

Real-Time for the Rest of Us

Perceptions of Real-Time Marketing and How It's Achieved

/ THE PERCEPTIONS OF REAL-TIME MARKETING

What do you think of when someone says “**REAL-TIME MARKETING?**”

Do you think of it as dynamic content in an email message? Timely responses to social media interactions with customers? Or personalized content based on website interaction? And in your mind, what speed of response constitutes real-time marketing – is it less than a day? An hour? A second? Is it something your company can achieve today?

We wondered about these questions as well, which is why Evergage, in association with The Realtime Report, commissioned a survey of 114 digital marketers in 18 countries to determine the Perceptions of Real-Time Marketing. What we learned validated our thoughts. Most importantly we learned that a majority of digital marketers consider real-time marketing critical to their efforts, and plan to invest in real-time technology in 2014:

Not surprisingly, for many of the marketers who responded to our survey, real-time marketing was originally inspired by the need to respond to social media interactions, and their perceptions (and current implementations) are born from that understanding. But real-time marketing has grown beyond that to include more channels and techniques. And with nearly two-thirds of our respondents from organizations with revenues less than \$25 million, it is achievable and in use by businesses of all sizes.

76% OF MARKETERS ARE USING REAL-TIME MARKETING TODAY

88% OF MARKETERS CONSIDER IT IMPORTANT TO THEIR 2014 PLANS

41% OF MARKETERS HAVE INCLUDED IT IN THEIR 2014 BUDGETS

20% OF MARKETERS WHO TRACK ROI REPORT RESULTS ABOVE 75%

/ REAL-TIME VERSUS NEAR-TIME

As digital marketers, we’re guilty of **USING THE TERM “REAL-TIME” RATHER LOOSELY.**

That’s in part because the technology that enables real-time marketing is advancing – and becoming more accessible – every day. For example, email marketers tend to use the terms “real-time” and “relevant” interchangeably in reference to programs that are driven by consumer behavior, such as registrations, recent purchases and abandoned shopping carts – timely, personalized campaigns triggered by an action.

As marketers become more aware of technology such as the latest website personalization applications, however, real-time marketing takes on new meaning. And marketers are becoming familiar: our survey shows that 76% of marketers recognize personalized content in response to customer interactions as real-time marketing. Of course that characteristic can apply to email and social media as well. But nearly as many (74%) recognize responding to customers in the context of their web interaction as real-time marketing – something only website applications can help you achieve.

Truth be told, relevant email marketing and social media monitoring are important digital marketing activities that significantly increase revenue and enhance customer relationships, which is why many marketers cite dynamic personalized content (41%) and timely social media response (14%) as real-time marketing. But they are not real-time marketing, and in most cases are more accurately described as “near-time” or targeted marketing. They remain essential components of an effective strategy especially when combined with a real-time strategy. Let’s explore some of the other evidence from our survey that marketers’ perceptions of real-time marketing are changing – or not.



We asked, which of the following qualify as real-time marketing? The majority of marketing professionals define real-time marketing as personalizing content and responding to customers in context of their web application.



76% of marketers surveyed are using real-time marketing today. So we asked, what channels, if any, do you use real-time marketing today? The three most popular were social, website and email.

Marketers value mobile apps with geofencing and SMS.

There is no question that location is the most significant enabler for marketers looking to target customers based on real-time behavior. Technology such as geofencing and SMS are the Holy Grail when the goal is to reach customers in or near your store, or located somewhere that your products and services are valuable to the consumer at that moment.

Dynamic personalized content remains critical.

And it should, regardless of whether or not the context of the interaction is real-time marketing. But dynamic content in and of itself is not real-time marketing, and should really be thought of as targeted marketing. Now consider this. When real-time and targeted marketing are combined, marketers gain a considerable advantage. But while 41% of marketers surveyed define real-time marketing as dynamic personalized content, only

14% define it as a timely social media response. Encouragingly, 63% view real-time as responses under a minute or in session.

Real-time marketing takes many forms in many channels. We asked marketers to tell us the channels in which they use real-time marketing today, and the results were surprising. Why? Marketers identified not only a large number of channels in which they employ real-time marketing, but also a balance among those channels: 48% for the top response (social media), 12% for the lowest (point of sale), and a median of 19% (online display). This tells us that marketers understand the value of real-time marketing, and look for any and all opportunities to inject real-time tactics in their channel strategies.

/ VALUE VERSUS INVESTMENT

MARKETERS CLEARLY SEE THE BENEFITS OF REAL-TIME MARKETING.

In our survey, respondents identified an average of 5.6 out of 8 benefits when asked how they perceive the main benefits of real-time marketing.

