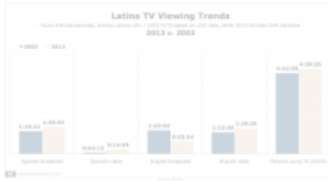
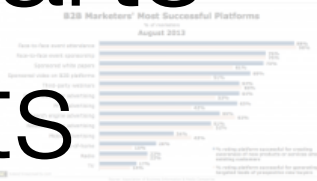
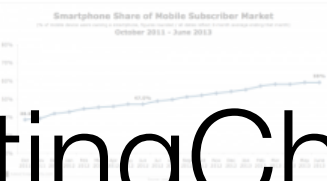
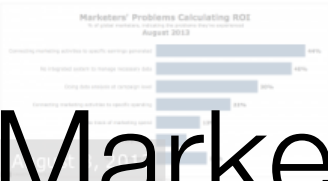


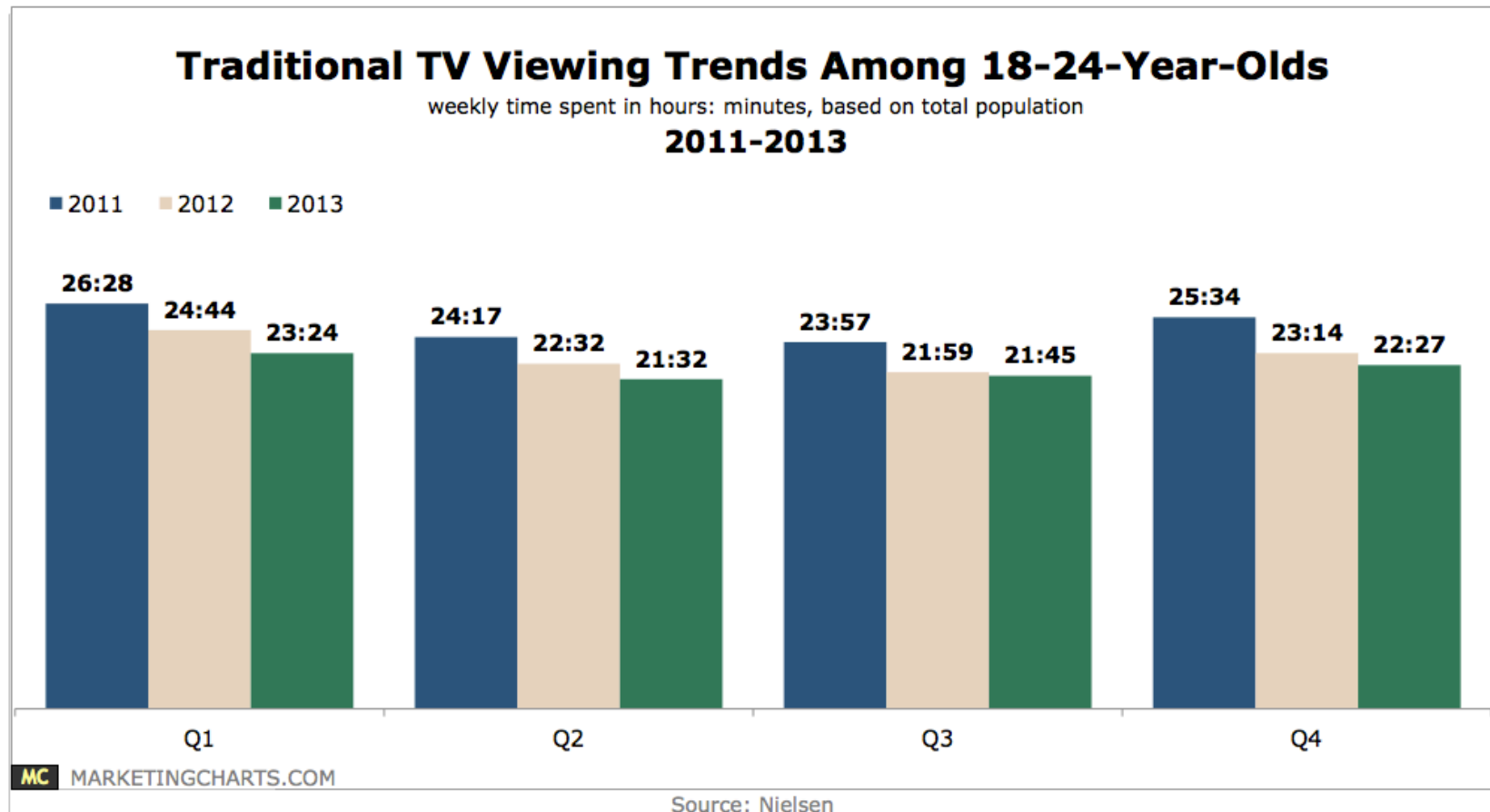
August 9, 2013

August 8, 2013



-March, 2014

