

# State of Cross-Channel Marketing

2024

INSIGHTS FROM 700+ B2C MARKETERS

I'm just trying to generate  
customer engagement across  
all our different channels.



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## Foreword by marketoonist™

For the last twenty years, I've been drawing a weekly cartoon about our collective adventures in marketing.

One of my favorite go-to topics has long been cross-channel marketing. Delivering the right message to the right person at the right time is a perennial marketing challenge, particularly when there are many different ways to communicate. We have never had greater tools at our disposal in marketing, and yet consumer expectations have never been higher.

Usually, when I draw cartoons, I get inspired by anecdotes — either my own experience as a marketer or war stories that other marketers share with me. My source material is primarily qualitative.

When MoEngage offered to collaborate on this study, they presented a rare opportunity to dive into the numbers. MoEngage collected 730 stories from fellow marketers (including many Marketoonist readers) to quantify some of the most common approaches, obstacles, and opportunities for B2C marketers today.

We surfaced and distilled the main insights and takeaways, and I used this material to create a series of cartoons that capture the state of cross-channel marketing in 2024.

The collection of cartoons that resulted spans everything from figuring out AI to working with limited budgets to balancing customer acquisition with retention to struggling with clunky legacy tools to elevating what personalization means in today's world.

I'm a big believer that laughing at ourselves can help us do our best work. Holding up the fun house mirror to what we do helps us bond over some of the things we're all trying to figure out together.

This report balances levity with practical guidance on what other marketers are grappling with. The goal is that it helps us become better marketers. And hopefully gives us a shared chuckle along the way.



**Tom Fishburne**

Creator of Marketoonist

# Executive Summary


In the digital-first era, cross-channel marketing is key to engaging and retaining customers. We conducted this survey to provide an unbiased, authentic perspective directly from B2C marketers themselves. Our goal is to help you understand how your peers approach cross-channel marketing and their strategies for effective implementation.

While shedding light on the evolving landscape of customer engagement, this report underscores the intrinsic value of a well-integrated, cross-channel marketing approach, including but not limited to channels such as Email, Social Media, Website, and Mobile Apps.

A detailed analysis reveals personalization and customer engagement technology as significant levers of successful cross-channel campaigns. Equipped with artificial intelligence, innovative technologies, and deeper insights, marketers can understand their customers better than ever and tailor communications according to their needs and preferences.

At the same time, the research unveils key challenges of executing customer engagement, such as budget and resource constraints, delivering personalized experiences, and lack of clarity around channel performance. Despite these obstacles, marketers' enthusiasm to increase investment in cross-channel customer experiences is evident.

This report is designed for marketers who seek to enhance their cross-channel marketing campaigns and achieve better ROI.



I'm just looking for visibility  
into where people are dropping  
off in their customer journey.

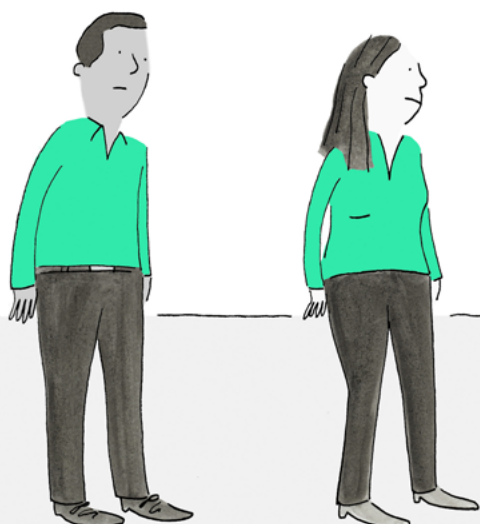
## We surveyed over 700 B2C marketers and found:

- On average, B2C marketers use at least five marketing channels to engage with their customers.
- 57% of marketers say finding new customers is a key focus area for them in 2024, followed by increasing engagement and loyalty (44.9%).
- Budget and resource constraints are a top challenge for 45.4% of marketers in driving customer engagement, followed by providing personalized experiences (39.5%).
- 64.9% of marketers say they are planning to increase investment in marketing technology in 2024, to improve customer experience.

But that's just the tip of the iceberg. In the following sections, we delve deeper into the real-world insights from our survey.

## By the end of this report, you'll discover:

1. The top priorities and investment focus for today's B2C marketing professionals.
2. The biggest challenges hindering their ability to deliver cross-channel engagement.
3. How teams are utilizing technology to enhance customer engagement.
4. Best practices for building a successful cross-channel marketing program.

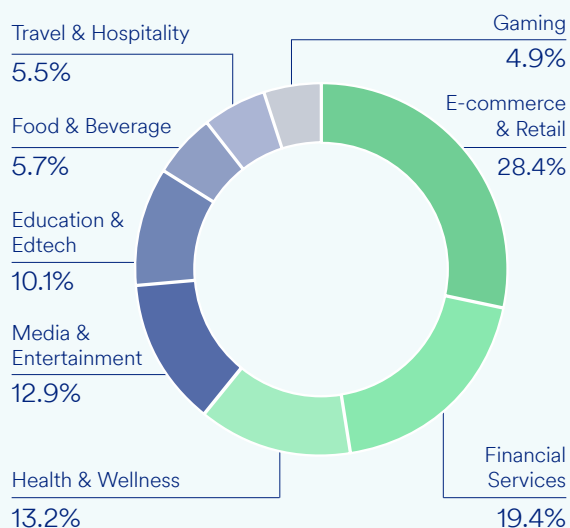


# Who We Surveyed

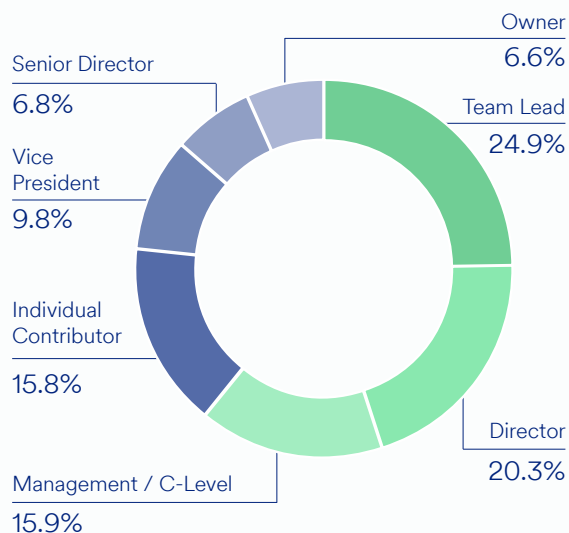
## Profile of Respondents

During December 2023, we surveyed hundreds of B2C marketing professionals across a variety of industries and job roles, to understand the current state of cross-channel marketing and customer engagement.

### Industry Breakdown

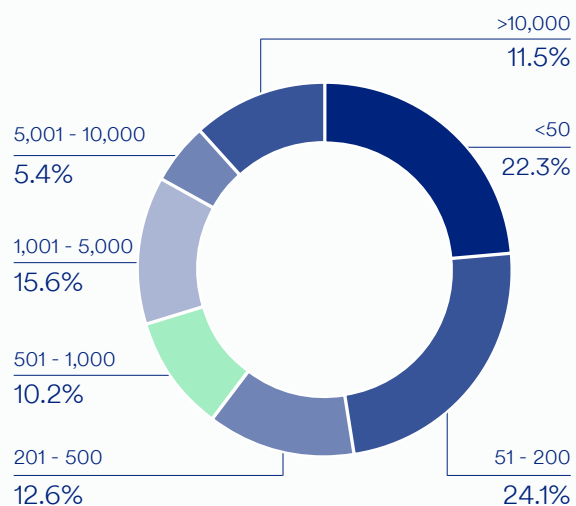


### Marketing Roles

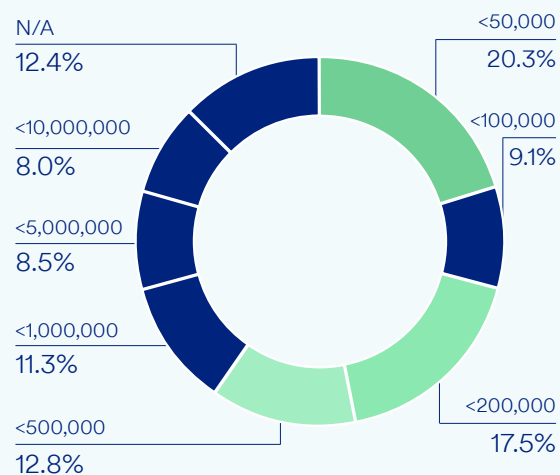


Additionally, the respondents represented organizations of varied sizes (such as SMBs, Mid-Markets, and Enterprises) and monthly active users (MAUs).

