found in the traditional inbox. Not only is it easier to personalize via email, but it generates much more consistent value than the other channels do today. We suspect some of that is the maturity of the channel — This means there are more people and vendors with both expertise and fully formed platforms to aid in campaign building — but email, with its ability to support all sorts of messages using anything from long text to rich media, may have some inherent advantages for now. And we see, the larger the company, the more equipped they are to tackle cross-channel to its greatest potential.

It's important to remember this is just a snapshot of where we are today. Technology moves quickly. Push, SMS, and other channels will evolve, while new channels will emerge. And marketers will continue to look for whatever edge they can gain in order to reach their customers with the right message at the right time and the right channel.



Of marketers use
SMS as a marketing tool





Cross-Channel Messaging For The World's Most **Demanding Marketers**

MessageGears is the only cross-channel messaging platform exclusively built for today's enterprise. We empower the world's most demanding marketers to deliver more relevant emails, faster and more flexibly than legacy cloud ESPs. Our unique Hybrid technology connects directly with a company's database, enabling marketers to maximize the value of their customer data in real time – no syncing required. Join sophisticated marketers at Orbitz, Ebates, and Expedia who rely on MessageGears to deliver more personalized cross-channel messaging campaigns that grow their business.

For more information, please visit www.messagegears.com.

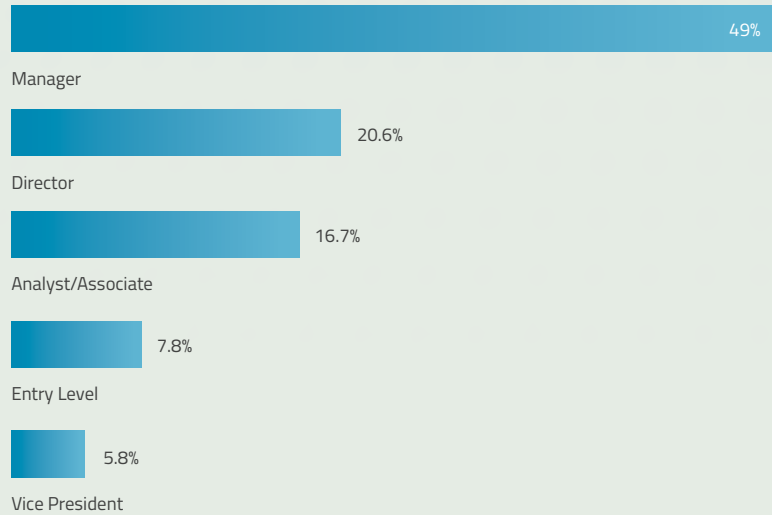
Press & Media Contacts

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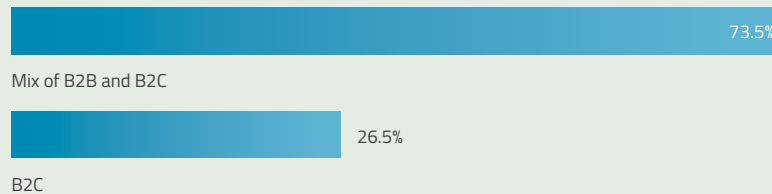


Participant Profile

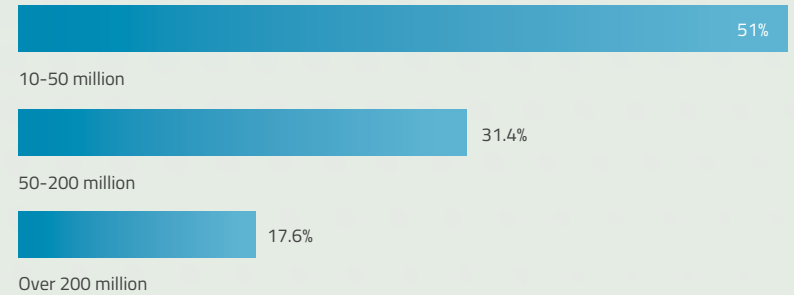
Which of the following best matches your job title?



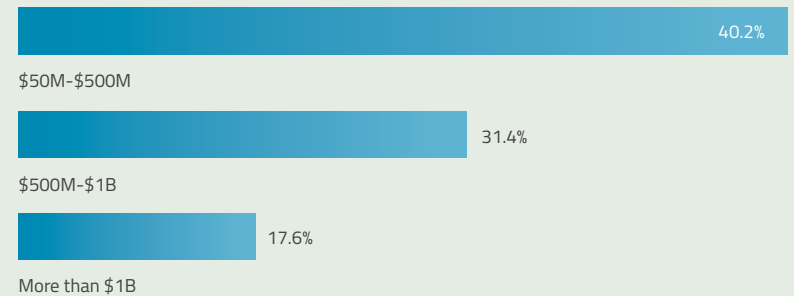
What best describes your company?



