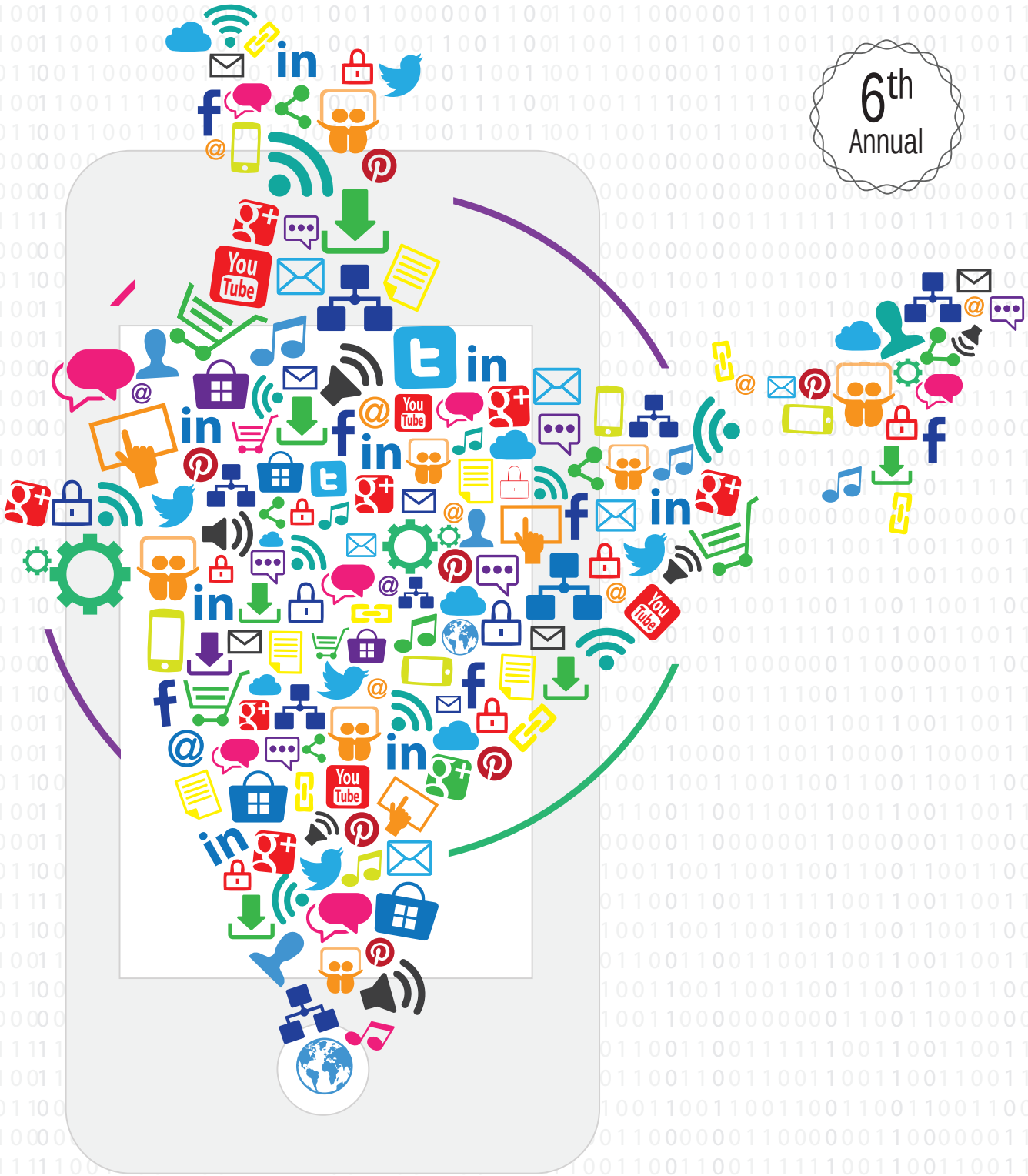
DIGITAL INDIA 2016

Annual State of Online Marketing in India



6th Annual

#VoIM

Octane Research, January 2016

Octane Research

Contents

Introduction: India e-Marketing Outlook 2016 | 06

Top 10 Research Highlights | 07

Research Methodology & Participants' Profile | 08

India e-Marketing Trends (2011-2015) + 2016 Forecast | 13

2015 - 2016 Insights | 19

Digital 1:1 (Email & SMS) + Social Media Marketing India | 25

Top 3 Recommendations | 35

INTRODUCTION

Annual State of Online Marketing in India



Octane Research, January 2016

Digital India 2016

Annual State of Online Marketing in India

With over 300 million Internet users in the country and another 200 million Indians set to join by 2017[1], the Internet is opening up huge opportunities for Indian businesses and entrepreneurs. The 6th edition of Digital India Report will bring forth ideas for engaging your consumers and generating the revenue through models for a sustainable businesses.

This edition 'Digital India 2016' is divided into 4 parts that creates the Voice of India Marketers **(#VoIM)**. First part of the research study has trending data, on how online marketing space in India has evolved from 2011 to 2016. Second part seeds newer insights that emerge from online marketing in 2015. The third part of the research study tracks how Digital 1:1 Marketing (Email & SMS) has changed and how digital marketers in India are leveraging it and the top 3 Recommendations on the last part.

As always, we meticulously and enthusiastically analysed the information gathered from this year's research project and sincerely hope that it will guide you in your e-Marketing decisions and initiatives. We hope this industry research study will create conversations in your organization - on the role of technology in marketing, importance of content marketing and the rise of Digital 1:1 Marketing (Email & SMS).

I would like to take this opportunity to once again thank all the 450+ India Marketers who participated in our survey and who helped our research by sharing their views, insights and ideas. It would not have been possible to sustain this unique research series without the continous support of the India marketing community over the last few years.

We continue to count on your feedback, inspiration and suggestions for making this research report even more useful for you.

We would be glad to hear your comments on this edition which you can share with us at research@octane.in or at the survey link https://www.surveymonkey.com/r/DigitalIndia

Sincerely,



Swati Mehta
Enterprise Marketer
Octane Marketing
engage@octane.in
#VoIM

For the previous editions of the report and other Digital Marketing Research projects, please visit octaneresearch.in


INFORMATION
OFFICE
NEWS
INFORMATION
COMMUNICATION
CONNECTION
INFORMATION
NEWS
DIALOGUE
MESSAGE
CONNECTION
TALK
INFORMATION
MESSAGE
CONNECTION
COMMUNICATION
SPEECH
WORLD
TALKING
NEWS
DIALOGUE

Introduction

Digital India 2016: Annual State of Online Marketing in India

Digital is here.

With each passing day, the growing importance of internet and shifting nature of consumer engagement is magnifying in the eyes of India Marketers. Digital marketing is no longer a mere component of the larger marketing strategy; it is now seen as a foundation to marketing. With 3.2 billion internet users and 4.4 billion smartphone users in the world, almost half of the world can be reached through the digital platform at an unprecedented speed and ease.

The scenario is even more encouraging for India where internet using population has risen phenomenally from 120 million in 2011 to 350 million in 2015. India is second largest in the world by the number of internet users, after China. The number of smartphone users is also expected to reach 651 million in 2019 from 140 million in 2014, almost 4.7 times. The future of Digital India looks promising with Government of India's 'India Digital Plan' 2019*. The plan promises that 250,000 villages in India will have internet and all public places will have Wi-Fi. The question is not whether one should consider digital marketing, the question is **how?**

The e-Commerce industry in India still remains at the forefront of creation and adoption of all new digital marketing strategies. The aggression to reach the customer is evident from a survey conducted which tells that the top e-Commerce websites in India (For e.g. Amazon, Flipkart) currently send atleast 3 promotional (excl. the transactional) emails a week to each of its customers. The BFSI industry also needs to pump in more efforts to acquire and retain customers as the use of payment wallets like Paytm, Ola Money etc. is increasing. Also a set of newly licensed Payment Banks are posing serious competition to the existing banks. Email Marketing forms the primary way of connecting 1:1 to online community as most of the internet usage in the world happens for communication purpose. With erudition of consumers and high risk of being marked as spam, it is getting tougher to connect with and engage the consumer. Despite of these challenges, 85% of our respondents plan to increase their marketing budget for Email Marketing. The surging smartphone usage has also prompted marketers to send mobile responsive emails. 59% of the respondents have designed emails especially for mobile devices. It thus emphasizes the use of emails and their adaptability to mobile devices as one of the key areas of focus for 2016 marketing activities.

*This has inspired our cover for this annual report.

**Disclaimer: The cover of the report is inspired by India's map. This illustration doesn't represent the actual map of India and all the registered trademarks are the property of their respective brands.

Top 10 Research Highlights

1. ..... Page 14

Customer Acquisition:
Customer Acquisition is the primary focus for marketing activities to be carried out in 2016 for majority (58%) of India Marketers.

2. ..... Page 14

For 50% India Marketers, e-Marketing revenue contribution is above 10%:
85% of the Marketers are tracking revenues generated through e-Marketing activities for their business. 50% of Respondents report that e-Marketing activities are contributing more than 10% of share of their revenues.

3. ..... Page 15

Integrated Campaigns increase Conversion Rates:
80% of India Marketers believe that integrated campaigns (Email, Social and Mobile) can result in moderate to significant increase in conversion rates.

4. ..... Page 16

Maximum Customer Engagement is achieved through Social Media updates:
Social Media updates was the top choice for achieving maximum customer engagement (46%) followed by email campaigns (28%).

5. ..... Page 20

Top Marketing Activities for 2016:
Social Media (66%) tops the list of marketing activities being planned for 2016. Email marketing is voted by 53% of India Marketers. More than 50% of the Marketers are planning to increase investment in Marketing activities.

6. ..... Page 29

Online Budget for Email Marketing:
45% of India Consumers respond positively to email offers (which is 3x of US Consumer). For 2016, we see a jump of almost 50% of India Marketers who will be increasing their investments by 31%-50% in Email Channel.

7. ..... Page 32

Influences of Social Media on Email Marketing:
In 2016, India Marketers are expecting a considerable impact of Social Media on Email Programs. The acceleration in growth of subscribers is expected by 31% of marketers, a 500% increase from 2015.

8. ..... Page 32

Email Marketing Segmentation Techniques:
India Marketers show an increasing preference for Purchase History to be axis for Email Marketing Segmentation.

9. ..... Page 36

The rate of Cart Abandonment in India is 51% as reported by India Marketers. However, our research shows that the industry 'best in class' rate for Cart Abandonment in India is 70%-75%.[2]

10. ..... Page 36

46% of subscribers say that the emails they receive are not relevant to them, 24% report that they no longer want to receive these emails with 15% saying that they don't even remember signing up.[3]

Research Methodology

The 2016 issue of Octane Research's Annual State of Online Marketing Study reached out to India Marketers via online links, offline forms and face-to-face meetings. In addition to this, Octane Research is carrying forward the collective collaboration with Industry Associations - DMAi (Direct Marketing Association of India), RAI (Retailers Association of India), IAMAI (Internet and Mobile Association of India) and Digital Defynd all of whom spread the word about the e-Marketing study which resulted in a greater participation. This effort resulted into an active participation of 450+ India Marketers from 400+ companies. Such extensive support from the marketing community makes 'Annual State of Online Marketing – Digital India 2016' one of the largest B2B research of its kind in India.

The study itself is divided into four parts:

1. How India Marketers saw Online Marketing grow from 2011 to 2015, and how they forecast 2016. The trending data shows how Email, Mobile, Social and Web interaction has changed year-on-year.

