



# THE STATE OF **B2C Customer Acquisition**

What's Working, What's Not,  
& How to Grow in 2024



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The world of customer acquisition seems to be changing every day. The creation of new data and technology, as well as new regulations and policies around its use, are keeping savvy marketers on their toes. It's important that B2C marketers are not only informed of the latest trends, but how they are being used and to what degree of effectiveness.

**As part of our ongoing research in the customer acquisition and retention market, we conducted a survey of senior-level marketers across all B2C industries this summer.** We were aiming to gain insight into what's working for current customer acquisition strategies, and how marketers see these strategies shifting over the next two years.

## The Outlook Is Positive

**81%**

of respondents have seen revenue growth over the past 2 yrs

**91%**

have a positive outlook on meeting or exceeding marketing goals in the coming year



Email



Social Media



Digital Advertising

are the most used channels in respondents' customer acquisition strategies, and are seeing success with these channels.

Those with the most successful customer acquisition strategies are over **2x more likely than others** to have seen a significant increase in revenue last year.

In the coming years, they plan to continue investing in these channels, while investing more in **mobile** and **video (OTT)**.

# Current State of Customer Acquisition

## Key Takeaways

### Know When To Outsource

B2C marketers are most likely to fully outsource partner programs, video, traditional, and affiliate channels, while keeping things like social media, email, and digital advertising in-house.

However, highly mature customer acquisition strategies are more likely to **fully** outsource ALL channels except for digital advertising.

### Utilize A Variety of Channels

Half (49%) of B2C marketers include four or more channels in their customer acquisition strategy, and nearly one-third (31%) of B2C marketers report utilizing 5 channels or more.

### Digital Ads & Mobile = Successful Acquisition

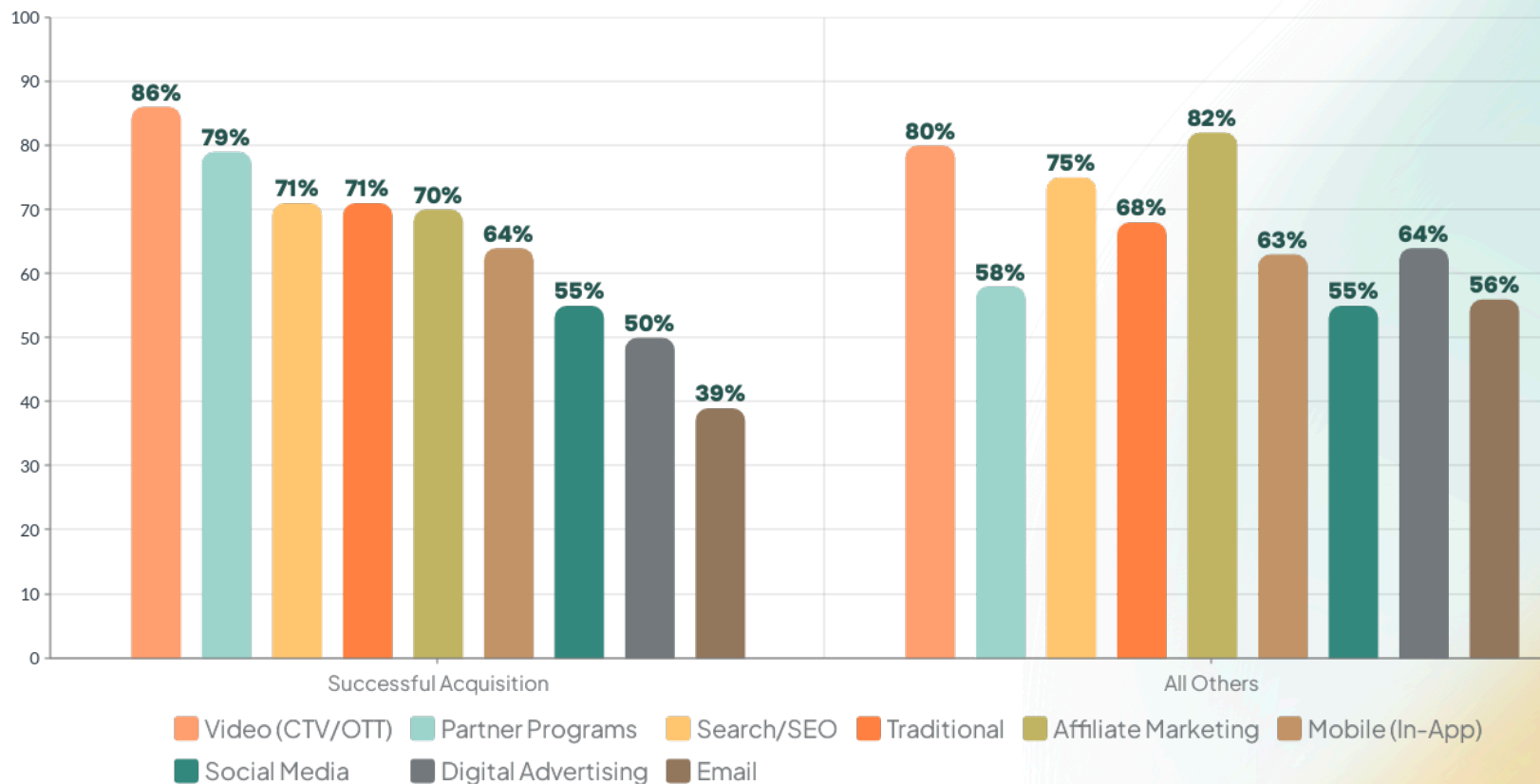
The most successful customer acquisition strategies are significantly more likely to include **digital advertising** and **mobile**.