How many promotional, triggered and transactional emails does your company send per month?

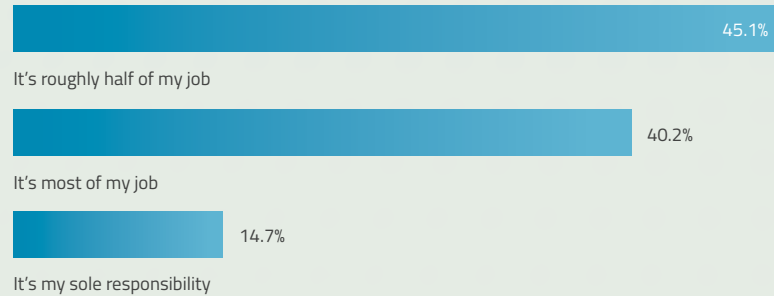


What's your company's annual revenue?

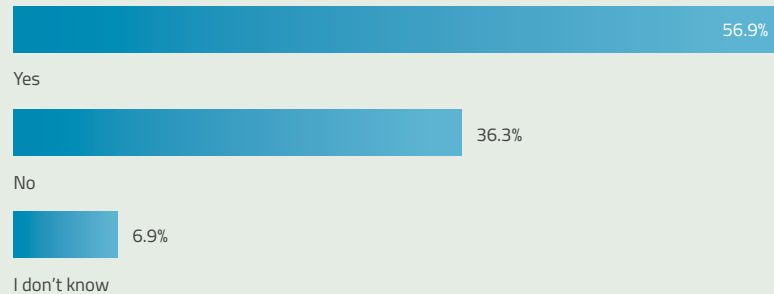


2019 Cross-Channel Survey

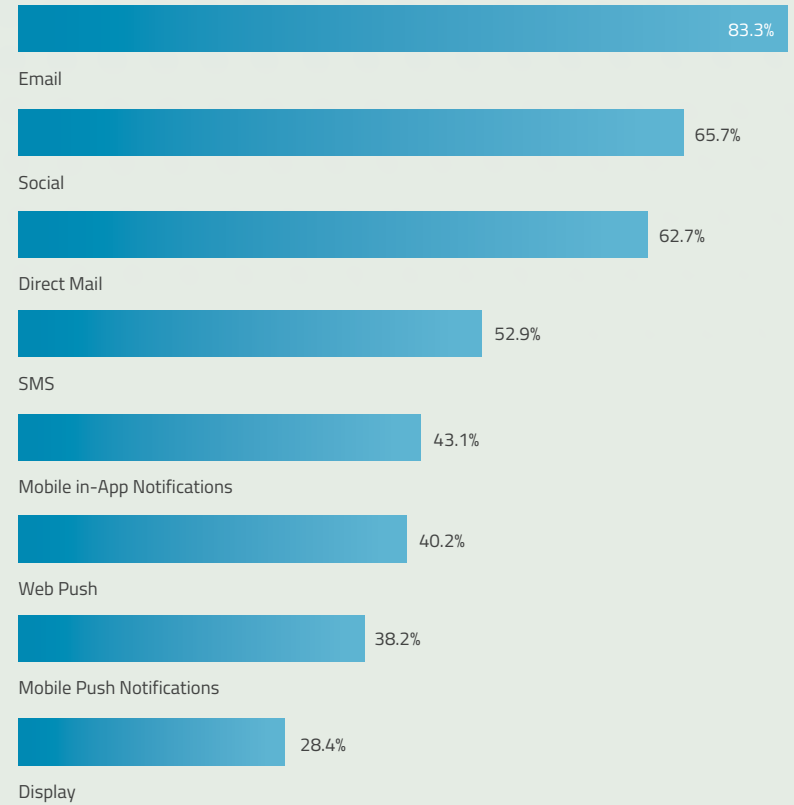
On a daily basis, how involved are you in the planning, creating and deploying of email and mobile messaging campaigns?



Do you have to build and deploy each channel's campaign in a separate UI/system?