2. New insights into Online Marketing Trends specific to 2015.

3. How the three main pillars of Digital Marketing (Email, SMS and Social Media) have grown and impacted Digital Marketing from 2011-2015.

4. Recommendations towards the future of Online Marketing in India.

We modelled the survey questions on the following lines:

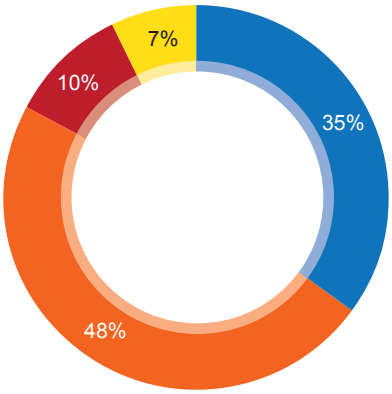
- How effectively do companies in India use e-Marketing tools?
- What, in the opinion of India Marketers, are the broad marketing goals? To what extent does e-Marketing help in achieving these goals?
- What are modern e-Marketing budgets, and what is the Return on Investment (ROI) given by e-Marketing channels?
- What is the importance of mobile (Smartphones/Tablets/Apps) in your marketing plans?
- Content is king-however, how do India Marketers utilize Content Marketing online?
- Which Social Media tools help gather maximum Customer Attention?
- Which strategies are employed to make email and SMS Marketing more effective?
- How effectively are India Marketers gauging the performance of their Digital Marketing campaigns through tools like Google Analytics, Google Postmaster, and other softwares?

Research Participants' Profile

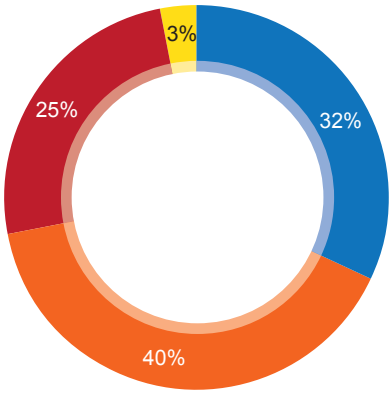
The Annual India e-Marketing Outlook 2016 study attracts industry professionals (CEOs, CMOs, Founders, Directors, Marketing Heads and Marketing Managers), who share their insights and ideas about the state of Online Marketing in India. This 2016 study has seen an active participation from 450+ Marketers from 400+ companies across India-with 31% of said companies having annual revenue above Rs.100 Cr.

The industries that we covered during the research (and their participation percentage) are:

- 3% Automobile
- 12% Media and Entertainment
- 10% BFSI
- 4% Real Estate
- 6% Retail and Distribution
- 5% Healthcare and Pharmaceutical
- 7% Services and Consultancy
- 11% IT
- 2% Telecommunication
- 4% Manufacturing
- 5% Travel, Tourism and Hospitality
- 17% e-Commerce
- 14% Others



Graph No. 1



Graph No. 2

Management Level

- Top Level
- Mid Level
- Junior Level
- Others

Region Wise Participation

- North
- West
- South
- East

Select companies that participated in the research study

Accenture Services Pvt. Ltd.	Credit Sudhaar Services Pvt. Ltd.	Future Group
Adobe	Cushman and Wakefield India Pvt. Ltd.	Futurisk Insurance Broking Company
AIMIA India	Cyankart	Genesis Luxury Pvt. Ltd.
Air India	DailyObjects	Genisys Group
Airtel	Delhi Duty Free	Genpact
Alliance Group	Digital Defynd	Getit Infomedia Pvt. Ltd.
Amazon.com	Dr. Lal PathLabs Ltd.	Getit Infoservices Ltd.
American Express	Dr. Reddy's	Giftease.com
Angel Broking	eClerx	Godrej Tyson Foods Ltd.
AskmeBazaar.com	Edelweiss Securities Ltd.	Greenply Industries Ltd.
Avantha ERGO Life Insurance	Elets Technomedia Pvt. Ltd.	GroupM
Axis Securities Ltd.	Encore Events	HDFC Realty
Bajaj Allianz General Insurance Co. Ltd.	Envent World Wide	Hewlett Packard Inc.
Bank of Baroda Capital Markets	Epsilon	Honda Cars
BBDO India Pvt. Ltd.	Ernst & Young	Hotels Around You
Bharti AXA Life	Eureka Forbes Ltd.	HT Media
Big Flix Pvt. Ltd.	Exclusively	Hungama
Birla Sunlife Insurance	Exide Life Insurance	IBM
Brocade	24X7 Express Courier	ICICI Lombard
Bullion India Ltd.	Ezone Oneline	ICICI Prudential
Calvin Klein	FarePortal	Iksula Services Pvt. Ltd.
Canara Robeco AMC	Firstsource Solutions Ltd.	India Circus Retail Pvt. Ltd.
Capital First	Flipkart	India Today Group
CarWale	Foodpanda.in	India Webportal Pvt. Ltd.
Chitralekha	Franklin Templeton Asset Management	Indian Institute of Banking and Finance
Cleartrip	FreeCharge	Indiatravelstudio.com
ClixSense	Freelancer	Infosys
Commonfloor	FrogIdeas	Inventis Retail India Pvt. Ltd.
Concentrix India	FSPL India	Jetfleet
Craftsvilla	Fuji Electric India Pvt. Ltd.	Jobspire

J.P. Morgan
JW Marriott Hotel Bengaluru
Kazian School of Management
Knowlarity Communications India Pvt. Ltd.
Komli Media
Kotak Mahindra Bank
Kotak Secuirities
KPMG Global Services
Lenovo
Macquarie Bank Ltd.
Madhouse India
Maha Cement
Mahindra Logistics
MakeMyTrip
Marvel Realtors
MasterCard
Max Life Insurance
MD Retail India Pvt. Ltd.
Mercer
Meru Cabs Company Pvt. Ltd.
Microsoft
MissMalini
MLSPL
Morgan Stanley
Mphasis
MSL Group
Myntra
MyWeb Marketing & Services Pvt. Ltd.
NASSCOM 10,000 Startups
Natures Basket Ltd.
NDTV
Newgen Technologies
Nike
NowFloats
Ogilvy & Mather
OMICS International Conferences
Ora Fashion Pvt. Ltd.
Oracle
Ozone
PagalGuy
Panoramic Group
Parag Milk Foods Pvt. Ltd.
Payworld
Pearl Academy
Pepperfry
Percept D'Mark
Press Play Pvt. Ltd.
PricewaterhouseCoopers Pvt. Ltd.
Puravankara Projects
Qatar Airways
RechargeItNow.com
Red Bull
Rediff.com India Ltd.
Reliance Communications
Reliance Industries
Reprise Media
Retailers Association of India
Roadrunnr
Samsung Electronics
Sanofi
SAP
SBI Life Insurance Co. Ltd.
SecureNow Insurance Broker
Shopdiaries.in
Smart Retail Pvt. Ltd.
Social Quotient
Solomo Media Pvt. Ltd.
Spicejet
Staples Future Office Products Ltd.
Sun Life Insurance
Sutherland Global Services
Swiggy
Synergy Global Systems
Taj Palace Hotel
Tata Consultancy Services
Tata Teleservices Ltd.
Tech Mahindra
Theorem India Pvt. Ltd.
Thomas Cook India
Thyrocare Technologies Ltd.
Times Internet
Timeus Interactive
U2opia Mobile
University of Bridgeport
Urban Ladder
UrbanClap
UTI Mutual Fund
Viacom18
Value Direct
Vizury
Voonik
Webchutney
Wego India
Welspun
Wipro
Yahoo!
YES BANK
Zee
Zibika.com
Zicom Electronic Security System Ltd.
Ziffi

#VoIM



India e-Marketing Trends

(2011-2015) + 2016 Forecast



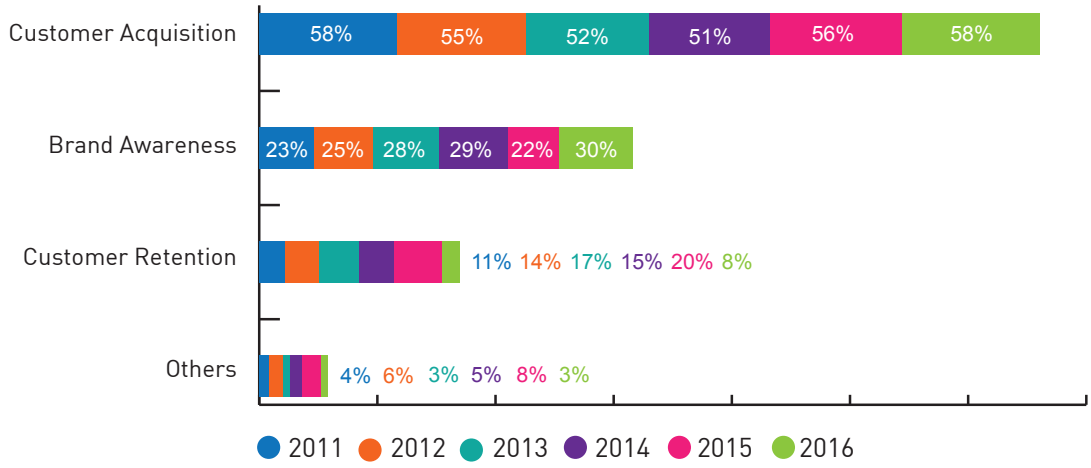
Octane Research, January 2016

TRENDING DATA
(2011-2015)+2016 Forecast

1. Primary Marketing Goal:

Brand Awareness has seen a stark increase almost a 40% jump in votes from last year. This indicates a shifting importance in Brand Awareness in its function for India Marketers.

What is your Primary Marketing Goal for 2016?



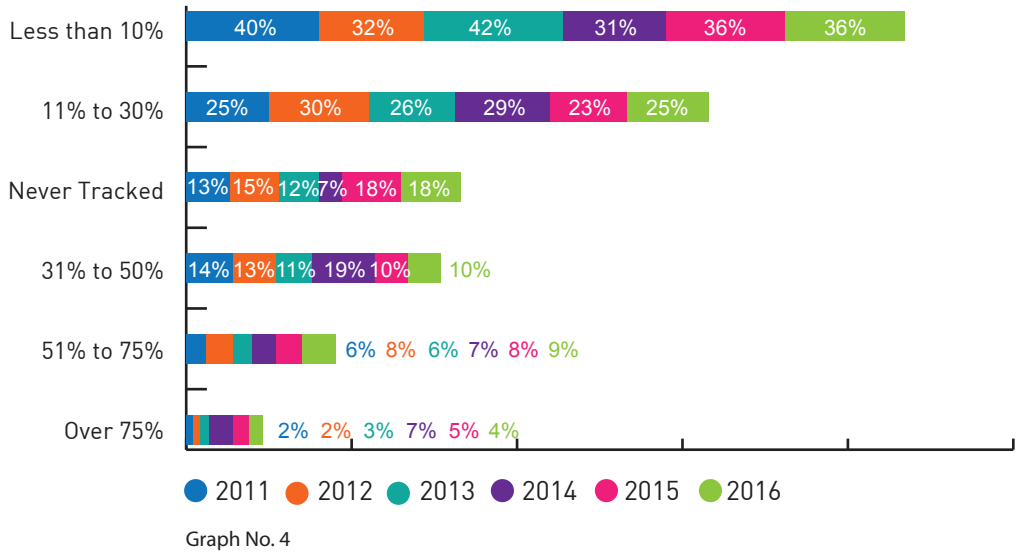
Graph No. 3

2. Revenue generated by e-Marketing:

Email Marketing is an efficient way to track consumer behaviour via the calculation of Click-Through Rates (CTR). This recognition of consumer patterns can help India Marketers to recognise consumers' needs better.

