

The Cross-Media Direct Marketing Opportunity: A Multi-Client Study

Report Fast Facts

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Abstract

This study considers how marketing executives are using print, online, mobile, and social media in their businesses. It also identifies the opportunities for technology vendors and service providers throughout the cross-media marketing value chain. The study enables readers to:

- Assess the state of the cross-media marketing market today and its future direction
- Understand marketing executives' and agencies' needs, perceptions, and challenges in implementing cross-media marketing campaigns
- Profile the cross-media marketing value chain required to deploy acquisition and retention programs
- Highlight successful implementations of cross-media marketing strategies and campaigns that effectively address the acquisition, retention, and loyalty of target customers
- Profile key vendor solutions that enable cross-media marketing campaigns
- Estimate the market size for cross-media marketing software solutions
- Summarize key success factors in cross-media marketing and recommend appropriate strategies for technology vendors and service providers moving forward

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