

Datran Media Announces Quarterly Survey Results

Art.com and other brand marketers plan to increase email marketing and overall spend.

New York, NY (PRWeb) February 5, 2007 -- [Datran Media](#), a leading performance-based marketing company, today announced the results from an informal survey of 1,500 marketing professionals. The survey focused on marketers' plans to employ email marketing and uncovered several trends and opinions on email's place in the overall marketing mix. Survey respondents included marketers from 50 different companies, including KPMG International, InfoUSA, QInteractive and Art.com.

Overall, 72 percent of the marketers surveyed by Datran Media indicated that they plan to employ email marketing more in 2007. Specifically, 70.5 percent reported plans to increase spending on email acquisition and 63 percent on retention campaigns, signifying that email marketing's importance as a CRM and acquisition channel is increasing. The results are consistent with Shop.org's 2006 State of Online Retailing report, which frequently underscored the growing importance of the email marketing channel.

Art.com Director of CRM, Kelsey Lowitz was among the leading brand marketers who participated in the survey. According to Lowitz, her plans to increase email marketing during 2007 are simple. "Email marketing is a powerful communication and revenue channel that allows us to engage in real-time, relevant conversations with repeat and new buyers alike. To date, we've seen our email marketing programs result in increasingly satisfied and loyal customers who return and refer us to friends as well as a corresponding increase in new customer registrations."

Art.com is not the only brand that customers want to communicate with via email. In 2005, Forrester Research claimed that 94 percent of consumers now expect emails to confirm orders and 90 percent expect shipping confirmations.

In addition to boosting email marketing programs, the Datran Media survey also found:

- More than half of the respondents outsourced email marketing.
- Email optimization techniques, including landing pages, subject line testing and triggered messaging, were unanimously ranked as "very important."
- 83 percent of respondents indicated they were confident that email ROI will increase during the new year.

In the Jupiter Research report "ROI of Relevance," Vice President and Lead Analyst David Daniels pointed out that, "Despite additional campaign costs, relevant campaigns increase net profits by an average of 18 times more than do broadcast mailings." However, Daniels also commented in the same report, "Sixty percent of consumers who make immediate purchases from email messages did so because messages contained products they were already considering, but only one-third of promotional email marketers said relevance was one of their top-three goals." From a planning perspective, Datran Media survey respondents seem to be ahead of the optimization curve.

Respondents' confidence that email ROI will increase is shared by other marketers as well. In The Forrester



Wave (TM) Email Marketing Service Providers, Q4 2005, Shar VanBoskirk explained, "Email is second only to search in companies' online marketing budgets today, with 80 percent of marketers using, piloting, or planning email marketing programs and 88 percent expecting email effectiveness to increase in the next three years."

For a complete view of survey results, please visit [Datran Media Success](#).

About Datran Media

Datran Media is a leading performance-based marketing company with enabling technology that connects marketers to consumers through a comprehensive set of email marketing and digital media services. Datran Media's expertise resides in online list management, customer acquisition, email delivery and compliance solutions. For more information, please visit: www.datranmedia.com and the new Datran Media Journal at www.outperformance-marketing.com.

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