



June 2018

50 Days of Data

At a time when digital continues to swiftly transform the way consumers behave and how marketers do business, it's important to take note of those companies that continue to thrive, adapt and deliver creative solutions to marketing challenges. Mower began as a four-person agency in Syracuse, NY, in 1968, and today touts 175 employees in nine offices nationwide. To mark its 50th anniversary, here are 50 data points from eMarketer's database that provide insight for today's marketer and celebrate the many ways brands can reach their audiences.

presented by

MOWER

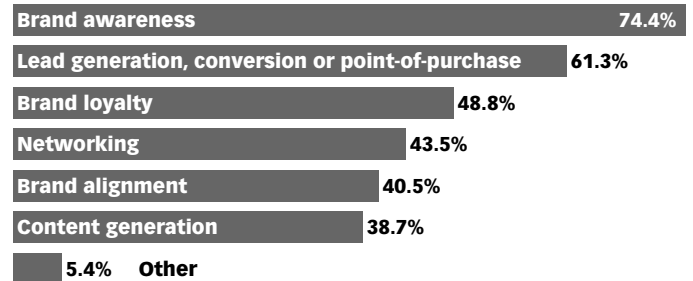


We said it already, and we'll say it again. Digital continues to evolve rapidly, and along with that so do the channels, devices, platforms and formats that support the ecosystem. Here are 10 data points that dive into the state of branding, because these types of insights, coupled with a compelling campaign strategy, are how marketers can drive growth and accelerate results.

1. About **80%** of marketing decision-makers in the US and UK said cultural issues will play more of a role in their branding and marketing strategies this year than in 2017 (Bynder, OnBrand)
2. **10am on Wednesdays**, the perfect time for ecommerce companies to send an email marketing campaign (SendinBlue)
3. **77%** of US adults go online at least once a day, and of that group 26% said they do so "almost constantly" (Pew Research Center)
4. **21.4%** of American females said their phone never leaves their hands (Lightspeed, Kantar)
5. **19.3%** of American males said their phone never leaves their hands (Lightspeed, Kantar)
6. **11%** of US adults don't use the internet (Pew Research Center)
7. **Seven in 10** US travelers agree they "always" use their devices when traveling (Think with Google)
8. **74.4%** of brand marketers in North America said brand awareness is a goal of their events or experiential marketing strategy (AgencyEA) See chart.
9. **84%** of visual content professionals in the US and France said brand awareness is a business metric influenced by visual content (Wibbitz)
10. **89%** of B2B marketers in North America said driving brand awareness is a demand-generation goal that supports earned media strategies and tactics (Demand Gen Report, Cision) See chart.

Goals of Their Events/Experiential Marketing Strategy According to Brand Marketers in North America, Nov 2017

% of respondents



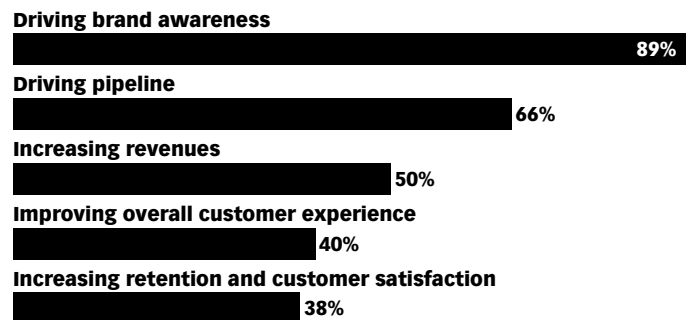
Source: AgencyEA, "The State of Experiential 2018," Jan 22, 2018

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Demand Generation Goals that B2B Marketers in North America Are Supporting with Earned Media* Strategies and Tactics, May 2017

% of respondents



Note: *publicity they haven't paid for from a third-party
Source: Demand Gen Report (DGR), "Earned Media Influential in Performance Marketing" sponsored by Cision, Nov 7, 2017

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DATA POINTS 11-20: DATA-DRIVEN MARKETING

