

OUTPERFORMANCE MARKETING™



The 2007 Email Marketing Survey: Looking Forward

Complete Results!

In December 2006, Datran Media ran its annual email marketing industry survey. As we approached the New Year, we asked marketers to share their 2007 email marketing plans with us and the rest of the industry. We received several responses and gained some very interesting insight from many of the industry's leading marketers. We have collected and tallied all the results and we hope this survey helps shed some light on how the industry as a whole, will be using email in 2007.

1. How often will you use email in 2007 compared to 2006?



2. Do you plan on using email for customer acquisition in 2007?



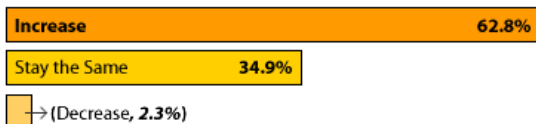
3. If you answered yes, will your email acquisition budget:



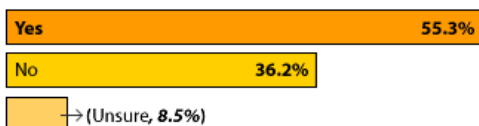
4. Do you plan on using email for customer retention in 2007?



5. If you answered yes, will your email retention budget:



6. Do you currently use, or plan on using an outside vendor for email marketing?



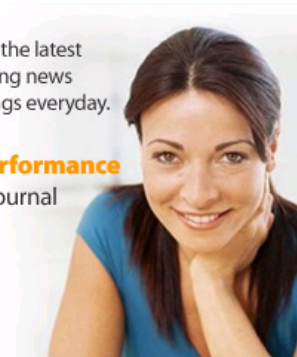
7. Please choose the most important reason why you will use email marketing in 2007:

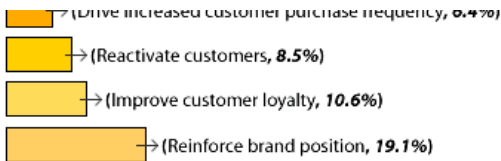


Stay ahead of the latest email marketing news and happenings everyday.

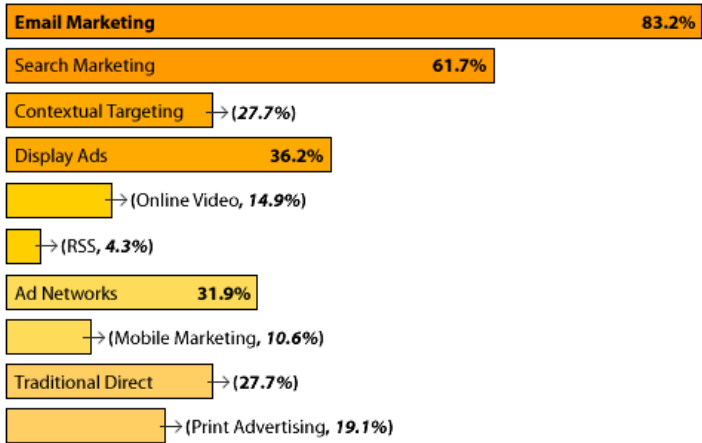
The Outperformance
Marketing Journal

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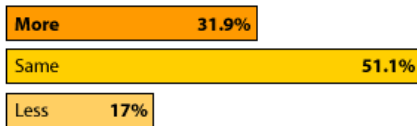




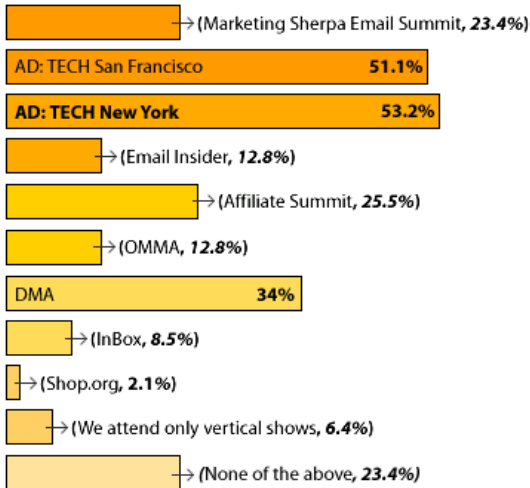
8. Please choose the most important advertising mediums you will use in 2007:



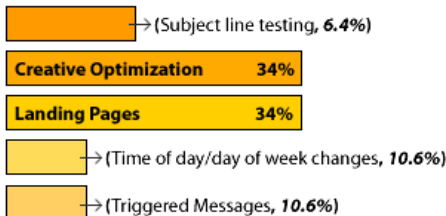
9. Do you plan to use email more during the 2007 holiday season?



10. Which of the following tradeshows will you/your organization attend in 2007? Select all that apply.



11. In your opinion, what has had the most impact on your email campaigns in 2006?



12. Do you think 2007 ROI from email will:



Stay the Same → (17%)

Decrease 0%