

Mobile Marketing Survey Analysis

Mobile Marketing Association

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Background

The Mobile Marketing Association

The MMA is the premier global non-profit trade association representing all players in the mobile marketing value chain. With more than 700 member companies, the MMA is an action orientated organization with global focus, regional actions, and local relevance. The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix. The MMA works to promote, educate, measure, guide, and protect the mobile marketing industry worldwide.

The MMA global headquarters are located in the United States, and it has regional chapters including North America (NA); Europe, Middle East, and Africa (EMEA); Latin America (LATAM); and Asia (APAC) branches.

The Mobile Marketing Association Survey

The Mobile Marketing Association initiated a survey during the early summer of 2011 for the purpose of gathering data about mobile marketing practices and opportunities from the perspective of the Mobile Marketers willing to participate. Three-hundred-and twenty-three people responded to the survey between the dates of May 20, 2011 through June 18, 2011.

This is an analysis of their responses.

Key Observations

Prior to addressing the specific responses of the respondents, several key observations from the survey data can be made.

- **Funding is the greatest *perceived* issue of the mobile marketers.**

Question #12 asked respondents to answer the question "12. What are the biggest barriers to mobile marketing implementation in your company?" **Funding** was the highest rated response at a **54 %** selection rate. The next largest response was to the closely related response of **ROI metrics (41%)**. In

question #30, “What’s the most important role the Mobile Marketing Association could play over the next two years,” respondents answered “Conducting ROI research” at a 70% rate further emphasizing the respondents’ needs. Even responses to the question “What kind of information would be most influential in the decision to increase mobile marketing budgets?” received Mobile Marketers responses at a 72% rate to meet the bottom line (“Sales I can link directly to the program”).

Whether because of the economic downturn or a lack of vision and focus by the companies, funding the need to justify that funding is the largest issue facing marketers.

- **Funding is the *actual* issue impacting mobile marketers.**

To support their responses to question #12 regarding lack of funding, **69%** of the Mobile Marketers responding reported that their **companies spent less than \$100,000 on mobile marketing**. In view of this response, the opportunities afforded by mobile marketing are being missed by companies unable or unwilling to devote the budget to use it.

- **Innovative implementation is lagging behind advances in mobile marketing invention.**

As is often the case with new inventions and technologies, invention is often constrained by the practices of the practitioners or implementers still operating in an “old world” mentality. Creative marketing agencies specializing in the latest tactics in mobile marketing remain largely under-utilized for both strategy and mobile marketing content creation. Responses showed that 72% of companies are using internal staffers to manage their mobile strategies (#17). The composition and expertise of these internal staffers was not probed, but it may not be too great a leap to see these individuals as purveyors of “the way we’ve always done it.” Supporting this assertion are respondents reporting that 64.7% of their content comes from *existing* web content.

- **Mobile Marketers are under-utilizing mobile marketing opportunities with low-priced solutions.**

While Mobile Marketers have been focused on mobile websites and apps, lower cost options may be under-utilized. Respondents reported that mobile tactics like SMS (46%) and Voice (IVR) (62%) were not used as mobile tactics by companies at all (question #5).

Note: while IVR systems are not considered to be a low cost option, most companies have IVRs already in place to handle customer service calls. Mobile Marketers may be losing an opportunity to use these systems for purposes other than routing customer complaints to attendants.

- **Further mobile marketing education is needed for further mobile marketing advances.**

Mobile Marketers reported that they had an inadequate understanding of mobile marketing at a 38.1% rate (Question #12). When specifically asked “What’s the most important role the Mobile Marketing Association could play over the next two years?” (Question 30), they answered "**Training marketers to use mobile capabilities**" at a **53.3%** rate. Lack of understanding about mobile marketing remains a barrier to effective mobile marketing implementation.

Demographics

In order to help identify the composition of those answering the Mobile Marketing Survey, four questions were asked about key demographic characteristics of those responding.

- 26. What is your company's industry?
- 27. (What is) Your Job Title?
- 28. What is the general scope of your responsibilities?
- 29. What is the size of the marketing budget you manage?

26. What is your company's industry?

The results, particularly with the free-form, short-answer questions #26 and #27, reveal only general patterns of categorization among its respondents. Clearly, in question #26, the overwhelming majority of respondents were involved somehow in Marketing, Public Relations, or Advertising – 45 of the 120 respondents or 37.5%. However, 32 of the 120 respondents or 26.67% of all fill-in responses were placed in the “Other” category, denoting that they could not be classified in a major group. The next largest, clearly identified group was comprised of those identifying themselves as related to technology, IT, Telecommunications, Hardware, or Software. This group was 15% of the total respondents (18/120).

Free form responses are included in the appendices.

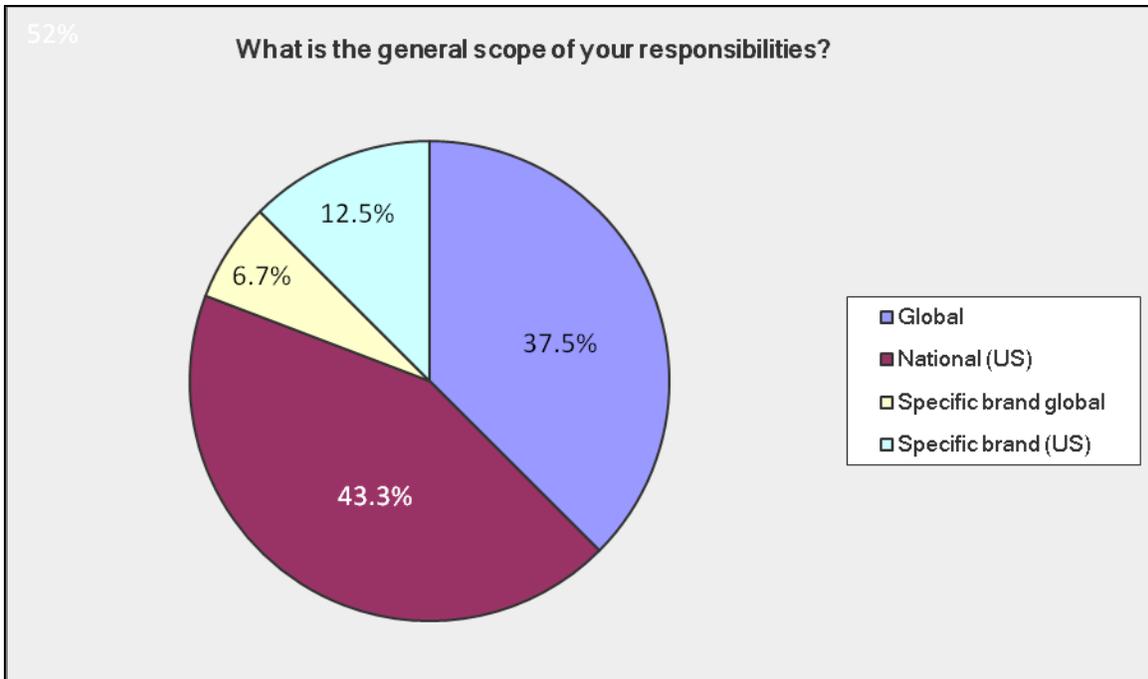
27. (What is) Your Job Title?

The fill-in response for the job title of the Mobile Marketers provided a clear picture of the respondents. Not only were they Marketing/PR/Advertising oriented as shown above, they were significantly comprised of Executives, Middle Manager/Directors, or Managers. 94 respondents of the 118 identified themselves as some sort of manager, a 79.67% of the respondents. In fact, 61% were Executives or Middle Managers/Directors.

Free form responses are included in the appendices

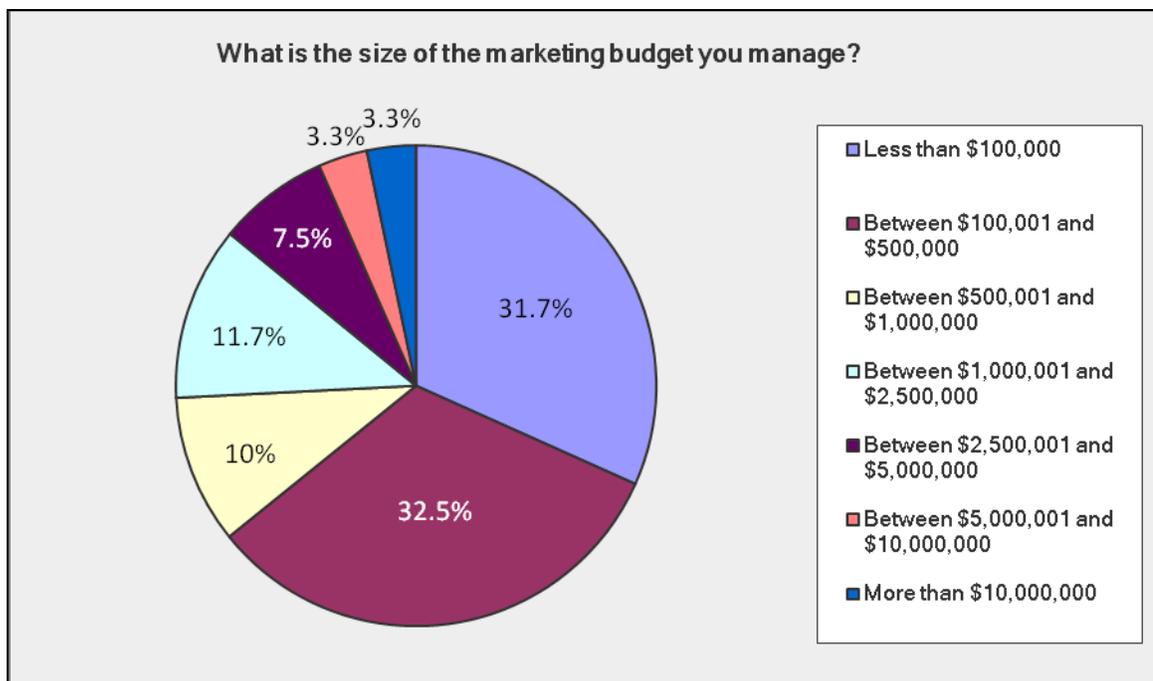
28. What is the general scope of your responsibilities?

The respondents responded heavily that they were involved at the general Global (37.5%) and National (43.3%) levels as opposed to specific brand marketing: Specific brand global – 6.7%, Specific brand US – 12.5%.