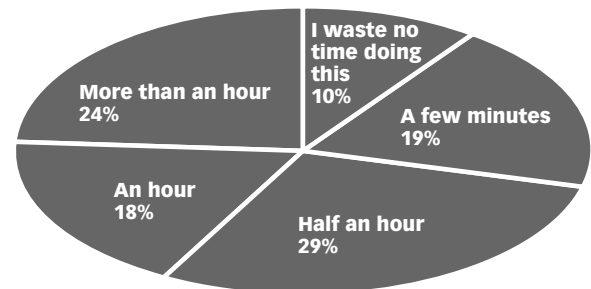
Better data analysis is critical to improving the customer experience. If marketers want to upgrade their customer experience, they must take a hard look at revamping their data analytics. Below are 10 data points that show the significance companies are putting on collecting, gathering and automating insights to drive their campaigns.

- 11. 82.5%** of all US digital display ad dollars will flow via some form of automation this year (Adobe)
- 12. 35%** of IT decision-makers worldwide said integrating siloed apps and data is the biggest challenge to digital transformation at their company (Mulesoft, Vanson Bourne)
- 13. 79%** of ad buyers plan to use data-enabled targeted TV ads in the next 12 months (Videology)
- 14. 7 in 10** CFOs and senior financial executives plan to increase their spending on digital transformation within the next year (Grant Thornton LLP, CFO Research)
- 15. 76.4%** of US retail search ad spending is on Google Shopping ads, aka Product Listings Ads (PLAs) (Adthema)
- 16. 24%** of US senior-level decision-makers said they waste more than an hour a day sharing and tracking down digital information (PointSource) See chart.
- 17. 57%** of US business decision-makers said improving customer experience is a key goal of using software to automate operational outcomes (Forrester Consulting, Enova Decisions)
- 18. 40%** of client-side marketers in North America said using online data to optimize the online experience is very important for their future digital marketing plans (Econsultancy, Adobe)
- 19. 33%** of marketing professionals in North America said data management platforms, or DMPs, were the most important tool last year for achieving value from their company's future use of data (Winterberry Group, DMA, IAB)

- 20. 52.3%** of US senior marketing professionals said cross-device audience recognition will command the most attention this year (IAB, Winterberry Group) See chart.

Daily Time Wasted Sharing/Tracking Down Digital Information Among US Senior-Level Decision-Makers, Feb 2018

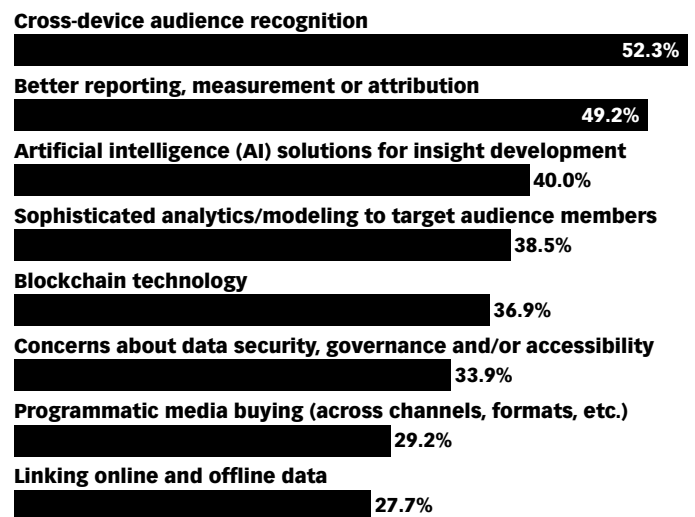
% of respondents



Source: PointSource, "2018 Digital Transformation Report," March 20, 2018
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General Marketing Topics or Developments that Will Command the Most Attention in 2018 According to US Senior Marketing Professionals

% of respondents



Source: Interactive Advertising Bureau (IAB) and Winterberry Group, "The Outlook for Data 2018: A Snapshot Into the Evolving Role of Audience Insight," Feb 12, 2018

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Who's doing the shopping? Where are they shopping? How are they shopping? Those are just a few of the questions that retail marketers ask every day. It's clear that consumer data is a vital tool for brands of all industries. Check out these 10 data points showing the variety of consumer-focused research to help make actionable decisions informed by numbers.