### The More Mature Your Strategy, The Better.

Highly mature customer acquisition strategies are significantly more likely to include **video** in their channel mix than those with low or moderate maturity.



# Current State of Customer Acquisition



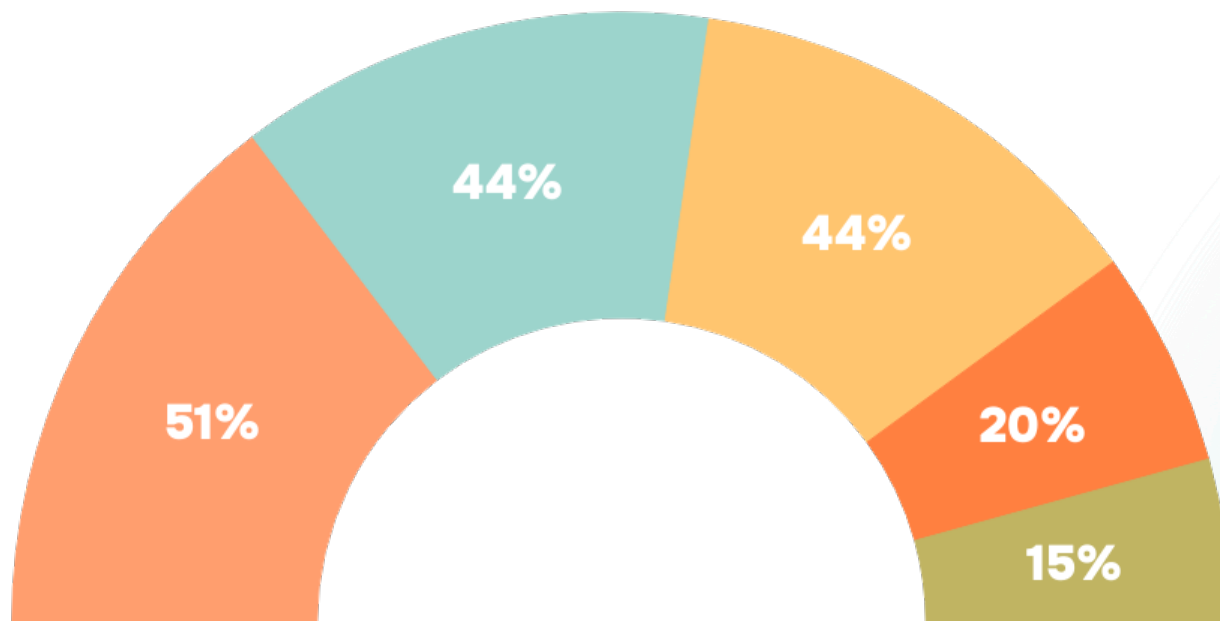
## Question

*% of those who outsource to some extent (either fully or partially)*

## Conclusion

B2C companies with a mature customer acquisition strategy are using more channels, and more effectively. Email, social media, and digital advertising are the most effective ways to acquire more customers, and organizations are putting a lot of effort and budget into these channels.