## Employee Count



## Approximate MAUs (Monthly Active Users)



## Methodology and Objectives

- Survey Dates: December 2023
- Total Survey Responses: 730<sup>1</sup>

### The key objectives of the report were to uncover:

- Top priorities and investment focus for today's B2C marketing professionals
- Biggest challenges and areas of opportunity facing consumer marketing teams in executing cross-channel campaigns
- How marketers are measuring and optimizing their customer engagement efforts
- What it takes to build a successful cross-channel marketing program

<sup>1</sup> Over 1000 people were surveyed and 730 qualified for data analysis.

# Channels and Priorities

## Engagement Channels

In recent years, cross-channel marketing has become an essential strategy for engaging customers.

Our research found that, on average, **B2C marketers use at least five channels to execute their customer engagement strategy efficiently**. Furthermore, **60.8% of marketers say they have experienced growth in their MAUs in the last 12 months**.

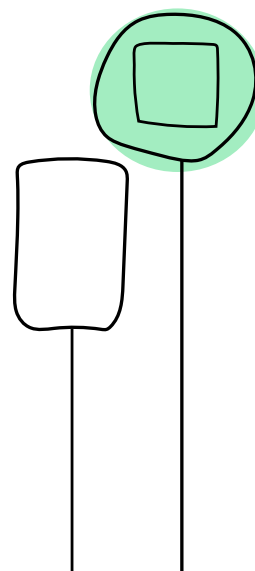
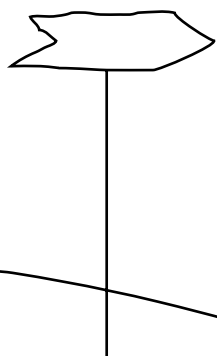
The four most popular engagement channels that B2C marketers use are:

- Email (89.6%)
- Social Media (80.3%)
- Desktop Website (67.1%)
- Mobile Website (65%)

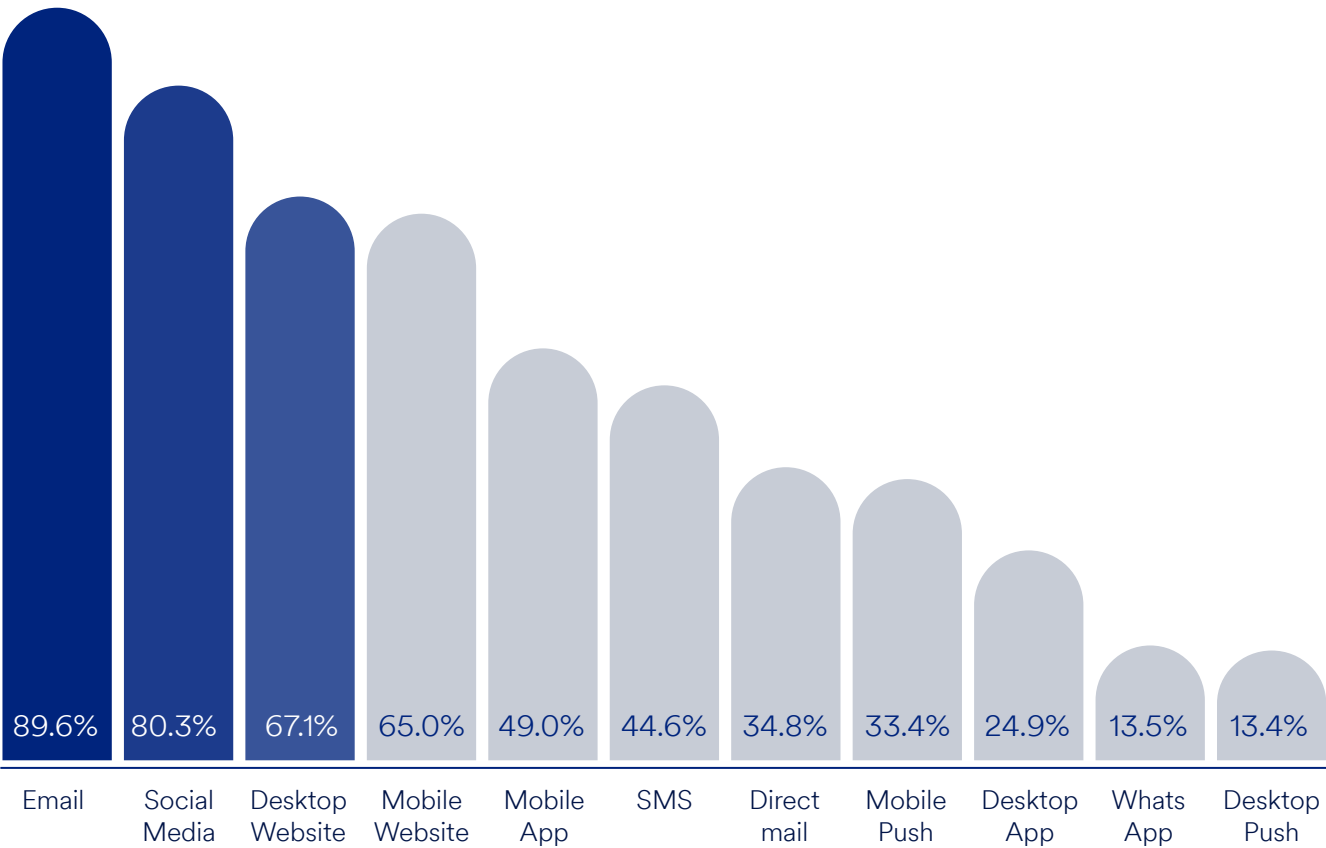


### Pro Tip:

Cross-channel Marketing is a customer-centered strategy that focuses on building a unified brand presence. To build a successful cross-channel marketing strategy, you must consider all touchpoints in the buyer journey and seamlessly integrate your online and offline channels/ platforms (such as email, website, push notifications, SMS, and in-app notifications) to communicate with your customers.



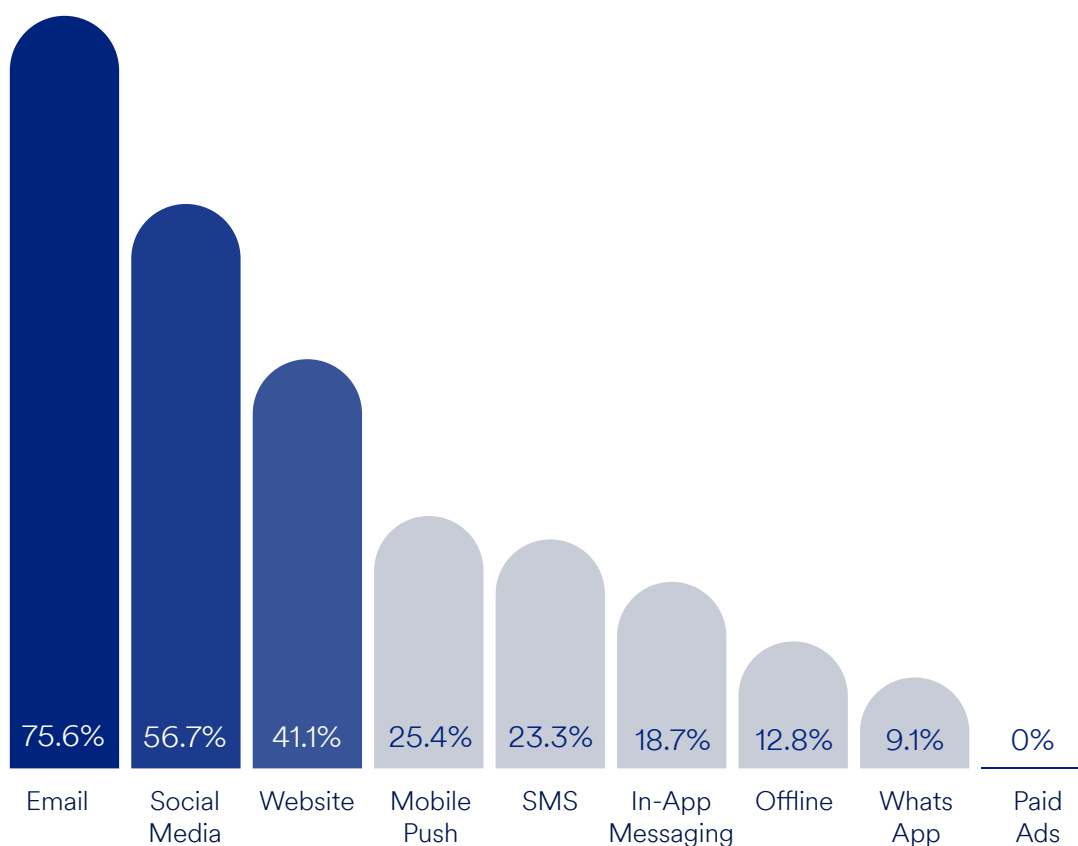
Marketing Channels Currently Being Used



Not surprisingly, these findings support [another study](#) that explores customer channel preferences, where we found that American and Canadian consumers prefer to engage with brands using Websites (22.5%), Mobile Apps (15.3%), Social Media (13.4%), and Email (13.2%).