- 21.** **44%** of US Hispanic internet users who plan to buy a car or truck in 2018 (ThinkNow Research)
- 22.** **42%** of millennial car owners said they like the idea of self-driving cars so they can do other things (AARP) See chart.
- 23.** **14%**, expected growth of mobile banking users this year (Juniper Research)
- 24.** Just **1%** of millennials use their mobile device to pay for purchases (CivicScience)
- 25.** **93%** of US radio ad buyers said online music streaming services like Spotify, Pandora, Soundcloud are the type of radio/digital audio ads that they are interested in purchasing programmatically (WiderOrbit)
- 26.** Only **2%** of US adults ages 50 and older own a VR device (AARP Research)
- 27.** Roughly **60%** of speaker owners indicated they would use a virtual assistant to purchase or make payments (TSYS)
- 28.** **156 impulse buys**, the amount of purchases the average American makes per year (Slickdeals)
- 29.** **16%** of US internet users ages 55+ still have a feature phone (YouGov)
- 30.** **27%** of US Snapchat users are between the ages of 0 and 11 (eMarketer) See chart.

US Car Owners Who Like the Idea of Self-Driving Cars So They Can Do Other Things, by Generation, Nov 2017

% of respondents in each group



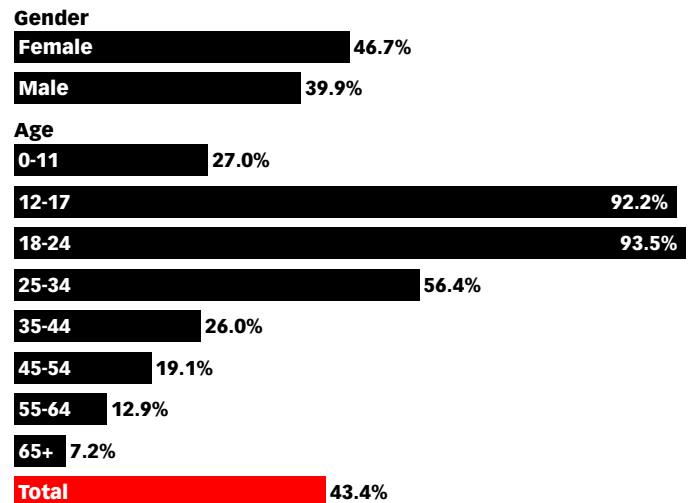
Note: agree "strongly" or "somewhat"
 Source: AARP, "Boomers Going the Distance: 2018 Consumer Insights on the Driving Experience," Feb 27, 2018

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Demographic Profile of US Snapchat Users, 2018

% of social network users in each group



Note: mobile phone users who access their Snapchat account via mobile phone app at least once per month
 Source: eMarketer, Feb 2018

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Consumers crave brand authenticity, and the marketers that can deliver on this in their creative will be on the right track. Here are 10 data points illustrating both consumers' attraction to more tailored content as well as practitioners making this a priority.

- 31.** **25%** of North America consumers feel that the email content they received is personalized (Dynamic Yield)
- 32.** **69%** of marketers said the use influencer marketing for content creation and distribution (ANA)
- 33.** **250 million** households worldwide pay for streaming services (Strategy Analytics)
- 34.** **55%** of consumers said they engage with 360-degree video because they find it fun (YuMe, Magna, IPG Media Lab)
- 35.** **70%** of Netflix consumers watch their favorite shows on TV versus another device (Netflix)
- 36.** **\$2.1 billion**, the amount US households spend annually on video streaming services like Netflix, Amazon Prime and Hulu (Deloitte)
- 37.** While viewing influencer videos—like those on YouTube—viewers ages 13 to 24 had their eyes on the screen **93%** of the time (Fullscreen, MediaScience)
- 38.** **15.3 seconds**, the average amount of time it takes to fully load a mobile page (Think with Google)
- 39.** **25.1%** of marketing decision-makers worldwide said they work with user-generated content to produce digital videos (Freedman International, ClickZ)
- 40.** **50%** of senior retail marketers in North America said they plan to implement dynamic content or a promotion generator in 12 months (Monetate, WBR Insights) See chart.

