

*MailChimp*

# **HOLIDAY SURVEY 2014**

With the end of the year just a couple calendar flips away, we asked 1,067 MailChimp users how they planned to use email in their holiday marketing. Here's what we learned.

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## 1. RESPONDENTS

**100%** of the users surveyed said they planned to use email marketing to promote or increase their holiday sales in 2014.

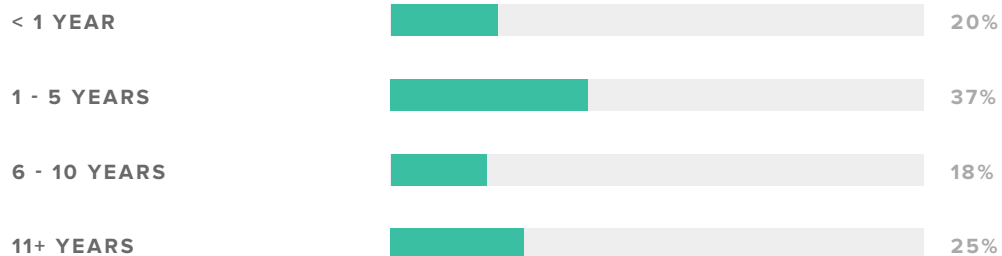
**73%**  
OF THEIR BUSINESSES ARE IN THE E-COMMERCE REALM

**27%**  
ARE BRICK-AND-MORTAR RETAIL

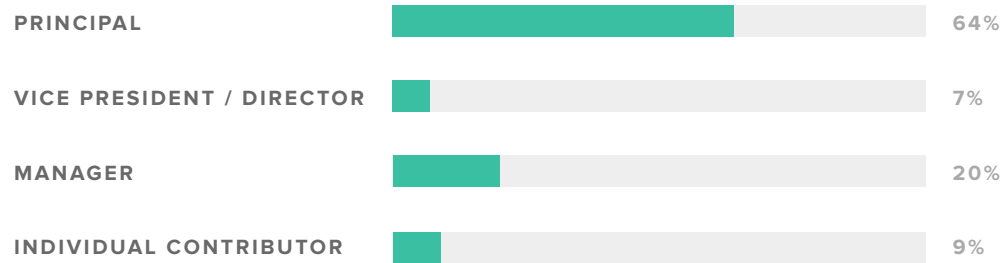
**51%**  
OF RESPONDENTS HAVE ONE OR MORE RETAIL LOCATIONS, SUCH AS A STORE OR RESTAURANT

**78%**  
OF THOSE USE EMAIL TO SUPPORT THOSE BRICK-AND-MORTAR SHOPS

### Company age



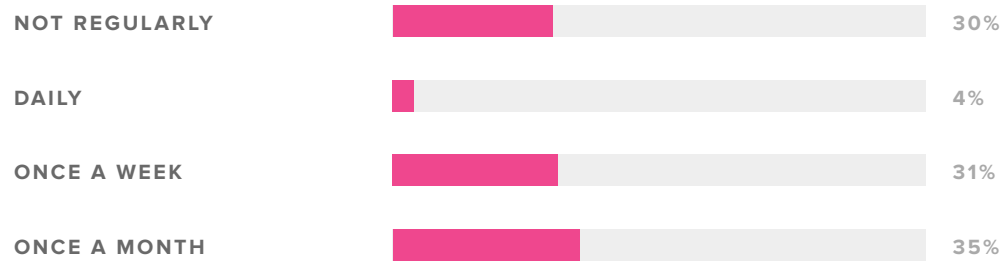
User's position/role at their company



2. STRATEGY

The vast majority of respondents handle their own email marketing strategy and execution. Most send weekly, monthly, or irregularly, and consider email marketing overall to be very important to their business.

How often do you send emails?



Which of the following uses of email marketing would you rate as “very important” to your business?



How do you handle your email marketing strategy and execution?