The above channels are dominant for their widespread usage and accessibility, but strikingly, email marketing, which is in its fourth decade, continues to be the most popular. In fact, **75.6% of B2C marketers say that Email is their organization’s most effective engagement channel.**

## Most Effective Marketing Channels by B2C Marketers



At the same time, it is important to note that digital channels like Mobile App, SMS, and Mobile Push Notifications are gaining popularity. While numerous studies have shown a positive correlation between these channels and their ROI, their potential is yet to be explored fully. This means that in the coming months, marketers who do not consider these channels as a part of their cross-channel marketing strategy will lose out on first-mover advantage.



### Pro Tip:

Customer engagement is nothing without the orchestration of a personalized, cross-channel strategy. Thus, before deciding on the effectiveness of each channel, use A/B testing to find out which channels truly resonate with your customer.

## Top Objectives for Marketers in 2024

In 2024, the top three objectives for brands are:



57.0%

Finding new customers



44.9%

Increasing customer engagement or loyalty



40.8%

Retaining current customers

Though these figures indicate that marketers are somewhat aware of the long-term advantages of focusing on retention, the majority still prioritize customer acquisition as their primary goal.

This is because most marketers aren't able to retain their existing customers properly due to ineffective personalization caused by issues such as data silos, lack of real-time analytics, and improper tooling and methods. This is explored further in the following sections.



### Pro Tip:

Acquiring a new customer is anywhere between **5 to 25 times more expensive** than retaining an existing one. Additionally, increasing **customer retention rates by 5%** increases profits by 25-95%. Bottom line? Retaining existing customers can provide a better ROI than continuously focusing on customer acquisition.

We spent all our marketing budget to roll out the red carpet for new customers. What's our strategy for engagement and retention?



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Brands looking to optimize their spending should prioritize retention and engagement over acquisition. This is where having a well-integrated, personalized approach to cross-channel marketing will have the most impact.

## Increased Focus on Personalization

89.9% of marketers use some form of personalization in their cross-channel marketing campaigns. This is a good sign as numerous studies have shown an increasing demand for personalization and a positive correlation between personalization and customer engagement:

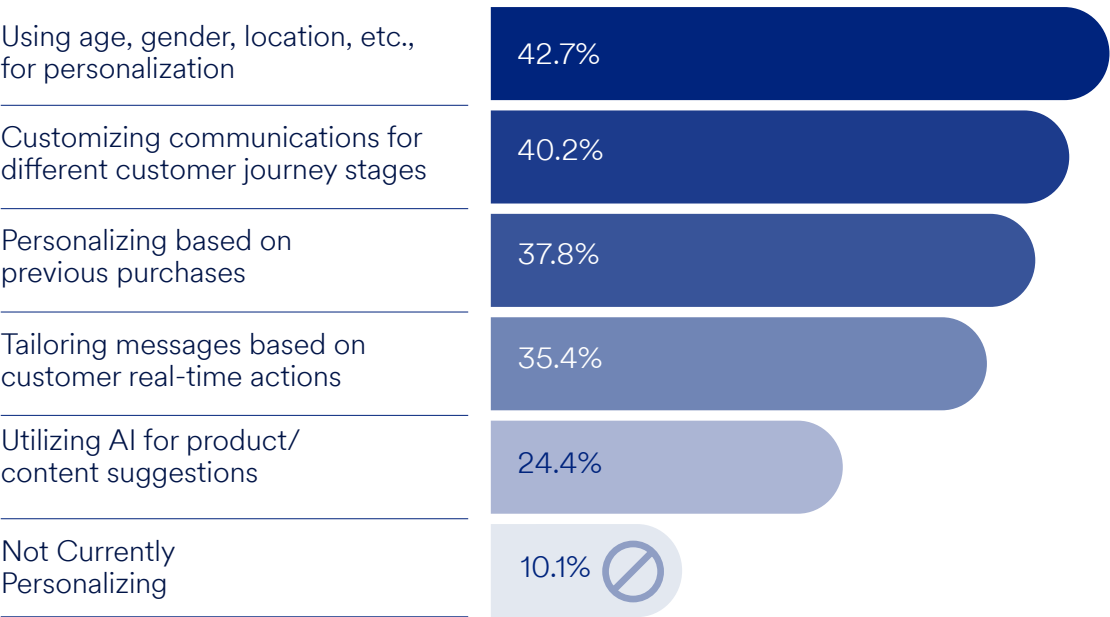
- 56.10% of American and Canadian consumers expect a curated shopping experience from brands they shop from regularly.
- 76% of consumers say that receiving personalized communications was a key factor in prompting their consideration of a brand.
- Companies that grow faster drive 40% more of their revenue from personalization than their slower-growing counterparts.

Personalization is the foundation of a successful cross-channel marketing campaign and amplified customer engagement.

However, personalization in itself has multiple facets.

Our research found that 42.7% use very basic personalization. Simultaneously, we saw that 40.2% of marketers personalize customer engagement based on where their customers are in the buyer journey, and a significant percentage of marketers are using behavior-based personalization via insights on previous purchases the customers made (37.8%) and their real-time actions (35.4%), which signifies a growing adoption of multiple forms of personalization.

### How B2C Marketers Are Using Personalization



These numbers indicate that most marketers believe personalization is limited to a customer's name, age, and gender. However, there is so much more to personalization.

Brands that want to optimize their cross-channel campaigns in the coming months will need to hone in on hyper-personalization\*. This entails placing greater emphasis on customers' previous behavior, current actions, and which stage they are in their journey, etc. - all of which require gathering real-time customer insights.

If you can share your email address and first name, we'll reward you with emails that are personalized with your first name.



### \*Hyper-personalization

is the most advanced way brands can tailor their customer engagement strategy to individual customers. It is done by creating highly targeted customer experiences through data, AI, automation, etc., and sending communications to specific customers at the right place and time, and through the right channel.