Implementation of Select Personalization Tactics According Senior Retail Marketers in North America and the UK, Oct 2017

% of respondents

	Active	Plan to implement within 12 months	No plans to implement
Ad retargeting based on site activity	76%	13%	11%
Triggered emails (abandoned cart, browse)	75%	16%	10%
Online targeting to alter digital experiences based on demographic, technographic or other static attributes	73%	19%	8%
Offline analytics to determine target audience propensity	72%	19%	9%
Online targeting to alter digital experiences based on behavioral attributes (such as past purchase or browse history)	71%	23%	6%
Digital agility tool—JavaScript layer	70%	18%	11%
Product recommendation engine (determine which individuals see which products)	65%	24%	11%
A/B or MVT testing	47%	40%	13%
In-store or customer service clienteling tied to digital channel behavior	46%	42%	12%
Email experience engine (determine which individuals get which emails, when)	44%	41%	15%
Real-time chat	41%	35%	24%
Web experience engine (determine which individuals see which content)	39%	45%	16%
Dynamic content/promotion generator (software that automatically changes content or promotion based on individual)	38%	50%	12%
Lookalike advertising engine	31%	45%	24%

Source: Monetate, "2nd Annual Personalization Development Study" in partnership with WBR Insights, Dec 8, 2017

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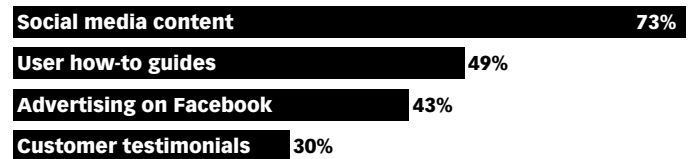


With consumers' disintegrating trust of businesses, media companies and social platforms, it's critical for marketers to ensure brand safety. One way to resurrect trust is through transparent messaging whether to consumers and prospects, or even internally. Below are 10 data points that explore various trends related to data privacy and effective communication.

- 41.** **7 in 10** businesses say they don't have the proper funding in place to deal with cybersecurity incidents (IBM)
- 42.** **4%** of media companies said brand-safe environments will strongly influence ad spend at their organizations (MediaVillage)
- 43.** **6 in 10** marketers say social media is the most effective channel for collecting marketing data (Data & Marketing Association)
- 44.** **9 in 10** baby boomers have used social media in the past month (GlobalWebIndex)
- 45.** About **25%** of internet users worldwide said they're worried about how their personal data is being used by companies (GlobalWebIndex)
- 46.** **73%** of marketing decision-makers worldwide said social media content is used for video in their customer communications (Freedman International, ClickZ) See chart.
- 47.** **75%** of marketing decision-makers worldwide said they use Google Drive to collaborate at their company (Freedman International, ClickZ) See chart.
- 48.** A full **80%** of women consider personal safety issues related to potential harassment or assault when planning a trip (Mower)
- 49.** Nearly **two-thirds** of female travelers (65%) research the relative safety of their destination before they go (Mower)
- 50.** **57%** of marketing executives said their company does not have a crisis response plan in place (B2B and Mower)

Current Uses of Video in Their Customer Communications According to Marketing Decision-Makers Worldwide, Dec 2017

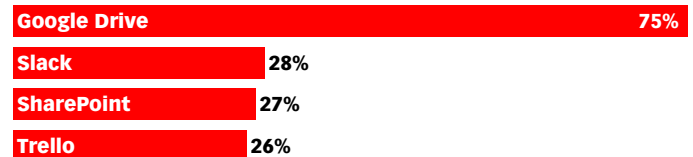
% of respondents



Source: Freedman International, "Global Marketing 2018: Marketing Trends with a Global Reach" in partnership with ClickZ, Feb 14, 2018
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Collaboration Tools Used by Their Company According to Marketing Decision-Makers Worldwide, Dec 2017

% of respondents



Source: Freedman International, "Global Marketing 2018: Marketing Trends with a Global Reach" in partnership with ClickZ, Feb 14, 2018
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Brand Friendships: The Next Great Marketing Opportunity

This post was contributed and sponsored by [Mower](#).