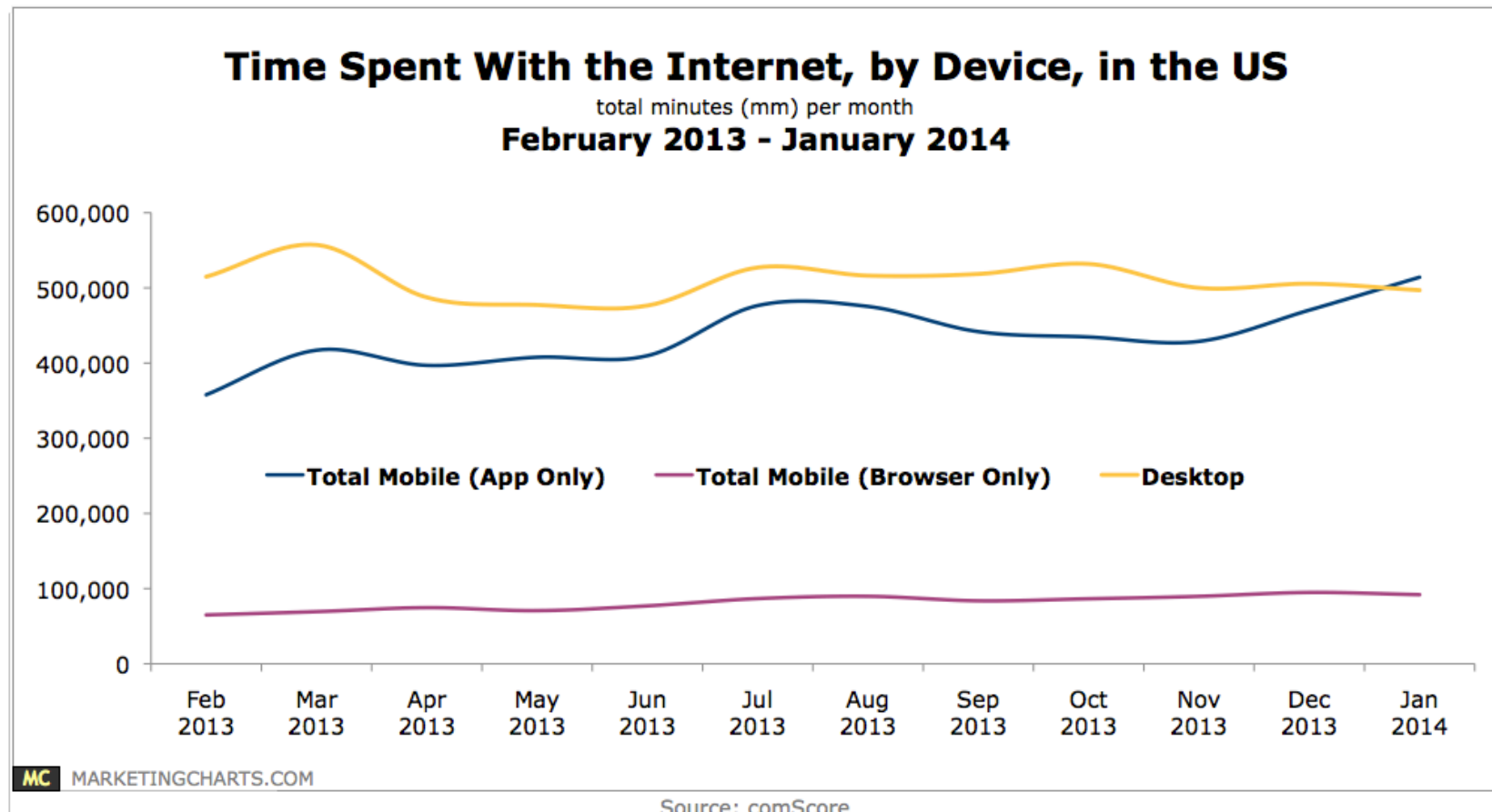
1. Are Youth Watching Less TV?



Source article: [Are Young People Watching Less TV? \(Updated – Q4 2013 Data\)](#)

Takeaway: The 18-24 age group overall is watching less, but TV viewers in this group watched a little more in Q4.