	ON OUR OWN/INTERNALLY	USE AN AGENCY / CONSULTANT
Email marketing strategy	97.4%	2.6%
Email marketing execution	97.0%	3.0%

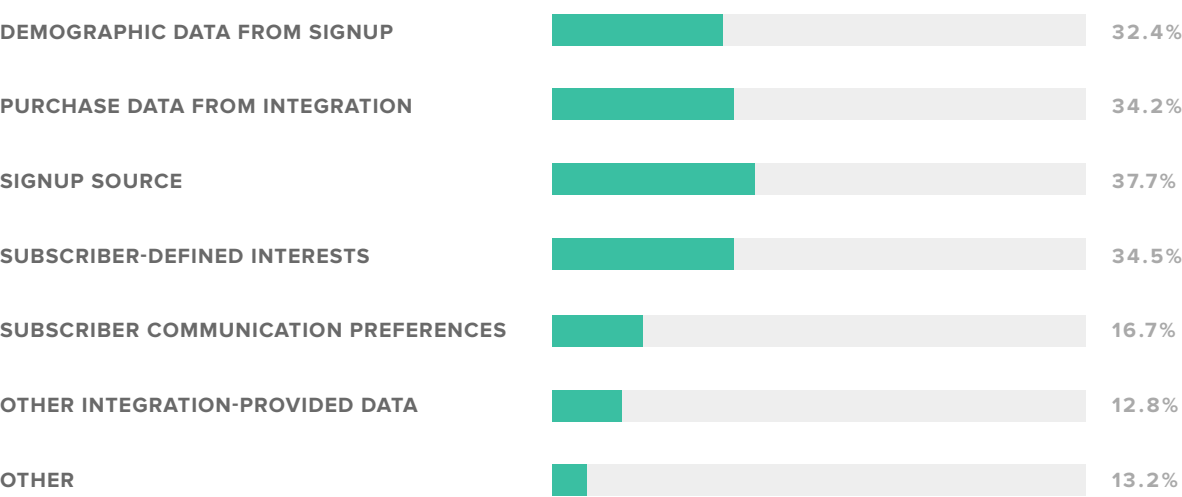
### 3. TARGETING

Most users say they don't send different email versions to different segments of their audience. But those that do most often target based on signup source, subscriber-defined interests, and purchase data from integration.

Do you send different email versions to different segments of your audience?

COMPANY SIZE	YES	NO
< 10	23%	77%
11-50	48%	52%
50	39%	61%

How do you select which audience segments to target?



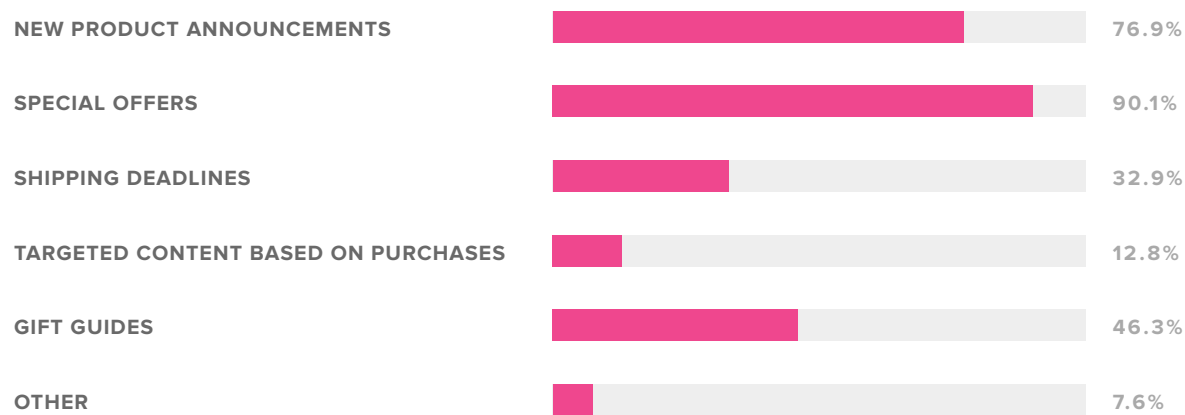
## 4. HOLIDAY TACTICS

Most users surveyed say they plan to use email marketing to promote or increase their holiday sales in 2014. Slightly more respondents rank Black Friday, Small Business Saturday, and Cyber Monday as “not at all important” (vs. “very important”) to their holiday sales—but about half say they’ve developed marketing plans for these days in the past, and will again in 2014.