29. What is the size of the marketing budget you manage?

Although responses regarding their titles revealed a 61% of respondents were Middle Manager/ Directors or Executives, the respondents reported that they managed relatively small marketing budgets between \$100,001 and \$500,000. In fact, 64.17% of respondents managed budgets of \$500,000 or less.



Current State of Mobility Marketing

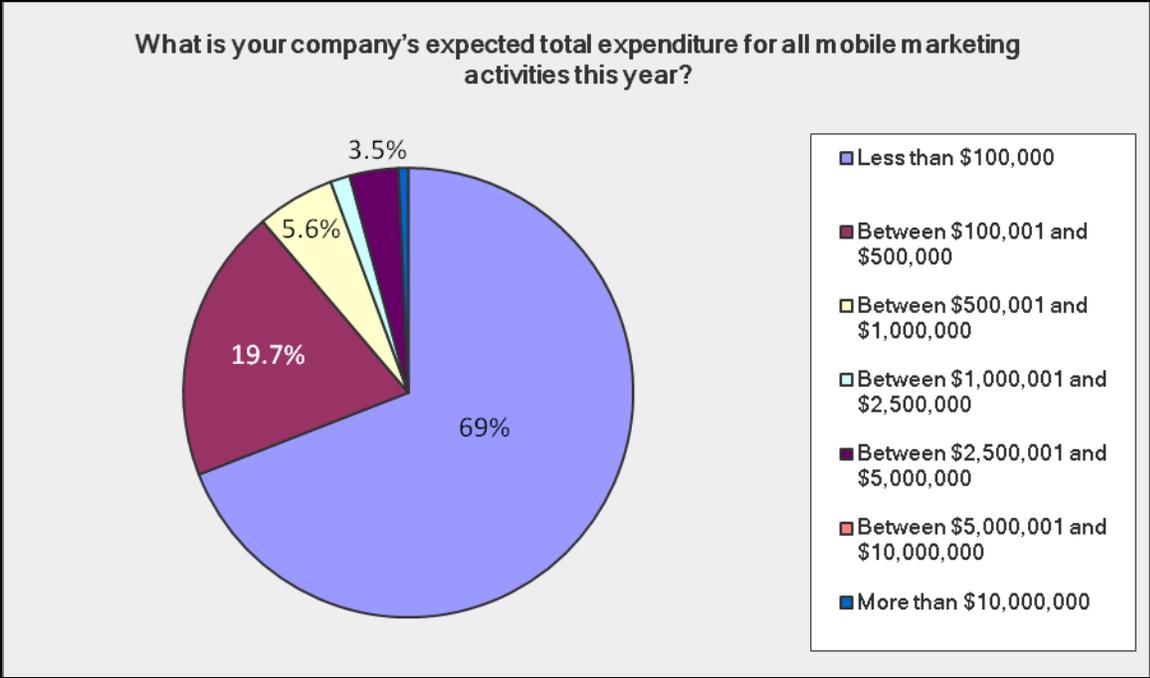
The Mobile Marketing Survey asked a group of questions intended to identify the current state of the mobile marketers companies. These questions included:

8. What is your company's expected total expenditure for all mobile marketing activities this year?
10. Which of the following mobile marketing tactics have been clearly effective for achieving your company's mobile marketing objectives?
11. How would you rate your company's ability to execute each of the following mobile marketing tactics?
12. What are the biggest barriers to mobile marketing implementation in your company? Check all that apply.
13. How does your mobile traffic compare to your online traffic?
14. Does your company currently support its own mobile Website or mobile Apps?
15. Do you develop specific content for your mobile Website?
16. How often do you update your mobile Website content?
17. Who manages your mobile strategy?
18. Do you develop specific content for your mobile Apps?
19. How often do you update your mobile App content?
20. Who manages your mobile strategy?
21. Do you develop specific content for your mobile Website?
22. How often do you update your mobile Website content?
23. Do you develop specific content for your mobile Apps?
24. How often do you update your mobile App content?
25. Who manages your mobile strategy?

8. What is your company's expected total expenditure for all mobile marketing activities this year?

When Mobile Marketers were asked about their company's total expenditures for mobile marketing activities this year, **69%** responded with a disappointing response of ***less than \$100,000***. Equally as disappointing, only **5.6%** of the respondents reported that their company was expected to spend **over \$1,000,000** on mobile marketing.

These numbers are consistent with question #29 about the size of budget that the respondents managed. While mobile marketing is clearly the trend for marketing, companies as a whole may not yet have the financial resources to commit to fully exploit mobile marketing efforts.



10. Which of the following mobile marketing tactics have been clearly effective for achieving your company's mobile marketing objectives?

Even though the financial commitment by their companies was small, Mobile Marketers were able to clearly identify mobile web sites as the most effective mobile marketing tactic for the following areas:

- Branding (60.5%)
- Awareness (56.2%)
- Acquisition (51.1%)
- Loyalty/Retention (48.4%)
- Transactions (48.7%)

The exception was Customer Care, where mobile email was identified as its most effective mobile tactic. Mobile email was the second highest choice for all the other areas.

Which of the following mobile marketing tactics have been clearly effective for achieving your company's mobile marketing objectives? Please check all that apply.									
Answer Options	SMS (Texting)	MMS (Video)	Mobile Email	Voice (IVR)	Mobile Web Advertising	Mobile Web site	Apps	Proximity (Location Based)	Response Count
Branding	11	13	23	5	30	46	22	3	76
Awareness	10	8	29	3	26	41	18	5	73
Acquisition	13	5	19	2	8	24	10	6	47
Loyalty/Retention	17	4	30	3	15	31	18	2	64

Customer Care	16	0	29	4	6	20	14	2	54
Transactions	11	2	13	2	7	19	11	1	39
<i>answered question</i>									83
<i>skipped question</i>									250

11. How would you rate your company's ability to execute each of the following mobile marketing tactics?

Mobile Marketers gave a lukewarm response to the question about their company's ability to execute each specific mobile marketing tactics. With **six of the eight** tactics, the Marketers gave their highest response to the ambiguous **"Not Applicable."** This could mean that the company is not yet implementing mobile marketing; the Marketers may not know whether the tactic has been employed, or whether the Marketer has no opinion. However, the two tactics where a "Somewhat Good" or "Very Good" rating was given were in Mobile Email and Mobile Website respectively.

How would you rate your company's ability to execute each of the following mobile marketing tactics?							
Answer Options	Very poor	Somewhat poor	Neither Good nor Poor	Somewhat Good	Very Good	Not Applicable	Response Count
SMS (texting)	11	12	19	15	17	42	116
MMS (video messaging)	11	18	19	12	11	46	117
Mobile Email	7	8	18	32	30	24	119
Voice (IVR)	8	12	19	9	6	60	114
Mobile Web advertising	9	9	23	22	20	34	117
Mobile Website	9	10	22	27	36	17	121
Mobile Apps	11	7	21	25	23	32	119
Proximity (location based services)	7	11	20	12	6	60	116
<i>answered question</i>							122
<i>skipped question</i>							211

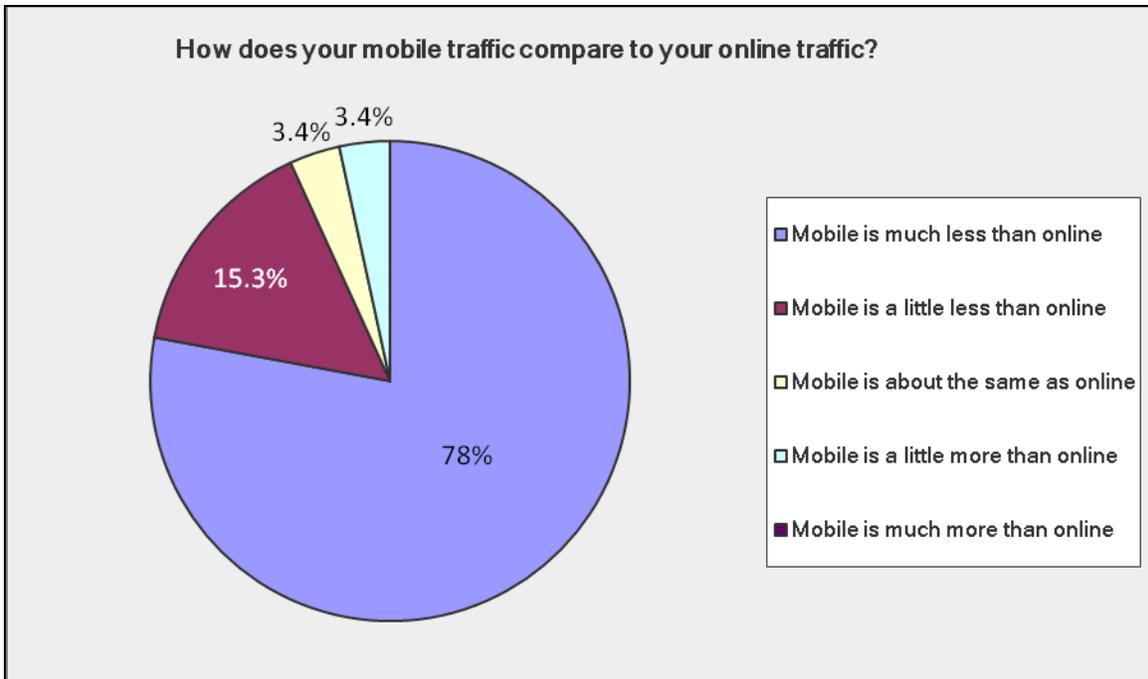
12. What are the biggest barriers to mobile marketing implementation in your company? Check all that apply.

The Mobile Marketers, however, were very clear about their biggest barrier to implementing mobile marketing in their company. Funding (54.0%) and ROI metrics (41.3%) – possibly necessary to justify funding – were the two greatest barriers perceived by the Marketers. This was followed by an inadequate understanding of mobility (38.1%).