### Pro Tip:

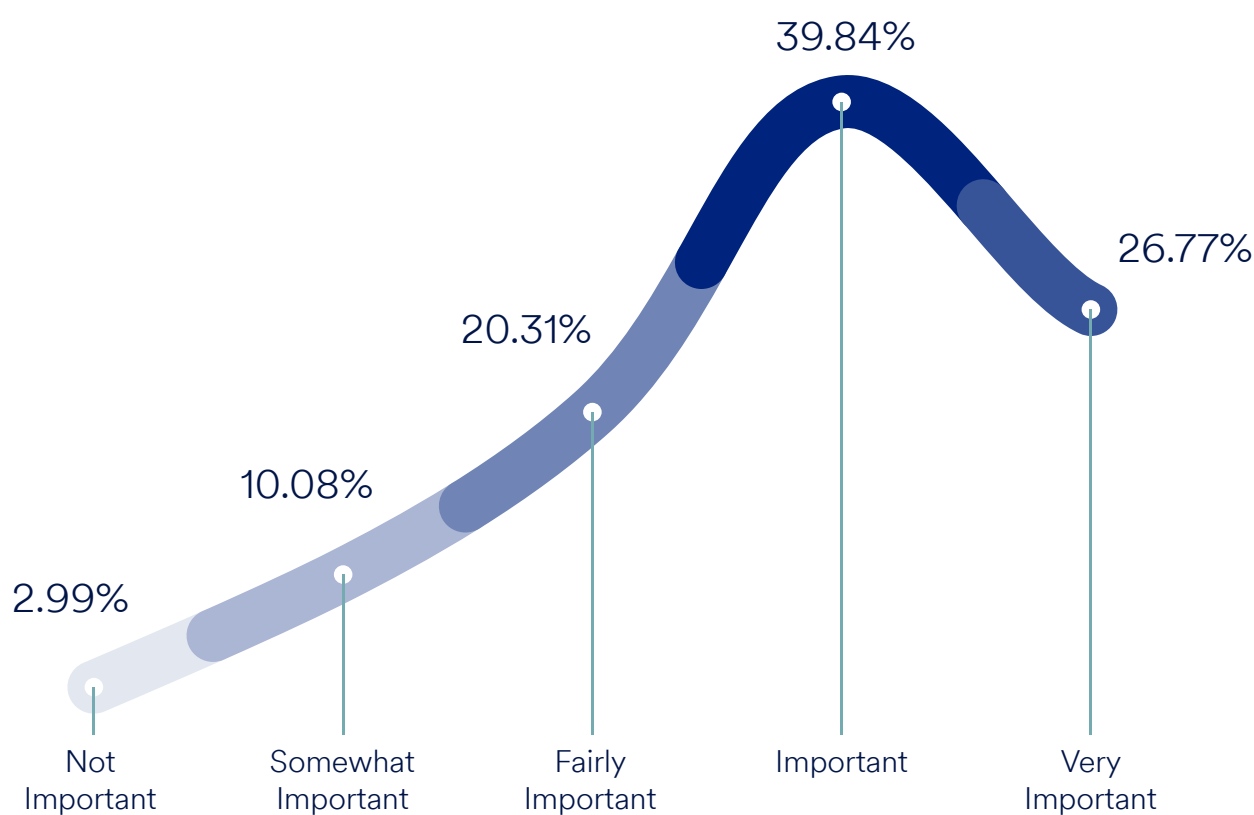
More advanced personalization techniques pay out larger dividends. One of the most significant findings from a [previous report](#) was that emails involving behavior-based personalization can deliver anywhere between 2.2X to 16X conversion rates, and journey-based personalization can deliver 3.3X to 13.8X conversation rates as compared to generic broadcast emails.

## The Growing Role of AI in Cross-Channel Marketing

The recent AI boom is poised to revolutionize customer engagement, and we are already seeing the early impacts.

Unsurprisingly, 66.61% of marketers think that AI-powered capabilities are important or very important for their brand. IDC, a global market intelligence firm, predicts that spending on AI-centric systems will surpass \$300 billion in 2026.

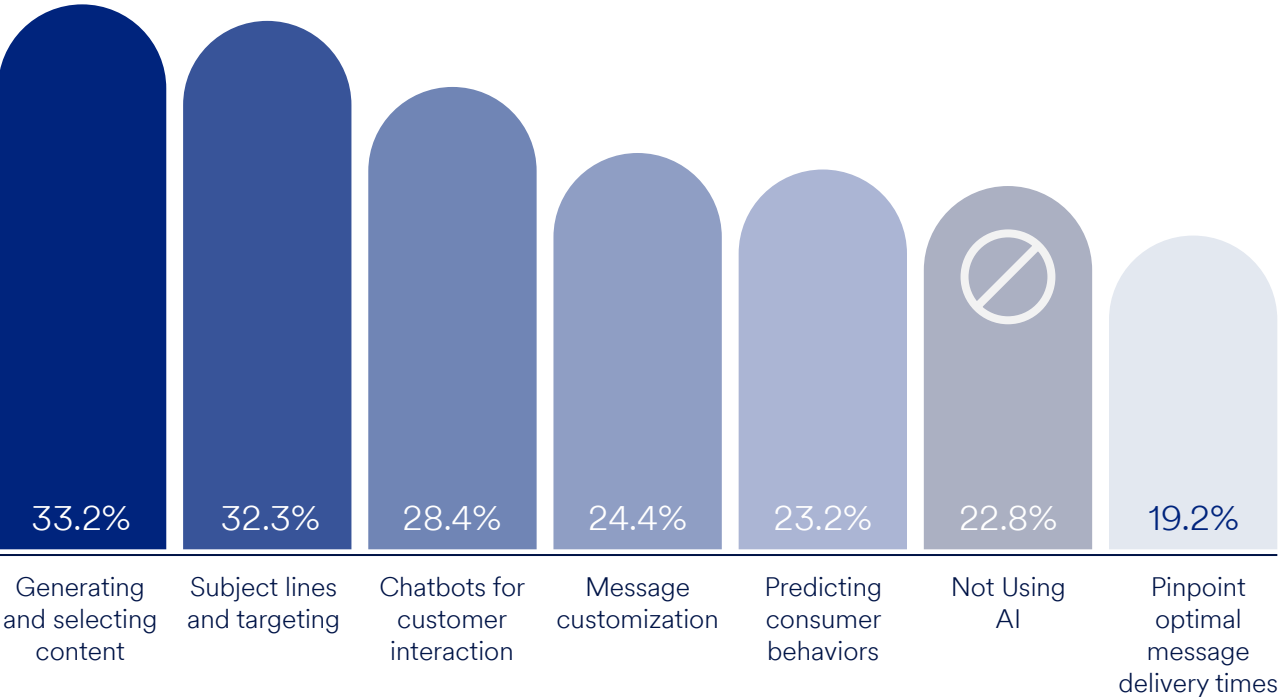
### How Important is AI to Your Business?



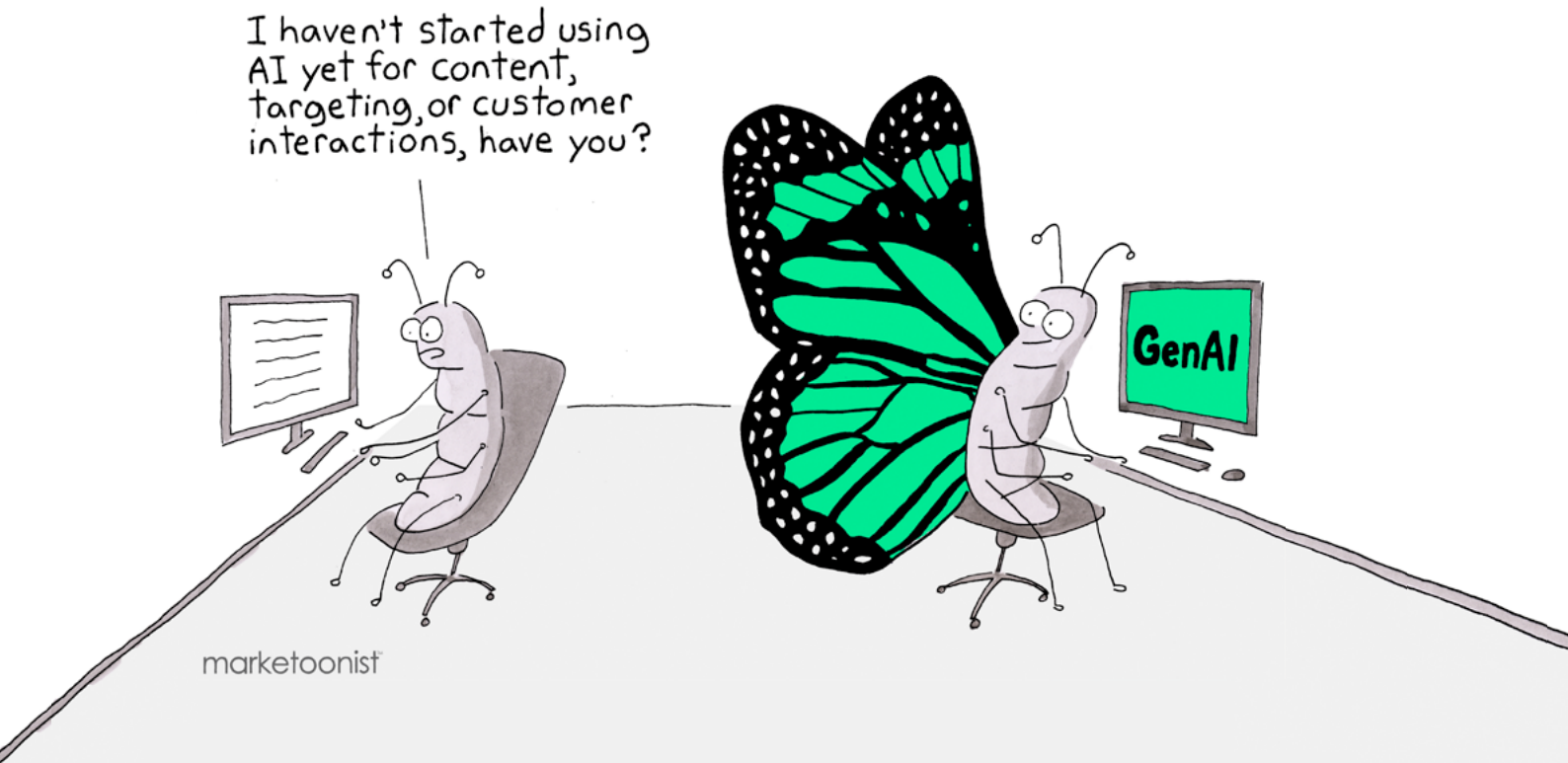
### The top three use cases for AI in cross-channel marketing are:

- Generating and selecting content (33.2%)
- Creating AI-enhanced subject lines for better targeting (32.3%)
- Using AI-based Chatbots for instant customer interactions (28.4%)

How AI is Being Used for Cross-Channel Marketing



While 22.8% of marketers say they are not using AI for cross-channel marketing at the moment, a majority of marketers are using AI capabilities for basic use cases such as content generation.



This could be because of multiple reasons:

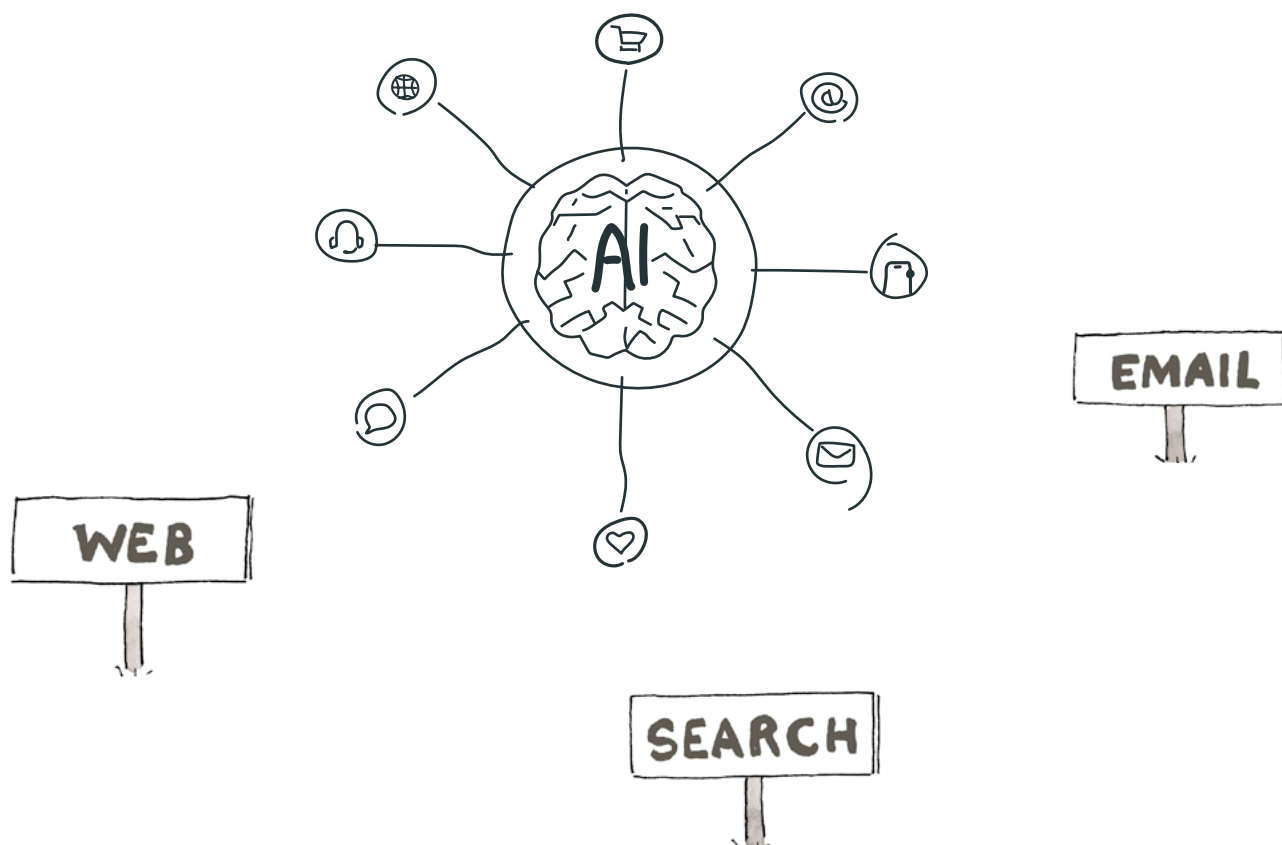
- Budget and resource constraints
- Fear of using a new technology like AI
- Hesitation to latch onto 'just another fad'
- Or that they haven't seen the benefits of using AI yet

Marketers who are not leveraging AI are losing out as AI has the potential to analyze vast amounts of data and deliver relevant, timely, and engaging experiences that resonate with each customer.