Which of these marketing tactics will you be using more in 2014, compared to 2013?

MARKETING TACTICS	E-COMMERCE	RETAIL
Banner or display ads	23%	18%
Blog	40%	28%
Email marketing	59%	61%
Facebook	48%	56%
Facebook paid ads	33%	29%
Google PPC	26%	10%
Other paid search marketing	19%	8%
Instagram	41%	42%
LinkedIn	13%	10%
Listings in directories like Yelp or TripAdvisor	6%	9%
Pinterest	45%	38%
Twitter	49%	39%
YouTube	23%	17%

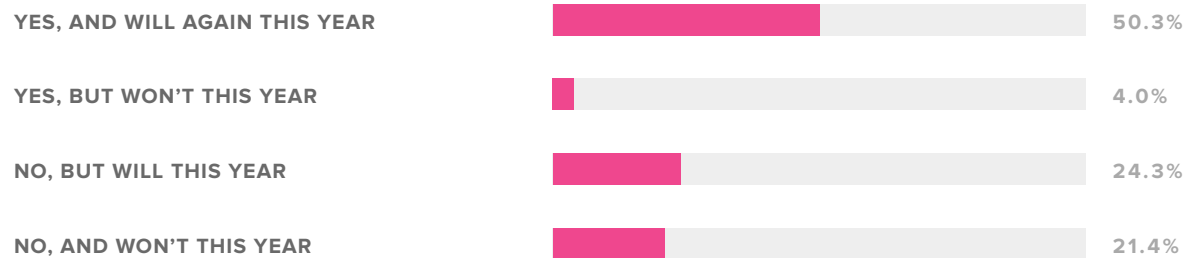
What kinds of communications are included in your holiday messaging?



On a scale of 1 to 5, how important are these days for your holiday sales?

DAY	1 (NOT IMPORTANT)	2	3 (SOMEWHAT IMPORTANT)	4	5 (VERY IMPORTANT)
Black Friday	28.7%	14.4%	22.5%	12.9%	21.4%
Small Business Saturday	24.4%	18.4%	25.0%	14.4%	17.8%
Cyber Monday	34.3%	13.7%	18.5%	11.3%	22.1%

Have you developed marketing programs in past years specifically for any of these days?



Were they successful?

88%  
YES

12%  
NO

## 5. REVENUE

The majority of respondents expect both their total revenues and end-of-year holiday revenues to be up by 10% or more in 2014. Email is among the top three reported sources of revenue for both e-commerce and retail businesses, and 36.9% of respondents use MailChimp to track the revenue they generate via email.

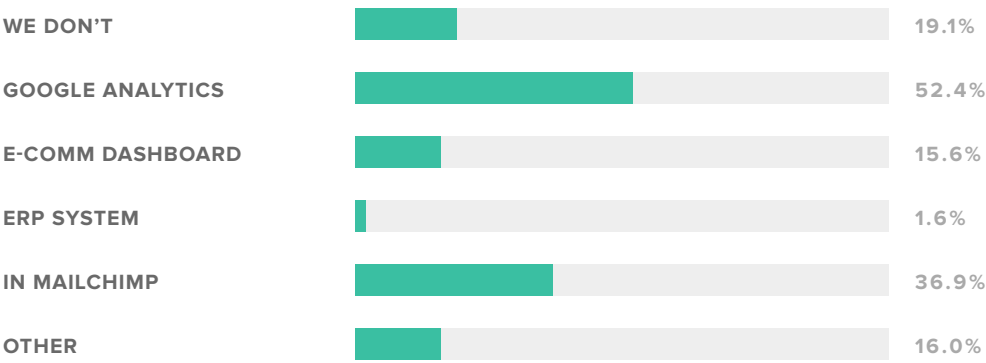
How do you expect your 2014 revenue to compare to 2013?