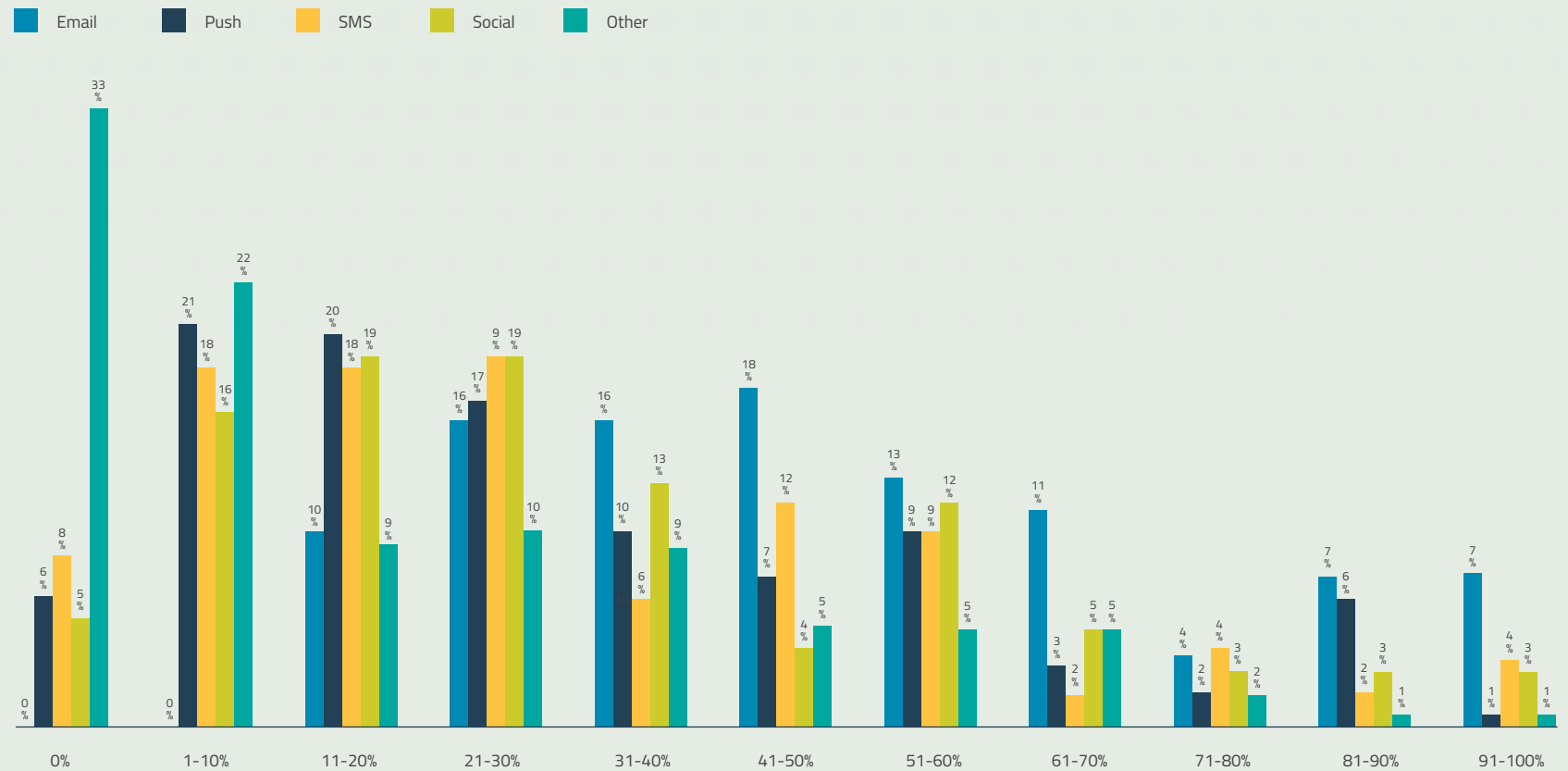


Which channels do you use for marketing messages to customers?