**Pro Tip:**

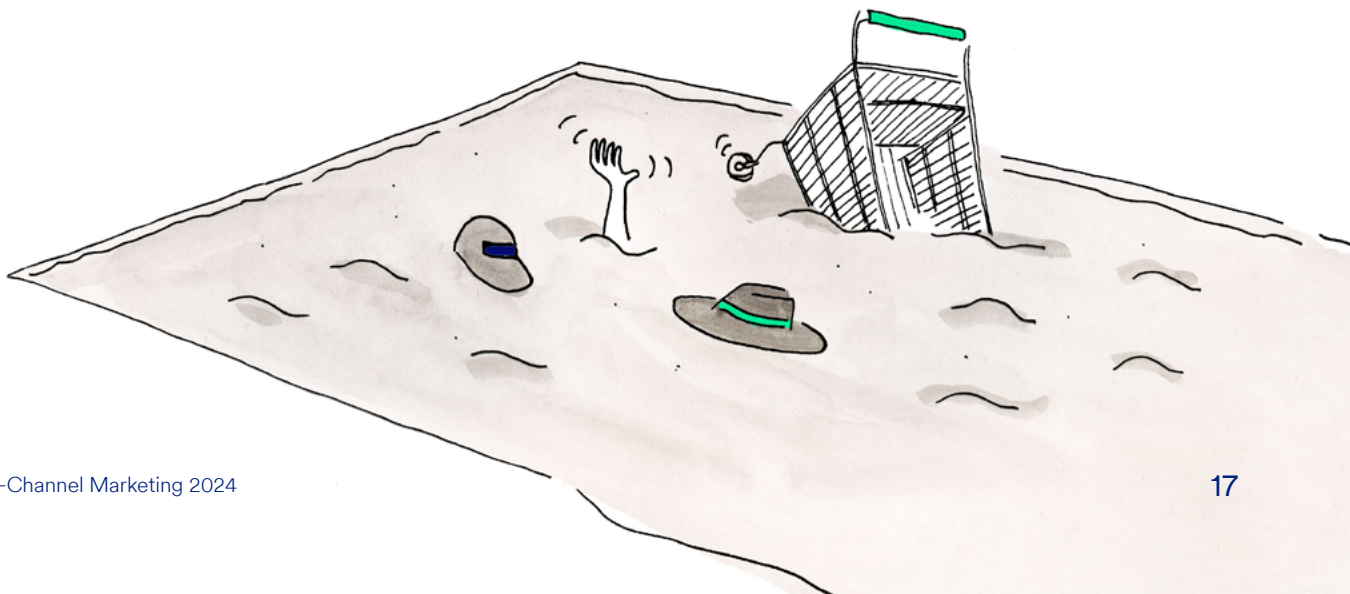
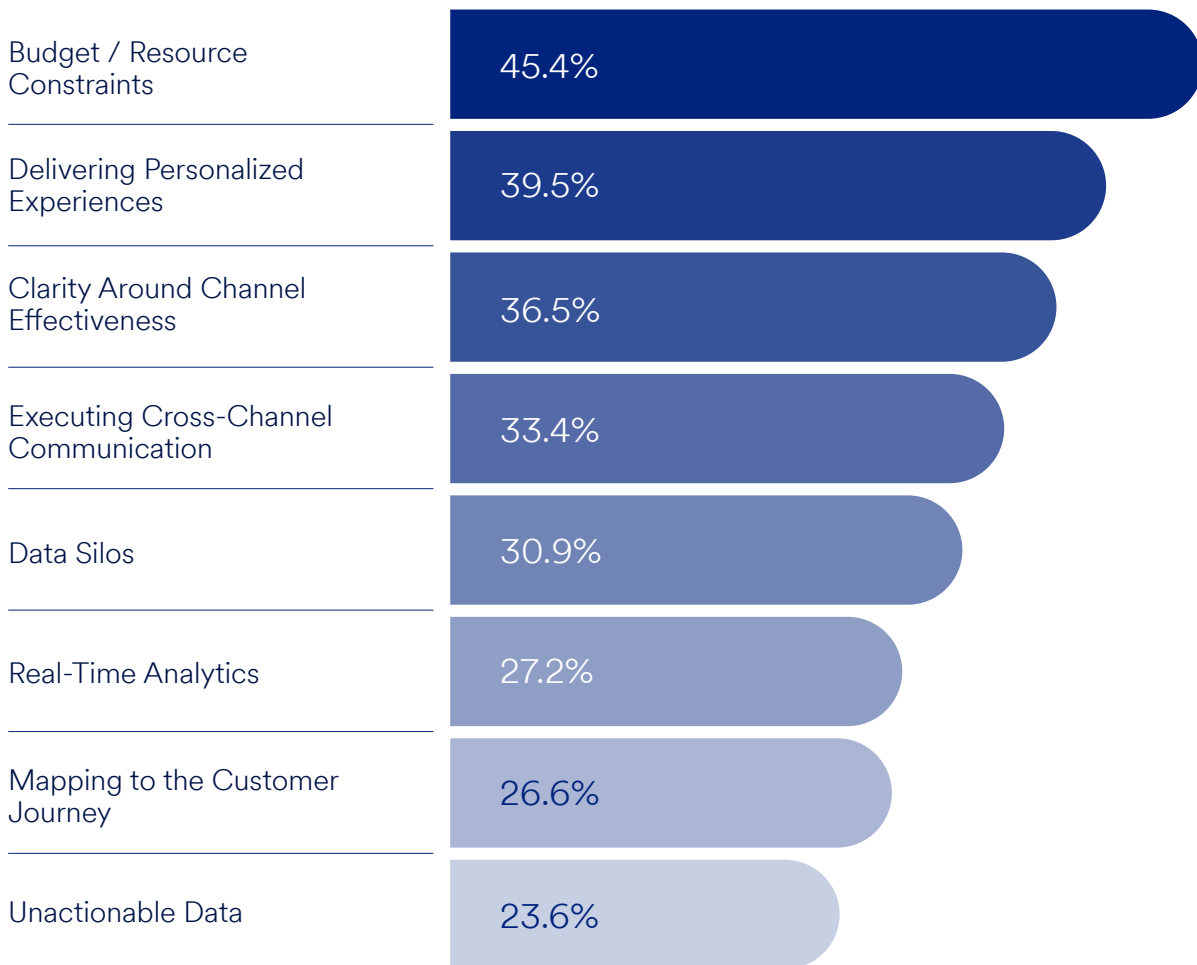
AI can go beyond just generating simple content and images to hyper-personalize the output based on different buyer personas, channels, or even campaign objectives. It can also help predict customer behavior and identify dormant or churning customers ahead of time as we saw with [Publishers Clearing House](#). Make sure to use AI to your full advantage.



# Challenges and Solutions

## Common Obstacles in Cross-Channel Marketing

### Biggest Customer Engagement Challenges



The top three challenges for marketers in driving customer engagement are:

### 1. Budget and Resource Constraints:

Limited budgets and a lack of resources remain the top challenge for 45.4% of marketers. However, most marketers plan to invest more in customer engagement in the next 12 months.

One of the biggest reasons for this conundrum could be that a majority of marketers (57%) are focusing on finding new customers, which is causing a strain on budgets. Another side to this is that since the current cross-channel programs are not as effective due to inconsistent data and lack of real-time insights, it is difficult for marketers to justify ROI and get greater budget and resource allocation.



## 2. Delivering Personalized Experiences

39.5% of marketers say that delivering personalized experiences is one of the biggest challenges of customer engagement.

We found that the top reasons for this are:

- Inability to identify gaps in the customer journey (43.6%) - which is one of the top blind spots for marketers
- Inconsistent data quality from various channels (34.3%) - which prevents marketers from effectively segmenting customers
- Long and variable lead times for tailoring campaigns (26.5%) - which also hinders segmentation efforts

This can lead to having less engaged customers who are not retainable, causing marketers to re-enter the loop of prioritizing customer acquisition over customer retention.



### 3. Lack of Clarity Around Channel Performance

36.5% of marketers say they struggle to analyze the performance and effectiveness of the channels they use. Simultaneously, 30.9% say that data silos are one of the biggest hurdles to customer engagement.

Due to this, marketers say that their biggest blind spots are the inability to react quickly enough to create timely, personalized cross-channel experiences (45.4%) and not knowing the long-term impacts of their customer engagement campaigns (42.7%).



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The two biggest reasons for the above challenges are:

## 1. Lack of Cross-functional Collaboration

A study found that 40.4% of American and Canadian marketers manage customer engagement operations by letting different teams work independently. This siloed approach results in scattered data with no focus on insights, often leading to disjointed customer experiences. Thus, marketers that want to set themselves up for success should focus on removing data silos via cross-functional collaboration to build effective, personalized cross-channel marketing campaigns.



## 2. Lack of the Right Set of Tools and Technology

Our research shows that more than a quarter of respondents (27.6%) still rely on outdated tools and another fifth (20.8%) use spreadsheets to manually analyze data for cross-channel marketing efforts.

These outdated tools and methods are slowing down the process of collecting, analyzing, and acting on data. Nearly 38% of marketers report that it takes them more than a week to launch a campaign, with 15.3% taking over a month.

On the other hand, modern, all-in-one customer engagement platforms are engineered to be analytics-driven from the start. They allow marketers to:

- Unify customer data from different sources and get a comprehensive view of each customer
- Find out gaps in the customer journey and discover best channels, times, content, etc.
- Ensure their customer engagement efforts are quantifiable, due to which they can ask for a larger budget allocation

Sure we can execute a personalized, multi-channel campaign at scale – let's just use this spreadsheet from the 90s.

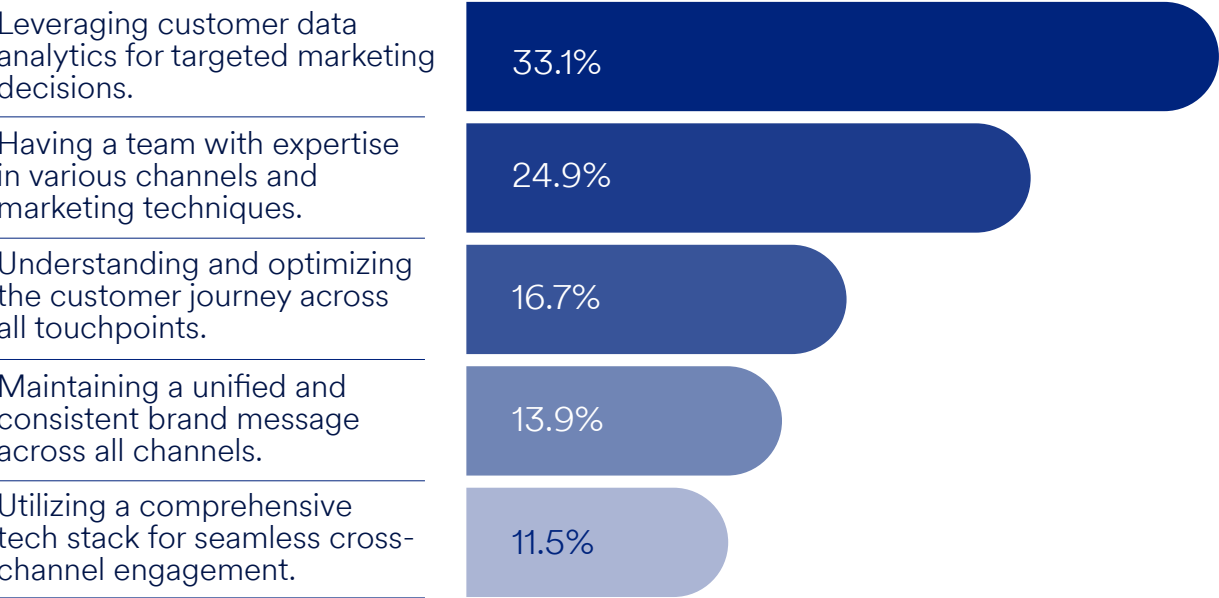


# Measuring and Optimizing Customer Engagement Efforts

Given the growing complexity of marketing — changing consumer habits and industry shifts — marketers are increasingly relying on analytics to build cross-channel marketing campaigns at scale and achieve and measure overall campaign effectiveness.