# Current State of Customer Acquisition



- We Have Tested Many, & These Are The Ones That Work
- Budget Constraints Limit Our Ability To Make Any Changes
- Innovation & Industry Changes Reinforce Our Confidence In Our Current Mix
- Our Industry Is Unique, These Are The Only Ones That Work
- Lack Of Buy-In From Leadership

## Question

*What are the primary factors driving your decision to keep your budget allocations the same?*

## Conclusion

B2C companies with a mature customer acquisition strategy are using more channels, and more effectively. Email, social media, and digital advertising are the most effective ways to acquire more customers, and organizations are putting a lot of effort and budget into these channels.

# Strategy, Technology & Measurement

## Key Takeaways

01

B2C marketers rank the maturity of their customer acquisition technology as moderate to high.

02

Marketers who report high maturity in their customer acquisition strategy feel significantly more challenged by determining shifting channel behaviors and/or results.

03

Marketers with low or moderate levels of customer acquisition maturity are still struggling with measuring performance and attribution.

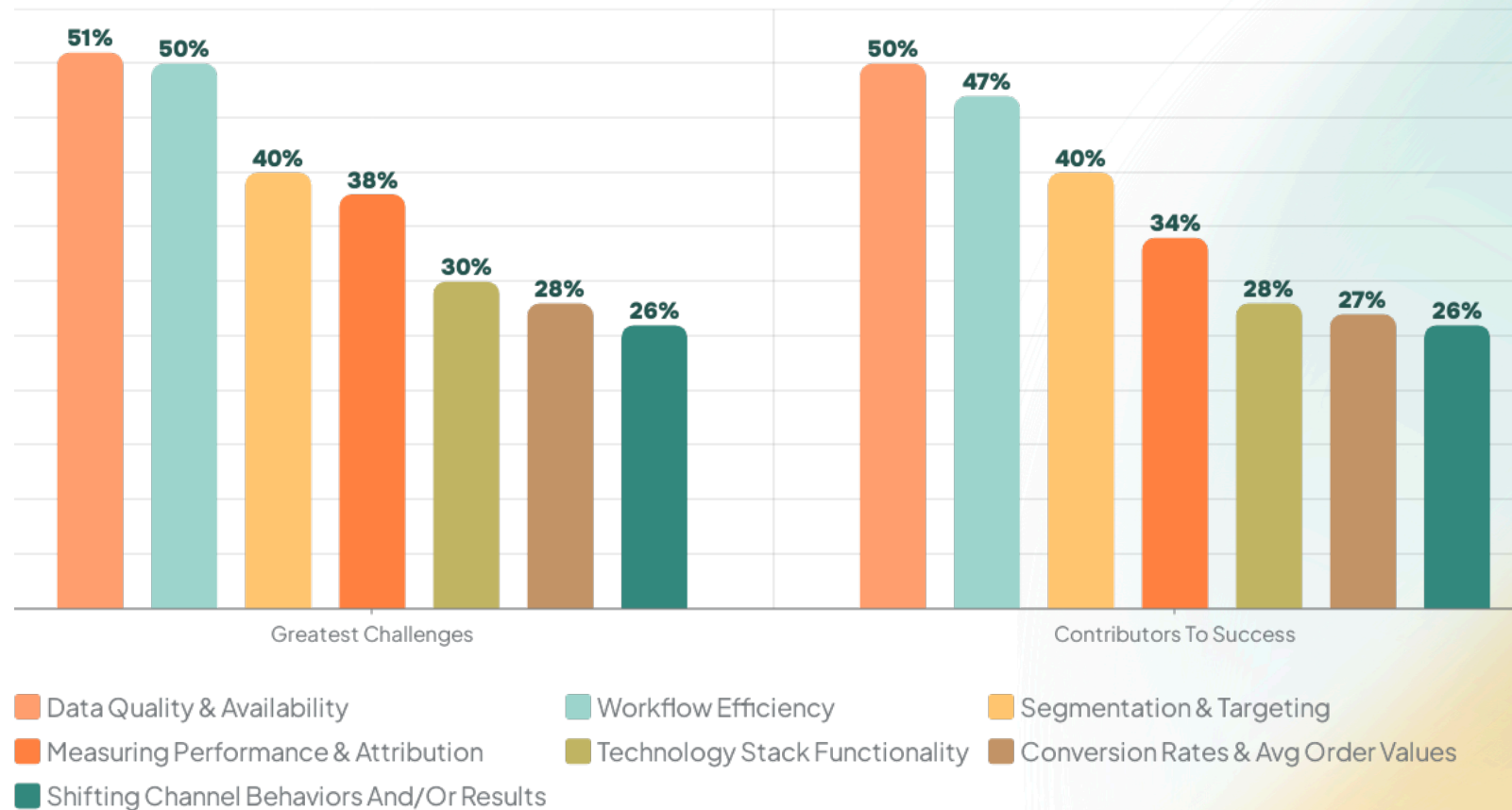
04