What are the biggest barriers to mobile marketing implementation in your company? Check all that apply.		
Answer Options	Response Percent	Response Count
Audience metrics	32.5%	41
Consumer resistance	16.7%	21
Creative excellence	15.1%	19
Current technology shortcomings	23.8%	30
Funding	54.0%	68
Government regulation	6.3%	8
Impression metrics	13.5%	17
Inadequate understanding of mobile	38.1%	48
Privacy concerns	15.9%	20
ROI metric	41.3%	52
Senior management support	23.0%	29
Other (please specify)		14
answered question		126
skipped question		207

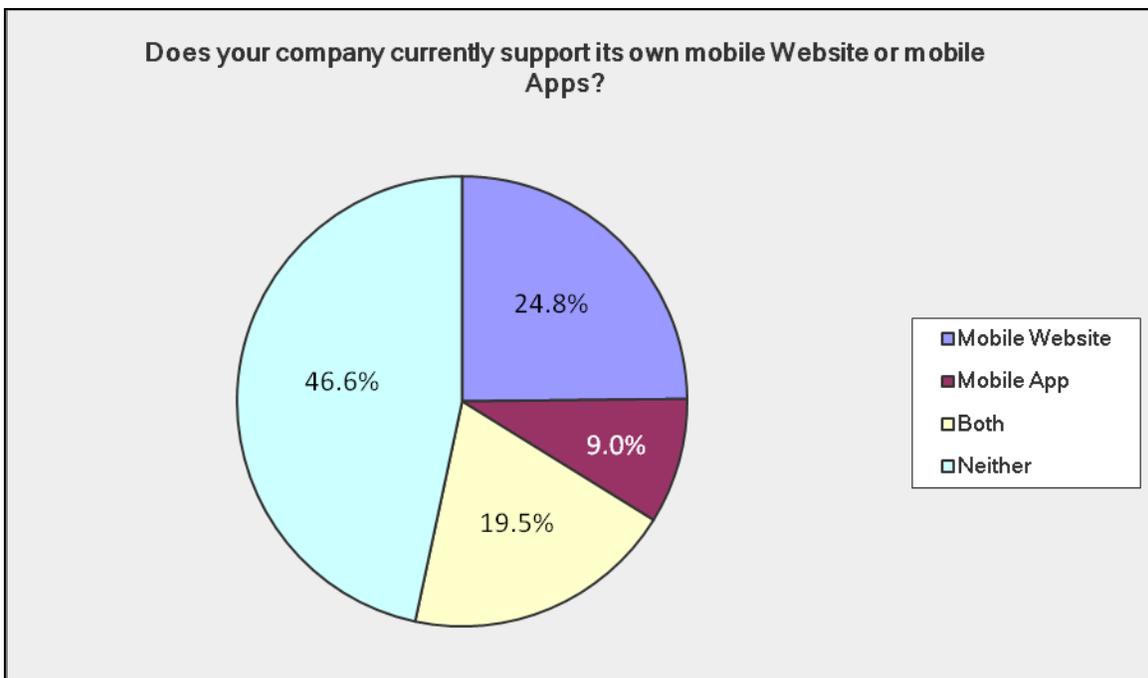
13. How does your mobile traffic compare to your online traffic?

The Mobile Marketers were clear that their online traffic clearly outpaced their mobile traffic 78% responding to the question with a “Mobile is much less than online.”



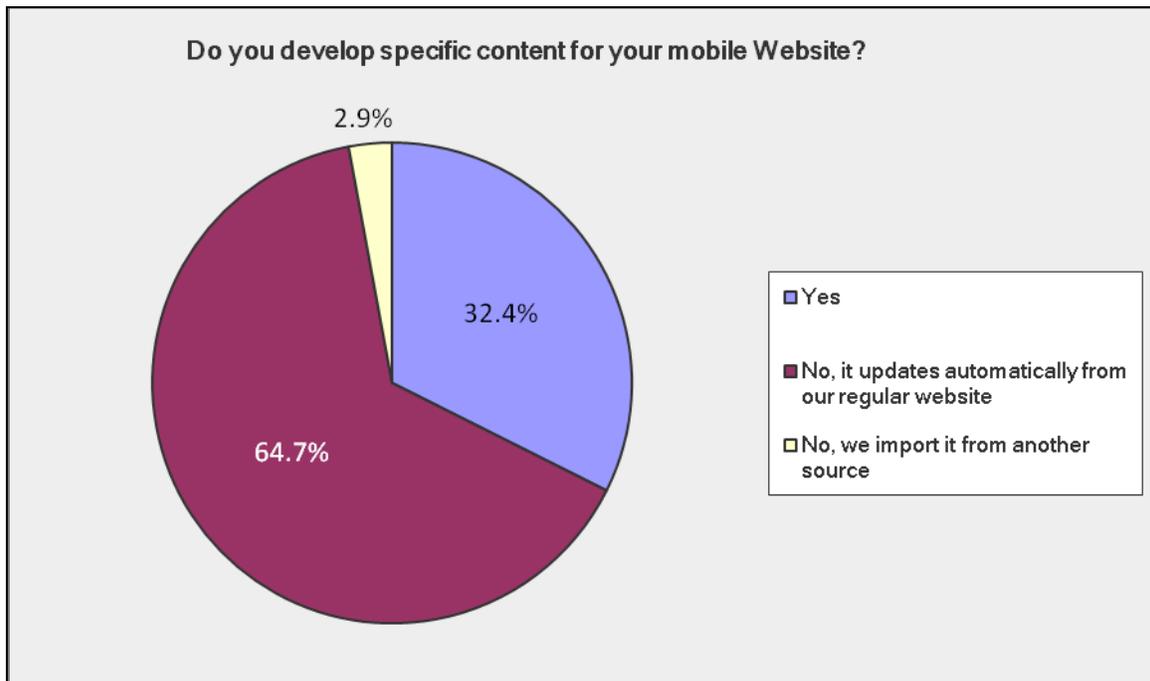
14. Does your company currently support its own mobile Website or mobile Apps?

Forty-six percent of respondents reported that their companies had neither mobile Websites nor mobile Apps. However, an additional revealing statistic when mobile websites or apps were present, the mobile websites (24.8%) outpace mobile apps (9.0%).



15. Do you develop specific content for your mobile Website?

Mobile Marketers draw from existing content on websites for their mobile marketing content at a 64.7% rate. While good knowledge management practices would suggest that this is a sound strategy, it is unclear whether or not the content is effective in a mobile context.



16. How often do you update your mobile Website content?

Even though the respondents had reported that they draw content from existing websites, they do not seem to recognize the need for or have the resources to continually refresh and update their content. The highest number of responses showed respondents updating their mobile Website content **less frequently than monthly**.

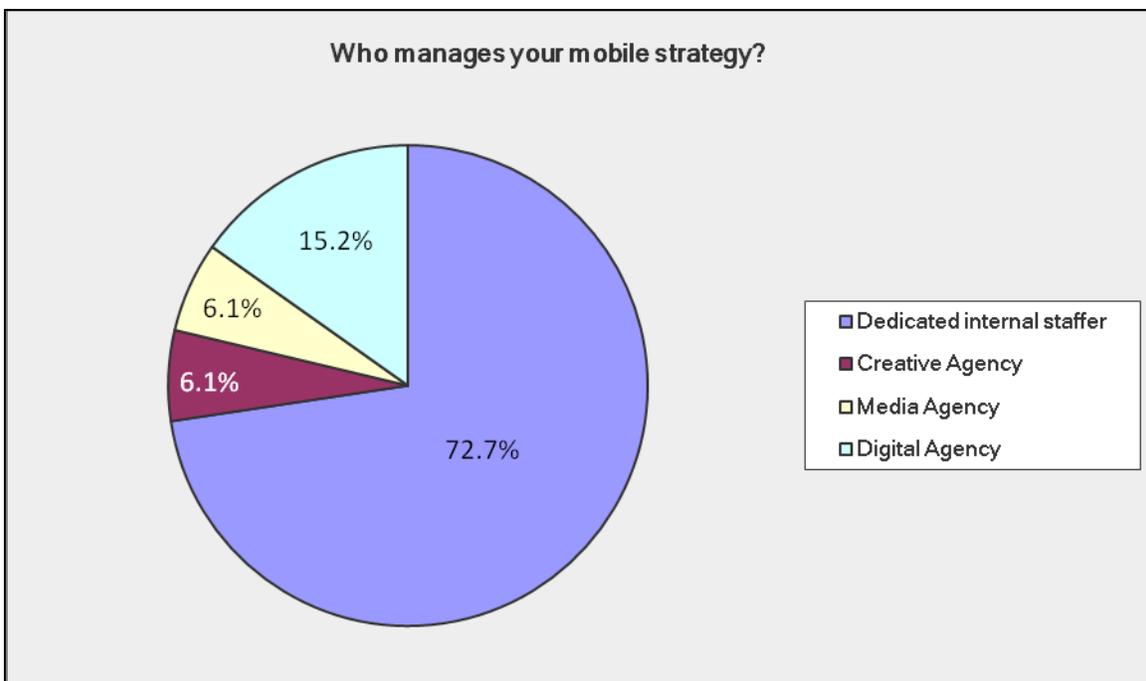
How often do you update your mobile Website content?		
Answer Options	Response Percent	Response Count
Daily	17.1%	6
3-6 times per week	2.9%	1
1-2 times per week	28.6%	10
Every other week	8.6%	3
Monthly	5.7%	2
Less frequently	31.4%	11
Never	5.7%	2

<i>answered question</i>	35
<i>skipped question</i>	298

17. Who manages your mobile strategy?

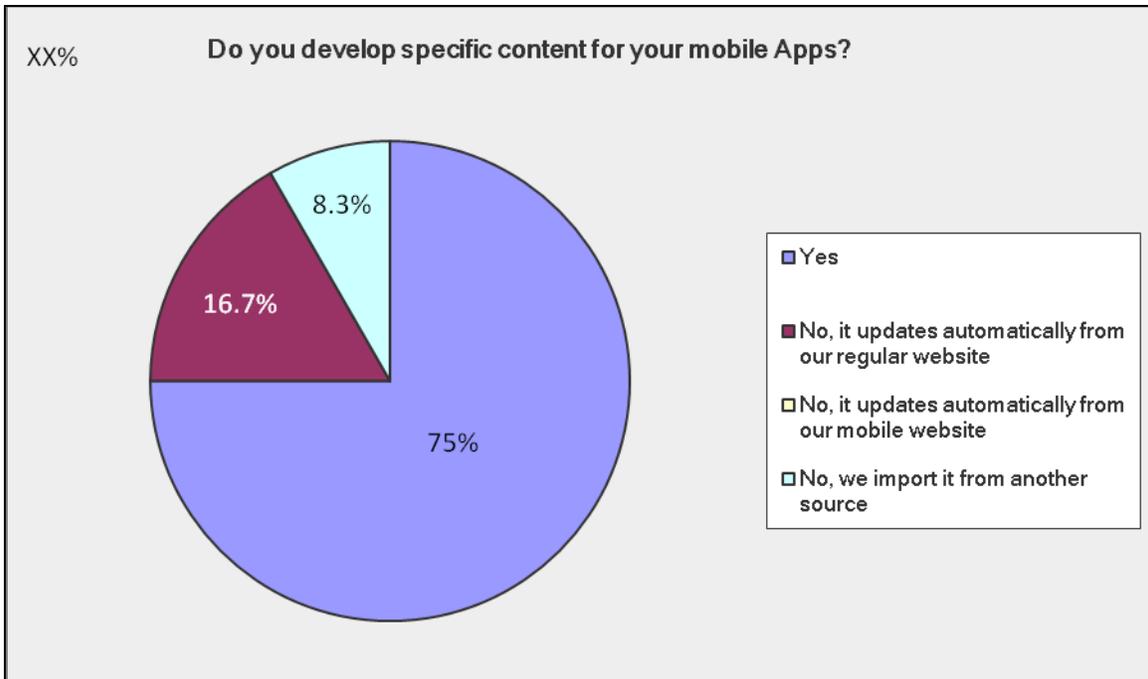
The resulting mobile marketing strategy under-utilizes mobile marketing tactics and under-maintains mobile marketing content. This may be a result of an internal staffer being the highest rated response (by far) manager of mobile strategy. As noted in Key Observations, this is not to disparage internal staffers. However, new technology often requires out-of-the-box thinking – sometimes difficult to define and implement from those inside the box.

