

DMA insight: What a difference a year makes

We take a second look at research produced in 2016, featuring a new stream on customer engagement, a first look at how businesses adapt to the GDPR and market-leading email research.

According to Talking the consumers' language: retail

<https://dma.org.uk/infographic/talking-the-consumers-language-retail-infographic>

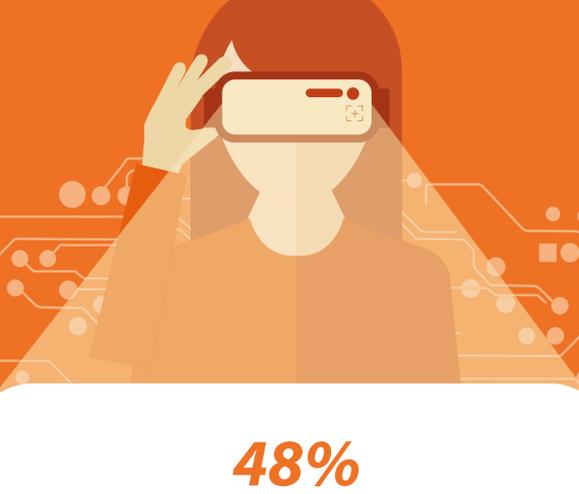
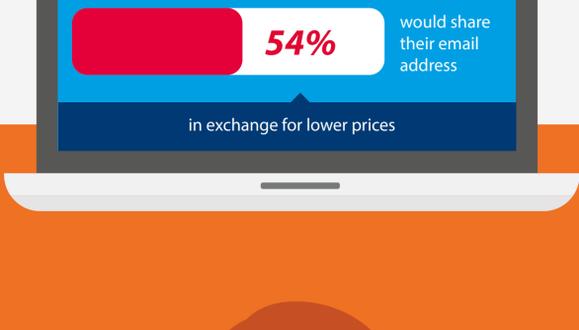
Put substance over style. Consumers want function first:



From the retailers, customers want:



BUT



48%

of consumers are interested in customer service innovations such as chat bots or VR

According to the Big Brand league table

<https://dma.org.uk/infographic/dma-insight-the-big-brand-league-table>

In the only league table produced that doesn't prompt consumers with a pre-prepared list, the favourite retailers chosen by consumers are:



According to Talking the consumers' language: Financial services

<https://dma.org.uk/research/talking-the-consumers-language-financial-services>



40%

of consumers have never changed bank, but only because the banks are adequate

68%

of consumers state "functional satisfaction" is the top reason for loyalty

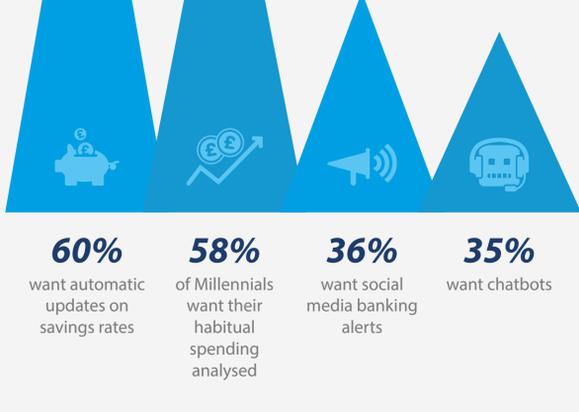
BUT

44%

do not feel rewarded for this loyalty



Consumers want intuitive, convenient, personal comms from their bank:-



According to the Consumer email tracker 2016

<https://dma.org.uk/research/consumer-email-tracker-2016>



45% of consumers own 'ghost' accounts, active but never used

62% of people have abandoned email addresses

68% of consumers think that most emails are irrelevant to them

Smartphone has overtaken desktop for Email amongst younger users



According to Marketer email tracker 2017

<https://dma.org.uk/research/marketer-email-tracker-2017-launch>



Conclusion

Marketing evolves to keep pace with consumer trends and changing consumer tastes.

According to our research, brands are stretched by trying to keep pace with these consumer trends. Whether it's demand for new services from financial services companies, changing attitudes to retail, or consumer dissatisfaction with email, marketers need to make sure they give consumers what they really need.

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

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