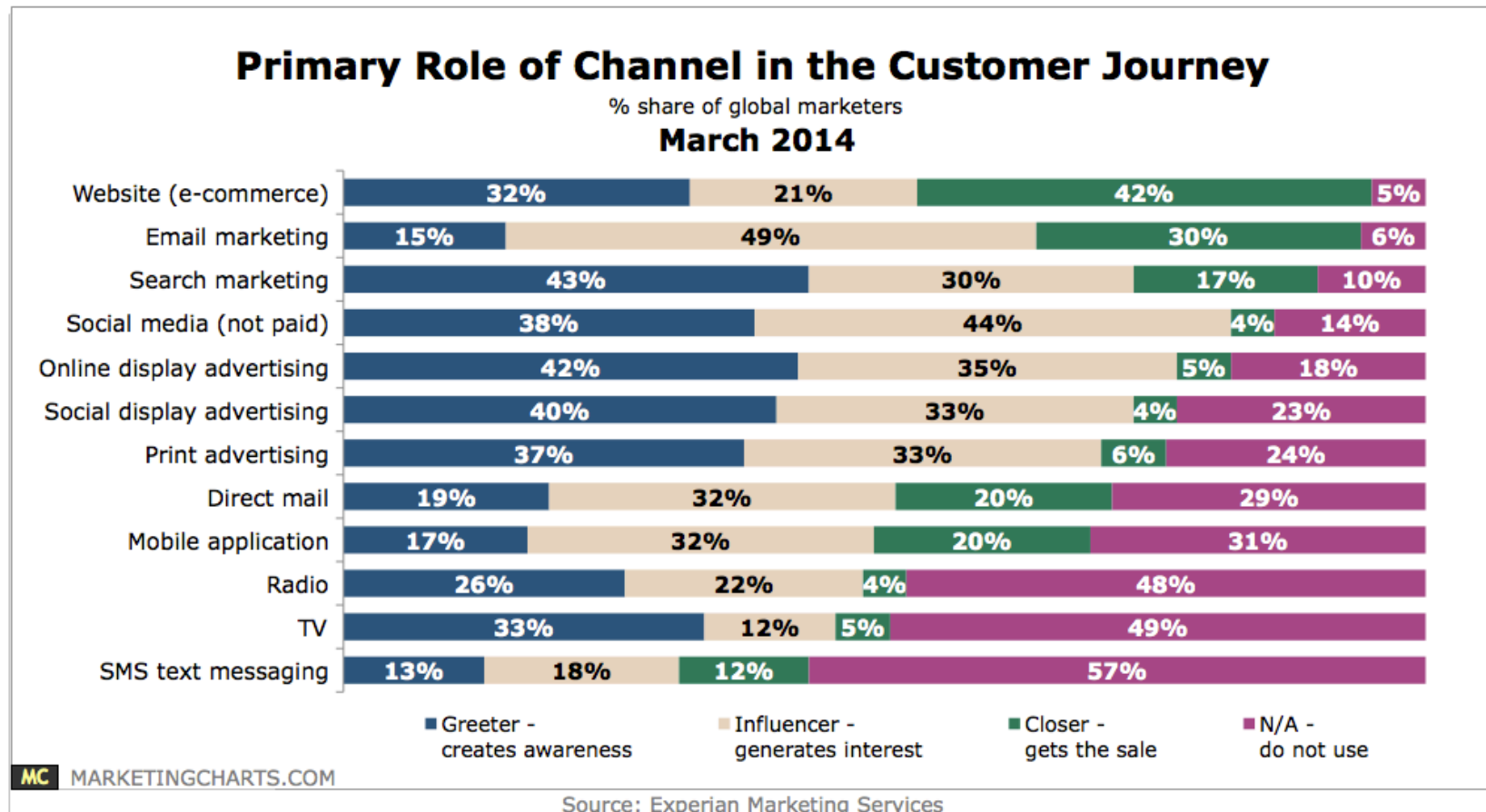
2. A Watershed Moment?



Source article: [In the US, Time Spent With Mobile Apps Now Exceeds Desktop Web Access](#)

Takeaway: In January, Americans spent 46.6% of their total internet time with mobile apps, versus 45.1% via desktop.

3. Primary Roles of Marketing Channels



Source article: [What are the Primary Roles of Various Channels in the Customer Journey?](#)

Takeaway: Websites were the only channel marketers viewed more as closer than awareness booster or influencer.

4. Are Off-Peak Emails Best?

Email Marketing Time of Day Performance
all industries
during Q4 2013

Range	% of volume	% of transactions	Unique open rate	Unique click rate	Transaction rate	Revenue per email	Average order value
12AM - 3:59AM	9%	9%	19.4%	3.4%	0.17%	\$0.20	\$156
4AM - 7:59AM	27%	33%	16.8%	2.3%	0.10%	\$0.13	\$168
8AM - 11:59AM	35%	33%	17.2%	2.3%	0.07%	\$0.09	\$192
12PM - 3:59PM	15%	12%	18.7%	2.6%	0.10%	\$0.12	\$184
4PM - 7:59PM	11%	9%	20.0%	2.7%	0.10%	\$0.13	\$186
8PM - 11:59PM	3%	3%	22.7%	3.6%	0.22%	\$0.23	\$161