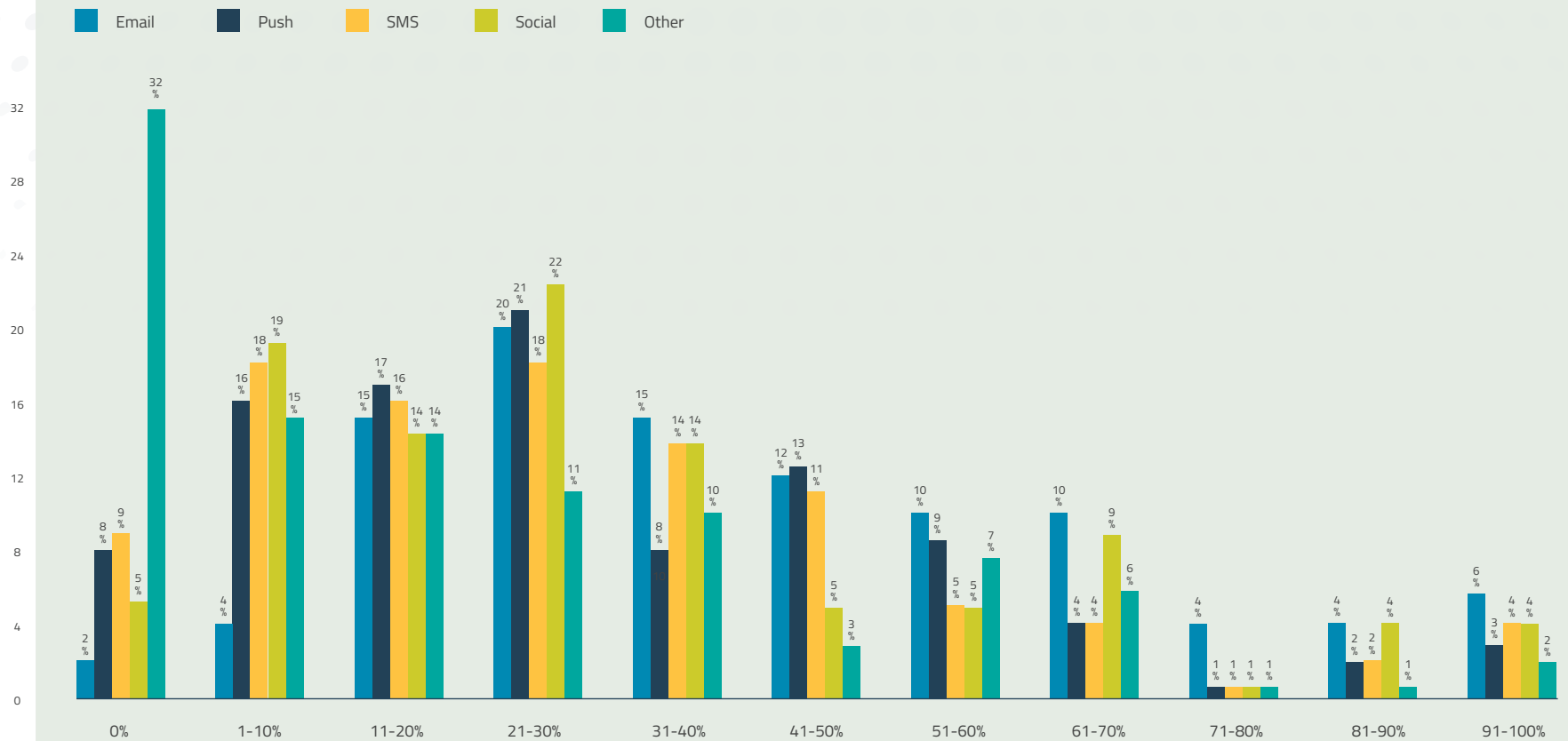
2019 Cross-Channel Survey

Approximately what percentage of your overall volume of marketing messages is sent via each channel?



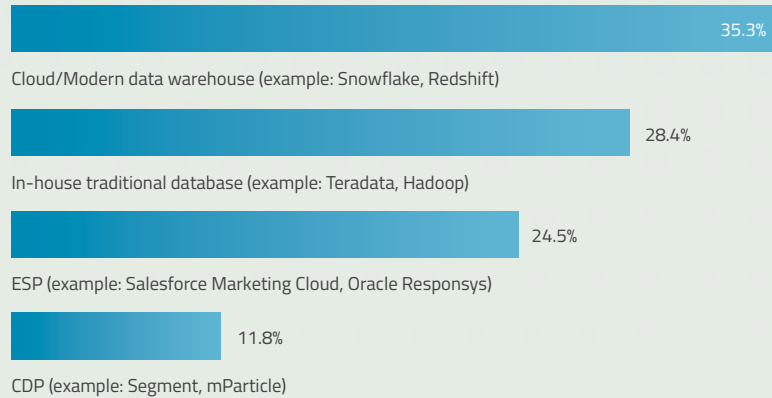
2019 Cross-Channel Survey

Approximately what percentage of your overall company revenue is attributed to each channel?