Note that this question is duplicated by #20.



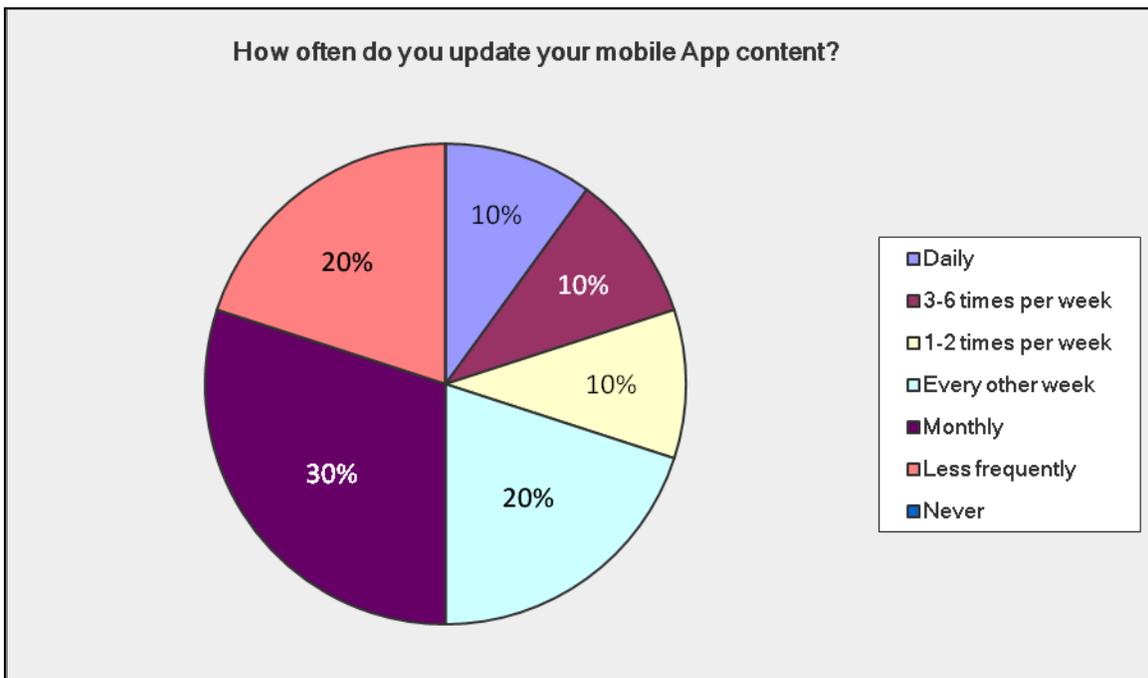
18. Do you develop specific content for your mobile Apps?

An encouraging statistic shows that Mobile Marketers directly develop the content for the mobile Apps. However, this number is less impressive when considered with the 9% utilization of mobile Apps by the respondents (#14).



19. How often do you update your mobile App content?

While the hands-on content development by Mobile Marketers was admirable, it does not appear to be an effective method. Respondents noted that 50% of their mobile App content was updated monthly (30%) or less frequently (20%).

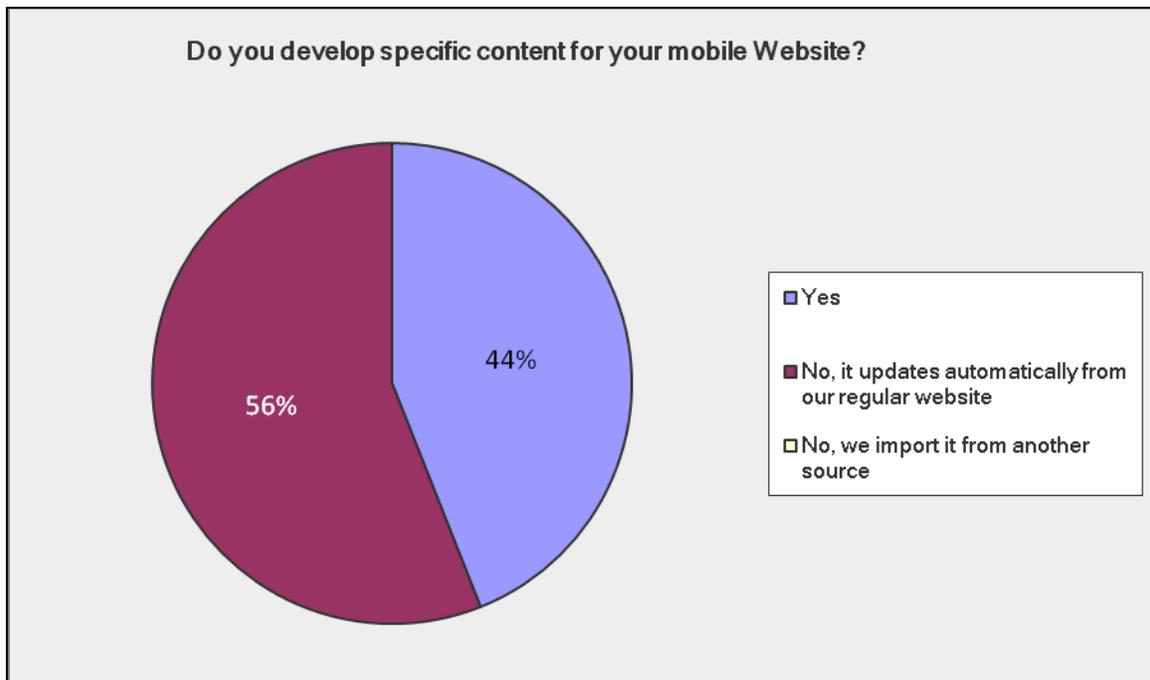


20. Who manages your mobile strategy?

Certain questions appeared to be similar or actually duplicated in the survey. This was a duplicate questions. See #17.

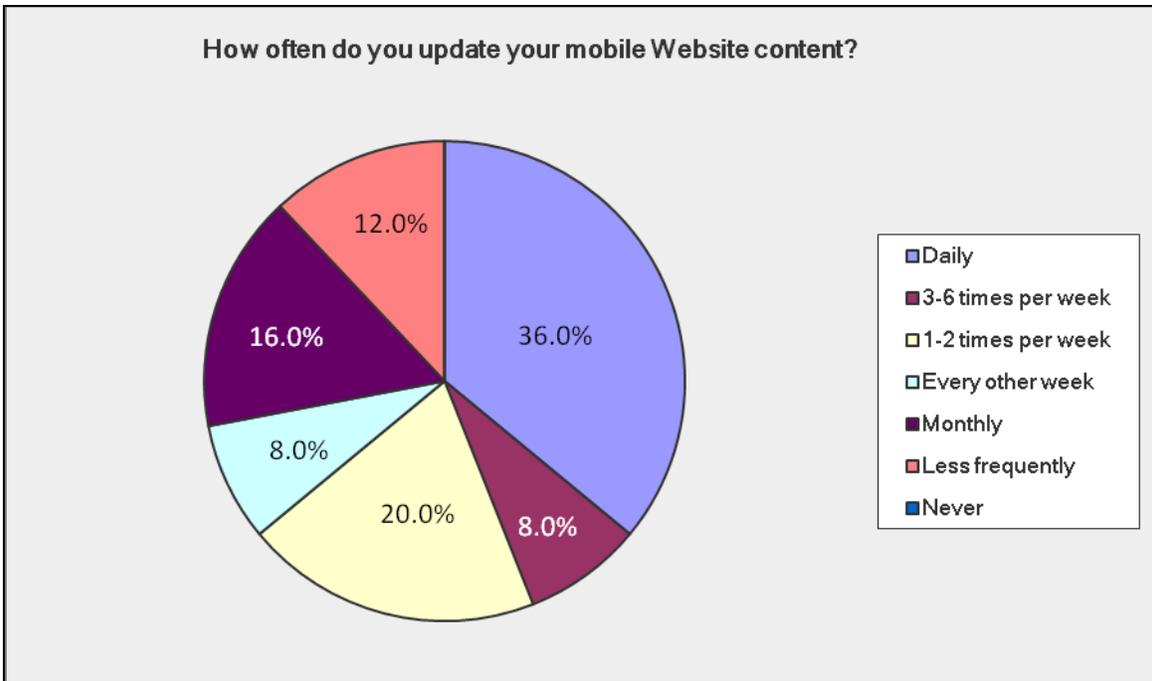
21. Do you develop specific content for your mobile Website?

Similar question to #15.