MC MARKETINGCHARTS.COM

Source: Experian Marketing Services

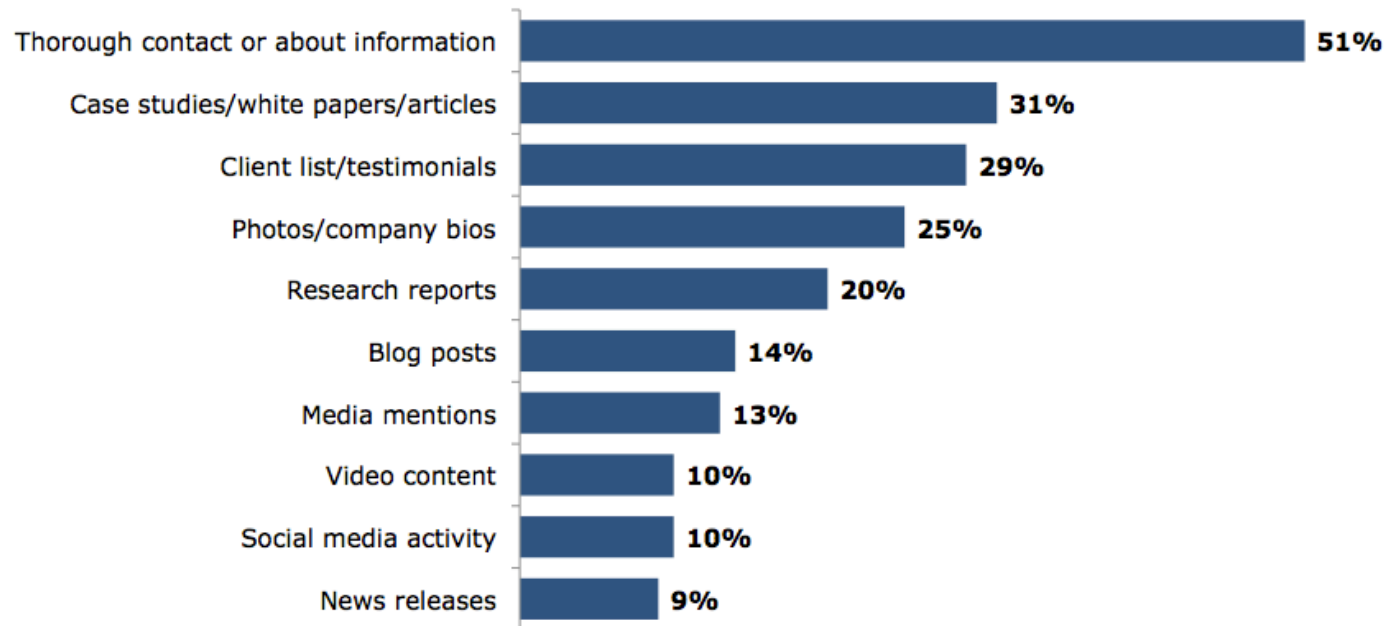
Source article: [An Inverse Relationship Between Email Volume and Response Rates?](#)

Takeaway: For the second consecutive year, Experian data shows that off-peak emails get the highest response rates.

5. “Must-Haves” on B2B Websites

Top Content on B2B Vendor Sites for Establishing Credibility

% of respondents
March 2014



MC MARKETINGCHARTS.COM

Source: KoMarketing / Huff

Source article: [What B2B Buyers Want to See on Vendor Websites](#)