2019 Cross-Channel Survey

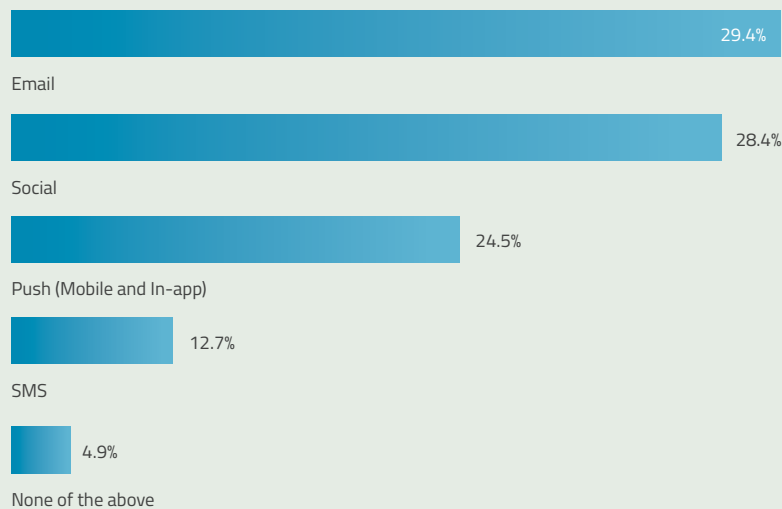
What is your primary operational data store?



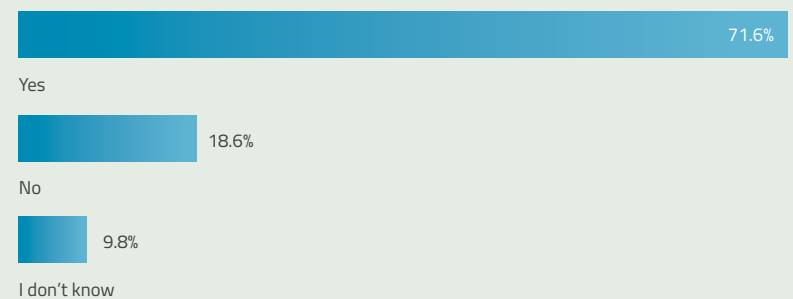
Do you have siloed, channel-specific roles within your team, or is cross-channel execution collaborative?



Which channel is the most frustrating for your marketing team when building campaigns?