46% of the India Marketers stated that e-Marketing generates 30% or more of revenue for them. This is a slight decline from last year, but 25% of the marketers reported that e-Marketing contributed between 10% to 30% to their revenue.

In your overall sales revenue, approximately what percentage is contributed by e-Marketing (Email/Mobile/Social)?

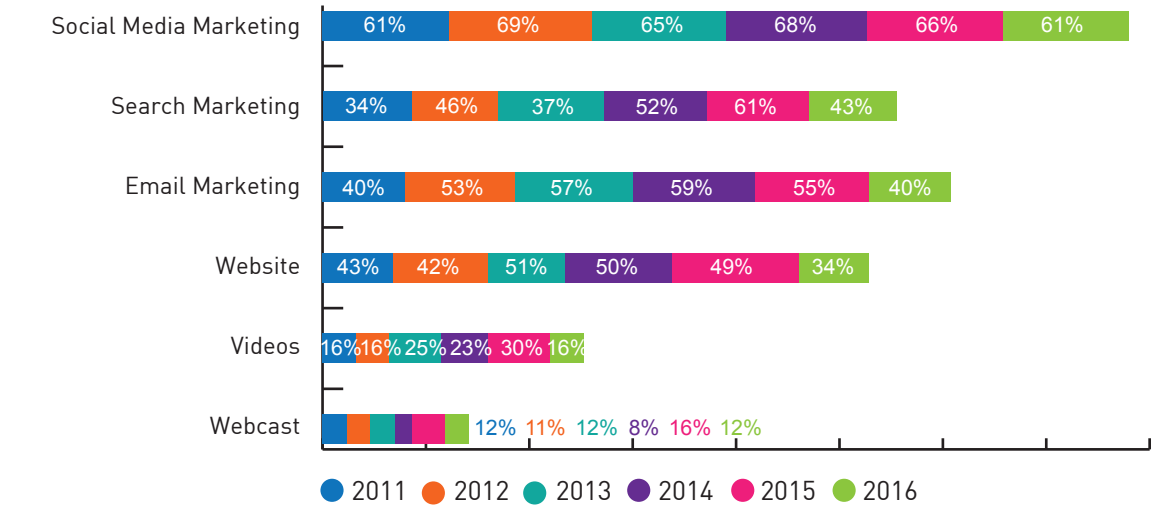


Graph No. 4

3. Online Marketing activities that will see increase in investment:

Social Media Marketing remains the most popular Online Marketing activity for the sixth year in a row and it is steadily growing. However, Email Marketing (40%) and Search Marketing (43%) remain in top 3 when we compare 2011 to 2016.

By what percentage are you planning to increase your budget for e-Marketing in 2016?

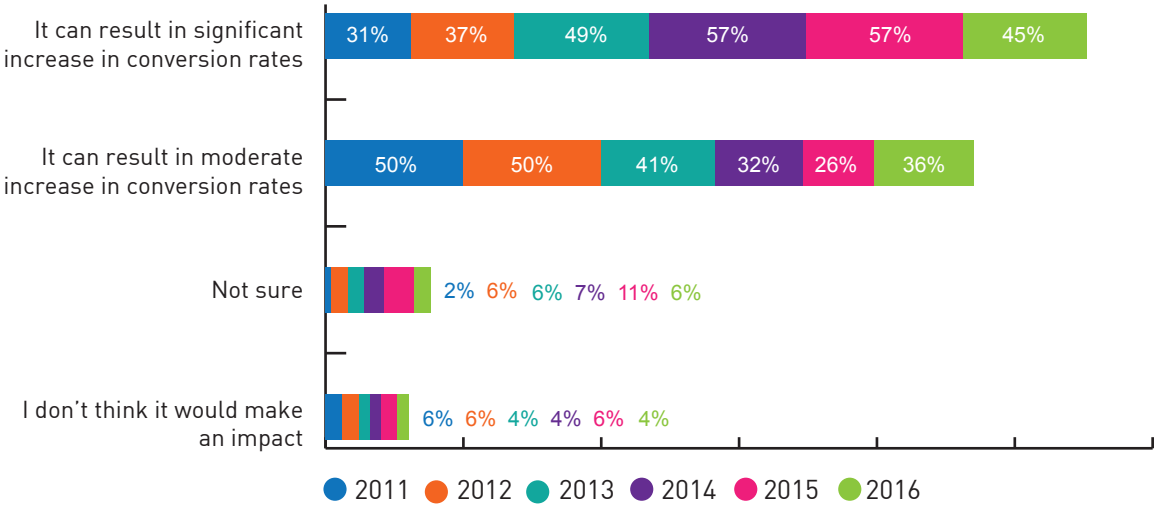


Graph No. 5

4. Impact of Integrated Campaigns:

More than 80% of India Marketers share that there is an increase in conversion rates as a direct impact of Integrated Campaign.

What do you think about the impact of Integrated Campaigns (Email, Social & Mobile) vs disparate campaign conversion rates?

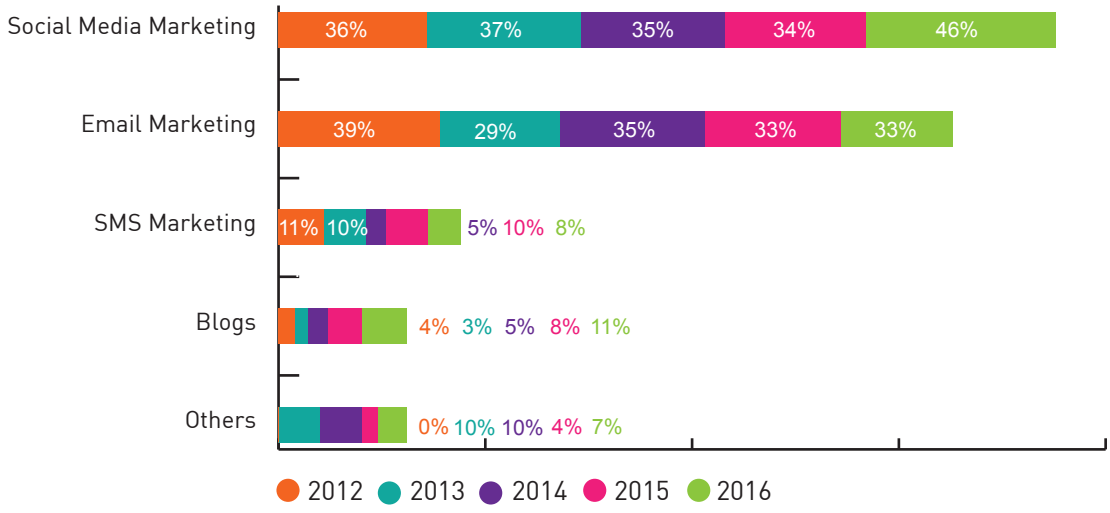


Graph No. 6

5. Maximising Customer Engagement:

Social Media updates remain the primary source of Customer Engagement. This is also reflected in the findings that 48% of the consumers' purchasing behaviour gets affected by Social Media. Email campaigns are the second choice for customer engagement. Blogging has seen an increase of around 50% in votes just from last year and double the impact over the past five years.

Which digital channel gives you maximum Customer Engagement?

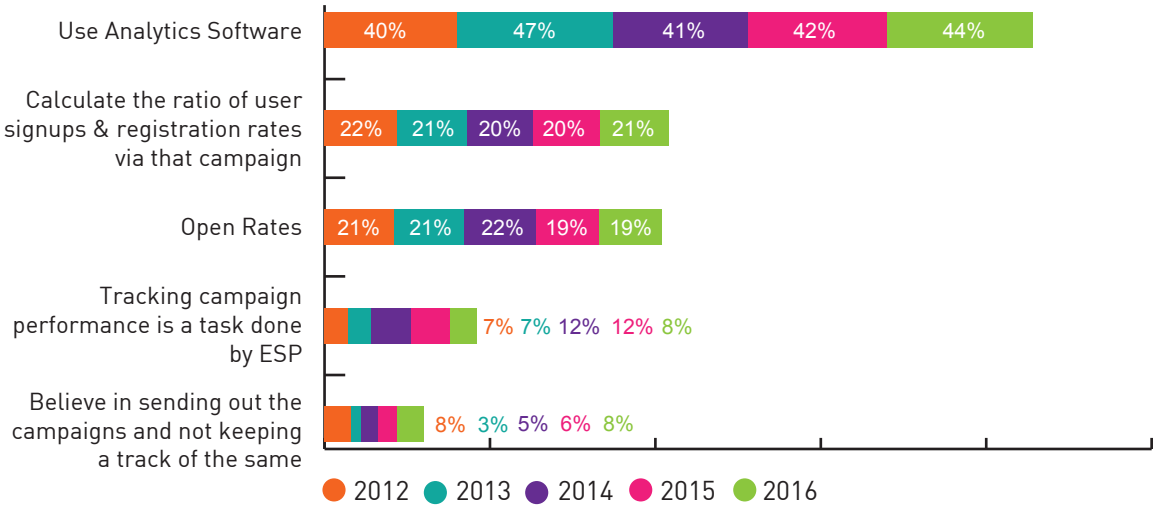


Graph No. 7

7. How to keep track of your campaign's success:

About 52% of India Marketers responded in the affirmative when asked if they had integrated Google Analytics into their emails. 44% of India Marketers use analytics to track the success of their campaigns.

How do you keep track of your campaign's success?

