



July 24, 2013

Jumpstart Your Holiday Planning: Campaigner(R) Helps Mobile Marketers Get Email Marketing Right

Survey Reveals 65 Percent of Consumers Feel "Coal in the Stocking" Disappointment Upon Opening Mobile Marketing Emails

LOS ANGELES, CA -- (Marketwired) -- 07/24/13 -- Results of a national survey of consumers commissioned by Campaigner[®], the CRM and email marketing brand of j2 Global, Inc. (NASDAQ: JCOM), revealed that over 37 percent of consumers were undecided about how mobile marketing emails impact them, and only about six percent of respondents made a purchase directly from a mobile device as a result of a promotion email received on that device. Many consumers start their holiday shopping in late November, but will retailers really be as prepared as possible when it comes to reaching consumers with their mobile marketing campaigns for the 2013 holiday season?

The survey, conducted in December 2012, showed that only 14.3 percent of respondents used mobile marketing emails to save money, get great deals and find unique gifts, while over 37 percent said they didn't know whether mobile marketing emails had any more impact on their holiday purchases than regular promotional emails did. In June 2013, Juniper Research announced its projection that the value of mobile commerce transactions conducted via mobile handsets and tablets will exceed \$3.2 trillion by 2017¹. Such projections suggest that there is a huge mobile commerce opportunity for retailers and consumers.

However, Campaigner's survey suggests that poor mobile design and overloading potential customers with emails is thwarting retailers' success and frustrating consumers to the point of deleting mobile emails outright. About 41 percent of those surveyed identified issues related to the poor mobile design and user experience as their biggest source of frustration with mobile marketing emails. The issues cited include emails that are: too long, difficult to read due to font size/type, non-mobile optimized, and difficult to interact with. Over 23 percent responded that issues related to irrelevant or non-personalized content is the most annoying factor.

In addition to design and personalization issues, email overload compounds the problem. Over 46 percent of respondents receive more than 50 emails each day, with 10.3 percent dealing with more than 300 emails a day. Almost one third of those surveyed report that marketing or promotional emails make up 75 percent or more of their total email, and 58 percent are so overwhelmed by promotional email volume that they will just delete messages without reading them.

"While mobile commerce has taken off like a rocket, retailers still have a lot of work to do when it comes to developing their mobile channels," said E.J. McGowan, General Manager of Campaigner. "If customers can't easily read or interact with mobile emails, retailers risk losing business. Campaigner's responsive mobile design features help retailers create mobile-ready emails quickly and easily."

Overall, the survey results unveil a slew of issues that retailers are likely unaware of when it comes to not only targeting consumers, but turning them into customers. To help retailers remedy this, Campaigner is introducing responsive design capabilities, featuring mobile-optimized email templates that enable consumers to easily view, read and take action on the message or promotion. The templates -- which are customizable for any handheld mobile device -- provide retailers with the ability to:

- Make mobile email content visually interesting and easy to read on a very small screen
- Create response-friendly links and buttons that make it easy for consumers to take action directly from a mobile email
- Use fonts, layout and imagery that are appealing and proven to be effective for responsive viewing

For more information on Campaigner's responsive design templates, please visit the Campaigner website at <http://www.campaigner.com/email-marketing/email-templates/responsive-design/>. Campaigner also offers "Top 10 Responsive Design Tips" (<http://www.campaigner.com/resources/pdfs/Top10-responsive-design-tips.pdf>) to help retailers get the most out of their mobile marketing campaigns for the 2013 holiday season.

On Wednesday, July 31, at 1:00 pm EDT Campaigner will host a webinar on "Leveraging Responsive Design to Maximize Mobile Email Marketing Campaign Results." To register, please visit <https://www1.gotomeeting.com/register/582033080>.

An infographic of the survey results can be found at www.campaigner.com/survey/results/201306.png.

About the Mobile Marketing Survey Commissioned by Campaigner

The [survey](#) was commissioned by Campaigner using Google Consumer Surveys between December 19 and December 20, 2012. Each question sampled at least 1,237 unique, randomly sampled Internet users across the Google Consumer Surveys publisher group, who identified themselves as consumers. The average margin of error is +/- 2.7%.

About Campaigner[®]

Campaigner sales and marketing enables small, medium and large businesses to strengthen customer relationships and drive sales by connecting with their customers quickly, simply and affordably. Features include professional email campaign creation, multiple ways to grow and manage lists, integration with CRM and the utilization of campaign metrics and reports to increase results. Campaigner is a brand and registered trademark of j2 Global Canada, Inc., an affiliate of j2 Global, Inc. (NASDAQ: JCOM). Learn more and visit Campaigner at www.campaigner.com.

About j2 Global[™]

j2 Global, Inc. (NASDAQ: JCOM) provides Internet services through its two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications and CRM solutions. It markets its services principally under the brand names [eFax[®]](#), [eVoice[®]](#), [FuseMail[®]](#), [Campaigner[®]](#), [CampaignerCRM[™]](#), [KeepItSafe[®]](#), and [Onebox[®]](#) and operates a messaging network spanning 49 countries on six continents. The Digital Media Division, created with j2 Global's November 2012 acquisition of [Ziff Davis, Inc.](#), offers trusted news and reviews of technology products on its web properties, which include [PCMag.com](#), [ExtremeTech.com](#), [ComputerShopper.com](#), [Toolbox.com](#) and [Geek.com](#). The Digital Media Division also operates BuyerBase[®], an advanced ad-targeting platform; [LogicBuy.com](#), a leading provider of online deals; and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2012, j2 Global had achieved 17 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit <http://www.j2global.com>.

¹ See <http://www.juniperresearch.com/viewpressrelease.php?id=579&pr=382>

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