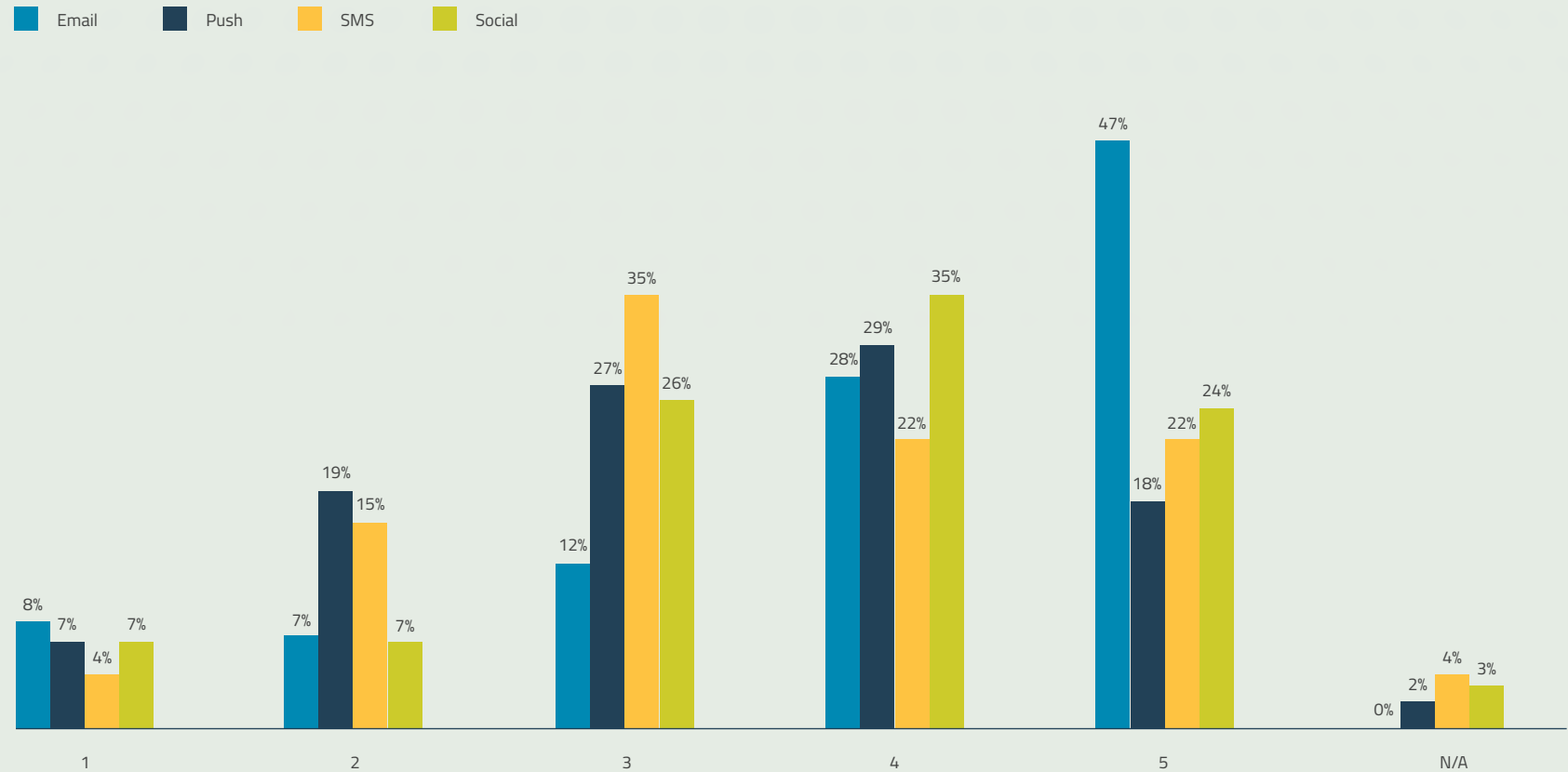


Are you targeting or retargeting your customer database with display advertising?