Those with high maturity are more likely to point to data quality and workflow efficiency than those with less maturity as a contributor to success.



# Strategy, Technology & Measurement

## Success & Challenges



### Question #1

What are the greatest **CHALLENGES** to the success of your customer acquisition strategy?

### Question #2

What are the top **CONTRIBUTORS TO SUCCESS** of your customer acquisition strategy?

### Conclusion

Data quality & workflow efficiency are the biggest factors to customer acquisition success, but they are the most challenging to get right.

# Customer Acquisition Channels

## Key Takeaways

### Top 3

contributors  
to success

Organizations that saw the most significant revenue increases last year feel more strongly than others that social media, digital advertising, and email make up the top three greatest contributors to success.

88%

of marketers favor  
social media

88% of marketers with extremely successful customer acquisition strategies say that social media is extremely effective at helping them to achieve their goals (compared to just 44% of all others).

### Email

is more successful  
with mature strategies

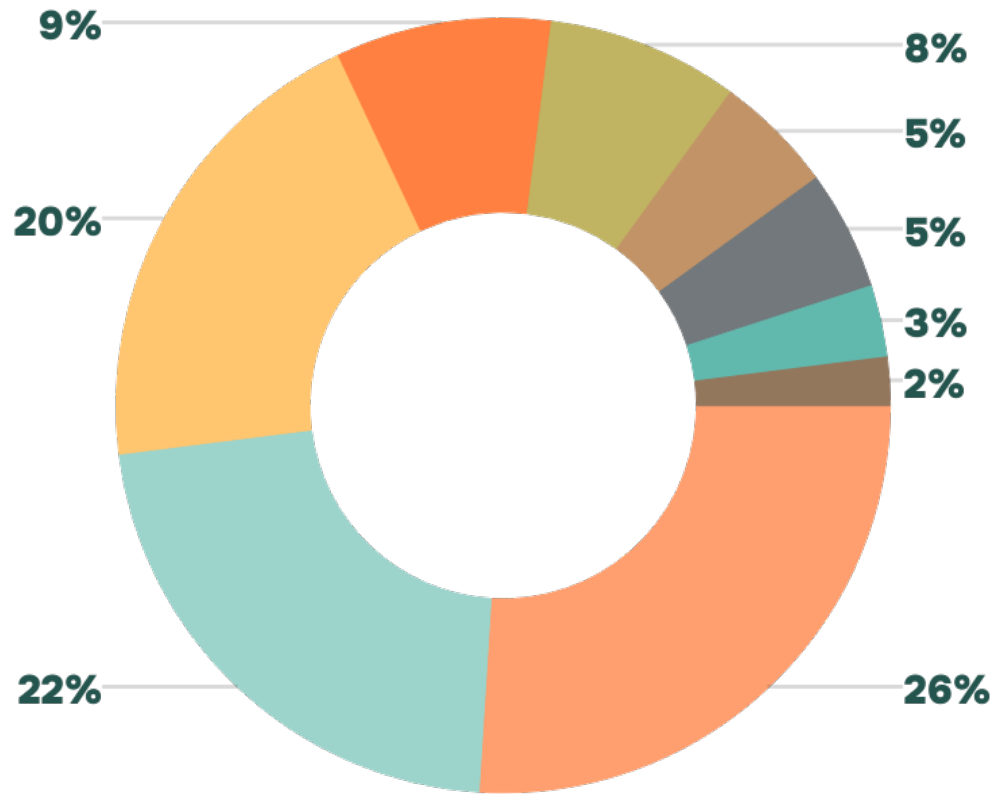
Those with highly mature customer acquisition strategies are more likely to report that email is the biggest contributor to success than those with low or moderate maturity.