REVENUES	UP BY 10% OR MORE	UP BY < 10%	SAME AS 2013	DOWN BY < 10%	DOWN BY MORE THAN 10%
Total revenues	55.3%	20.0%	14.0%	5.8%	4.9%
End-of-year holiday revenues	56.6%	21.0%	16.4%	4.1%	1.9%

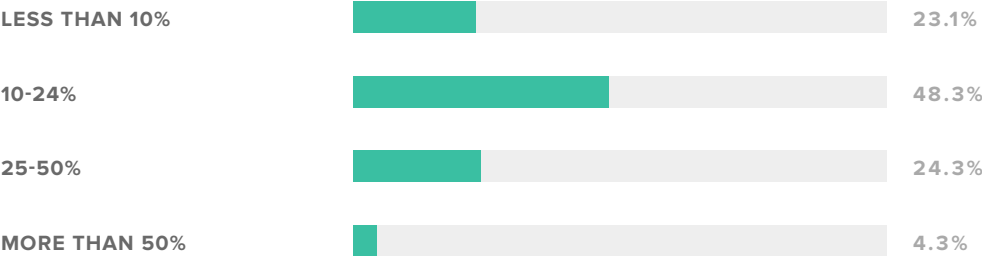
How much of your annual revenue comes from each of these marketing tactics?

MARKETING TACTICS	E-COMMERCE	RETAIL
Content marketing (e.g. a blog)	11%	8%
Directory sites (e.g. Yelp, TripAdvisor)	1%	2%
Email	25%	21%
Networking/events	11%	30%
Organic search	46%	21%
Paid search	23%	6%
Print advertising	3%	9%
Social media marketing	11%	8%

How do you track revenue you generate via email?



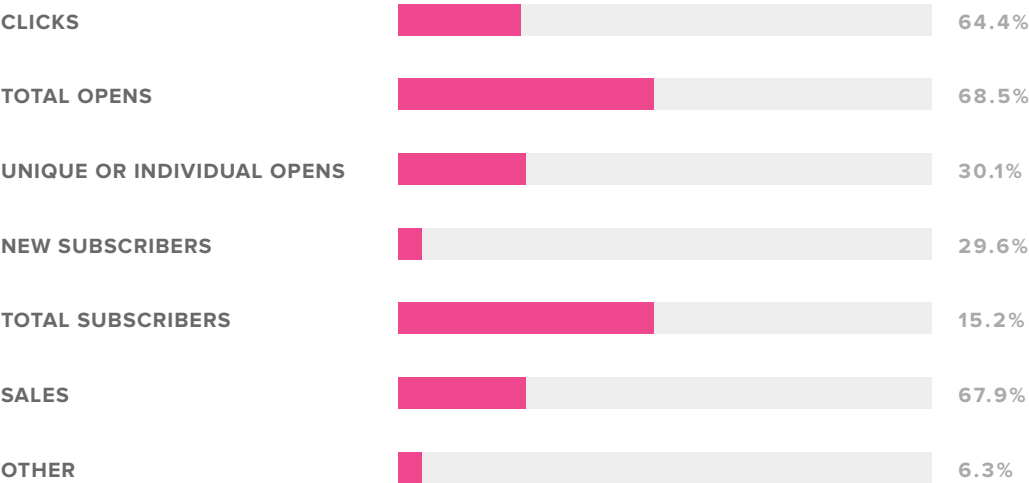
How much does the holiday season contribute to your yearly revenue?



6. MEASURING SUCCESS

Sales and total opens are the two most popular ways to measure an email program’s success. Sales is also the most popular way to measure online marketing tactics’ success. New customers is second, at 69.4%.

How do you measure the success of your email program?



How do you measure the success of your online marketing tactics?