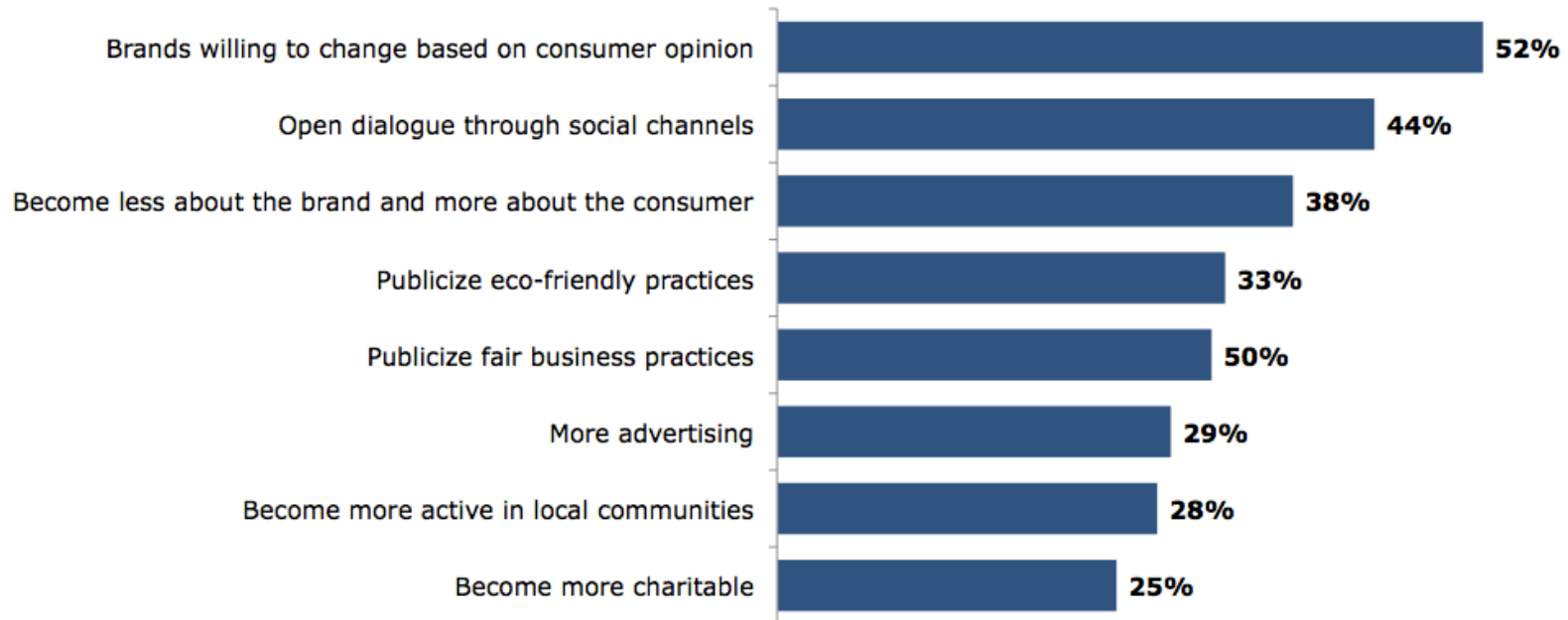
Takeaway: Separate study results indicate that few buyers are influenced by vendors' social media activity.

