



The 2nd Annual Marketing & Media Survey 2008: Looking Forward *Complete Results!*

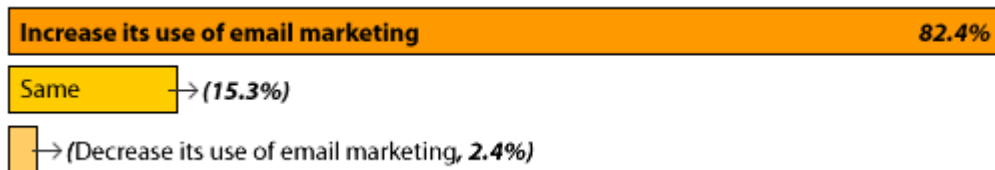
In December 2007, Datran Media conducted its second annual marketing and media survey by reaching out to over 2,000 industry leaders. With the New Year rapidly approaching, we asked marketers to reflect on the year that was and share their 2008 marketing plans with us and the rest of the industry.

Datran Media received a record number of responses and gained some very interesting insight from many of the industry's leading marketers. From email to display, Datran Media learned about the channels that had an impact in 2007 and what mediums will dominate 2008. 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 online marketing channels in 2008.

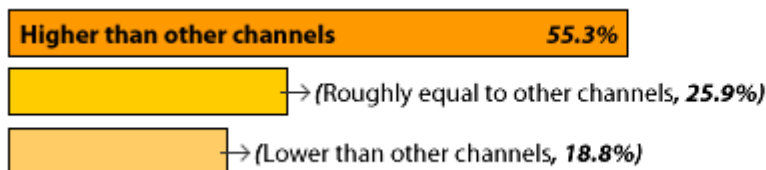
If nothing else this is a great check list of the things others are doing to use email communications to their advantage when build a bond with their customers.

Yes, these are American results, but as expected, these sorts of results will be reflective both your customer's expectations on how they wish to be treated and also, how companies just like yours can better communicate with their customers.