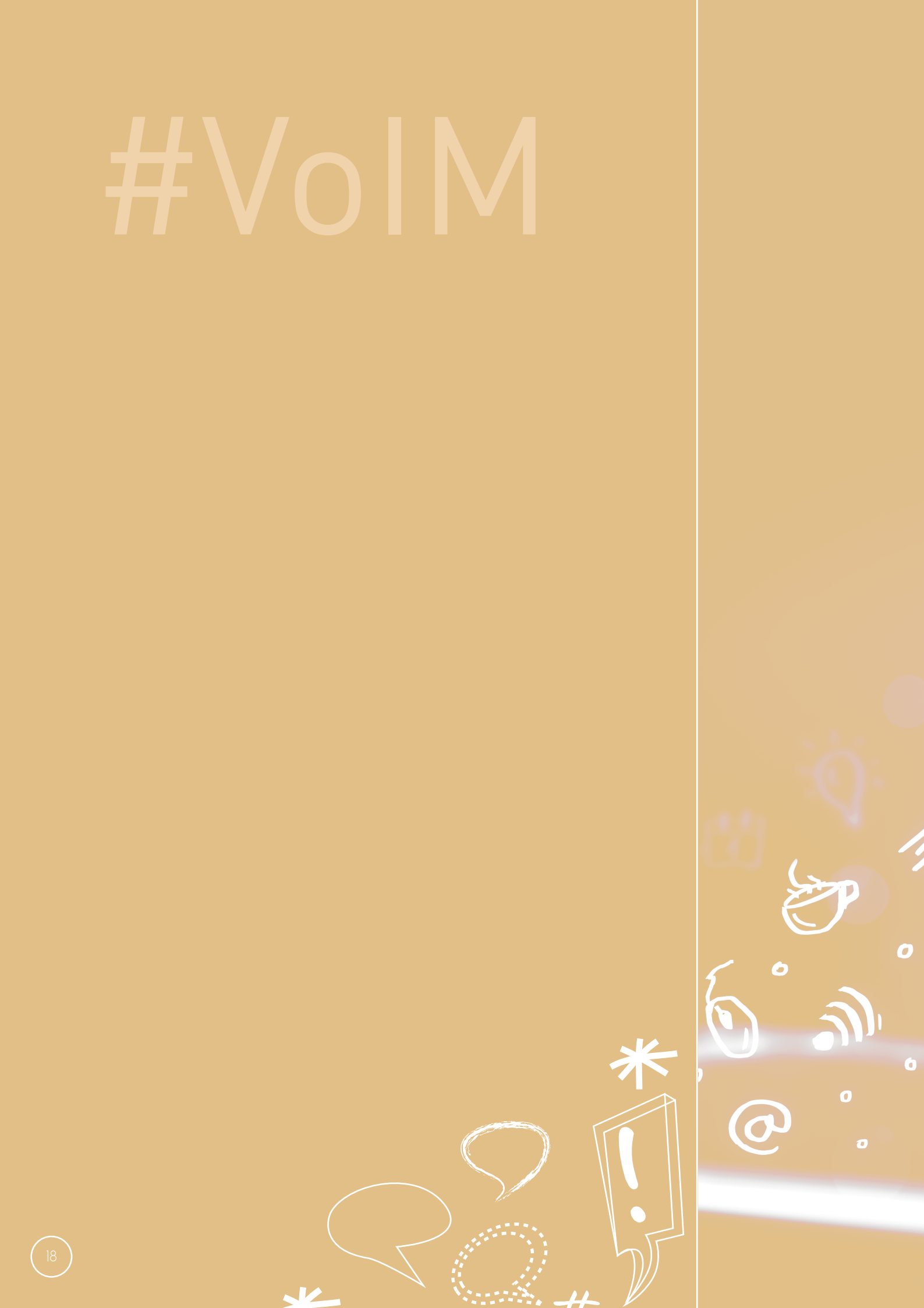


Graph No. 8

VOICE OF INDIA MARKETERS

#VoIM

#VoIM



2015 - 2016 Insights



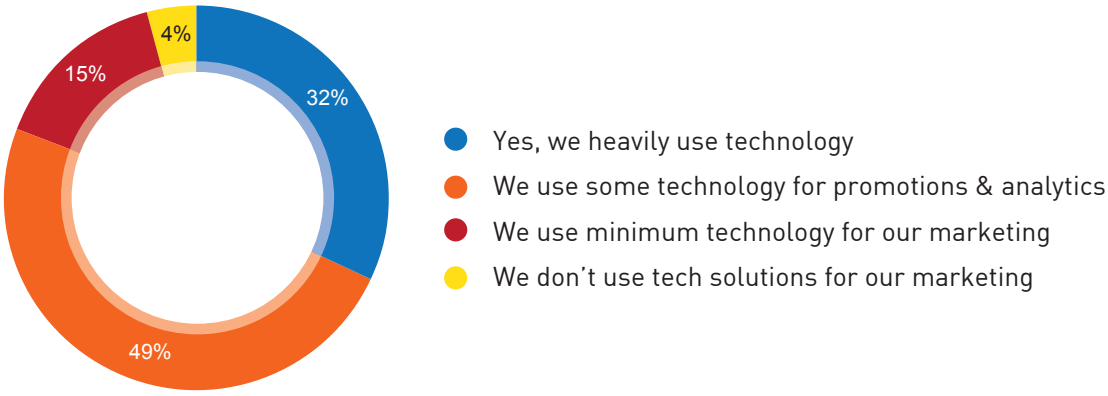
Octane Research, January 2016

2015 - 2016 INSIGHTS

1. Leveraging New Technology:

The end of June 2015 saw the number of internet users in India grow to 345 million (back in October of 2013, there were only 205 million internet users. This is an increase of 140 million users in less than two years). According to the Internet and Mobile Association of India, this year approximately 52 million new users were added to the existing ones. The same study also indicates that India is now home to the second-largest number of internet users (after China). Not surprising anymore, more than 80% of the India Marketers use technology to power up their marketing.

Do you actively leverage new/trending technology solutions for your marketing activities?

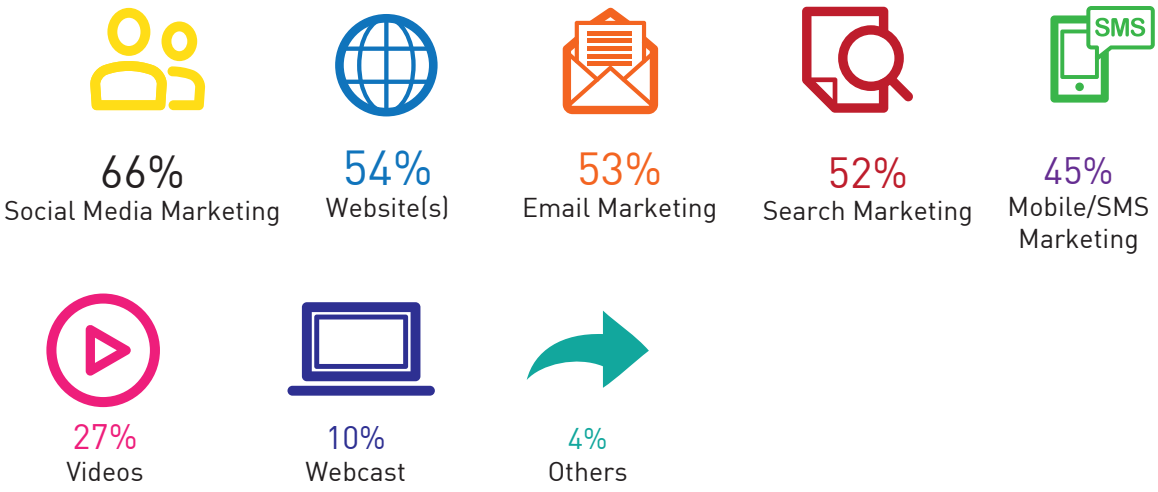


Graph No. 9

2. Primary e-Marketing activity in 2015:

India Marketers have realised the potential of Social Media Marketing (66%), Websites (54%) and Email Marketing (53%), and have voted these e-Marketing activities in top three. Search Marketing (52%) and Mobile/SMS Marketing (45%) not left behind.

Which of the following were your primary e-Marketing investments in 2015?

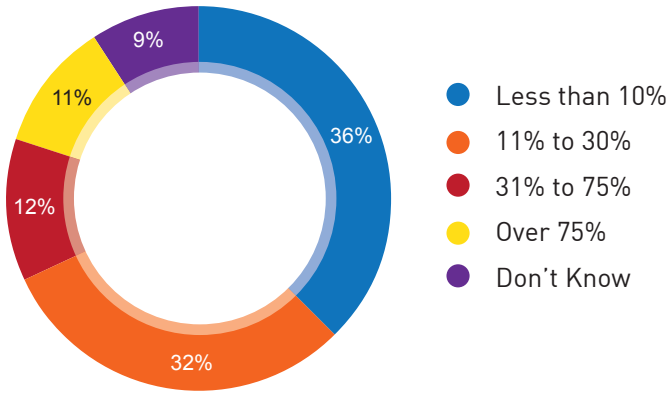


Graph No. 10

3. e-Marketing budget allocated in 2016:

There is a rise in the attention that marketers are giving to the digital space but despite this, approximately 36% of India Marketers are not willing to spend more than 10% of their budget on e-Marketing. One of the possible reasons for this shift away from Email Marketing could be the prevalence of mobile applications. It is proven that mobile applications can capture the attention of the customers for a longer period of time than through, since they can't switch web pages as easily. This is ironic because, according to the Octane's Inbox Report of 2015, the Return On Investment of Rs 1 in email marketing sees a return of 95 Rs.

For this financial year, approximately what percentage of your marketing budget was allocated to e-Marketing activities?

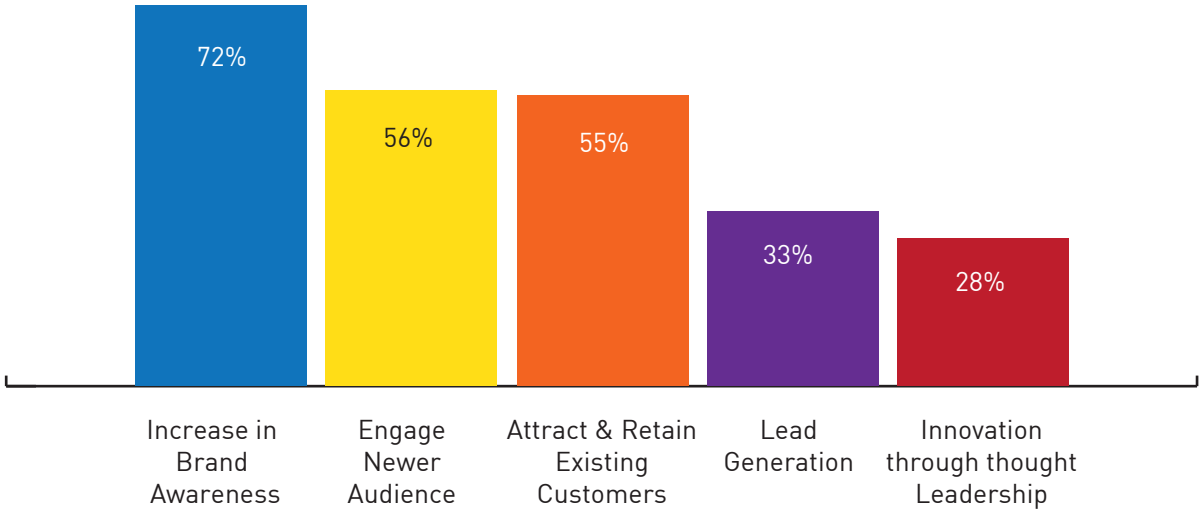


Graph No. 11

4. The importance of Content Marketing:

Most India Marketers are attributing the impact of Content Marketing towards 'Increase in Brand Awareness'.

How does Content Marketing help you?

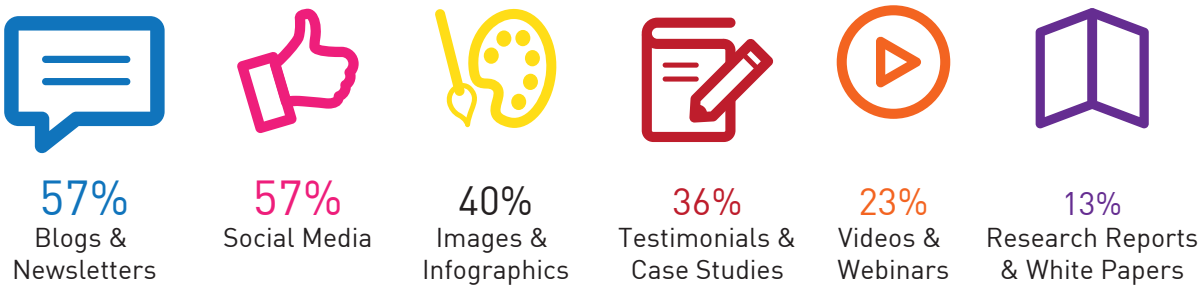


Graph No. 12

5. Effective Content Marketing Tools:

Content Marketing generates three times as many leads when compared to traditional outbound marketing. Marketers believe that Blogs & Newsletters and Social Media are the most effective ways to deploy and proliferate content for their respective institutions.

