

THE STATE OF DIGITAL MARKETING IN THE UK

Mapp Survey, 2021*

As 2020 was a challenging year for businesses due to the COVID-19 pandemic, we set out to discover how companies across Europe adapted and planned for their digital marketing strategy in 2021. We collected **1,000+ responses in total**, the below results show insights from the UK respondents.

Based on
262
Respondents

KEY FINDINGS

45%

of UK eCommerce brands saw an **increase in eCommerce sales** in 2020.



75%

of businesses can identify **less than 20% of customers who visit their website**, and 38% can only identify less than 10%.

33%

of eCommerce businesses provide a **personalised experience on their website**, while 13% are looking to do so in 2021.



31%

of businesses **don't use a data management platform** to optimise advertising spend.

63%

of businesses struggle with having **unconnected data sets** and only a partial view of customer behaviour.

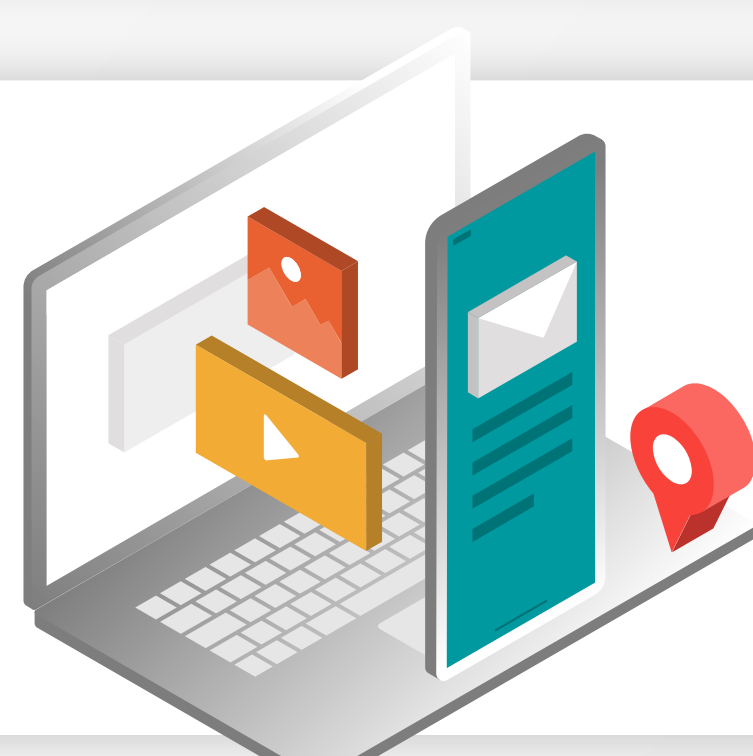


ONLY 27%

use **dynamic content on their website** but over half of businesses are planning to introduce it in 2021.

43%

of businesses **don't currently have an app**.

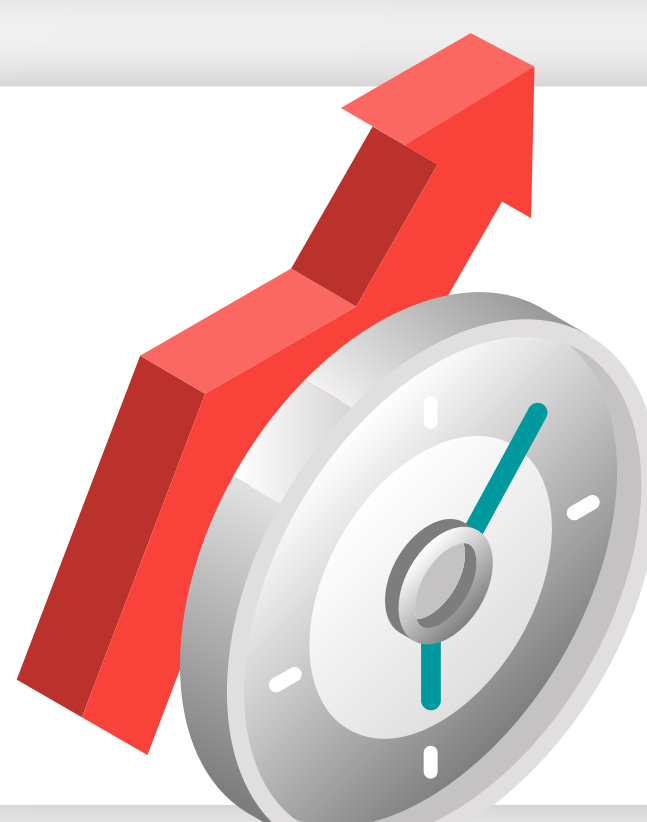


ONLY 5%

of those with an app have one that **does everything their website does**.

65%

of businesses have **accelerated digital and technology innovation** more than they had planned due to the COVID-19 pandemic.



61%

of businesses felt that their Customer Engagement Platform vendor was a **strong supporter of their business growth** in 2020.

67%

of businesses **rated their Customer Engagement Vendor a 4 or 5 out of 5** during the COVID-19 pandemic.



29%

of businesses **reviewed their Customer Engagement Platform in 2020**, whilst a quarter had plans to put them on hold due to COVID-19.

Mapp Cloud is a digital marketing platform that automates engagement using real-time customer insights, making it easy to deliver cross-channel campaigns. Mapp's insight-led approach liberates digital marketers by allowing them to focus on what really counts, instead of getting bogged down in massive amounts of data.

WANT TO FIND OUT HOW TO TURN THESE INSIGHTS INTO ACTIONS?

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