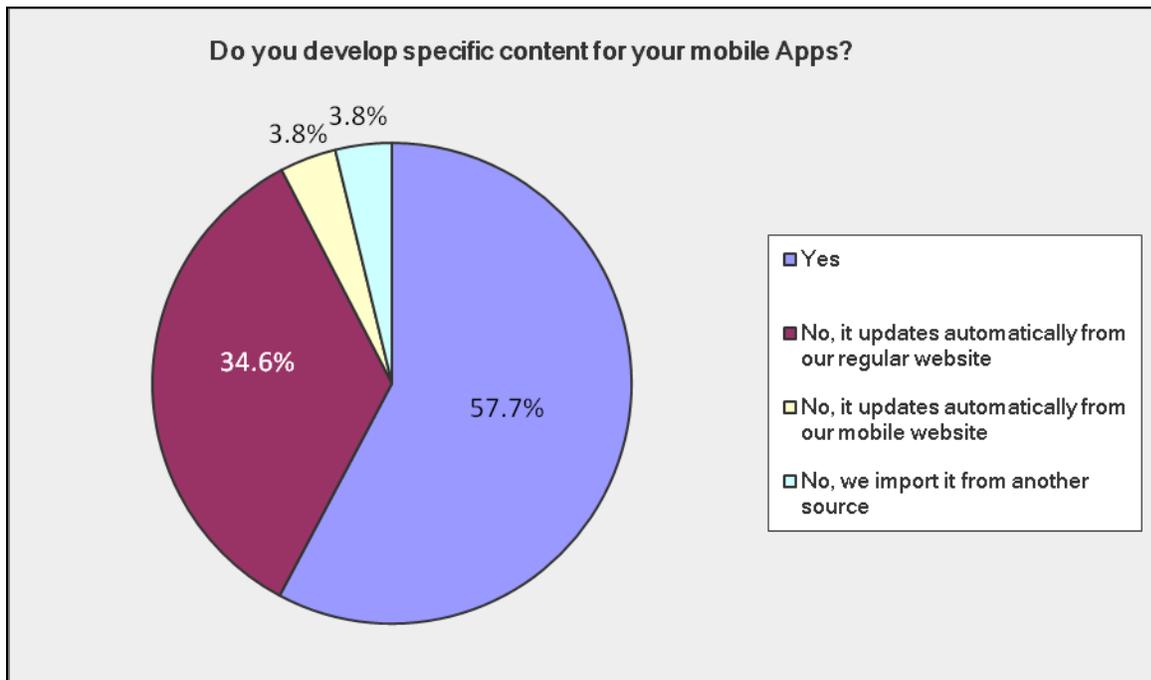
22. How often do you update your mobile Website content?

Similar question #16.



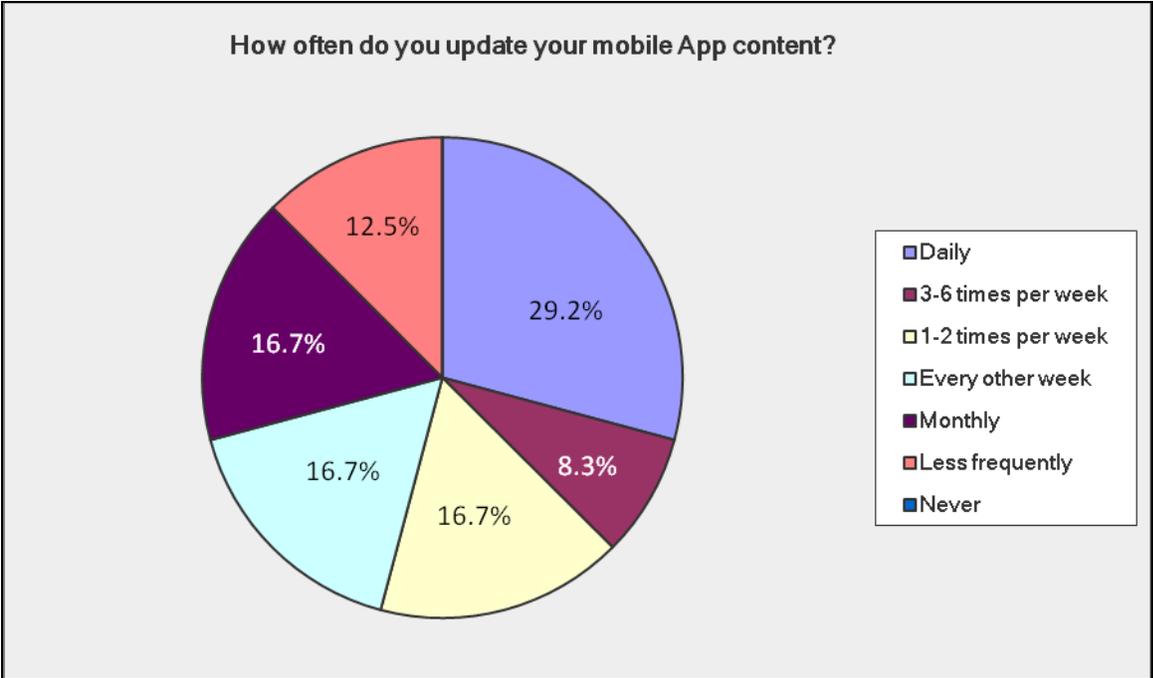
23. Do you develop specific content for your mobile Apps?

Similar to question #18.



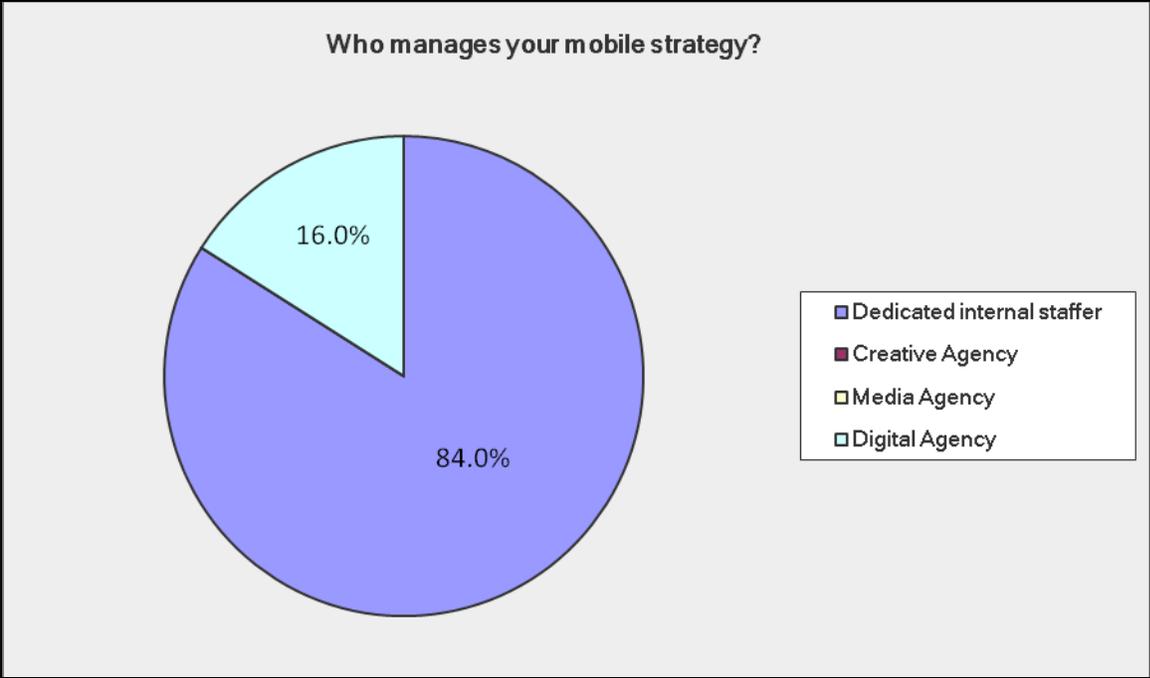
24. How often do you update your mobile App content?

Similar to question #19.



25. Who manages your mobile strategy?

Similar to question #20.



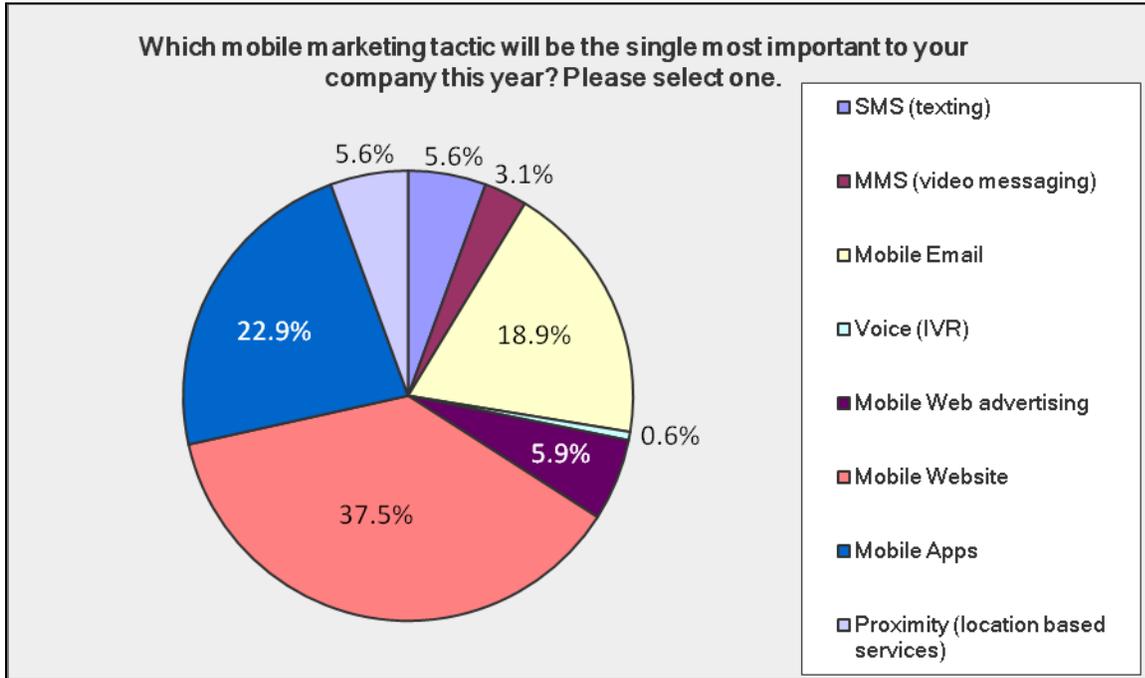
The Future Opportunity with Mobility Marketing

The Mobile Marketing Survey asked a group of questions intended to identify the *future state* of mobile marketing companies – the opportunity that was perceived by the Mobile Marketers. These questions included:

1. Which mobile marketing tactic will be the single most important to your company this year?
2. Please check all of the mobile marketing tactics your company is intending to implement this year. You may check more than one tactic for each marketing objective.
3. Please rate each of the following mobile marketing objectives in terms of its importance to your company this year.
4. Please rate each of the following mobile tactics in terms of its importance to your company this year.
5. Considering your mobile marketing budget, will your company be spending more or less on each of the following mobile marketing tactics this year (2011) over last year (2010)?
6. Do you expect to spend more or less on each of the following mobile marketing tactics next year (2012) versus what you will spend this year (2010)?
7. What kind of information would be most influential in the decision to increase mobile marketing budgets? Check all that apply.
9. Which of these mobile marketing tactics do you feel could be transformative for your business over the next five years? Check all that apply.
11. How would you rate your company's ability to execute each of the following mobile marketing tactics?