When asked about the biggest factor that has contributed to building an effective cross-channel marketing strategy, 33.1% of marketers said, “leveraging customer data analytics for targeted marketing decisions.”

## Top Contributors for Building a Successful Cross-Channel Marketing Program

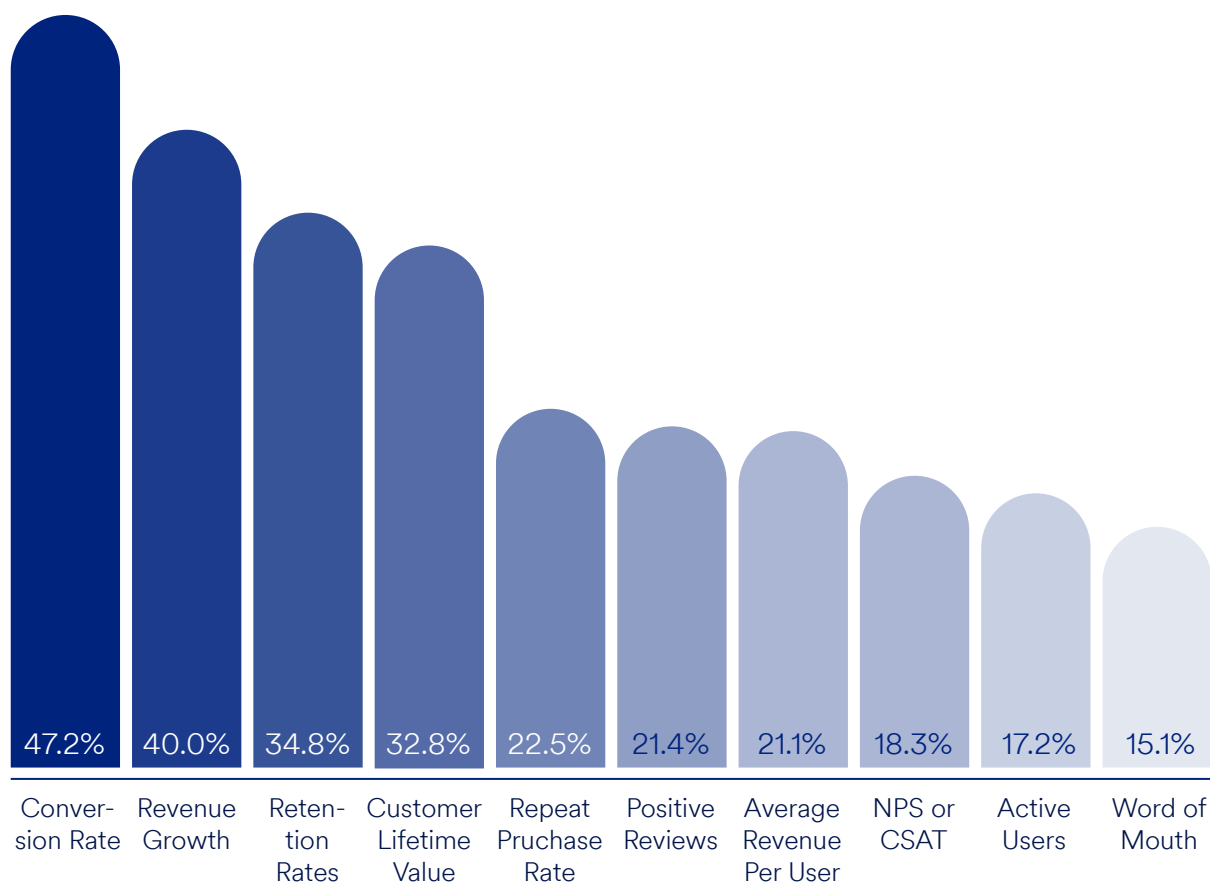


Furthermore, we found that the top three KPIs used by marketers for measuring customer engagement are:

- Conversion Rate (47.2%)
- Revenue Growth (40%)
- Retention Rate (34.8%)

The way marketers handle the measurement of their cross-channel campaigns aligns with their top objectives, such as using conversion rate to measure their customer acquisition efforts. However, as established earlier, prioritizing customer acquisition over retention is not a sustainable strategy, especially with the existing budget and resource constraints.

## Customer Engagement Success Metrics



While analytics are an enabler, having the right kind of analytics is even more important.

Previously, we have seen that the top blind spots quoted by marketers are driven by the lack of sufficient insights, such as:

- Inability to react quickly enough to create timely personalized experiences
- Inability to identify gaps in the customer journey
- Lack of understanding about the long-term impacts of customer engagement campaigns

Ultimately, having an analytics-led customer engagement tech stack is going to be crucial in 2024.



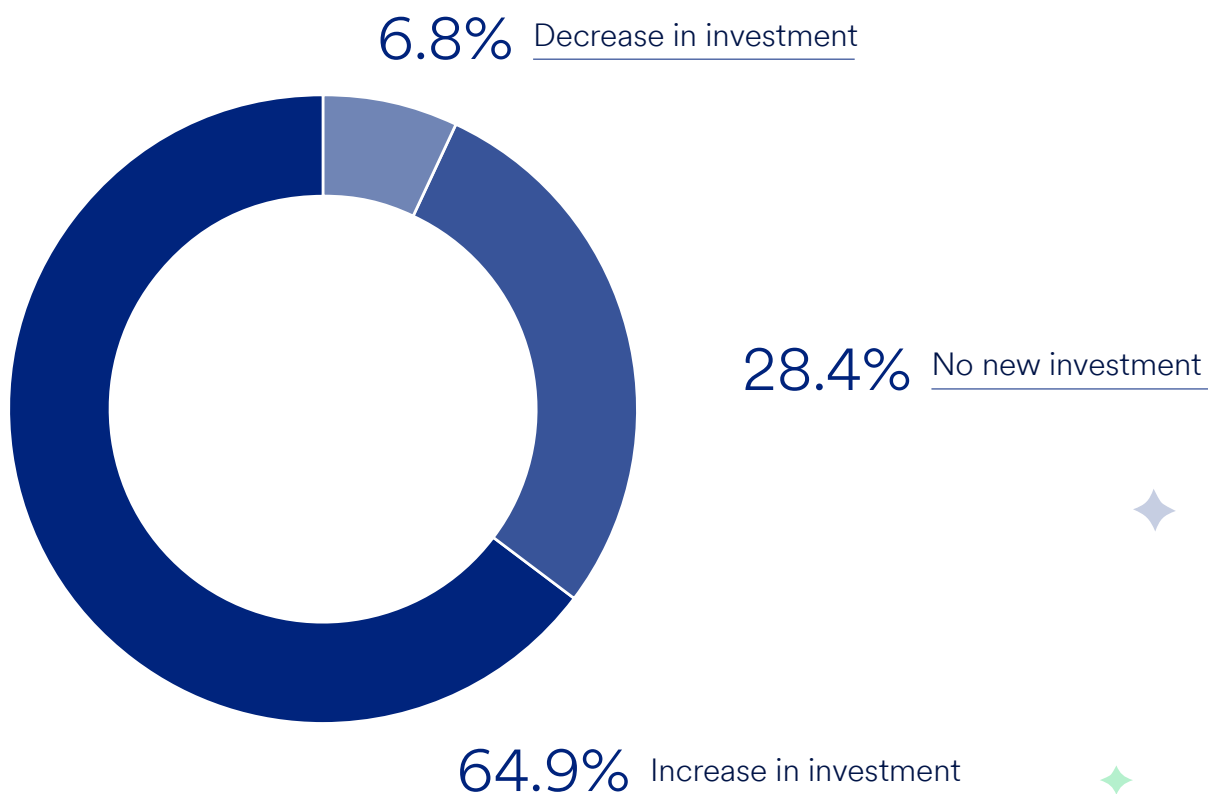
### Pro Tip:

As marketers develop strategies for their cross-channel campaigns, focusing on analytics is key for making more informed and customer-centric decisions. For example, analytics can provide actionable insights such as which channels (and channel combinations) work the best for different customers, providing multiple campaign optimization opportunities.