How do you deploy Content Marketing for your business?

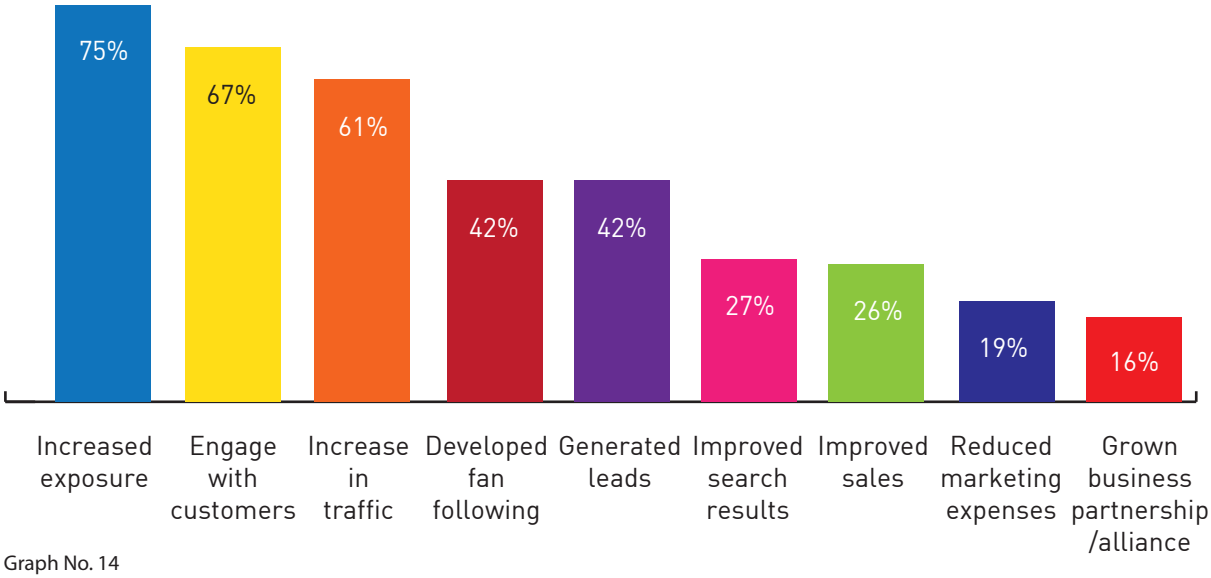


Graph No. 13

6. Benefit of Social Media in Marketing Practices:

The biggest benefit that India Marketers observed is the increased exposure that Social Media brings. Social Media helps the India Marketers to engage effectively with its customers (67%) & increase in traffic (61%).

How has Social Media Marketing benefited your marketing efforts?

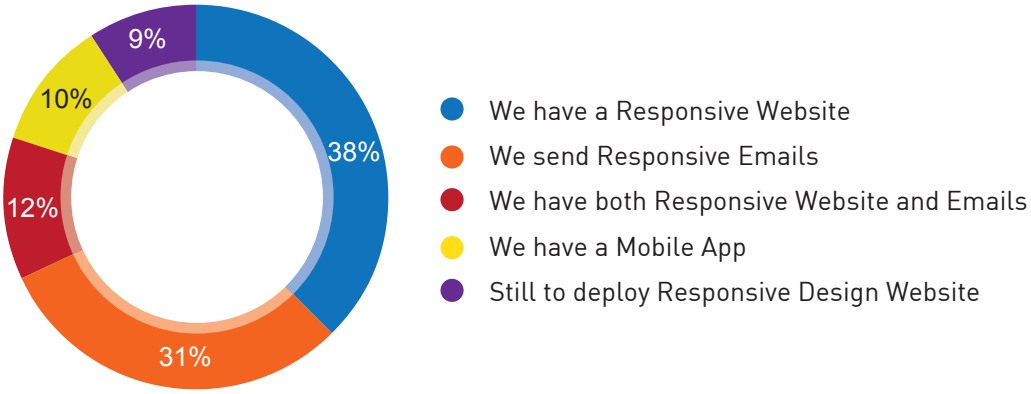


Graph No. 14

7. Mobile Marketing Strategy:

India's 'India Digital Plan' promises that by 2019, everyone in India will have smartphones. To reach to a larger consumer base, marketers have to start working towards a marketing plan that is smartphone friendly. Therefore, it doesn't come as a surprise to see that almost all India Marketers have a Mobile Marketing Strategy in place.

With the arrival of smartphones, apps and email on the go, has your Email Marketing strategy adapted to the change?

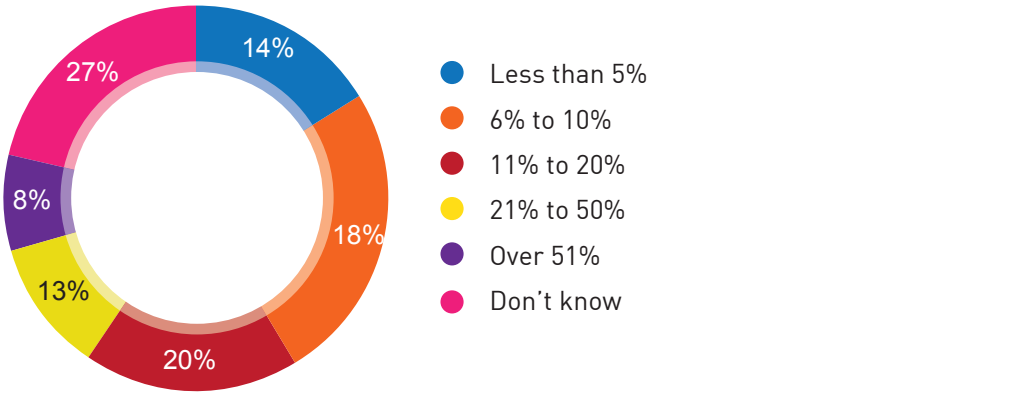


Graph No. 15

8. Plan to increase e-Marketing Budget:

A good 21% of marketers are thinking of increasing their budget in e-Marketing by 20% or more. This is a surprising development for 2016.

By what percentage are you planning to increase your budget for e-Marketing in 2016?

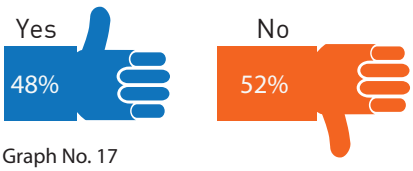


Graph No. 16

9. Use of Google Analytics:

Email is becoming a new favourite of India Marketers with higher campaigns volume when compared with SMS. 45% of India Marketers use email for their campaigns monthly volume of 50k or more, this is 32% for SMS volumes. 48% our correspondent base said they have integrated the use of Google Analytics into their emails.

Have you integrated Google Analytics into your campaign?



Graph No. 17

#VoIM



Digital 1:1

(Email & SMS)+(Social Media Marketing) in India



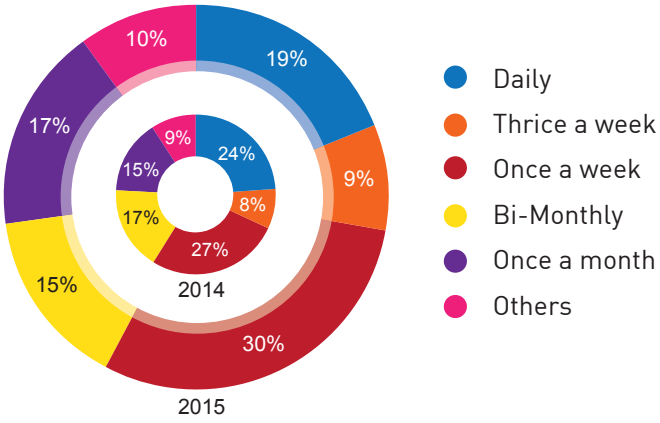
Octane Research, January 2016

1. How often do you send content through Email/SMS Campaigns:

Email Marketing remains the most sought-after channel for 1:1 Marketing. It is still one of the top three channels for communication as selected by the India Marketers in the survey. As the focus is shifting from mass emailing to more effective and streamlined marketing, firms are focusing on delivering value every time they hit the inbox.

Marketers who send Emails/SMS daily have reduced in percentage from 24% to 19% this year, whereas the marketers who send emails once a week, or once a month, have increased from a combined 42% to 47%.

How often do you send content through Email/SMS Campaigns?

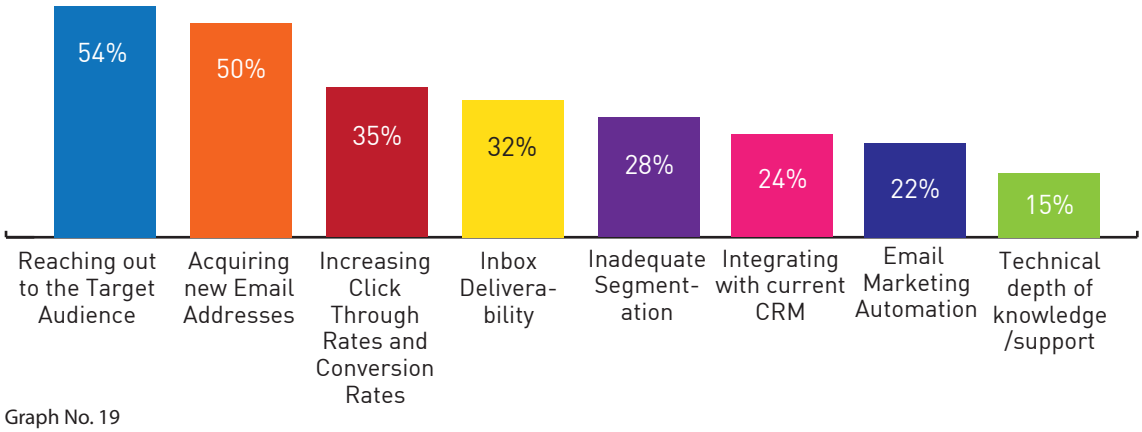


Graph No. 18

2. Biggest Challenge India Marketers saw in Email Marketing in 2015:

'Reaching out to target audience' still remains the biggest challenge of the marketers surveyed. This challenge has actually become more prevalent: this year's data marks a 3% increase to 54% of the Marketers surveyed, as against 51% last year. The thought is that reaching out the target base effectively remains difficult. Similar increase in percentage was seen in the challenge of 'Acquiring new email addresses'

What were the biggest challenges with your 2015 Email Marketing Programs?



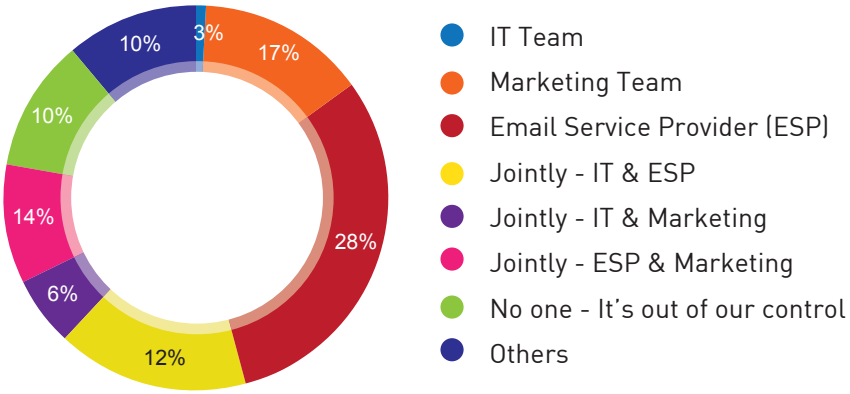
Graph No. 19

3. Who makes your Email Messages reach the Inbox:

Seemingly every day we have new advancements in email delivery methods and automation technologies. This makes it essential for the India Marketers to ramp up their knowledge of these methods, as well as utilize the fastest and most efficient way of reaching the Inbox.

