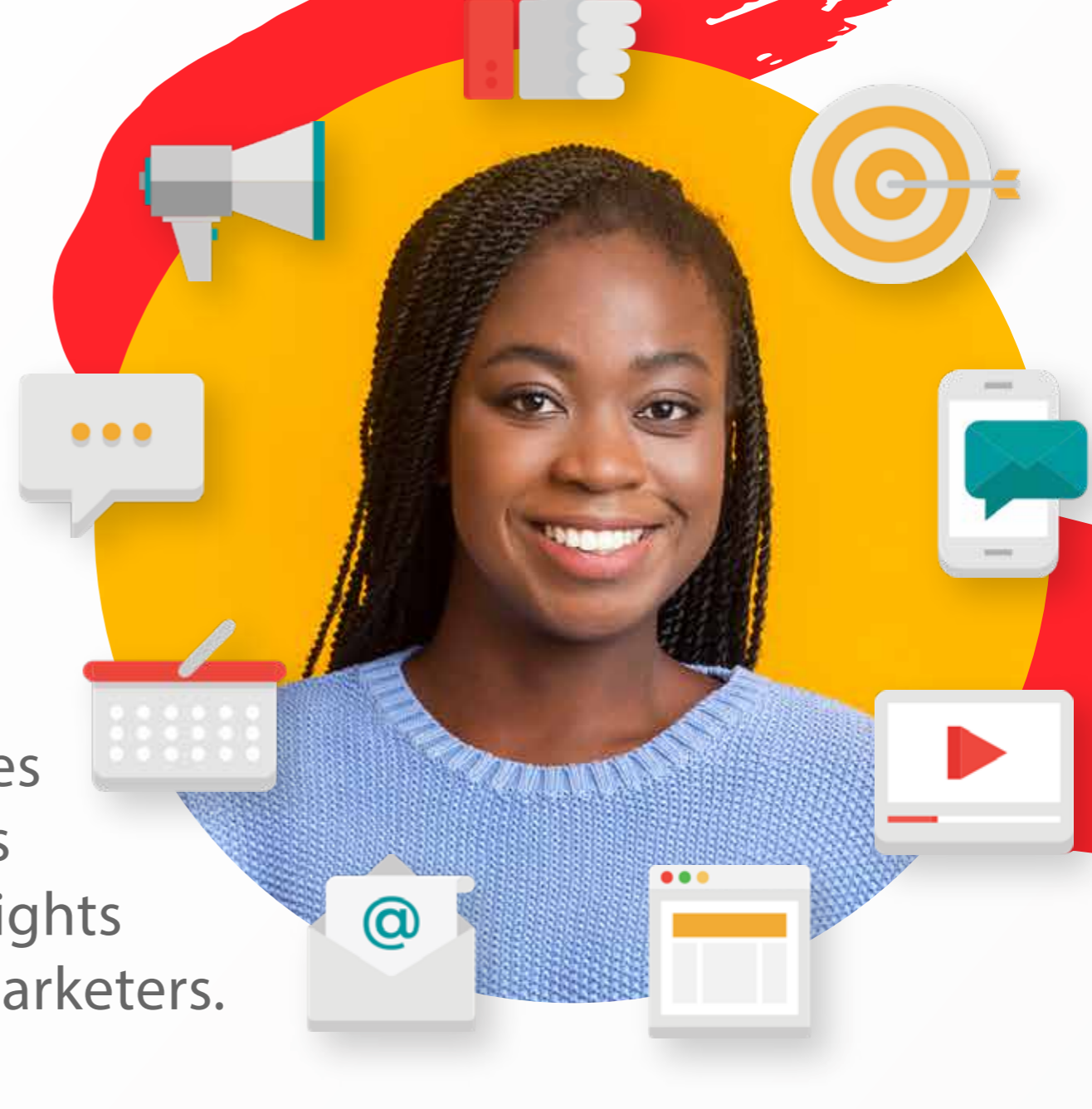


# THE STATE OF DIGITAL MARKETING IN THE UK

Mapp Survey 2022

2021 was another challenging year for eCommerce businesses, with continued Covid19 lockdowns causing disruption and changes to consumer habits. Mapp set out to look at how companies across Europe have reshaped their marketing strategies over 2021 and what their priorities were for the year ahead. These insights focus on the responses from UK marketers.