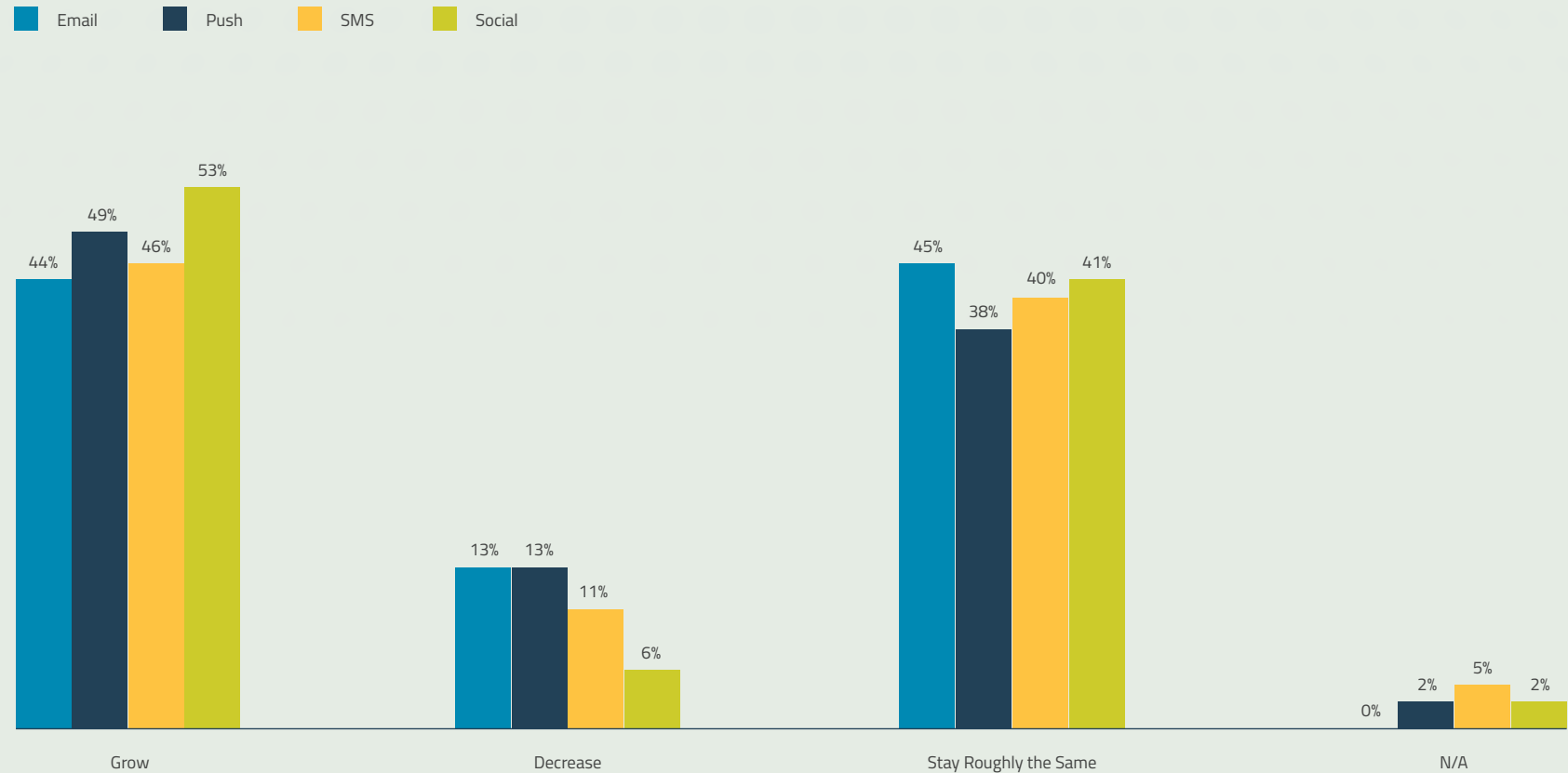
2019 Cross-Channel Survey

On a scale of 1 to 5 (1 being very difficult, and 5 being very simple), rate these channels based upon their ease of utilizing personalization.