The workload for the India Marketers is increasing day-by-day. As was last year, this year the Marketing Team largely remains responsible for ensuring that emails reach the audience's inbox (37%).

Who makes sure your email messages reach the mailbox?

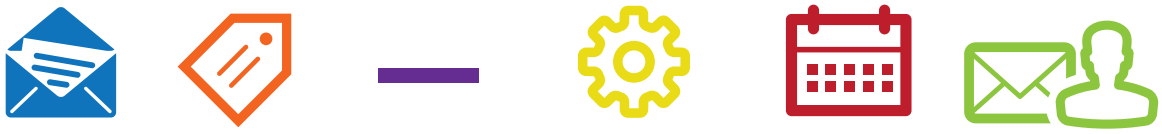


Graph No. 20

4. Special Programs deployed for signups:

A Welcome Email for a consumer sign up is the first friendly exchange between marketers and the subscriber. It sets the tone for future communications and encourages the recently registered customers to engage with your business. 52% of India Marketers use this program to stay in touch with its subscribers-while surprisingly 24% of marketers are missing out on this opportunity. Also, 10% of India Marketers use progressive profiling via Preference Centre Emailers in order to know more about their subscribers and send customised emailers.

What special programs do you have for new signups/registrations?



52% Welcome Email

31% Discount Coupons

24% None

20% Standard System Generated Results

10% A Defined 60 Day Program

10% Progressive profiling via preference centre emailers

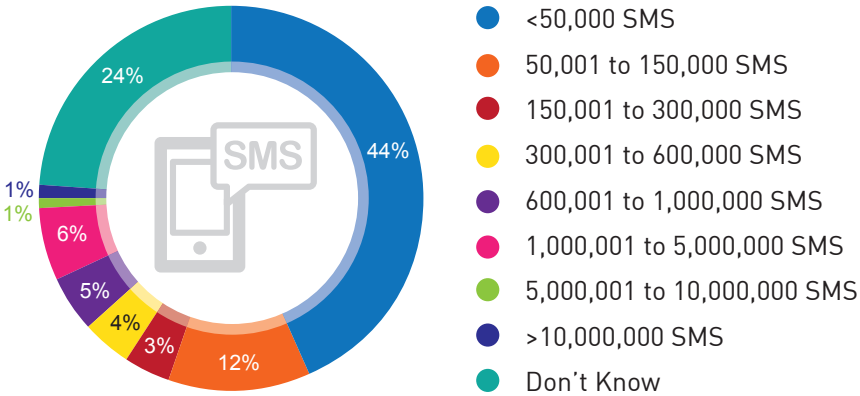
Graph No. 21

5. SMS and email volumes sent:

Email is becoming a new favourite of India Marketers with higher campaigns volume when compared with SMS. 45% of India Marketers use email for their campaigns monthly volume of 50k or more, this is 32% for SMS volumes.

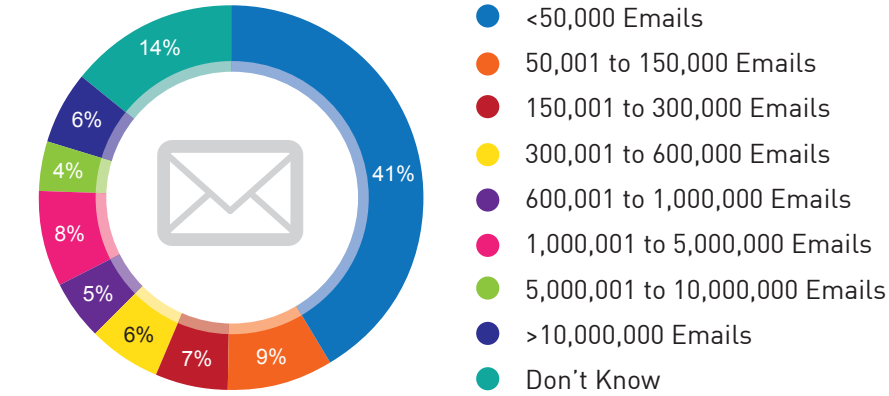
With SMS and Email carrying their own advantages, India Marketers focused on the frequency of emailers, as well as the strategies being used.

What would be the approximate total volume of SMS being sent by your company monthly?



Graph No. 22

What would be the approximate total volume of emails (promotional and transactional alerts) being sent by your company?



Graph No. 23

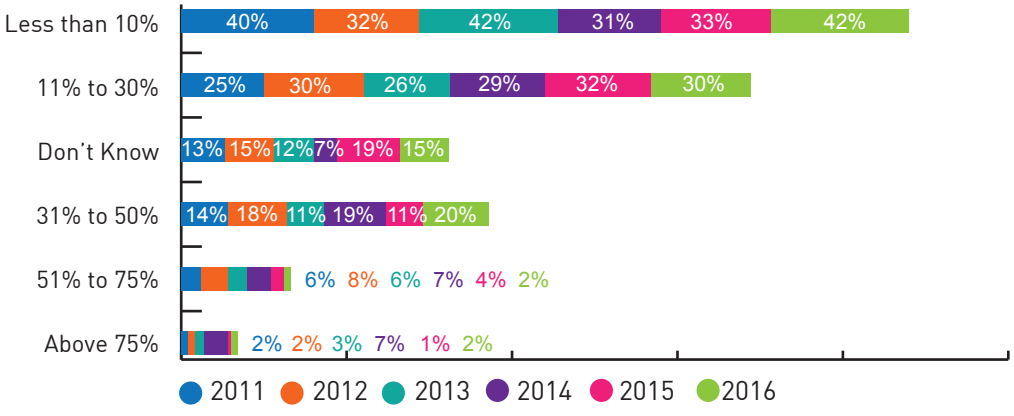
EMAIL MARKETING TRENDING DATA

(2011-2015) + 2016 Forecast

1. Online Budget for Email Marketing:

According to the AIMIA 2014 Loyalty Study, 45% of India Consumer responded positively to email offers (which is 3x of the US Consumers). For 2016, we see a jump of almost 50% of India Marketers who will be increasing their investment by 31%-50% in email channel.

What is the percentage of online budget for Email Marketing?

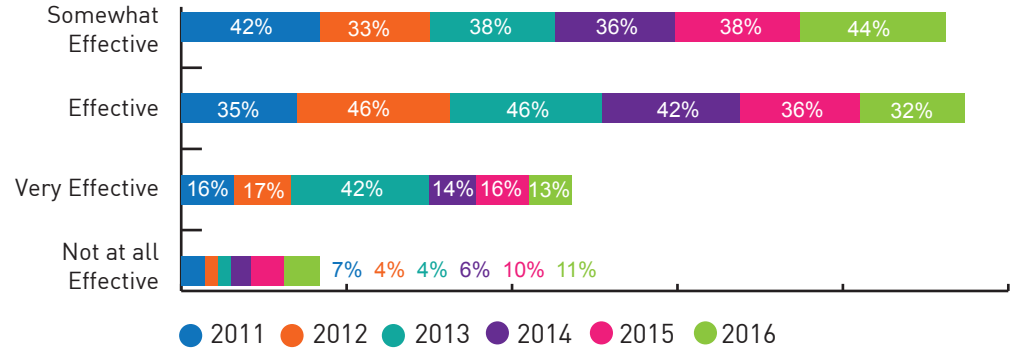


Graph No. 24

2. Effectiveness of Email Marketing:

89% of India Marketers voted for Email Marketing to be an effective tool for their business. We see 10% YoY growth for India Marketers reporting effort of email work.

How effective were your Email Marketing Programs for 2015 in meeting your goals?

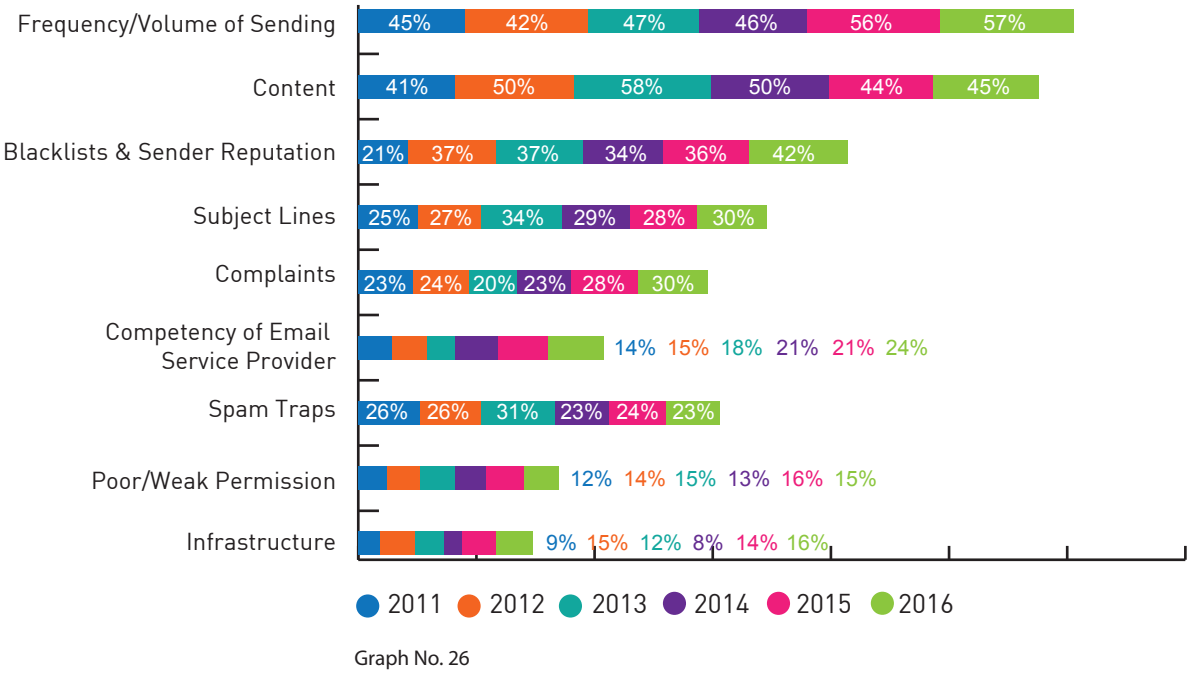


Graph No. 25

3. Top factors impacting Inbox Deliverability Rate:

Frequency/Volume of Sending are voted by 57% of marketers as the top factor affecting the delivery of emails, followed by content and sender's reputation at 45% and 42% respectively.
India Marketers have also shown an increased awareness on how Blacklists & Sender Reputation impact Inbox Deliverability Rate.

Which are the most important factors that impact your inbox Deliverability Rates?