## KEY FINDINGS

As in 2020, many eCommerce businesses saw growth in 2021...

**78%**

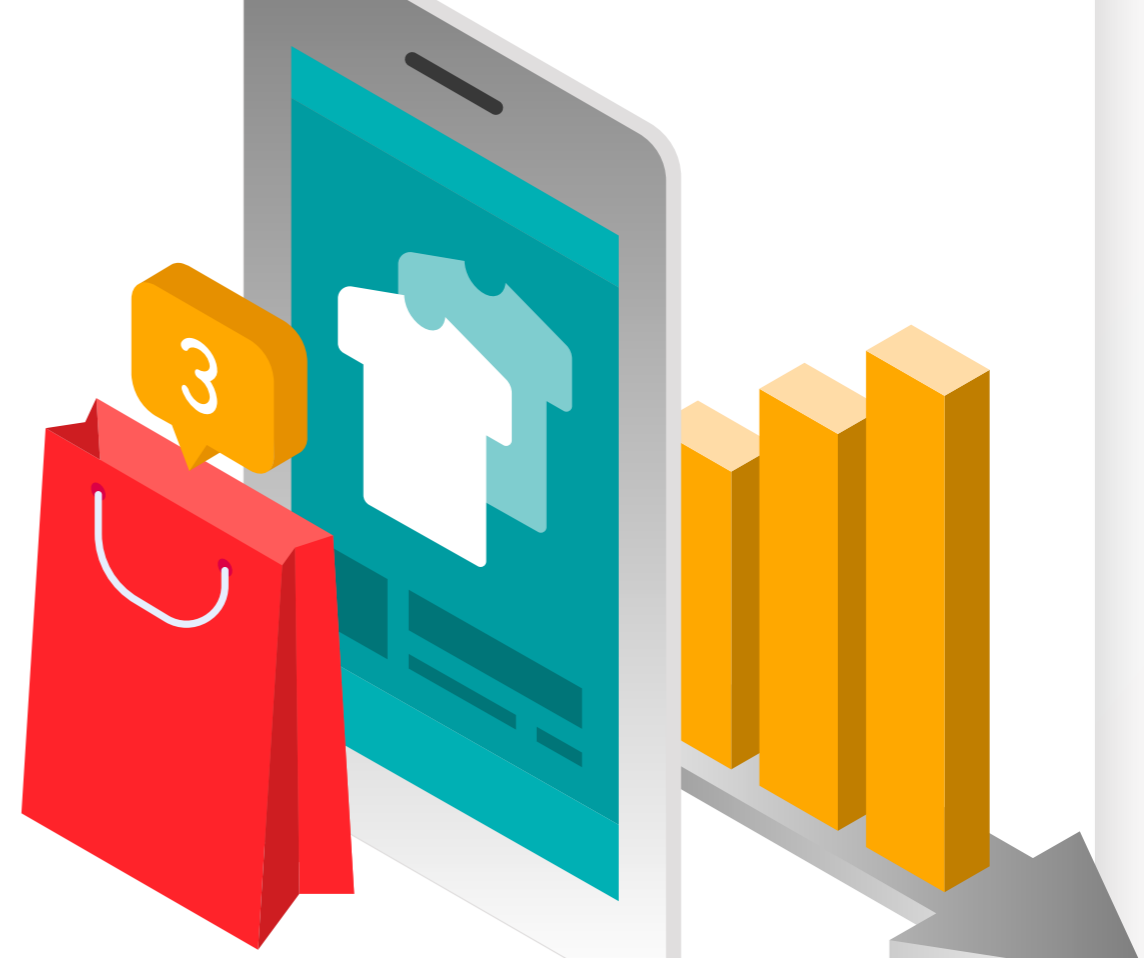
of UK eCommerce brands saw an increase in eCommerce sales in 2021, a massive increase from 45% in 2020!

**36%**

of those businesses grew even more than they expected.

**46%**

of eCommerce businesses believed their growth came from more demand for their products. However, a third also attributed it to a better marketing strategy and a quarter to new technology or automation.



But businesses still struggle to identify their website users...

**LESS THAN 1/3**

of eCommerce businesses can identify over 21% of visitors on their website.