### Video

is more successful  
with mature strategies

This group also finds video to be significantly more effective than those with low or moderate maturity.

# Customer Acquisition Channels



- Social Media
- Digital Advertising
- Email
- Mobile (In-App)
- Affiliate Marketing
- Search/SEO
- Traditional
- Video (CTV/OTT)
- Partner Programs

## Question

Which channel/tactic contributes most to the **SUCCESS** of your customer acquisition efforts?

## Conclusion

For brands with mature, successful customer acquisition strategies, **social media**, **digital advertising**, and **email** are the most effective channels to include in the marketing mix.

# The Outlook on Customer Acquisition

## Key Takeaways

### 78%

of B2C Marketers

report expecting an increase (to any extent) in budgets dedicated to customer acquisition efforts in the next 2 years.

Those that are increasing budgets significantly are about 2x more likely than those who are not to have high maturity in the areas of technology and measuring performance related to customer acquisition.

### 70%

of B2C Marketers

say they will make changes to budget distributions across channels in the coming 2 years.



### 85%

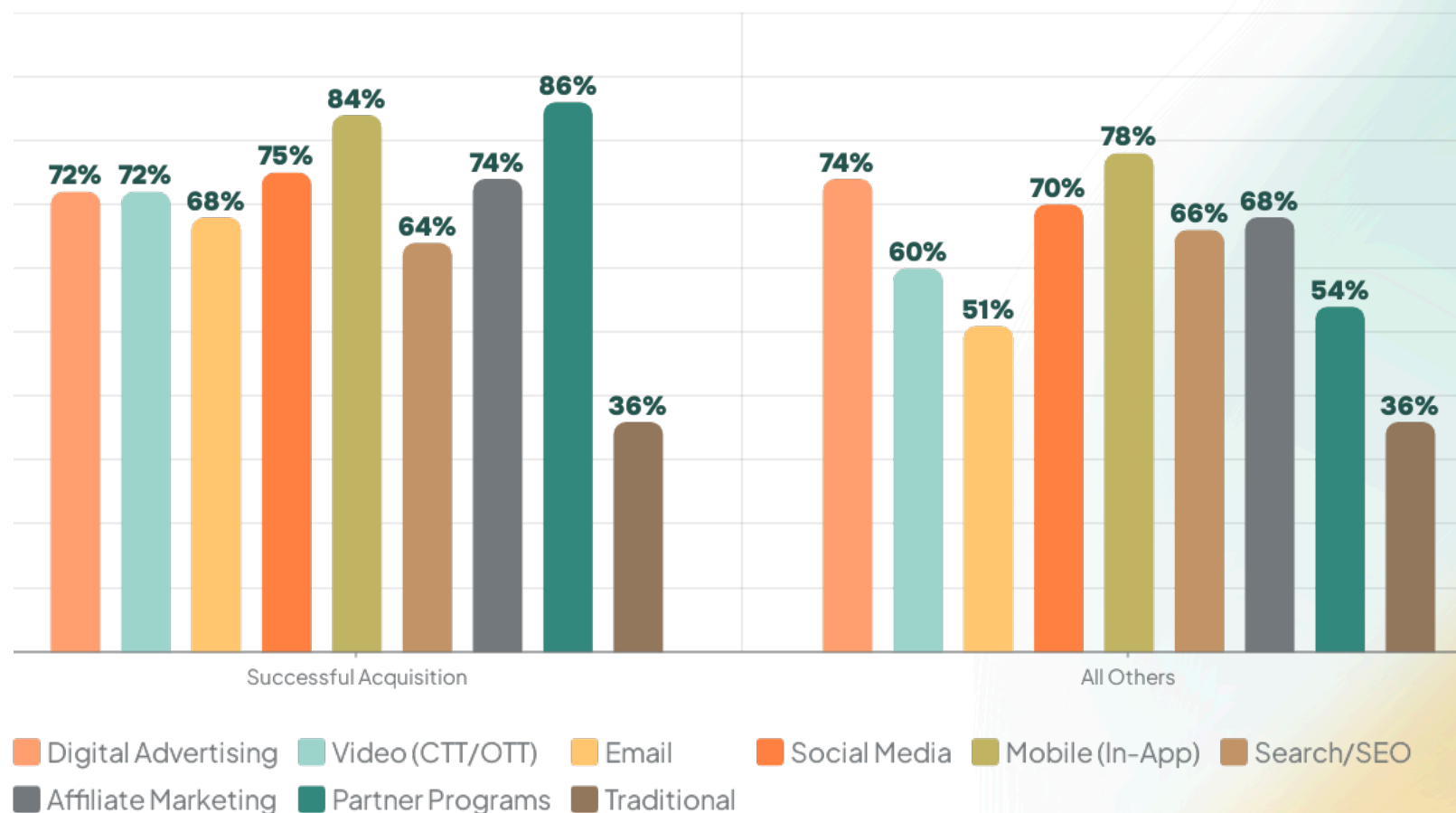
of B2C Marketers

say that the importance of digital marketing will increase in the next 2 - 5 years, the highest of any channel. Other top increases are social media (78%) and mobile (75%).

Those with the most successful customer acquisition strategies are 2x more likely than others to be implementing video in the next 2 years.