Top selections included increase customer engagement (81%) and improve customer experience (73%), while even the lowest selections earned 35% (increase brand awareness) and 26% (increase value of earned media). Furthermore, 35% identify real-time marketing as very important or extremely important to their organizations in 2014, and 41% say it's in their budget for the coming year.

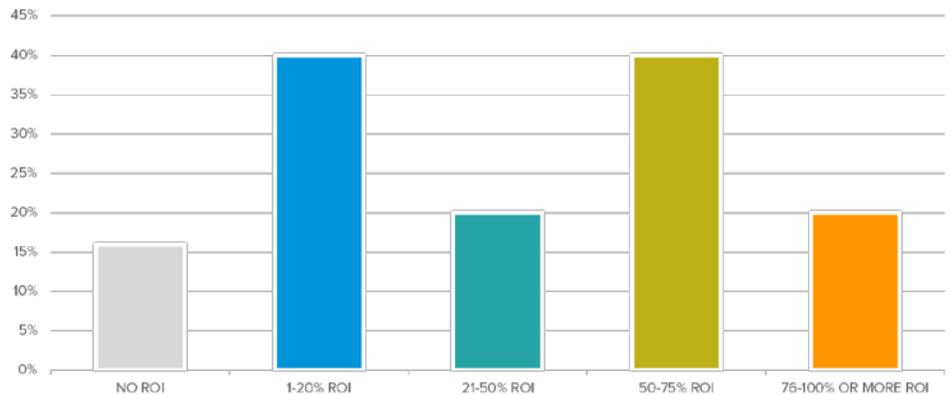
We can't help but wonder if these numbers might even improve if marketers were more familiar with low investment, high reward real-time marketing opportunities, such as website personalization. Many marketers view real-time marketing as something that requires a considerable investment of budget and resources. Lack of resources (43%), time to implement (39%), and cost (27%) were all among the top obstacles identified to implementing real-time



We asked, what do you perceive as the main benefits of real-time marketing? Marketers see real-time marketing as very beneficial. The key benefits are increasing customer engagement and improving customer experience.



We asked, what the greatest obstacles to implementing real-time marketing? The leading constraints are lack of resources, lack of time, and lack of knowledge.



We asked, what ROI are you seeing from real-time marketing? The median ROI that marketers see is between 11-20%, with some marketers seeing ROI near or above 100%.

marketing. Yet none of these obstacles should be considered barriers to adopting website

personalization technology, as the return is substantial. That may be why 46% of marketers identify live site visit behavior as majority data in their real-time strategies. However, 77% of respondents say they do not personalize websites based on real-time actions.

Among the marketers that have implemented real-time marketing, 36% say they measure ROI. Not surprisingly, the barriers to measuring ROI

are similar to the barriers to implementing real-time marketing: lack of knowledge, tools, and time. Measuring ROI for something new such as real-time marketing can be difficult but for those marketers that are measuring ROI, the results are more than impressive: 20% of marketers are reporting an ROI of better than 75%; the median ROI realized is between 11% and 20%.

/ HOW REAL-TIME WEB PERSONALIZATION IS ACHIEVED

CREATING PERSONALIZED EXPERIENCES throughout the marketing lifecycle is no longer limited by generic, rules-based recommendations.

Marketers now have the ability to take personalization one step further to deliver one-to-one communications to customers based on real-time behavior, interests, preferences, and

customer data. The technology that supports real-time marketing is here. Any marketer, from any size organization can create highly customized, relevant experiences.

What makes real-time marketing via web personalization so effective? Let's look at some case examples that illustrate how it works and why it drives results.

SITTERCITY TAKES CARE OF LEAD GENERATION AND CHURN REDUCTION

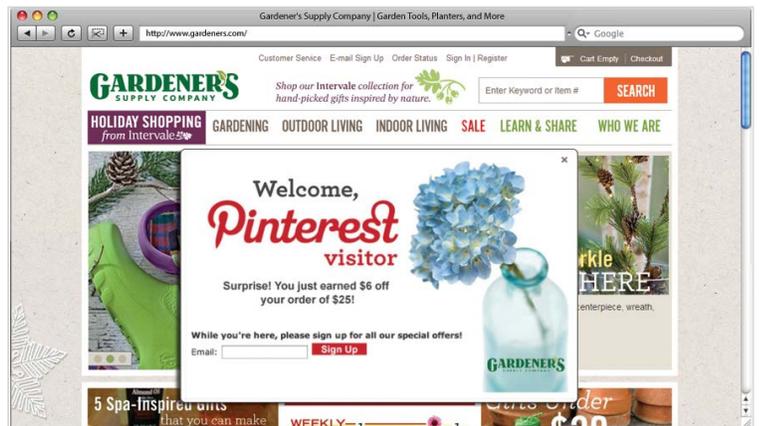
Sittercity is America's largest and most trusted online solution for connecting families with caregivers. As a membership-based website with more than two million participants, the company is committed to creating a simple and secure online customer experience. To motivate members to use the service and keep less engaged visitors from canceling their memberships, Sittercity deployed personalized real-time messages to new visitors, repeat visitors and customers about to churn. While live on the site, members are shown specific calls-to-action, instructions and guidance that keep them engaged and moving through the process of becoming active customers. After just two months, Sittercity added 175 paying customers and saved 70 from canceling their memberships.