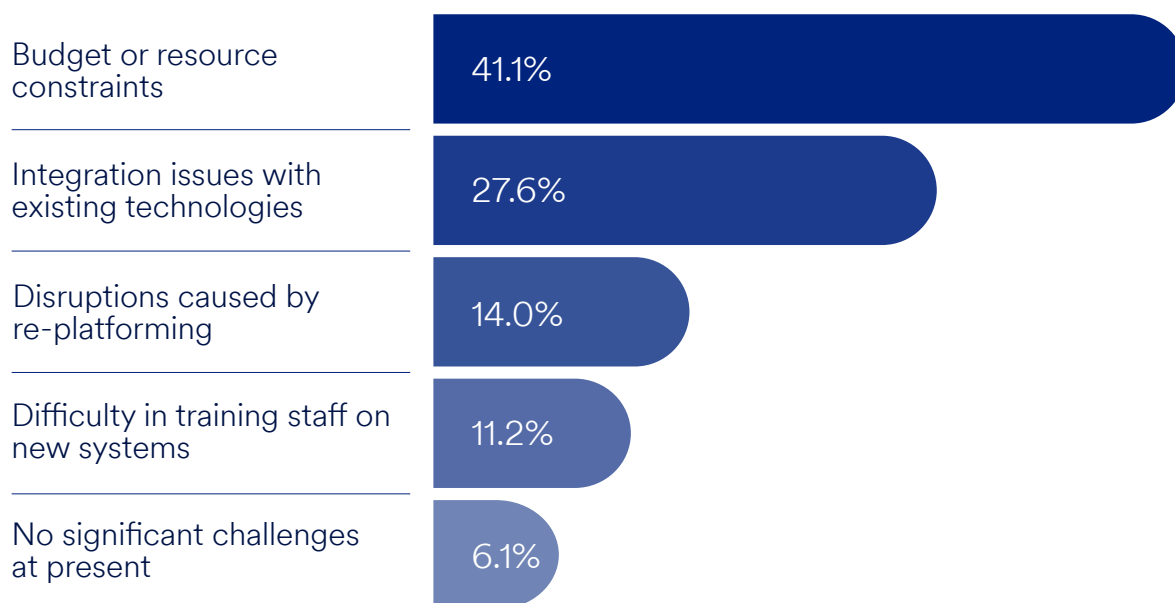
# Investment Trends in Marketing Technology

Despite key investment challenges such as budget/resource constraints (41.1%), a majority of marketers (64.9%) say they are planning to increase investment in marketing technology this year, to improve customer experience.

## Expected MarTech Spend



## Challenges in Adopting New Technologies for Cross-Channel Marketing



This is leading to a stalemate situation. Why?

Because a majority of marketers are either using manual methods and spreadsheets or clunky legacy tools that require significant manpower for campaign execution. Due to this:

- Most of the budget is spent on customer acquisition efforts, leaving less room to execute retention activities
- Marketers cannot act in real-time as their current tooling and methods are limited
- Marketers are unable to identify gaps or measure campaign performance because of poor analytics or data silos caused by not having the right technology



### Pro Tip:

Marketers need to exercise caution when choosing new technology to add to their existing martech stack. The customer engagement platform must have great automation and integration capabilities to prevent any data silos. Having a comprehensive data view will make it easier for marketers to get buy-in and additional resources for building more advanced cross-channel marketing programs.

# Cross-Channel Marketing Today: Summary of Key Insights



## Extreme Focus on Customer Acquisition

Most marketers prioritize customer acquisition over customer retention, and the number one KPI for measuring customer engagement is conversion rate. These factors indicate a potential imbalance in marketing strategies, where long-term customer relationships might be undervalued.



## Challenges in Cross-Channel Marketing and Data Utilization

Marketers face challenges in implementing effective marketing strategies due to budget constraints, siloed data, lack of cross-functional collaboration, and adequate technology. This leads to inconsistent data quality, a lack of clarity around channel effectiveness, and difficulties in personalization.



## Inefficiencies in Current Processes

Many marketers still rely on manual methods like spreadsheets or legacy tools, which are inefficient for executing effective cross-channel campaigns. This highlights the need for modern, integrated, and automated marketing tools.



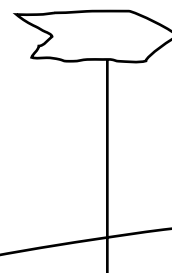
## Room for Improvement in Personalization

With the available channels, there's a considerable opportunity for marketers to enhance personalization efforts. While basic personalization is in use, more advanced techniques are not being fully leveraged, which can limit the effectiveness of marketing campaigns.



## The Rise of AI in Marketing

AI is increasingly becoming important in marketing strategies, particularly for content generation, targeted subject lines, and customer interactions via chatbots. The AI roadmap for marketers in 2024 will encompass increased sophistication and integration across multiple facets of customer engagement. Given the rapid advancements in AI technology and its growing accessibility, AI will likely enable hyper-personalized customer experiences across channels and at a scale that previously seemed unattainable.



# Building an Effective Cross-Channel Marketing Strategy

Overall, while there are clear challenges, there are also significant opportunities for B2C marketers to refine their cross-channel strategies by leveraging new technologies and strategies to engage customers better and drive business growth.



## Rebalance Budget Priorities

Consider reallocating resources from customer acquisition to engagement and retention strategies. This could yield better long-term returns by allowing you to build a loyal customer base.



## Deploy More Advanced Personalization Techniques

Explore and implement more advanced personalization strategies. Go beyond personalizing only based on name, age, and gender, and look at the customer behavior and journey. This can lead to more effective engagement with customers and higher conversion rates.



## Leverage Artificial Intelligence

Don't shy away from AI. Utilize its capabilities to take the guesswork out of your cross-channel marketing strategy for better content generation, targeting, and customer interaction. AI can help you predict when your customers are most likely to view and interact with your communication and on what channels, increasing your CTRs and conversions and ultimately boosting your ROI.



## Focus on Data-led Decisions

Improve data collection and analysis methods. High-quality, consistent data is crucial for effective segmentation and creating timely, personalized customer experiences.



### Embrace Automation and Prioritize Integration

Move away from manual processes and invest in integrated marketing technologies. This prevents data silos and increases data quality, which eventually enhances the effectiveness of cross-channel campaigns.



### Use a Modern Customer Engagement Platform (CEP)

Modern Customer Engagement Platforms (CEPs) are built to deliver personalized experiences using diverse data sources. These platforms enable you to meet customers exactly where they are on their journey, fostering loyalty and retention. With seamless integrations across various marketing tools, they consolidate data from all marketing channels. This integration creates comprehensive customer profiles on a single dashboard, significantly accelerating your go-to-market strategies.

I'm just trying to generate customer engagement across all our different channels.



# Looking Forward: How B2C Brands Can Adapt and Thrive

The customer engagement space is in its transformative era, fueled by changing customer behavior, amplified consumer expectations, and evolving technologies. There has been a surge in marketing channels, allowing marketers to build a cross-channel ecosystem that can reach customers at every touchpoint in their journey.

However, this era also presents unique challenges for cross-channel marketing such as budget and resource constraints, the inability to implement personalization effectively, and the lack of clarity around channel performance. These challenges are driven by issues such as data silos and inadequate technology, ultimately making it difficult for marketers to retain their existing customer base. In a rush to increase their bottom line, most marketers prioritize customer acquisition. However, the gap between what customers want and what marketers offer is larger than ever.

Closing this gap will require a strategic shift towards prioritizing customer retention and using technology that can enable marketers to orchestrate seamless and hyper-personalized interactions across all channels their customers are on.

## About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more.

MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels.

Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was named a Strong Performer in **The Forrester Wave™ 2023** report and recognized by G2 as a Mobile Marketing and Analytics Industry Leader in the **G2 Spring 2023 Grid® Report**.

To learn more, visit [www.moengage.com](https://www.moengage.com)