Can you measure friendship? If you are a marketer, you better be able to. Brand “friendships” build deeper relationships with individuals interested in a brand, using the three simple yet powerful attributes important to creating and activating friendships: affection, relevance and trust.

In an environment in which brands and media are under significant scrutiny—where fake news accusations and privacy violations are often leading topics of conversations—these brand values are paramount. Affection, relevance and trust must be foundational elements of any contemporary brand platform.

Similarly, can you measure emotional connection? eMarketer addressed consumers’ need for an emotional connection with brands to foster trust. Regardless of the demographic, almost no one finds an emotional connection with a brand to be unimportant. It’s the opposite, in fact; up to 62% believe it is vitally important. Mapping this emotional connection with a data-driven marketing approach is both a challenge and an opportunity for brands.

Building stronger, more magnetic connections is an imperative. An exhaustive review of consumer, marketing and social sciences research identified nine drivers of friendship: honesty, story, style, listening, advising, caring, surprise, connecting, and loyalty. Evaluating a brand’s relationships against these drivers allows brands to understand customer perception, compare to competitors, and make targeted adjustments to create a marketing mix that aligns with business goals. In a study of brand friendships, Mower uncovered that 70 percent of people are more likely to listen to the opinions of a stranger online than believe what a brand has to say.

These trust issues are not going away. A 2018 survey by Recode lists the top 10 companies trusted least among internet users. With the Cambridge Analytica crisis, Facebook sits atop the list by a wide margin, but the remaining brands are all high-profile, ubiquitous companies that invest billions in marketing, advertising and PR but are clearly not achieving fierce “friend” status.

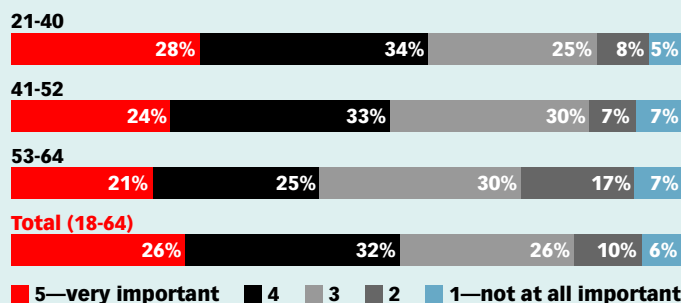
Still, data-driven marketing remains critical. Consumers are seeking ways to better control their user data, and brands are finding pathways to deliver relevant information. Understanding the friendship attributes that define a brand is an exercise that leads to better information about a brand’s consumers, their behaviors, preferences and values.

While it’s easy for brands to target consumers, doing so without strategy, insight and an established friendship is risky. eMarketer co-founder Geoff Ramsey wrote in a May 2018 report, “Dealing with the Media Trust Meltdown,” that the “allure of cheap impressions, an automated buying process, and precision ad targeting at a mighty scale often end up trumping brand safety values. The flight to quality will not be cheap or easy, but in the long run it will serve brands well... In survey after survey, consumers indicate that they will willingly provide information about themselves if they see a clear and immediate value exchange.”

Combining the power of data-driven marketing with strategy and creative that fosters brand friendships is the next great opportunity for brand marketers. Measuring friendship leads to the affection, relevance and trust most brands aspire to provide to their customers.

Importance of Having an Emotional Connection with a Brand in Order to Trust the Advertisers on Their Site/App According to US Internet Users, by Age, Oct 2017

% of respondents in each group



Note: n=1,000 who engage with social media and brand sites/apps at least weekly

Source: Digital Content Next (DCN), “Trust as a Proxy for Brand Value: Understanding the Role of Trust in Digital Content Consumption,” Dec 6, 2017

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