1. Compared to 2007, in 2008, your company is likely to?

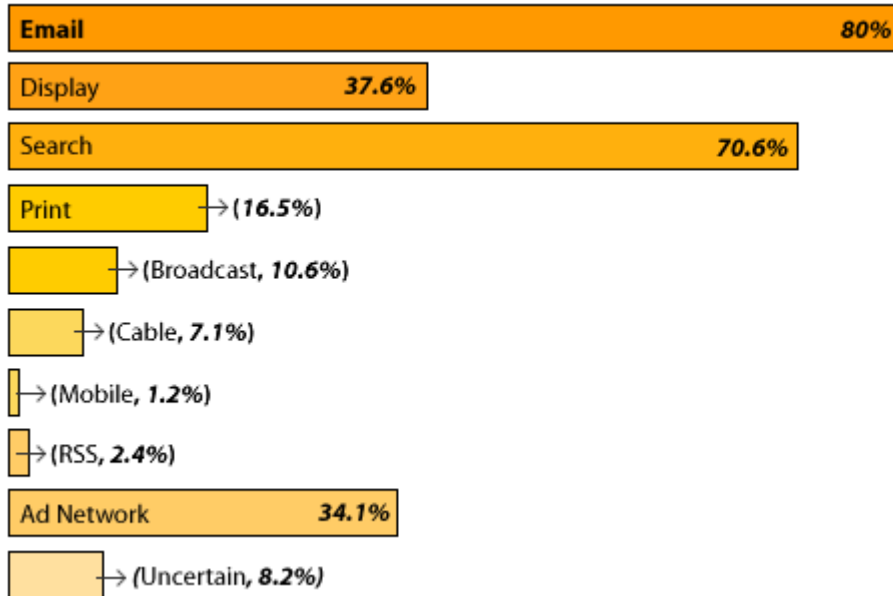


2. In 2008, do you expect your company's email marketing ROI to be?

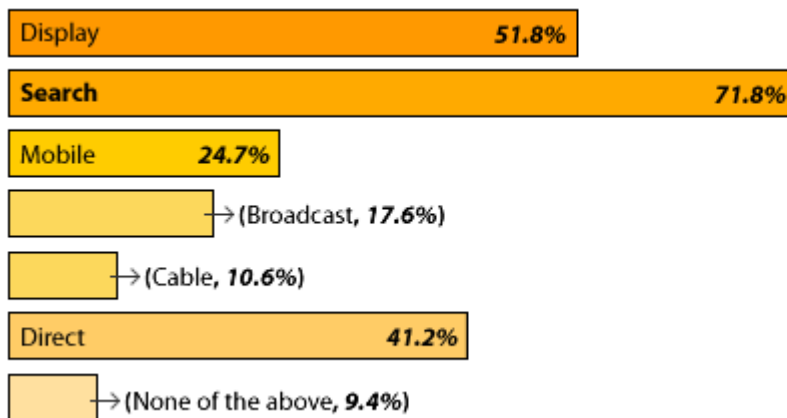




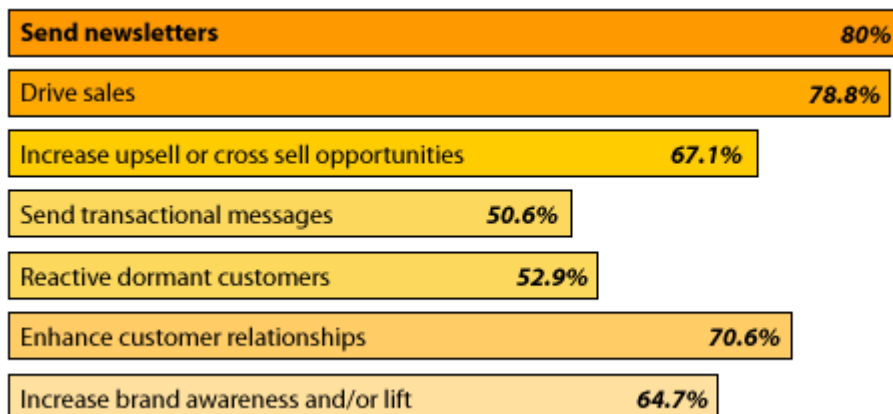
3. Which advertising media buys perform strongly for your company? (select all that apply)