**34%**

can identify less than 10%.



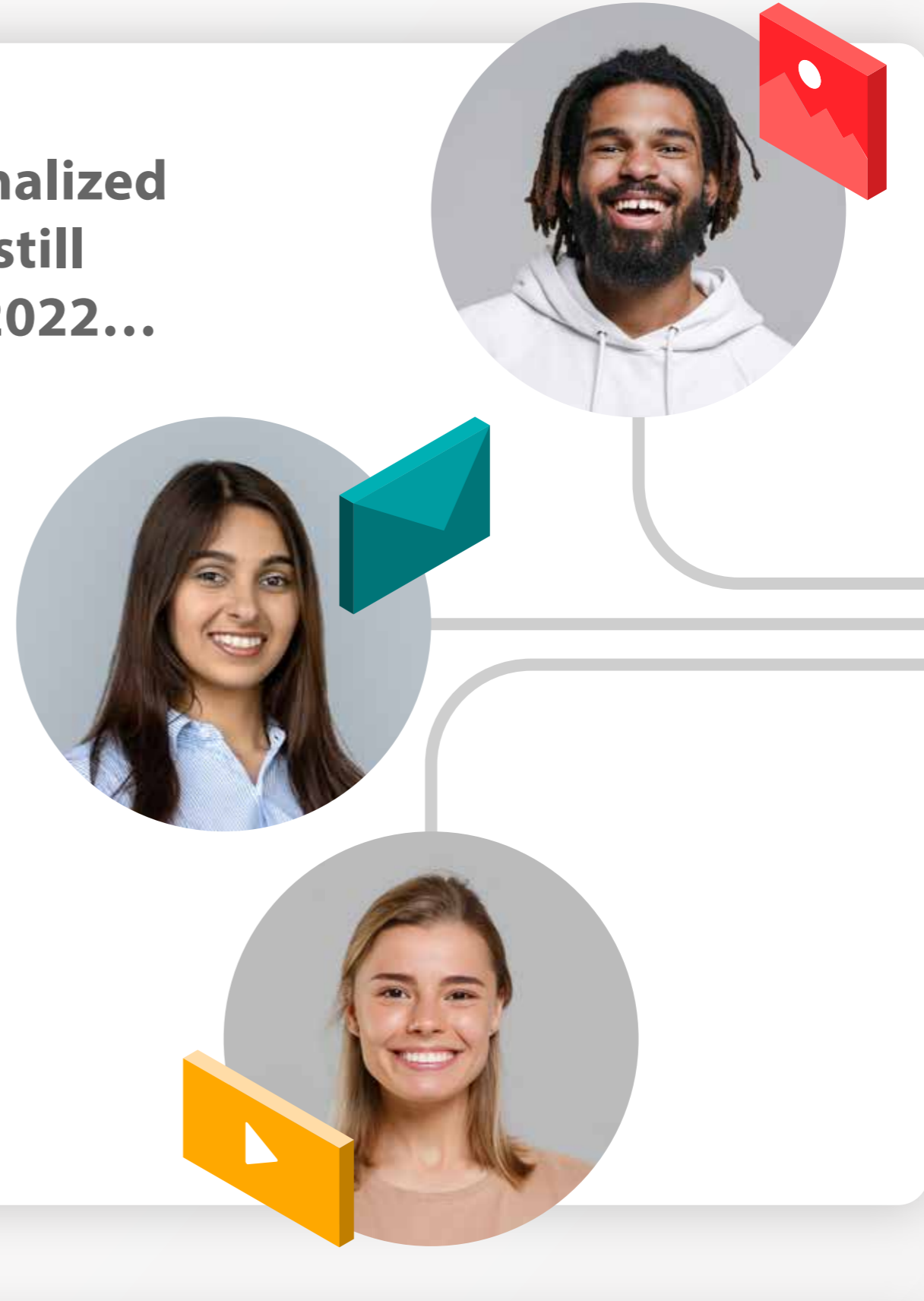
Brands have increased personalized experiences, with even more still hoping to implement this in 2022...

**1/2**

of eCommerce businesses offer their customers a personalized experience, up from 33% in 2020.

**29%**

want to implement personalized experiences in the next year - 16% more than in 2020.



Dynamic content is a key focus for many...