6. Millennials and Brand Loyalty

How Brands Can Remain Relevant to Millennials into the Future

% of US respondents aged 18-33

March 2014



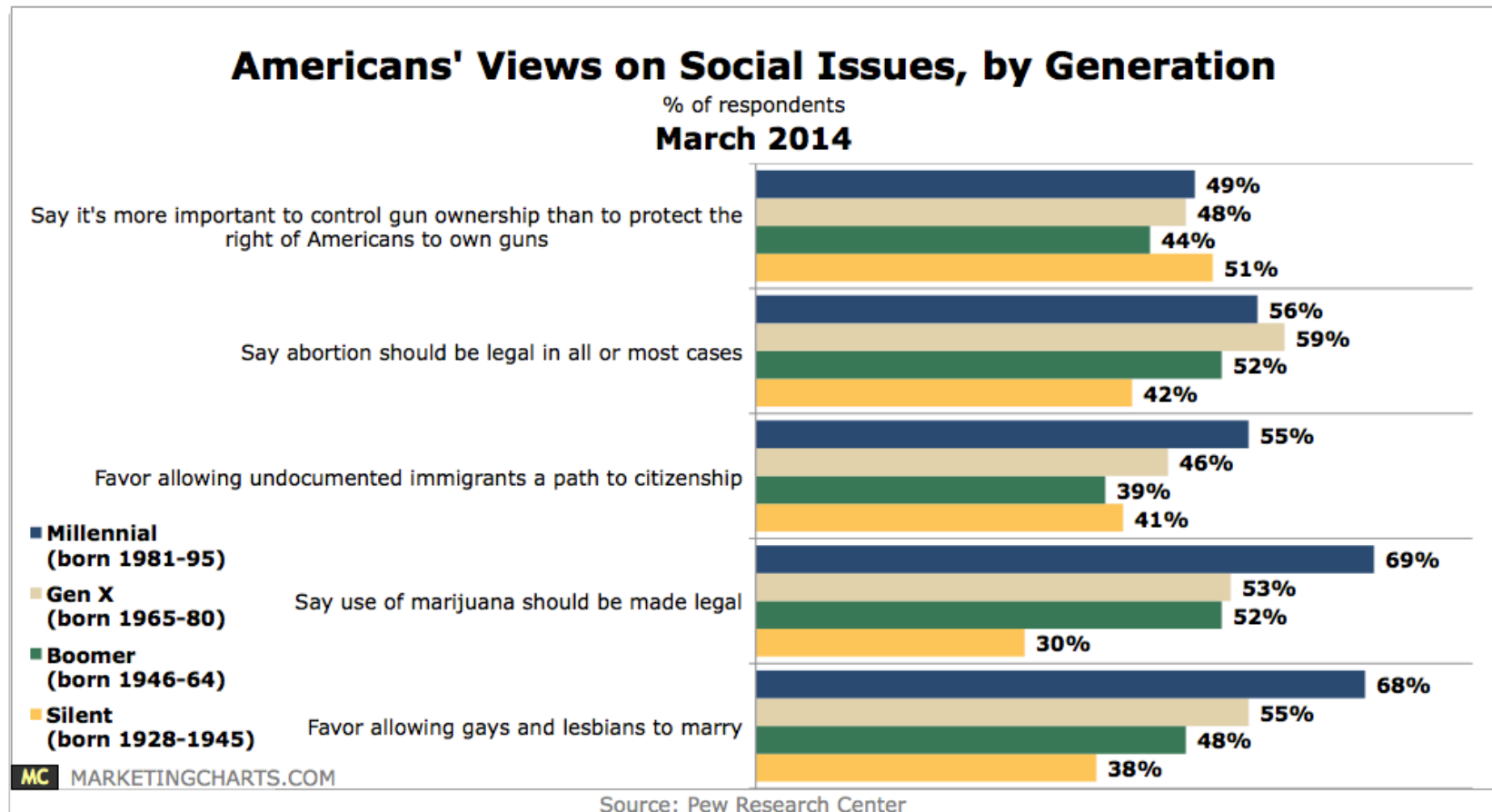
MC MARKETINGCHARTS.COM

Source: Adroit Digital

Source article: [Millennials and Brand Loyalty: A Complicated Affair](#)

Takeaway: Most Millennials believe that brands will need to work harder to earn their loyalty than they did their parents'.

