

# 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.

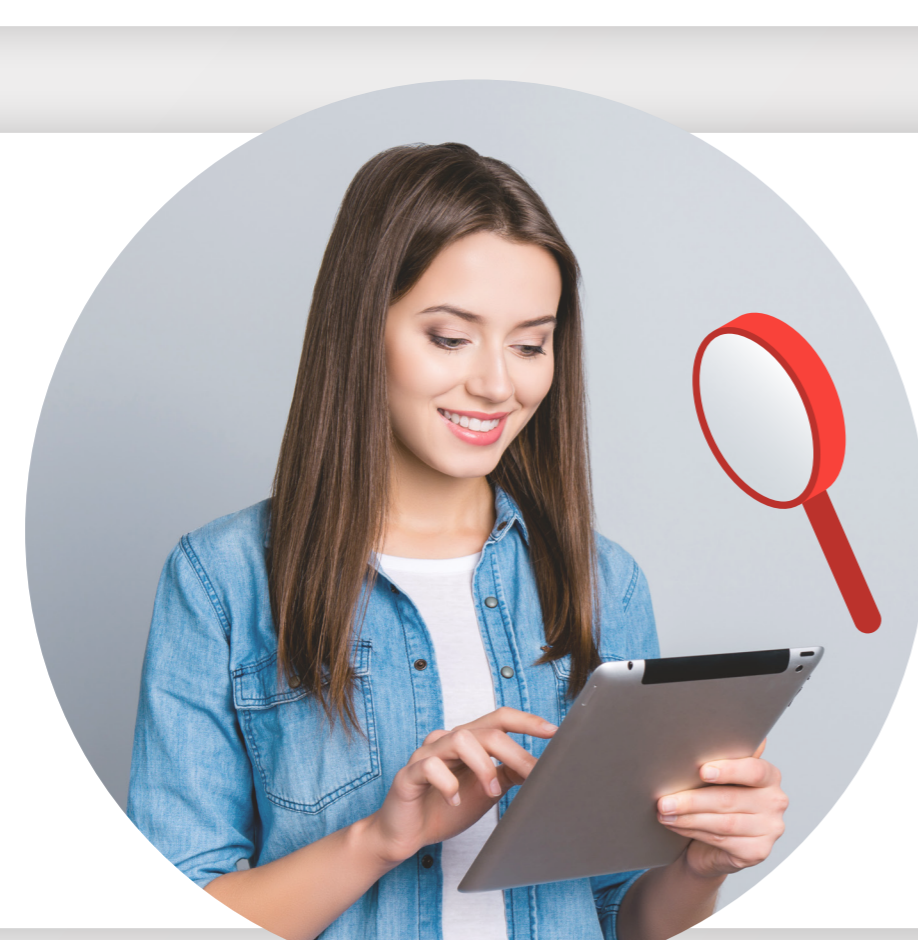


### 61%

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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