4. Which media channels do you think complement the email media channel? (select all that apply)



5. Has or does your company plan to employ email to do any of the following? (select all that apply)

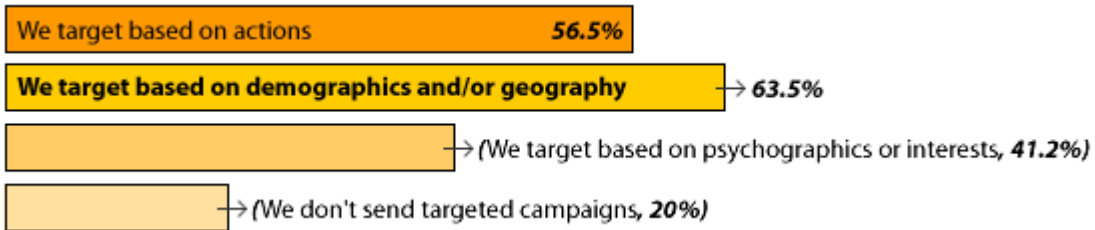




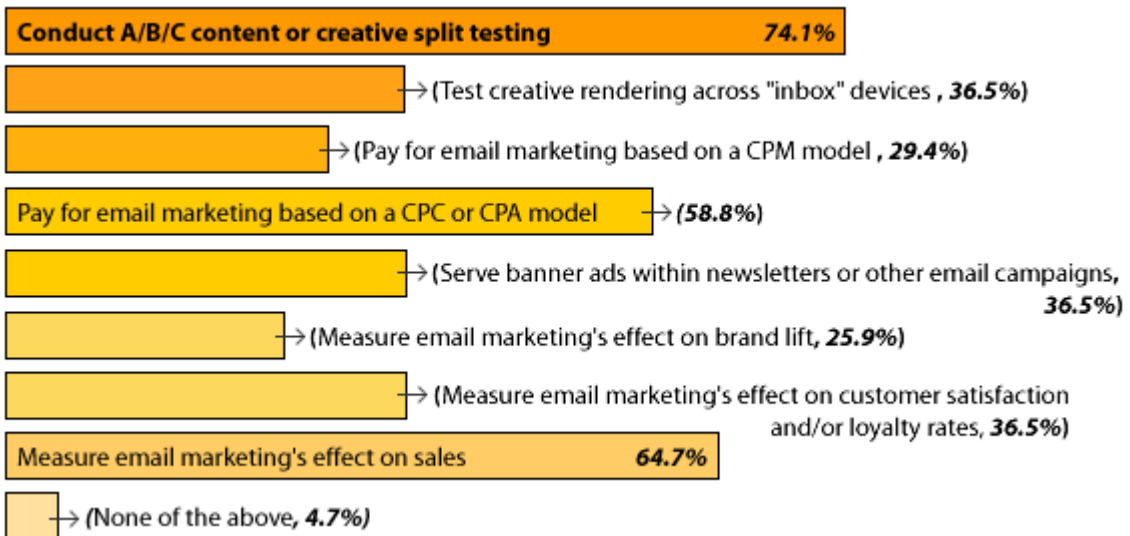
6. Do you currently send targeted email campaigns?



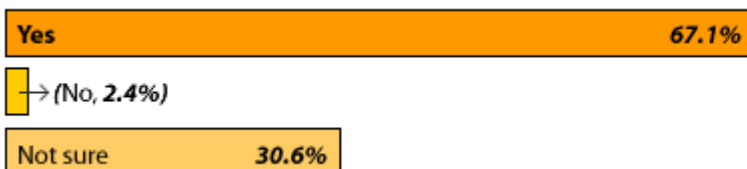
7. If your company currently sends targeted email campaigns, which if any of the following applies? (select all that apply)



8. Does your company currently or plan to do any of the following?

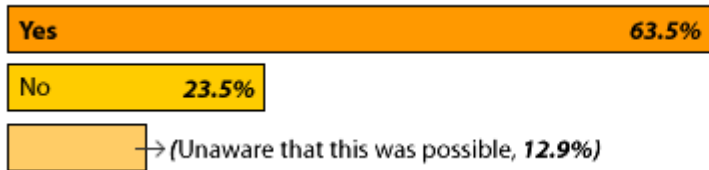


9. Do you believe email has helped boost sales through other channels?

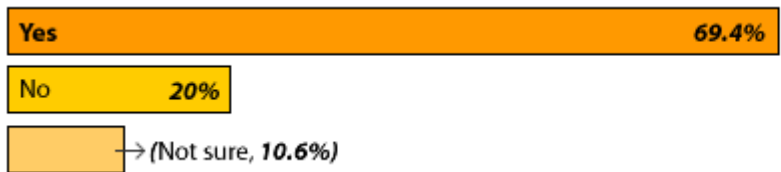




10. Do you plan on integrating marketing messages in your transactional emails in 2008?



11. Do you currently use and/or plan on using an outside vendor for email marketing?



There some interesting findings here. What it shows is the total integration of email into every businesses' life. If we were unsure before, then get sure, email communications either with prospects or with existing customers is now fully integrated, expected and when done well, can produce ROI that may place every other communication option on the back burner.

What is also interesting about the above is that email communication can be blended into every part of the customer's journey with your organisation. It should be used to facilitate a timely and relevant communication with each and every customer. There are no excuses for not using the data that you have on your customer to build a stronger bond between your organisation and your customers.