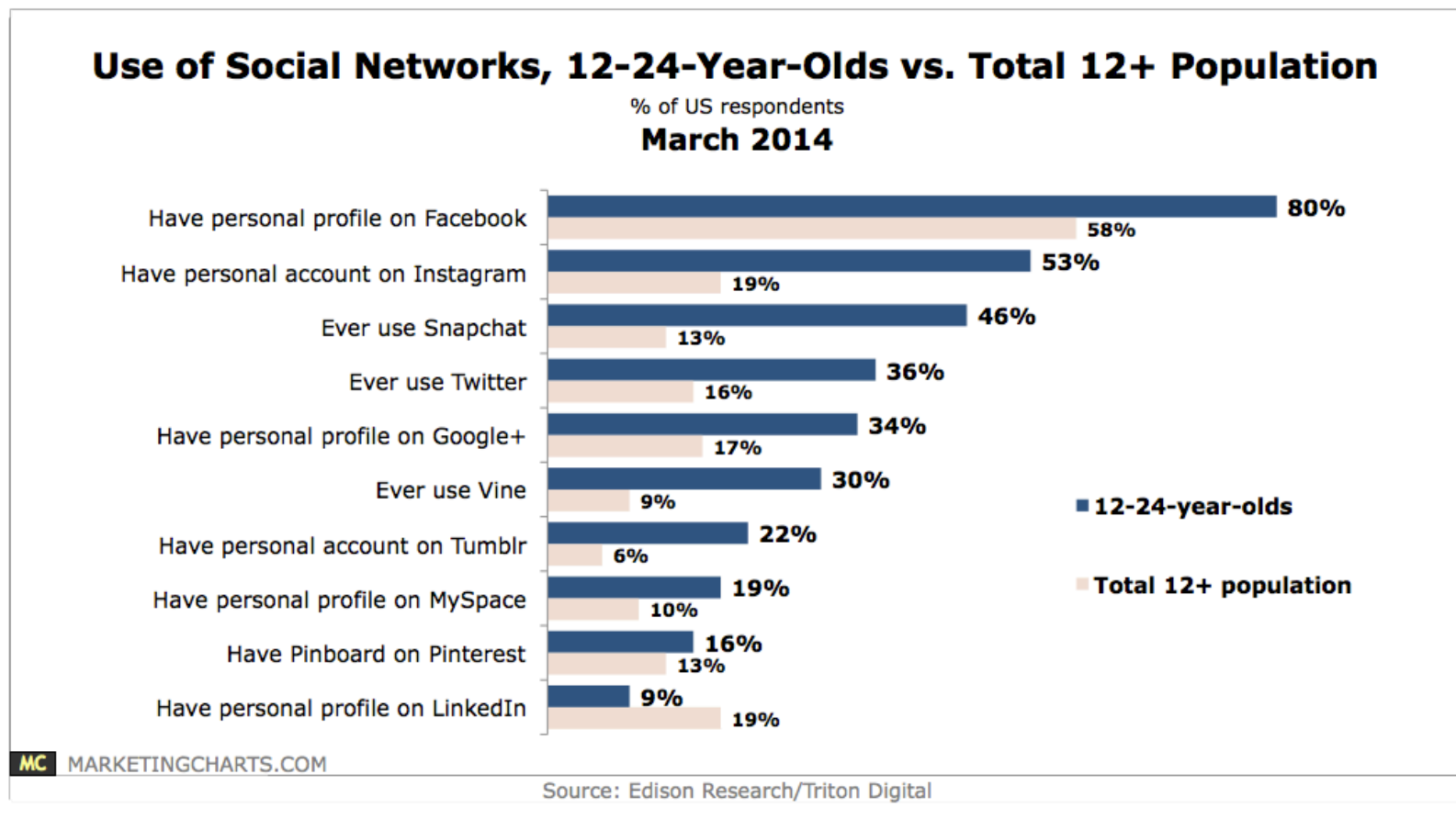
7. Millennials and Social Issues



Source article: [Where Millennials Stand on Social Issues](#)

Takeaway: Millennials are the only generation to more likely to identify as liberal (31%) than conservative (26%).

8. Youth: Snapchat > Twitter



Source article: [Snapchat Seen More Popular Than Twitter Among 12-24-Year-Olds](#)

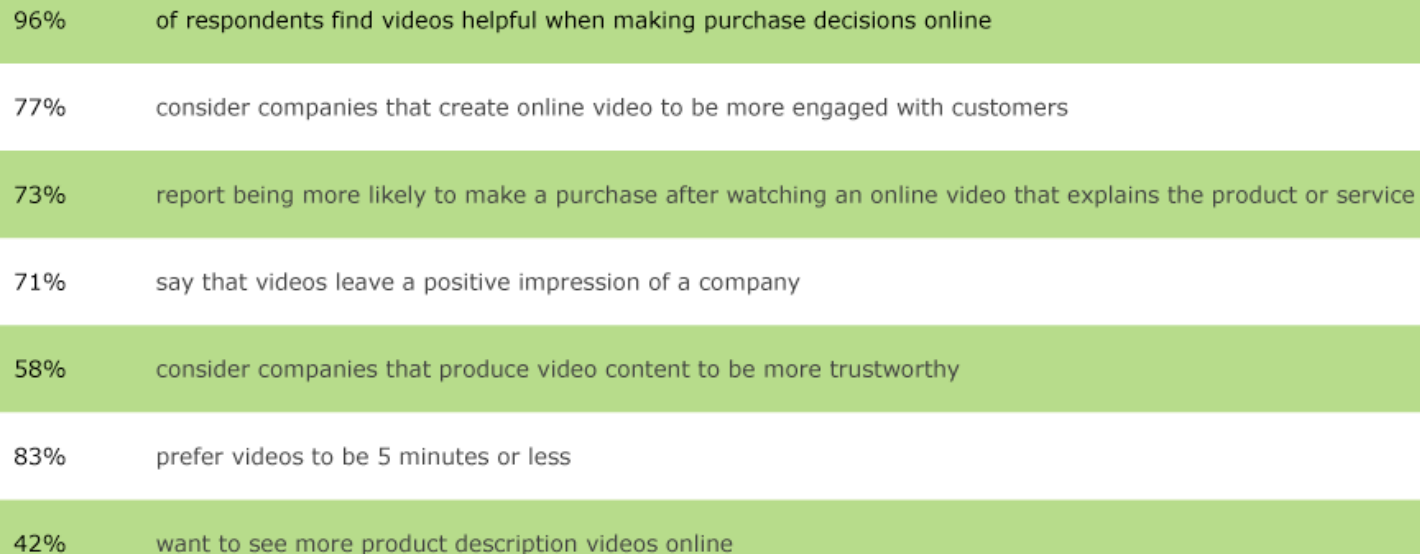
Takeaway: While Snapchat outpaces Twitter among youth, Facebook (80%) and Instagram (53%) are most popular.

9. Product Videos Aid Decisions

Online Video's Influence on Brand Image and Purchase Decisions

% of US adults who have watched a video on their computers, tablets or mobile phones at least once in the past 6 months