1. Which mobile marketing tactic will be the single most important to your company this year?

Mobile Websites (37.5%), mobile apps (22.9%), and mobile email (18.9%) are the three leaders in terms of Mobile Marketers tactics in the up-year.



2. Please check all of the mobile marketing tactics your company is intending to implement this year. You may check more than one tactic for each marketing objective.

Mobile websites were the highest selection among the various tactics in virtually all areas considered. However, mobile apps were equally identified at a higher response rate.

Please check all of the mobile marketing tactics your company is intending to implement this year. You may check more than one tactic for each marketing objective.									
Answer Options	SMS (Texting)	MMS (Video)	Mobile Email	Voice (IVR)	Mobile Web Advertising	Mobile Web site	Apps	Proximity (Location Based)	Response Count
Branding	30	35	66	9	51	117	68	14	183
Awareness	31	40	76	6	49	113	57	23	183
Acquisition	28	20	44	4	28	78	38	26	137
Loyalty/Retention	36	17	62	14	26	76	55	23	158
Customer Care	31	11	56	17	9	55	40	7	132
Transactions	12	4	27	9	9	41	32	10	87
answered question									214

3. Please rate each of the following mobile marketing objectives in terms of its importance to your company this year.

A revealing question and response because of its lack of clarity, Mobile Marketers rated *every* category as Very Important to their company this year with Awareness, Branding, and Loyalty/Retention leading other categories.

However, Transactions were the only tactic that was not identified as Very Important. In fact, Transactions were rated highly as not being used.

Please rate each of the following mobile marketing objectives in terms of its importance to your company this year.							
Answer Options	Not at all Important	Not Important	Consider Useful but Unimportant	Important	Very Important	Not Using	Response Count
Branding	3	2	16	57	88	18	184
Awareness	2	2	12	59	92	17	184
Acquisition	9	9	28	48	55	32	181
Loyalty/Retention	4	1	19	57	80	22	183
Customer Care	3	13	33	45	55	32	181
Transactions	16	15	26	42	28	50	177
answered question							187
skipped question							146

4. Please rate each of the following mobile tactics in terms of its importance to your company this year.

The Mobile Marketers were clear in their identification of mobile websites as the most important tactic that is planned for companies this year. Additionally, mobile email, mobile advertising, and mobile apps were also rated highly.

Please rate each of the following mobile marketing tactics in terms of its importance to your company this year.							
Answer Options	Not very Important	Not Important	Useful but Unimportant	Important	Very Important	Not Using	Response Count
SMS (texting)	18	16	37	37	27	46	181
MMS (video messaging)	18	22	36	28	19	56	179
Mobile Email	7	8	18	62	60	28	183
Voice (IVR)	29	21	37	17	12	62	178
Mobile Web advertising	18	18	28	50	28	43	185

Mobile Website	4	5	11	55	90	19	184
Mobile Apps	11	11	25	56	48	33	184
Proximity (location based services)	19	24	30	22	22	64	181
<i>answered question</i>							189
<i>skipped question</i>							144

5. Considering your mobile marketing budget, will your company be spending more or less on each of the following mobile marketing tactics this year (2011) over last year (2010)?

Significant in this chart is the high rating of “Not Applicable.” While this response can have multiple meanings, it cannot be viewed favorably, since demographic data showed that the majority of respondents were Middle Managers/Directors or Executives in places to impact their mobile marketing tactics.

Considering your mobile marketing budget, will your company be spending more or less on of each of the following mobile marketing tactics this year (2011) over last year (2010)?							
Answer Options	Spending Much Less	Spending Somewhat Less	Spending About the Same	Spending Somewhat More	Spending Much More	Not Applicable	Response Count
SMS (texting)	1	2	39	23	8	68	141
MMS (video messaging)	0	4	38	19	6	76	143
Mobile Email	2	4	53	30	12	45	146
Voice (IVR)	2	6	41	3	1	89	142
Mobile Web advertising	1	2	39	30	14	60	146
Mobile Website	2	4	34	50	25	31	146
Mobile Apps	0	2	25	41	25	52	145
Proximity (location based services)	1	4	31	17	8	84	145
<i>answered question</i>							151

6. Do you expect to spend more or less on each of the following mobile marketing tactics next year (2012) versus what you will spend this year (2010)?

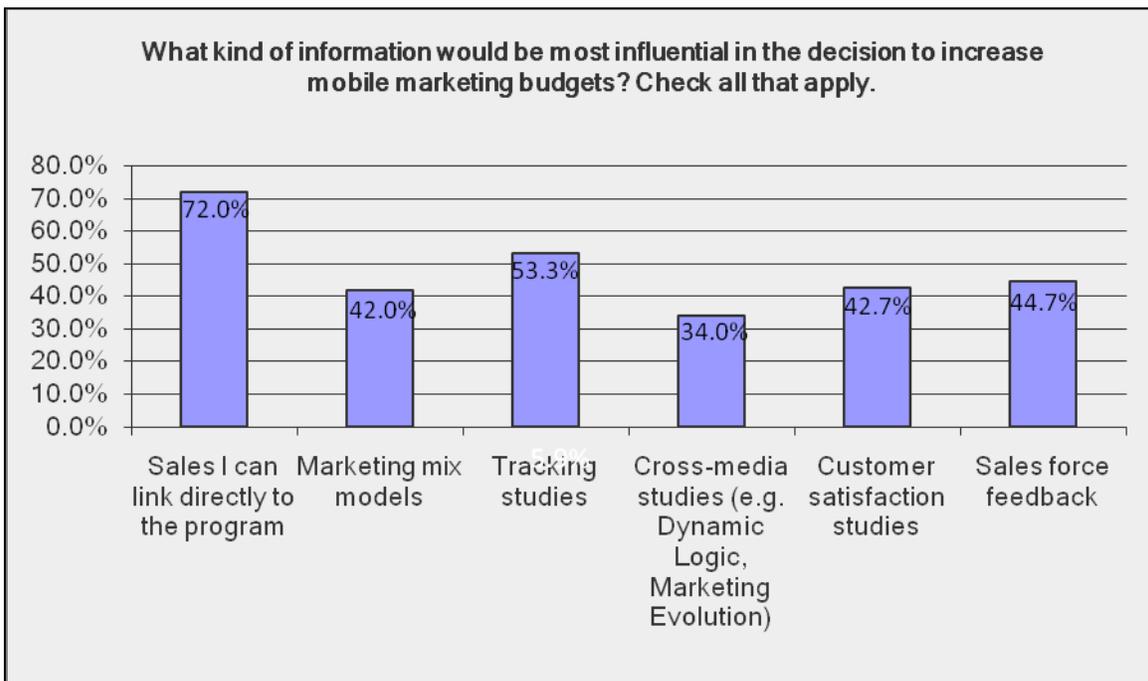
These same respondents did not expect a significant increase in spending in the next calendar year.

Do you expect to spend more or less on each of the following mobile marketing tactics next year (2012) versus what you will spend this year (2011)?

Answer Options	Spending Much Less	Spending Somewhat Less	Spending About the Same	Spending Somewhat More	Spending Much More	Not Applicable	Response Count
SMS (texting)	2	5	33	36	6	59	141
MMS (video messaging)	2	4	32	33	10	62	143
Mobile Email	2	3	45	48	10	31	139
Voice (IVR)	1	8	41	14	2	70	136
Mobile Web advertising	1	1	34	47	9	51	143
Mobile Website	1	6	33	57	22	24	143
Mobile Apps	1	1	29	44	21	46	142
Proximity (location based services)	1	3	32	24	9	68	137
<i>answered question</i>							145
<i>skipped question</i>							188

7. What kind of information would be most influential in the decision to increase mobile marketing budgets? Check all that apply.

A consistent message previously from respondents was that funding and ROI are significant factors to justify mobile marketing. The same is true in this question that asked what type of information would be most influential in their desire to increase mobile marketing budgets. They responded with “Sales I can link directly to the program” at a 72% rate.



9. Which of these mobile marketing tactics do you feel could be transformative for your business over the next five years? Check all that apply.

Mobile Marketers again identified Mobile Websites and Apps as the most important tactic – transformative tactic – for their company over the next five years.

Which of these mobile marketing tactics do you feel could be transformative for your business over the next five years? Check all that apply.		
Answer Options	Response Percent	Response Count
SMS (texting)	26.9%	39
MMS (video messaging)	32.4%	47
Mobile Email	35.9%	52
Voice (IVR)	5.5%	8
Mobile Web advertising	39.3%	57
Mobile Website	67.6%	98
Mobile Apps	66.9%	97
Proximity (location based services)	31.0%	45
answered question		145
skipped question		188

11. How would you rate your company’s ability to execute each of the following mobile marketing tactics?

Mobile Marketers were also clear that most mobile marketing tactics could not be rated. However, Mobile Email and Mobile Websites were rated as Somewhat Good or Very Good in terms of execution.

How would you rate your company’s ability to execute each of the following mobile marketing tactics?							
Answer Options	Very poor	Somewhat poor	Neither Good nor Poor	Somewhat Good	Very Good	Not Applicable	Response Count
SMS (texting)	11	12	19	15	17	42	116
MMS (video messaging)	11	18	19	12	11	46	117
Mobile Email	7	8	18	32	30	24	119
Voice (IVR)	8	12	19	9	6	60	114
Mobile Web advertising	9	9	23	22	20	34	117
Mobile Website	9	10	22	27	36	17	121
Mobile Apps	11	7	21	25	23	32	119
Proximity (location based services)	7	11	20	12	6	60	116
answered question							122
skipped question							211

Future Opportunity with Mobility Marketing

The Mobile Marketing Survey asked a group of questions intended to identify the future state of mobile marketers companies – the opportunity that was perceived by the Mobile Marketers. These questions included:

- 30. What’s the most important role the Mobile Marketing Association could play over the next two years?
- 31. What mobile marketing capability would you most like to see effectively realized and fully adopted by your company?
- 32. If you would like to find out more (about) the Mobile Marketing Education program from the MMA please provide your preferred email.
- 33. If you would you like a copy of the results of this survey emailed to you please provide your preferred email in the box below.