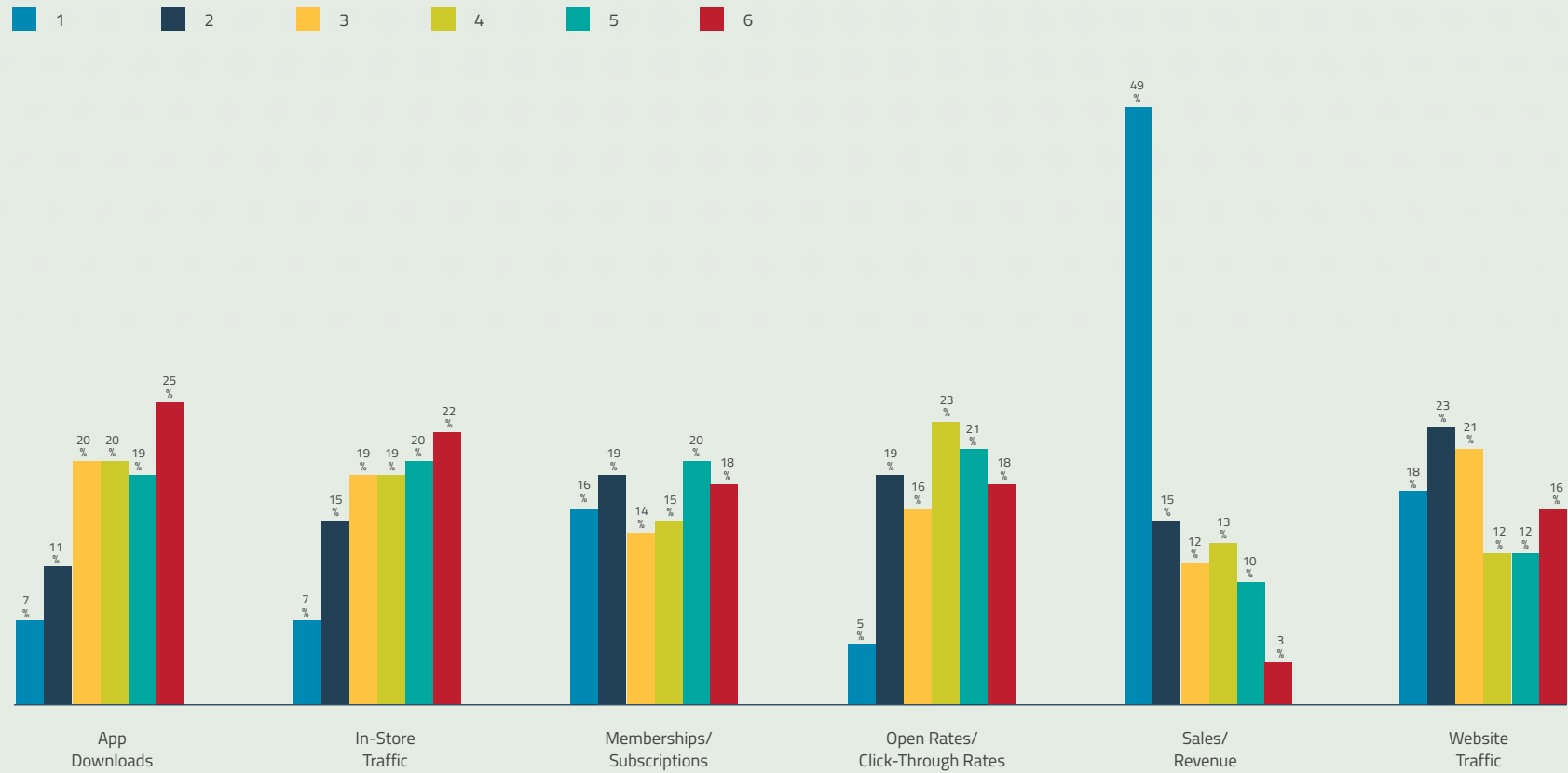
2019 Cross-Channel Survey

In the next 12 months, do you expect your volume to grow or decrease on these channels?



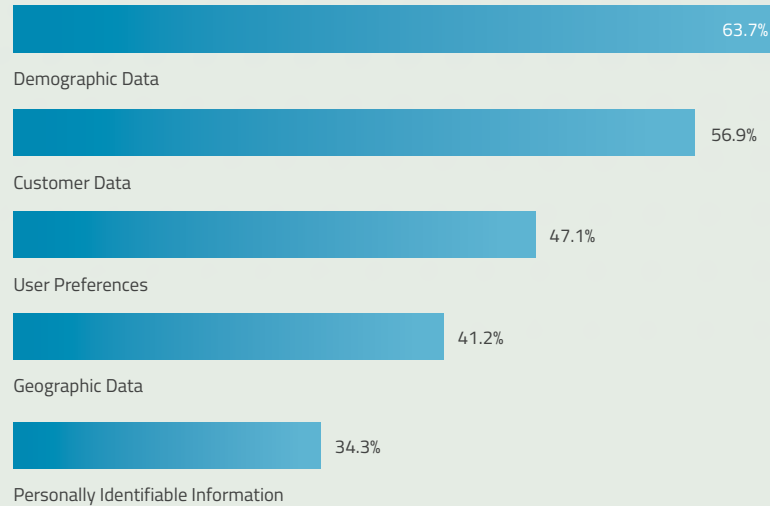
2019 Cross-Channel Survey

In what order of importance would you rank these success metrics when judging cross-channel messaging success?

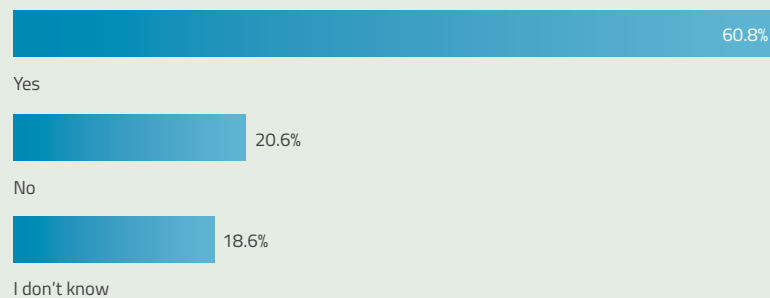


2019 Cross-Channel Survey

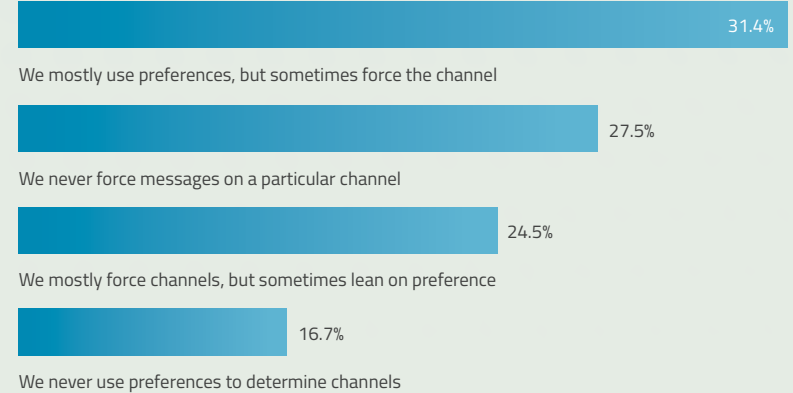
Do you use or plan to use any of the following to orchestrate cross-channel messaging campaigns?



Do you have the ability to do cross-channel attribution?



Do you force certain messages on certain channels or let customer preferences or behavior drive the channel?



On a scale of 1 to 5 (1 being very easy and 5 being very hard), how difficult is it for you to measure attribution to specific cross-channel efforts?