Sittercity saw results in just two months after adding real-time web personalization to their website.

GARDENER'S SUPPLY COMPANY SPROUTS REVENUE FROM PINTEREST CHANNEL

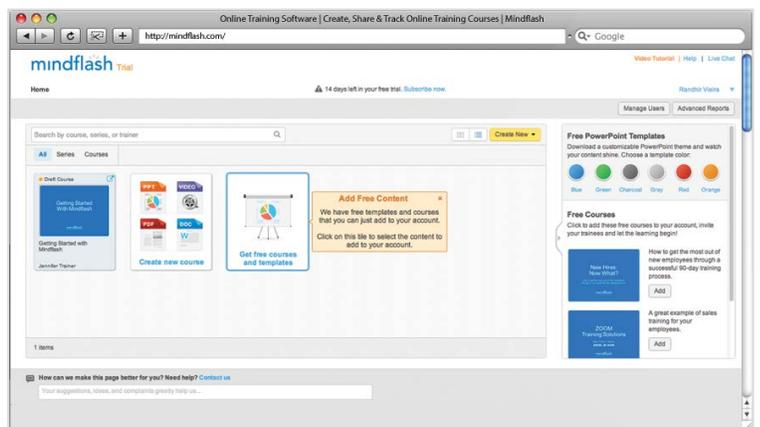
Gardener's Supply Company provides millions of gardeners nationwide with supplies, outdoor equipment and apparel through their catalogs, website and stores. Previously, the company saw a high volume of traffic to Gardener's.com from social sites, but visits driven by Pinterest had a very low conversion rate. In an effort to acknowledge, capture and convert this segment of visitors – most of whom were new to the Gardener's Supply brand – the retailer launched a targeted welcome message that also included a discount and an email address sign-up to help increase engagement and drive conversions. The campaign generated a 3X lift in transactions from the Pinterest audience as well as a large supply of permissible email addresses for future remarketing.



Gardener's Supply Company saw a 3x in conversions from the Pinterest social channel.

MINDFLASH TRAINS USER ATTENTION TOWARD ENGAGEMENT, ACTIVATION

Mindflash is a leading cloud-based platform that allows businesses to more easily create and manage critical employee and customer training programs. The company has more than 1,000 customers including McDonalds, Microsoft, Lufthansa and Four Seasons Hotels and Resorts. Mindflash needed a way to engage more website visitors on its blog, convert more prospects to free-trial customers and activate more of those users to become paying customers. Using the Evergage platform, Mindflash analyzed the behaviors of its audience and created personalized messages for them based on where they were in the customer lifecycle. By delivering real-time messaging on their website and in their application, the company acquired permissible email addresses of blog readers, guided free-trial users through the onboarding process, and provided helpful resources and tips to activate



Mindflash boosted conversions throughout the entire customer lifecycle.

customers' product usage. This real-time messaging helped Mindflash realize a 2X increase in blog signups as well as a 25% increase in course-creation, a vital step toward becoming a paying customer.

/ IT'S TIME TO **CHANGE YOUR PERCEPTION**

As you can see, **REAL-TIME MARKETING IS A HIGH PRIORITY FOR MANY** and it works in channels outside of social media.

Marketers who are implementing real-time marketing are seeing results and ROI. It doesn't have to be expensive or time-consuming to implement, or a drain on your resources. It also doesn't have to be difficult to measure, even when it is delivering double-digit results. We take pride in the fact that our solutions for website personalization and real-time marketing are accessible to small and midsize businesses, yet powerful enough to be valued by enterprise marketers. Evergage is about providing you with an edge, to make each page more relevant, more tailored with every click, and more engaging to the consumer when it matters the most. Find out for yourself why real-time relevant marketing matters. Contact Evergage to receive case examples and a demo of our solution, and ask about opportunities to test-drive Evergage.

Learn How You Can Market In Real-Time With Evergage.

Contact your Evergage sales representative today or call 888-310-0589
for a quick demo or simply to learn more.