# The Outlook on Customer Acquisition



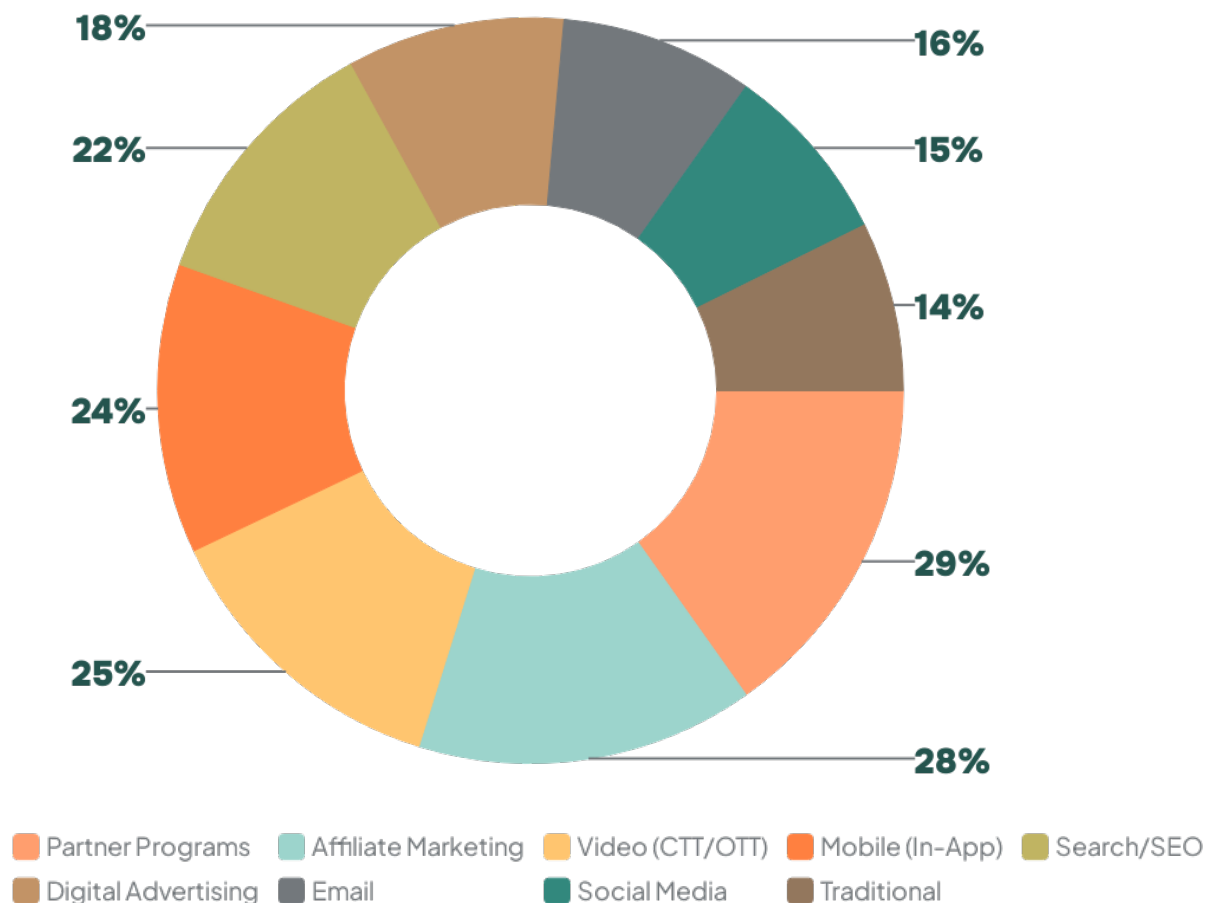
## Question

% expecting an **INCREASE** in budget in the coming 2 years (segmented by customer acquisition success)

## Conclusion

Marketers are expecting a budget increase for customer acquisition over the next 2 years, and most will be adjusting the channel distribution and testing new channels.

# The Outlook on Customer Acquisition



## Question

*Do you plan to implement any of the following channels into your customer acquisition strategy in the next 2 years?*

## Conclusion

Marketers are expecting a budget increase for customer acquisition over the next 2 years, and most will be adjusting the channel distribution and testing new channels.

# Efficiently Grow Your Customer Acquisition

With high-quality prospect data

## Methodology

In July 2023, we worked with Ascend to send a custom online questionnaire to a panel of 186 marketing decision-makers in job roles of management and above. These individuals represent Business-to-Consumer (B2C) companies with 500 or more employees from a range of industries operating in the United States.

01

As organizations adapt to new marketing technologies and strategies, most B2C marketers are still relying on the workhorses of email, social media, and digital marketing to acquire new customers. But with successful acquisition strategies and growing budgets, many organizations plan to test new channels, such as video (OTT) and mobile.