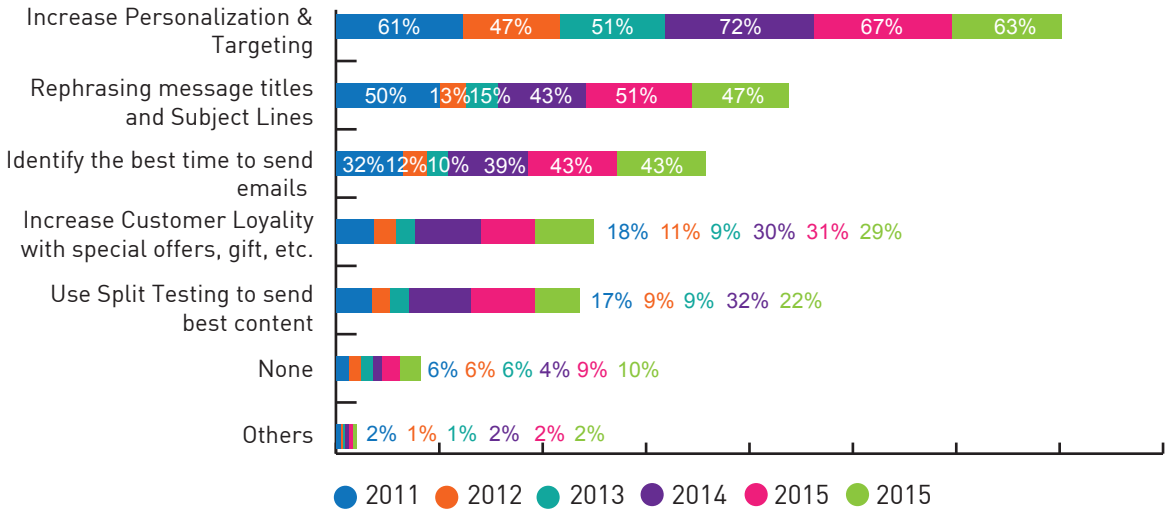


Graph No. 26

4. Email Marketing Practices that Reduce Spam:

Increased Personalization and Targeting remains the most voted practice (63%) by the marketers to reduce email spam. The other practices are perfecting the title of email (47%), as well as sending at the most appropriate time (i.e. when you are likely to get the most attention from the audience) [43%].

What email activities are you implementing to reduce the effects of spam complaints and inbox clutter?

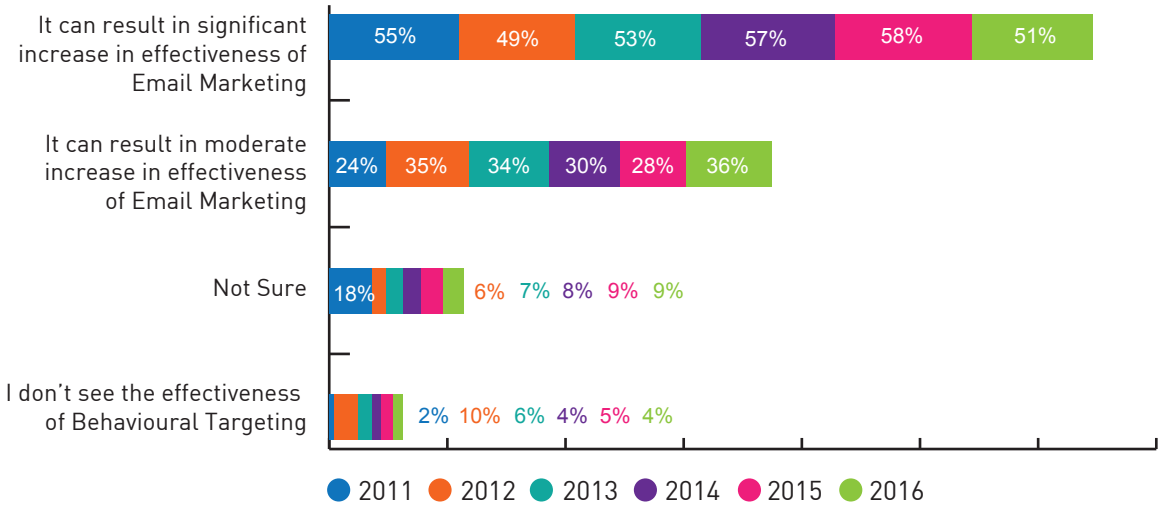


Graph No. 27

5. Effectiveness of Behavioural Targeting:

For the past six years, almost 50% of our India Marketers have consistently believed that Behavioural Targeting results in a substantial increase in effectiveness of the email. Almost 87% of Respondents believe that Behavioural Targeting is useful in some way.

Do you think Behavioural Targeting (sending messages based on subscriber's actions like opens, clicks, etc.) can increase Email Marketing effectiveness?

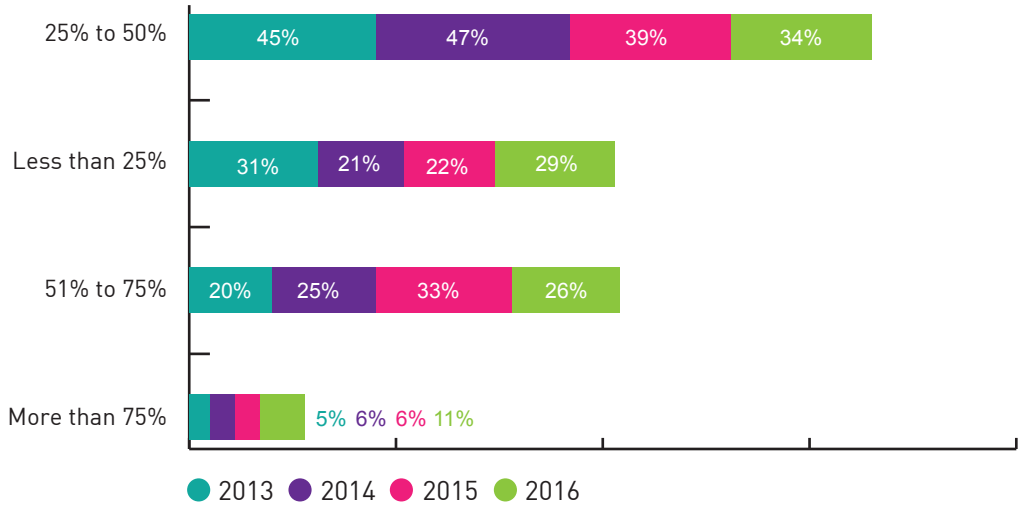


Graph No. 28

6. Email viewed on Mobile Devices:

We've been tracking email opens for more than six years, and it's remarkable to see how behaviours have changed over time. Mobile emails was barely a blip on our radars in 2011, and made up just 8% of email opens. Fast forward to 2014, and nearly half of the emails are opened on smartphones and tablets-a 500% increase in five years. 66% of India Marketers surveyed said that 50% or more of their emails will be opened on Mobile Devices.

In your opinion, what will be the percentage of Emails will be viewed on Mobile Devices over the next 12 months?



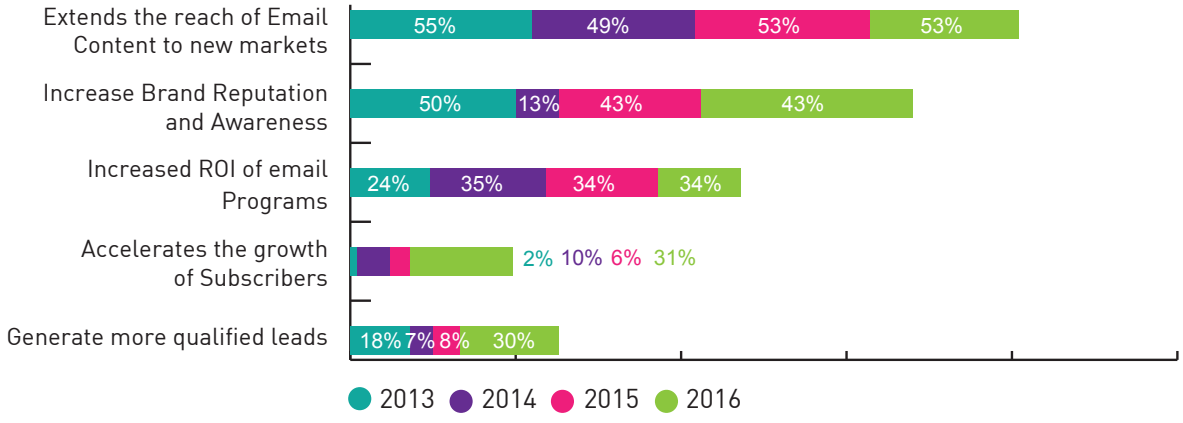
Graph No. 29

7. Influence of Social Media on Email Marketing:

The power of Social Media can also be harnessed in order to drive Email Marketing. By creating social networks, it's easy to understand the patterns of your followers, which helps in Behavioural Targeting. Social Media also provides a face and a structure to who you are, which allows for more effective and streamlined marketing strategies. Marketers can also earn new email subscribers buy publishing catchy or trendy content on their Social Media Pages.

In the year 2016, marketers are expecting a considerable impact of Social Media on Email Programs. The acceleration in growth of subscribers is expected by 31% of Marketers-a 500% increase from 2015.

How do you think Social Media influences Email Marketing?



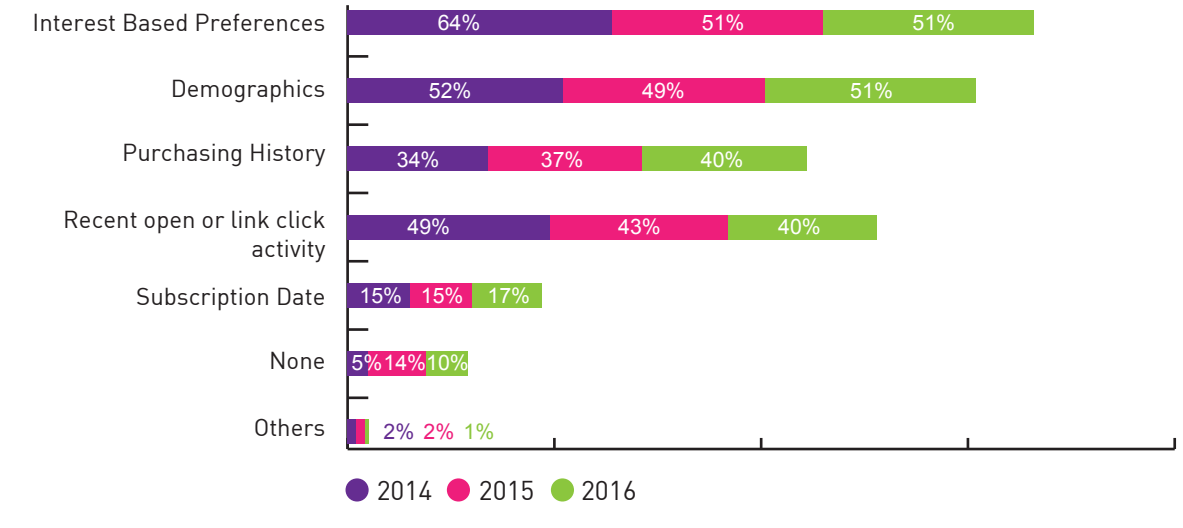
Graph No. 30

8. Email Marketing Segmentation Techniques:

The 2012 Obama re-election campaign has been talked about the most because of the extremely well done segmentation. This truly illustrates the importance of segmentation, and how well marketers observe the underlying common thread in order to pick out similar customers who serve their end goal.

India Marketers show an increasing performance for Purchase History to be the pivot for Email Marketing Segmentations.

Which of the following segmentation techniques do you plan to implement in 2016 for email marketing campaigns?