30. What’s the most important role the Mobile Marketing Association could play over the next two years?

Clearly, the respondents were focused on their need for funding and the Return on Investment necessary to obtain that funding.

What’s the most important role the Mobile Marketing Association could play over the next two years? Check all that apply.		
Answer Options	Response Percent	Response Count
More benchmarking like this	43.3%	52
Training marketers to use mobile capabilities	53.3%	64
Bringing great new applications to light	43.3%	52
Improving audience metrics	46.7%	56
Improving ad metrics	28.3%	34
Conducting ROI research	70.0%	84
Providing guidance about the most appropriate roles for mobile in my marketing plan	45.0%	54
Other (please specify)		3
answered question		120
skipped question		213

31. What mobile marketing capability would you most like to see effectively realized and fully adopted by your company?

This free-form response consistently showed that Mobile Websites and Mobile Apps were the major focus for the Mobile Marketers answering the survey. Out of 42 respondents, 33.33% wanted to see mobile websites and mobile apps adopted by their companies. One free form response that warranted categorization as “other” was significant and worth noting. The suggestion for “Multicultural” is a good

reminder that 44.2% of respondents reported having Global or Brand Specific Global responsibilities (#28).

32. If you would like to find out more (about) the Mobile Marketing Education program from the MMA please provide your preferred email.

Thirty-six respondents requested more information about the Mobile Marketing Education program from the MMA. These identities will remain confidential.

33. If you would you like a copy of the results of this survey emailed to you please provide your preferred email in the box below.

Eighty respondents requested that the survey results be emailed to them. . These identities will remain confidential.

Appendix A: Free Form Response Analysis

26. What is your company's industry?

Mktg	B2B	Tech	NP	Health	Cons'lt	Other	
		1					1. telecommunications Sat, Jun 18, 2011 9:03 AM
						1	2. Oil and Gas Tue, Jun 7, 2011 5:49 PM
1							3. Advertising Mon, Jun 6, 2011 9:45 AM
						1	4. Printing Sat, Jun 4, 2011 8:13 AM
	1						5. Business Services Fri, Jun 3, 2011 2:01 PM
	1						6. Franchisor of B2B products (signs/graphics) Fri, Jun 3, 2011 6:52 AM
1							7. marketing Wed, Jun 1, 2011 7:13 AM
	1						8. B2B Public Relations Wed, Jun 1, 2011 6:02 AM
1							9. Marketing Tue, May 31, 2011 6:07 PM
						1	10. HVAC Tue, May 31, 2011 3:21 PM
		1					11. Communications Tue, May 31, 2011 12:35 PM
	1						12. Financial Services Tue, May 31, 2011 12:12 PM
	1						13. management consulting Tue, May 31, 2011 11:11 AM
1							14. Advertising, mostly B2B Tue, May 31, 2011 11:01 AM
		1					15. Web Design Tue, May 31, 2011 10:40 AM
1							16. ad agency Tue, May 31, 2011 10:38 AM
					1		17. Consulting Tue, May 31, 2011 10:18 AM
1							18. Brand consulting Tue, May 31, 2011 9:18 AM
1							19. event marketing Tue, May 31, 2011 9:01 AM
1							20. marketing services agency Tue, May 31, 2011 7:40 AM
						1	21. Facilities and corporate real estate management Tue, May 31, 2011 7:03 AM
			1				22. Non-profit Tue, May 31, 2011 6:49 AM
			1				23. Non profit trade group Tue, May 31, 2011 6:42 AM
1							24. public relations Tue, May 31, 2011 6:31 AM
1							25. advertising Tue, May 31, 2011 6:21 AM
1							26. Trade shows Tue, May 31, 2011 6:10 AM
1							27. advertising Tue, May 31, 2011 6:06 AM
			1				28. Chamber of Commerce Tue, May 31, 2011 5:39 AM
1							29. marketing Tue, May 31, 2011 5:36 AM

1						30. Digital Media Mon, May 30, 2011 4:38 PM
1						31. Marketing/Advertising Mon, May 30, 2011 9:49 AM
				1		32. consulting Sun, May 29, 2011 5:32 AM
					1	33. foodservice Sat, May 28, 2011 11:56 AM
	1					34. Finance Sat, May 28, 2011 3:11 AM
	1					35. ecommerce Fri, May 27, 2011 11:56 PM
					1	36. DocOnDemand Fri, May 27, 2011 6:48 PM
					1	37. retail consulting Fri, May 27, 2011 6:33 PM
					1	38. Manufacturing Fri, May 27, 2011 6:33 PM
1						39. Internet Advertising Fri, May 27, 2011 5:12 PM
		1				40. software Fri, May 27, 2011 3:24 PM
1						41. Integrated, Multi-Channel and Direct Marketing Agency Fri, May 27, 2011 2:53 PM
				1		42. Dental Industry Fri, May 27, 2011 2:40 PM
	1					43. Financial Fri, May 27, 2011 2:31 PM
1						44. Marketing Fri, May 27, 2011 2:30 PM
1						45. Media Fri, May 27, 2011 2:21 PM
		1				46. tech Fri, May 27, 2011 2:17 PM
1						47. Advertising and Marketing Fri, May 27, 2011 2:06 PM
					1	48. Manufacturing Fri, May 27, 2011 2:05 PM
					1	49. Professional Services Fri, May 27, 2011 2:01 PM
					1	50. Financial/publishing Fri, May 27, 2011 2:00 PM
1						51. Marketing & Advertising Fri, May 27, 2011 1:54 PM
					1	52. Consulting Fri, May 27, 2011 1:48 PM
1						53. Marketing Fri, May 27, 2011 1:47 PM
					1	54. Consulting Fri, May 27, 2011 1:44 PM
		1				55. Technology Manufacturer Fri, May 27, 2011 1:40 PM
1						56. Marketing/advertising Thu, May 26, 2011 11:36 AM
					1	57. agency Thu, May 26, 2011 6:57 AM
1						58. Brand Strategy Wed, May 25, 2011 8:47 AM
1						59. Marketing Tue, May 24, 2011 3:18 PM
					1	60. Manufacturing Tue, May 24, 2011 11:28 AM
		1				61. High Tech Mon, May 23, 2011 4:10 PM
1						62. advertising/media Mon, May 23, 2011 11:58 AM
1						63. Marketing Mon, May 23, 2011 10:38 AM
					1	64. Human Resource Consulting Mon, May 23, 2011 10:20 AM
1						65. Marketing Mon, May 23, 2011 9:41 AM

						1	66. shipping center Mon, May 23, 2011 9:03 AM
		1					67. Information technology Mon, May 23, 2011 8:24 AM
1							68. Advertising & Marketing Mon, May 23, 2011 7:54 AM
						1	69. Aviation Mon, May 23, 2011 7:53 AM
		1					70. Software Mon, May 23, 2011 7:15 AM
	1						71. Business Services Mon, May 23, 2011 7:02 AM
		1					72. Enterprise Software Mon, May 23, 2011 6:59 AM
						1	73. Life Sciences Mon, May 23, 2011 5:43 AM
1							74. marketing Mon, May 23, 2011 5:42 AM
				1			75. Health Care Mon, May 23, 2011 4:16 AM
						1	76. consulting Sun, May 22, 2011 8:49 PM
1							77. marketing Sun, May 22, 2011 3:54 PM
1							78. Advertising Sun, May 22, 2011 11:10 AM
		1					79. telecommunications Sun, May 22, 2011 9:09 AM
1							80. Advertising Sat, May 21, 2011 10:27 AM
1							81. marketing Sat, May 21, 2011 7:51 AM
		1					82. website development Sat, May 21, 2011 7:19 AM
		1					83. Telecom Sat, May 21, 2011 1:07 AM
1							84. Marketing Services Fri, May 20, 2011 5:33 PM
1							85. Marketing Fri, May 20, 2011 5:28 PM
						1	86. manufacturing Fri, May 20, 2011 4:38 PM
				1			87. Health Care Fri, May 20, 2011 3:44 PM
1							88. Marketing agency Fri, May 20, 2011 3:29 PM
						1	89. Photography Fri, May 20, 2011 3:27 PM
						1	90. Luxury watches Fri, May 20, 2011 3:07 PM
1							91. Marketing Fri, May 20, 2011 3:02 PM
					1		92. healthcare -- medical device manufacturing Fri, May 20, 2011 2:51 PM
						1	93. automation Fri, May 20, 2011 2:45 PM
				1			94. Health and Wellness Fri, May 20, 2011 2:28 PM
				1			95. Plastics/Med Device Fri, May 20, 2011 2:12 PM
		1					96. ecommerce Fri, May 20, 2011 2:06 PM
						1	97. Consulting Fri, May 20, 2011 2:05 PM
						1	98. Chemicals Fri, May 20, 2011 2:04 PM
1							99. media Fri, May 20, 2011 2:02 PM
						1	100. Manufacturing Fri, May 20, 2011 1:45 PM
1							101. Advertising and marketing Fri, May 20, 2011 1:41 PM
				1			102. MedicL devic Fri, May 20, 2011 1:25 PM

1							103. Marketing/Advertising Fri, May 20, 2011 1:24 PM
			1				104. non profit Fri, May 20, 2011 1:23 PM
1							105. Media Fri, May 20, 2011 1:21 PM
						1	106. Manufacturer- Aluminum Tables Fri, May 20, 2011 1:10 PM
						1	107. transportation Fri, May 20, 2011 1:10 PM
	1						108. B2B Marketing Fri, May 20, 2011 1:08 PM
						1	109. Manufacturing Fri, May 20, 2011 1:08 PM
					1		110. Consulting Fri, May 20, 2011 1:07 PM
		1					111. software maker Fri, May 20, 2011 1:06 PM
		1					112. Technology Fri, May 20, 2011 1:04 PM
						1	113. professional services Fri, May 20, 2011 1:01 PM
					1		114. Healthcare Fri, May 20, 2011 12:55 PM
						1	115. Insurance and human resource consulting Fri, May 20, 2011 12:52 PM
						1	116. Automotive Fri, May 20, 2011 12:52 PM
1							117. Marketing Agency Fri, May 20, 2011 12:51 PM
1							118. Marketing Fri, May 20, 2011 12:50 PM
1							119. Database Marketing Fri, May 20, 2011 12:45 PM
						1	120. Manufacturing Fri, May 20, 2011 12:44 PM
45	8	18	4	8	5	32	120