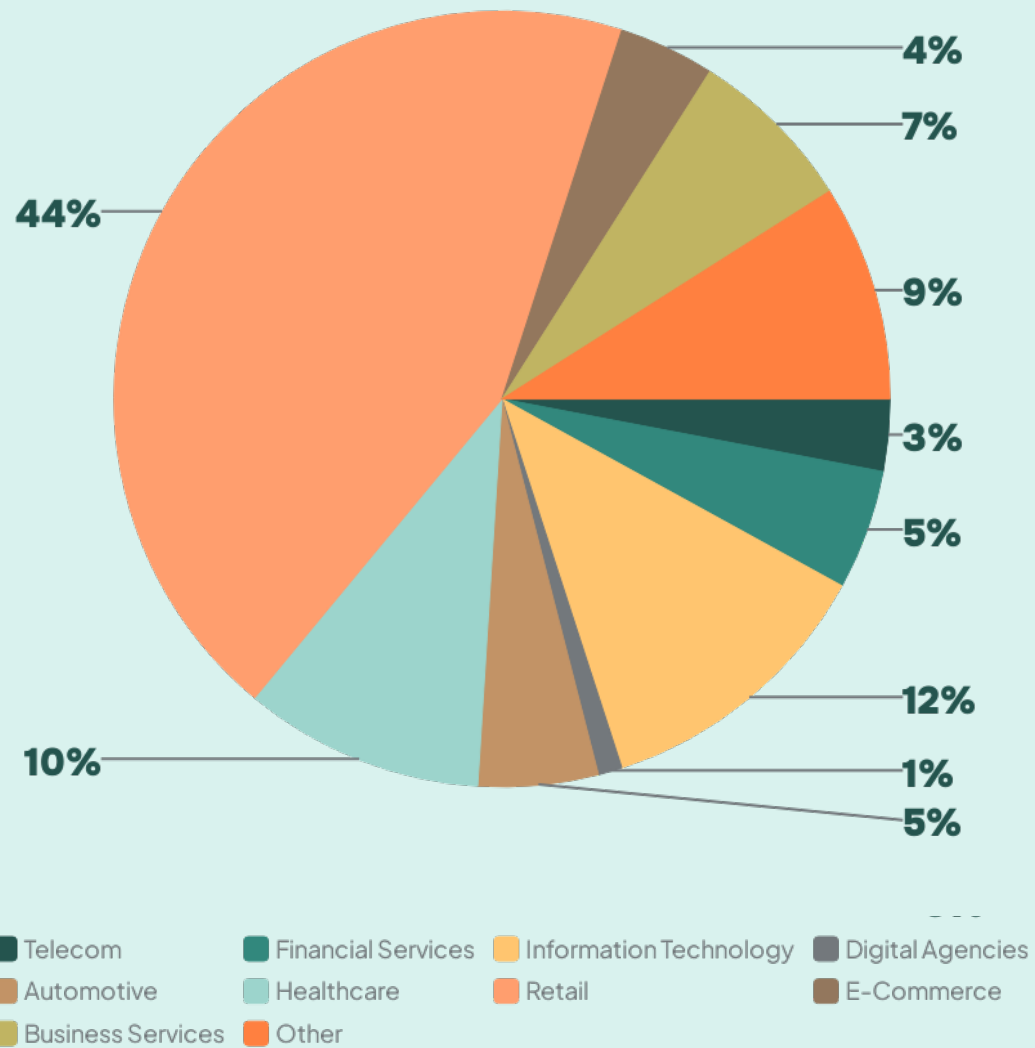
02

A major challenge to this growth is data quality. Having a partner like Stirista can help you acquire the right customers, wherever they are coming from.

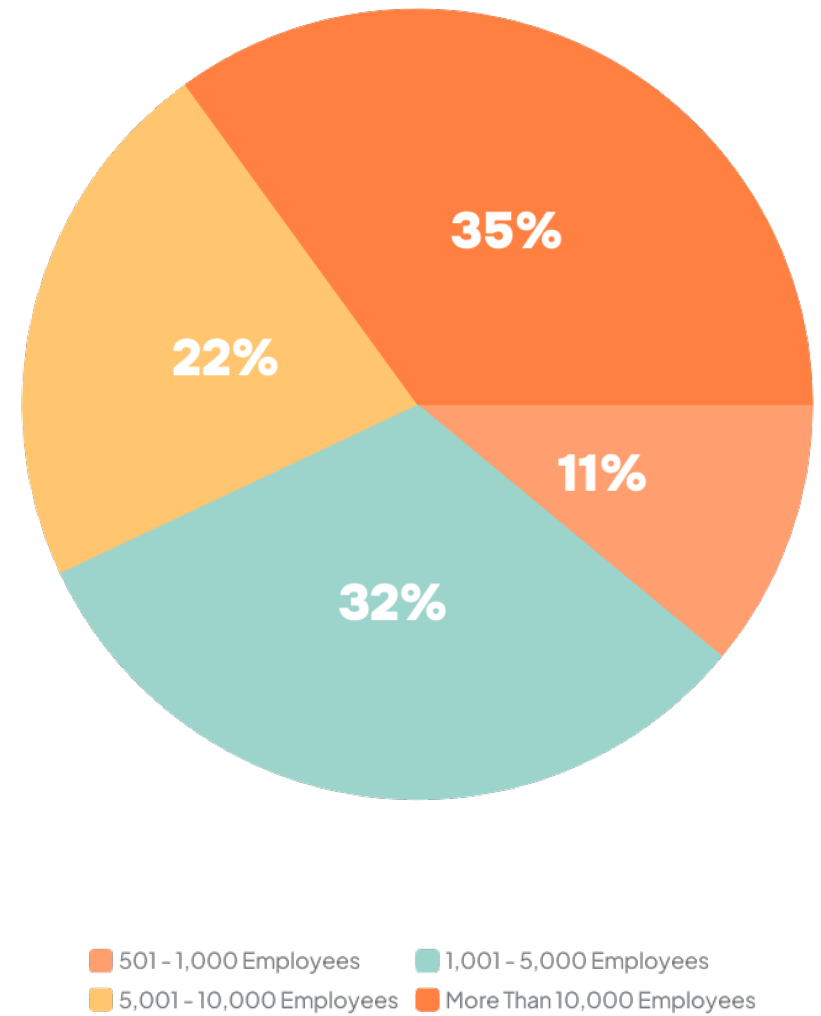
03

Stirista has the industry's largest databases of high-quality, compliant, and validated data that can be activated across email, digital, social media and OTT channels. With our proprietary ESP and DSP, we can work with any organization to acquire high-quality prospects that will grow your business and increase your revenue.

## Industry



## Number of Employees



# Learn More About How Stirista Can Help Your Brand!

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