

Standing out in the inbox

Email tracking report 2013

Consumers are the ultimate judges of your marketing emails. In the DMA/fast.MAP's *Email tracking report 2013* they give their verdict on the emails they receive, which has some surprising findings. Worried about sending too many emails? Well, it's not how many you send but what you send that matters – 36% of people signed up to more than 15 brands find half of the emails they receive interesting or relevant. Give people content they like and they'll want more emails from you.

Win over customers by giving them what they want

Most consumers now welcome select brands into their inbox



of consumers subscribe to emails from trusted brands



people cite money-off offers as their preferred type of email

Which sectors' emails are impressing consumers?

As voted for by consumers, the top three sectors excelling at email are:



Trusted brand or spammer?

Recognition cues in subject lines, preheaders and preview panes are a sure-fire way to stay out of the spam folder.



44%

people mark an email from a brand they trust as spam because they didn't recognise the sender



36%

do so because they don't remember signing up to receive emails

Mobile email behaviour matters

More than half of UK adults own a smartphone (Q1 2013), with many of them using their mobile to skim, open and delete emails.



20%

open the email and keep it



37%

open the email and delete it



28%

don't open the email and ignore it



38%

don't open the email and delete it



But

Mobile email doesn't rule yet

People may see the email on their mobile, but they will respond from their desktop or laptop. If people see something they want to buy in an email on their phone...



Only

4%

would buy right away from their mobile

39%

will wait until they are on a PC or laptop to buy

10%

would visit the store

Conclusion

Here's what Dela Quist, CEO of Alchemy Worx, the report's sponsor has to say:

"While marketers put a lot of effort into keeping up with advances in email technology – accessing email via mobile devices, changes to the inbox such as Gmail tabs and so on – email usage and purchasing habits are still broadly the same. What motivates people to interact with brands via email hasn't changed. If they trust a brand and it consistently gives them value, they will find your content or make that purchase using the device that's most convenient. That's why, as the report confirms, email continues to be one of the most powerful levers driving online revenue."

The full *Email tracking report 2013* can be downloaded from <http://www.dma.org.uk/toolkit/email-tracking-report-2013>

Methodology

The *Email tracking report 2013* surveys 1,337 UK consumers to monitor their perceptions, experiences and responses to email marketing.

About fast.MAP

fast.MAP is an insight partner that continuously connects clients in real time with their customers. As exclusive insight partner to the DMA, we run a number of tracking studies designed to give DMA members primary insight into key areas that support the direct marketing discipline.

The combined experience of our directors spans many industries, disciplines and methodologies and the solutions we provide can be executed from within the business.

www.fastmap.com

About Alchemy Worx

Established in 2001, Alchemy Worx is the world's largest email marketing agency. With over 70 employees and offices in London and Atlanta, it uses hyper-specialisation techniques to deliver both simple and highly complex life-cycle based email programmes faster and more cost effectively.

Alchemy Worx provides strategy, design, content, testing, inbox placement and detailed post-campaign analysis to many big-name brands; including Tesco, Carphone Warehouse, Getty Images and Hilton Hotels.

www.alchemyworx.com

About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business.

<http://www.dma.org.uk/content/welcome-direct-marketing-association>

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