27. Job Title:

Exec	Dir	Mgr	Other	Part			Response
1							1. CMO Sat, Jun 18, 2011 9:03 AM
		1					2. Marketing and PR Manager Tue, Jun 7, 2011 5:49 PM
	1						3. Art director Mon, Jun 6, 2011 9:45 AM
				1			4. Partner Sat, Jun 4, 2011 8:13 AM
1							5. CEO Fri, Jun 3, 2011 2:01 PM
1							6. SVP Marketing Fri, Jun 3, 2011 6:52 AM
1							7. Copywriter & Direct Marketing Advisor (and co-owner) Wed, Jun 1, 2011 7:13 AM
1							8. CEO & Founder Wed, Jun 1, 2011 6:02 AM
			1				9. Analyst Tue, May 31, 2011 6:07 PM
	1						10. Director, Marketing and Product Management Tue, May 31, 2011 3:21 PM

			1			11. Graphic Designer Tue, May 31, 2011 12:35 PM
	1					12. Associate Director Web Strategy Tue, May 31, 2011 12:12 PM
		1				13. marketing manager Tue, May 31, 2011 11:11 AM
	1					14. Director, Client Services Tue, May 31, 2011 11:01 AM
				1		15. Partner Tue, May 31, 2011 10:40 AM
				1		16. partner Tue, May 31, 2011 10:38 AM
		1				17. Marketing Manager Tue, May 31, 2011 10:18 AM
1						18. Partner-Owner Tue, May 31, 2011 9:18 AM
	1					19. dir of business development Tue, May 31, 2011 9:01 AM
1						20. VP, Integrated Media Tue, May 31, 2011 7:40 AM
		1				21. Marketing Manager Tue, May 31, 2011 7:03 AM
	1					22. Executive Director Tue, May 31, 2011 6:49 AM
	1					23. Sales director Tue, May 31, 2011 6:42 AM
1						24. svp Tue, May 31, 2011 6:31 AM
			1			25. Marketing assistant Tue, May 31, 2011 6:10 AM
1						26. senior partner Tue, May 31, 2011 6:06 AM
1						27. Vice President, Member Services Tue, May 31, 2011 5:39 AM
1						28. president Tue, May 31, 2011 5:36 AM
			1			29. Sr. Digital Strategist Mon, May 30, 2011 4:38 PM
1						30. President Mon, May 30, 2011 9:49 AM
1						31. CEO Sun, May 29, 2011 5:32 AM
		1				32. Manager ICG Sat, May 28, 2011 11:56 AM
		1				33. Digital marketing manager Sat, May 28, 2011 3:11 AM
	1					34. director Fri, May 27, 2011 11:56 PM
1						35. VP, Product Management Fri, May 27, 2011 6:48 PM
	1					36. managing director Fri, May 27, 2011 6:33 PM
		1				37. Global Product Manager Fri, May 27, 2011 6:33 PM
	1					38. Sr Director, Strategy and Business Development Fri, May 27, 2011 5:12 PM
	1					39. director mktg ops Fri, May 27, 2011 3:24 PM
1						40. President Fri, May 27, 2011 2:53 PM
			1			41. Communications Specialist Fri, May 27, 2011 2:40 PM
			1			42. Marketing Fri, May 27, 2011 2:31 PM

1						43. President Fri, May 27, 2011 2:30 PM
1						44. Vice President- Marketing/Business Development Fri, May 27, 2011 2:21 PM
	1					45. director of everything cool Fri, May 27, 2011 2:17 PM
	1					46. managing Director, Client Services Fri, May 27, 2011 2:06 PM
		1				47. Manager, Planning & Analysis Fri, May 27, 2011 2:05 PM
1						48. Research VP Fri, May 27, 2011 2:01 PM
	1					49. Director Fri, May 27, 2011 2:00 PM
1						50. President Fri, May 27, 2011 1:54 PM
1						51. Principal & Founder Fri, May 27, 2011 1:48 PM
1						52. co-founder Fri, May 27, 2011 1:47 PM
1						53. Principal Fri, May 27, 2011 1:44 PM
1						54. VP/Marketing Fri, May 27, 2011 1:40 PM
1						55. SVP Thu, May 26, 2011 11:36 AM
	1					56. Creative Director Thu, May 26, 2011 6:57 AM
1						57. Founder and Chief Strategist Wed, May 25, 2011 8:47 AM
	1					58. Director, Key Accounts Tue, May 24, 2011 3:18 PM
			1			59. Sr. Mktg Comm Specialist Tue, May 24, 2011 11:28 AM
			1			60. Demand Programs Leader, Digital Marketing Mon, May 23, 2011 4:10 PM
1						61. SVP Mon, May 23, 2011 11:58 AM
			1			62. Account Supervisor Mon, May 23, 2011 10:38 AM
		1				63. Marketing Manager Mon, May 23, 2011 10:20 AM
		1				64. General Manager Mon, May 23, 2011 9:41 AM
		1				65. managment Mon, May 23, 2011 9:03 AM
		1				66. WW Marketing Program Manager Mon, May 23, 2011 8:24 AM
1						67. Vice President of Client Services Mon, May 23, 2011 7:54 AM
1						68. Manager, Marketing Communications Mon, May 23, 2011 7:53 AM
			1			69. Marketing Strategist Mon, May 23, 2011 7:15 AM
			1			70. Sr. Global Sales Communications Mon, May 23, 2011 7:02 AM
		1				71. Product Marketing Manager Mon, May 23, 2011 6:59 AM

	1					72. Sr. Director of Strategic Marketing Mon, May 23, 2011 5:43 AM
1						73. president Mon, May 23, 2011 5:42 AM
	1					74. Knowledge Management Director Mon, May 23, 2011 4:16 AM
1						75. CMO Sun, May 22, 2011 8:49 PM
1						76. principal Sun, May 22, 2011 3:54 PM
1						77. President Sun, May 22, 2011 11:10 AM
			1			78. marketing Sun, May 22, 2011 9:09 AM
	1					79. Director Sat, May 21, 2011 10:27 AM
1						80. president Sat, May 21, 2011 7:51 AM
	1					81. director of marketing Sat, May 21, 2011 7:19 AM
1						82. VP Sat, May 21, 2011 1:07 AM
1						83. President Fri, May 20, 2011 5:33 PM
1						84. CEO Fri, May 20, 2011 5:28 PM
		1				85. Online Marketing Senior Manager Fri, May 20, 2011 4:38 PM
		1				86. Marketing Project Manager Fri, May 20, 2011 3:44 PM
1						87. Vice president Fri, May 20, 2011 3:29 PM
1						88. Owner Fri, May 20, 2011 3:27 PM
			1			89. SAE Fri, May 20, 2011 3:02 PM
1						90. VP, Marketing Fri, May 20, 2011 2:51 PM
		1				91. marketing manager Fri, May 20, 2011 2:45 PM
			1			92. Dir Marketing Communications Fri, May 20, 2011 2:28 PM
		1				93. Manager of Marketing Communications Fri, May 20, 2011 2:12 PM
1						94. President Fri, May 20, 2011 2:06 PM
1						95. Principal Fri, May 20, 2011 2:05 PM
		1				96. Manager of Marketing Fri, May 20, 2011 2:04 PM
1						97. vp Fri, May 20, 2011 2:02 PM
		1				98. Marketing Manager Fri, May 20, 2011 1:45 PM
1						99. Office president Fri, May 20, 2011 1:41 PM
1						100. COO Fri, May 20, 2011 1:25 PM
	1					101. Director Fri, May 20, 2011 1:24 PM
			1			102. marketing Fri, May 20, 2011 1:23 PM
1						103. CEO Fri, May 20, 2011 1:21 PM
			1			104. Marketing Media Planner Fri, May 20, 2011 1:10 PM

			1				105. advisor Fri, May 20, 2011 1:10 PM
			1				106. Analyst Fri, May 20, 2011 1:08 PM
		1					107. Marketing Manager Fri, May 20, 2011 1:08 PM
		1					108. Marketing manager Fri, May 20, 2011 1:07 PM
1							109. VP Marketing Fri, May 20, 2011 1:06 PM
			1				110. E-Commerce Fri, May 20, 2011 1:04 PM
1							111. VP Fri, May 20, 2011 1:01 PM
1							112. Principal Fri, May 20, 2011 12:55 PM
		1					113. Marketing Manager Fri, May 20, 2011 12:52 PM
			1				114. Internal Communications Specialist Fri, May 20, 2011 12:52 PM
	1						115. Marketing Director Fri, May 20, 2011 12:51 PM
1							116. President Fri, May 20, 2011 12:50 PM
			1				117. Marketing Coordinator Fri, May 20, 2011 12:45 PM
	1						118. Director of Marketing Operations Fri, May 20, 2011 12:44 PM
49	23	22	21	3			118

31. What mobile marketing capability would you most like to see effectively realized and fully adopted by your company?

SMS	MMS	Mobile Websites	Mobile Apps	Location-based Mktg	Other	Responses
	1					1. Mobile video
						2. Email
		1				3. In an earlier question I said that getting a mobile-friendly website is our highest priority for mobile.
1						4. SMS marketing Wed, Jun 1, 2011 6:03 AM
			1			5. Mobile Applications and advertising
			1			6. Application developement for B2B companies
					Social Media	7. Social Media
		1				8. Mobile Web
	1					9. Mobil video

1	1				Geo-fencing	10. Geo-fencing, SMS Text, Mobile video
					Mobile eCommerce	11. Mobile ecommerce
			1			12. Mobile apps on multiple device types.
1						13. SMS
		1	1			14. mobile web site, apps and event registration
				1		15. Location based marketing Fri, May 27, 2011 2:22 PM
			1			16. Apps
					Unsure	17. Unsure.
		1				18. Mobile Website
		1	1			19. Mobile apps and mobile website
		1				20. A true mobile website.
		1				21. mobile web; mobile search
			1			22. Mobile app
		1				23. Mobile website and more mobile email
			1		Tablet Technology	24. Apps and Tablet Technology
						25. Mobile website to start
	1	1	1			26. mobile website, apps, video
1		1				27. Mobile Web, SMS Texting
					Multicultural	28. Multicultural
					na	29. na
				1		30. proximity tracking transactions
		1				31. Better mobile website
			1			32. mobile apps
		1				33. Website and outbound email fully optimized for mobile.
			1			34. developing apps
				1		35. Location based
		1				36. Mobile website optimization
			1			37. Apps. Mobile Website.
				1		38. Proximity

				1		39. proximity (LBS)
		1	1			40. Mobile Apps and website
	1					41. mobile advertising
			1			42. Mobile apps
4	5	14	14	5	7	