March 2014



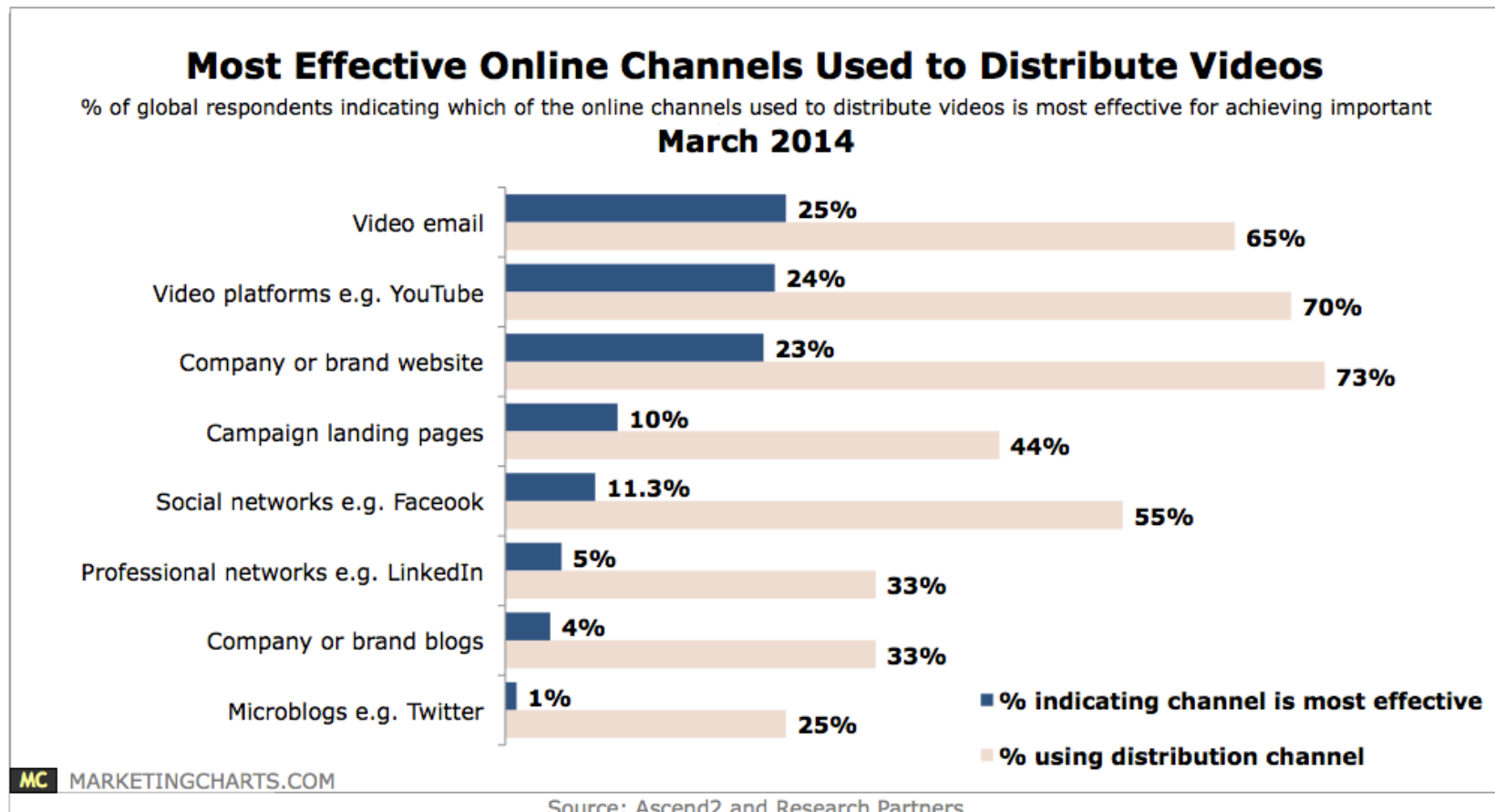
MC MARKETINGCHARTS.COM

Source: Animoto

Source article: [Viewers Say Online Product Videos Boost Purchase Likelihood](#)

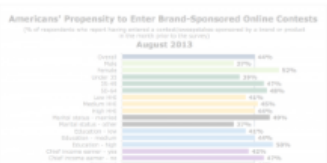
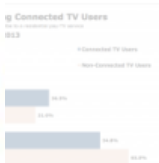
Takeaway: Almost 3 in 4 more likely to purchase after viewing an online video that explains the product or service.

10. Video Marketing Channels



Source article: [Video Marketing: Top Objectives and Most Effective Distribution Channels](#)

Takeaway: Top video marketing objective is brand awareness; video email considered most effective distribution channel.



August 9, 2013

MarketingCharts

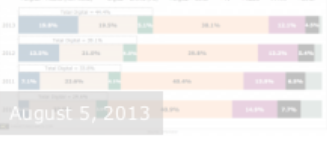
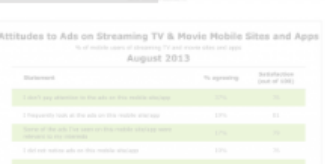
@marketingcharts

www.marketingcharts.com

editorial@watershed-publishing.com



August 8, 2013



August 5, 2013

August 5, 2013