



PRESS RELEASE

Increased Spending in Online Marketing and Analytics Despite Uncertain U.S. Economy Revealed by eMetrics Marketing Optimization Summit Survey

WASHINGTON, D.C. – October 20, 2008 – Today the eMetrics Marketing Optimization Summit announced the results of its survey, “Tough Times Call for Tough Measures.” The survey findings indicate that, while the current economic situation in the U.S. is uncertain, confidence in online marketing channels and budgets for optimization tools and services continue to grow.

The “Tough Times Call for Tough Measures” survey was designed to discover how the current economic situation is affecting business and marketing budgets as well as how web analytics is playing a role in maximizing the effectiveness of each marketing dollar. Nearly two out of three respondents (65.4 percent) indicated that the economy currently had no negative impact on their overall marketing budgets.

Survey respondents plan to increase or maintain their budgets for email (83.6 percent), online advertising (77.2 percent), keyword search campaigns (75.5 percent), social media (61.8 percent) and video advertising (38.2 percent). Furthermore, while 34.5 percent of respondents indicated that their overall marketing budgets have been negatively affected by the economy, less than 15 percent plan to cut budgets for the aforementioned online channels.

The survey results signify that marketers are turning to metrics to optimize their online efforts. Over 80 percent of respondents have seen increased interest in analytics from senior management within their companies. Almost twice as many respondents are increasing their budgets than are decreasing their budgets in this area. This increased interest and spending points to an increased need for trained analysts and consultants, and, in fact, nearly 70 percent of respondents indicated that their web analytics department is under-staffed.

For a complete analysis of the survey results, please visit: http://www.emetrics.org/pressroom/survey_results_eMOSDC08.pdf.

About the eMetrics Marketing Optimization Summit

Marketing executives, managers, and business intelligence experts have been meeting at the eMetrics Marketing Optimization Summit since 2002 to learn how to increase the return on online investments. The international conference series is recognized as the premier event for optimizing online marketing value. Sponsors for the Washington, D.C. event October 20-23, 2008, include ForeSee Results, Omniture, Lyris, Interwoven, WebTrends, Google Analytics, Technology Leaders, iPerceptions, SiteSpect, Magnify 360, Amadesa, Hitwise, Coremetrics, Click Equations, Unica, Stratigent, Tealeaf, Unilytics, OpinionLab and the Web Analytics Association.

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