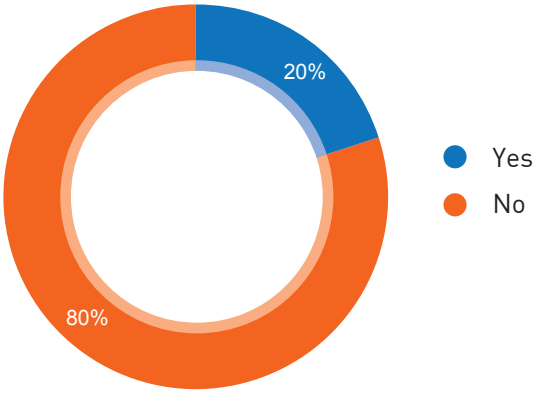


Graph No. 31

9. Use of Google Postmaster Tool:

Google Postmaster is a recently-launched tool which helps email senders ensure that their messages are delivered to the recipient's inbox. This assurance can have multiple benefits for a marketer. It helps companies diagnose their message content, as well as aid them in reducing the junk that reaches inboxes. In addition, it can spur them to come up with better emailing practices. Since the tool was launched recently (July of 2015), 20% of respondents surveyed said that they've already adopted it for their email marketing. Given that Gmail is used by up to 80% of India email Subscribers, this tool presents a new opportunity for India Marketers for 2016

Do you use Google's new tool, "Google Postmaster" to see how your emails are performing on Gmail?

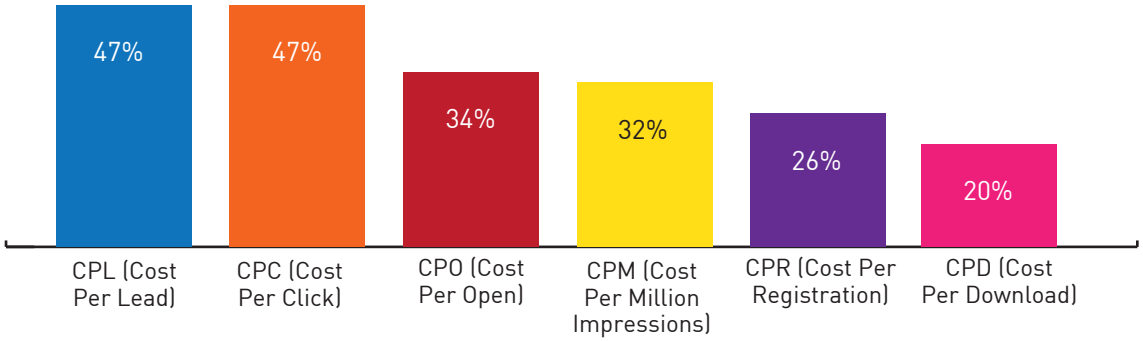


Graph No. 32

10. Performance Metrics for Email Marketing Campaigns in 2016:

Out of the host of metrics used for analyzing an Email Marketing Campaign's performance, CPL (Cost Per Lead) and CPC (Cost Per Click) are the most preferred metric by far. 47% of marketers surveyed would like to utilize both.

What are the performance marketing metrics do you deploy for your affiliate email marketing campaigns?

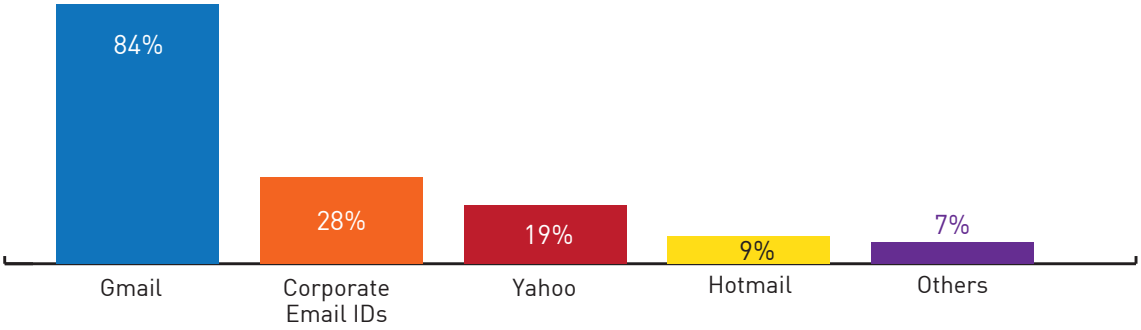


Graph No. 33

11. Email domain of the subscribers in 2016:

Since Gmail is the most-used email client worldwide and the most-used email client in India, the subscriber base (as observed by the majority of India Marketers) seems to belong to Gmail. 28% of marketers vote for Corporate Email IDs also being a part of their subscriber base.

From which of the following domains do you receive the highest percentage of subscribers?

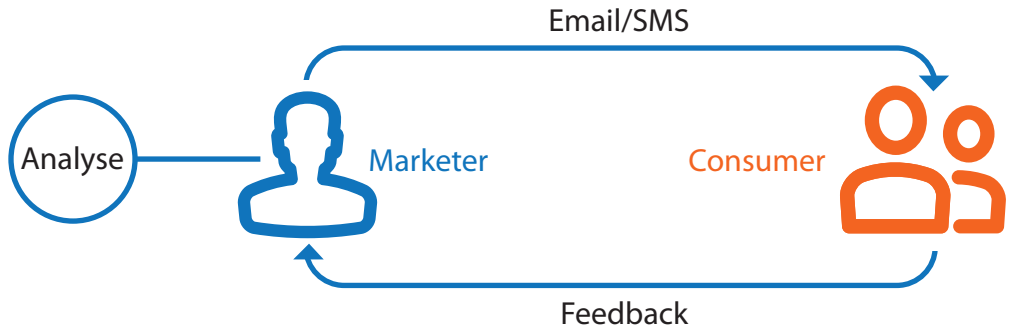


Graph No. 34

Top 3 Recommendations

1. Complete the Consumer Loop:

There is a lot of time consumed by marketers in sending or pushing customer communications-or what we call 'campaigns'. This is also borne out of this research where most marketers are not using tracking mechanisms effectively. Consistently we find that India Marketers are under-investing in data science-analysis, gathering insights and completing the feedback loop on what worked, as well as how to improve future campaigns. At times the tracking is piecemeal and not a holistic 360 degree view of campaigns across platforms. This is pivotal if marketing is to sustain scalable impact on the RoI and continuously drive the efficacy.



2. Mobile First please:

India is a mobile first country where the users are using internet with the smaller and portable screen. 95% of new online users every month are connecting through mobile devices. Yet we see that for most of the campaigns, content and creatives is first developed and tested on large screens (desktop) and then deployed on mobile platforms (responsive design). This approach has to change in 2016 to mobile first (design, develop and deployment) with optimised experience for the desktop.

3. Marketing Technology:

The combination of data, devices and digital has helped grow the consumer touchpoints exponentially. To answer such a demanding consumer, technology empowers today's marketers with platforms, tools and automation that can make real-time marketing a reality. Yet we find that most marketers in India are not harnessing the true potential of newer technology. For example, CRM & email platforms like Octane have built fairly deep automation in terms of workflows for CRM initiatives like the Welcome Program or Live Content Personalisation (e.g. Mode Agile, dynamic content inside mailers based on Time or location triggers). However, many India marketers continue to deploy repetitive, time-consuming, manual, and often 'batch and blast' emailing practices. Consumers are racing ahead in terms of adopting technology, and India marketers need to reduce the gap in terms of how to effectively use automation on online platforms.

References

1. Time INC Network: Fortune
http://fortune.com/2015/11/18/india-internet-population/

2. Shopping Cart Abandonment – Recover your Lost Cart Opportunity
http://octaneresearch.in/research/shopping-cart-abandonment-recover-your-lost-cart-opportunity/

3. India Consumer: Why do they Unsubscribe?
http://octaneresearch.in/research/india-consumer-why-do-they-unsubscribe/

4. Aderdeen Group
https://www.press-citizenmedia.com/blog/article/3-email-marketing-best-practices-to-adopt-today

5. Hubspot Science Blogging
http://blog.hubspot.com/marketing/email-marketing-examples-list

6. India Email Marketing 2015 – The Annual State of Email Marketing
http://octaneresearch.in/research/india-email-marketing-2015-the-annual-state-of-email-marketing-2/

7. Annual e-Marketing Outlook 2015
http://octaneresearch.in/research/annual-e-marketing-outlook-2015/

8. India Retail Online Marketing & e-Commerce 2015
http://octaneresearch.in/research/india-retail-online-marketing-e-commerce-2015/

Notes

Research Team



Hemant Sharma
Creative Head
@hemantshandily



Mallika Khosla
Research Intern
@fly.mallika



Mayuri Dixit
Research Intern
@mayuridixit



Paul Adler
Research Intern
@PaulDuran98



Swati Mehta
Enterprise Marketer
@swatimehta30

About Octane Research

Octane Research has established itself as the definitive research authority in India on how marketers and consumers are engaging through digital channels like Social Media, Email Marketing, Search, Mobile, SMS and the Web. By analysing data from hundreds of sources and running into billions of touch points every year (in India alone), Octane Research provides rich insights and the perfect context for India Marketers to move towards smart strategic planning, tactical decision-making and increasing business effectiveness for their digital campaigns.

To have a look at the entire range of work undertaken by Octane Research, please visit octaneresearch.in.

Research Study 2015 Partners

digitaldefynd
digital marketing hub

DMAi
marketing made smarter

IAMAI
Internet And Mobile Association Of India

rai
RETAILERS ASSOCIATON OF INDIA

Octane Marketing Offices

Delhi Office:

Level 4, Rectangle 1,
Commercial Complex,
D-4, Saket,
New Delhi - 110017, India

Mumbai Office:

Regus Trade Centre,
Level-1, Trade Centre,
Bandra Kurla Complex,
Bandra East,
Mumbai - 400051, India.

Bangalore Office:

Level 14 & 15,
Concorde Towers, UB City,
1 Vittal Mallya Road,
Bangalore - 560001, India

Contact Details

Email: support@octane.in | Call Us: 1800-300-23273 (TOLL FREE), +91-11-324 34 436 (India), +1-415-230-2875 (USA)

Twitter: @octanein Facebook: /octanein Youtube: /octanein LinkedIn: /company/octanein

To subscribe to our Newsletters & Updates: engage@octane.in



Octane Marketing Pvt. Ltd.

Octane.in is India's first multi-channel platform for integrated Digital 1:1 Marketing campaigns on Email & SMS. For more information about our organization, please visit www.octane.in

Octane Marketing Pvt. Ltd. is a company registered in India under the Companies Act, 1956.
Company Registration No.: "U51101DL2007PTC158669"
© 2016 Octane Marketing Pvt. Ltd. All Rights Reserved.

This publication contains information in a summary form and is therefore intended for general guidance only. It is not intended to be a substitute of professional judgement. Neither Octane Marketing Pvt. Ltd. or any member of this organization can accept any responsibility for loss caused to any person acting or refraining from action as a result of any material in this publication.

To get similar research & updates, we invite you to signup for our monthly newsletter:

O Visit octane.in & signup O SMS Octane<space>Email Id to 52424

Follow us on:

/octanein /octanein /octanein /company/octanein

Report Price: $999.00
(To purchase an additional copy of this report, go to www.octaneresearch.in)
Report Published: January 2016
Report Reference No: AIE2016

(Online copy for free download will be available on www.octaneresearch.in from January 2016).

Please quote this report reference no. for any queries or correspondence. Please feel free to quote from this research report by acknowledging the source as 'Octane India e-Marketing Outlook 2016 or **#VoIM**

Do let us know your feedback on: https://www.surveymonkey.com/r/DigitalIndia