**72%**

of businesses are using dynamic content on their website, a huge increase from 27% in 2020.

**WHEREAS 1/2**

of businesses wanted to implement dynamic content. 69% are planning to use other forms of dynamic content that they haven't yet implemented, with personalized banners and images at the top of the wish list.



Priorities for businesses in 2022 were...

**40%**

of businesses have adjusted their marketing to the latest changes to iOS, which will make email open tracking a lot more unreliable than it already was in past years.

**BUT ONLY 28%**

have a strategy for the death of 3rd party cookies.



The majority of businesses are looking for change...

**68%**

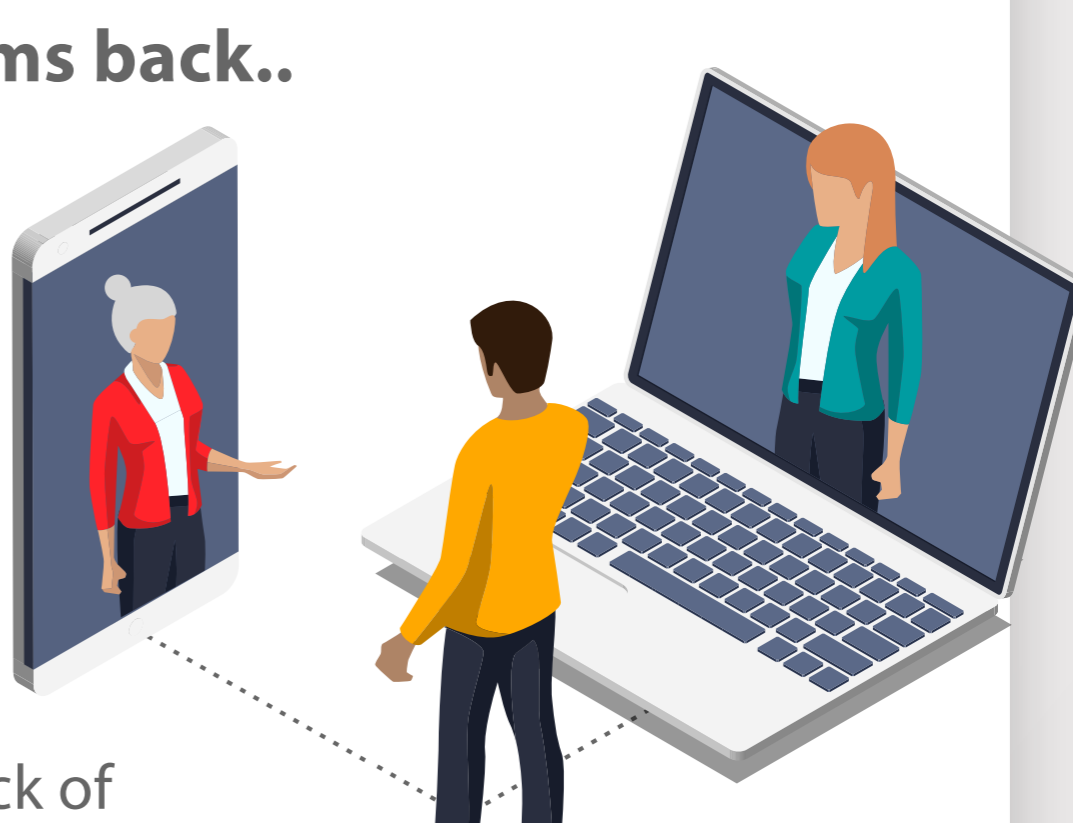
of businesses would like advanced analytics / insights built into their platform and just 14% are happy with the way things are.



But a lack of resources can hold teams back..

**OVER 55%**

of respondents said that a lack of resources was the primary blocker stopping their company from doing more! This reaffirms the research Mapp conducted last year with Forrester Consulting, which found that 57% of marketers surveyed consider "lack of skilled talent" their main challenge in delivering better CX. However, only a quarter attributed their success in recent years to talent improvement.



Businesses struggle to enter the App market..

**JUST 25%**

of businesses have an app, and only 8% of those that do have one confirmed it does everything their website does.

**14%**

of businesses are looking to develop an app.



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 huge amounts of data.

Mapp Survey, February 2022, 326 UK Respondents

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

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