

# Messaging, expertise and value

## Marketer Email Tracker 2016

Email came out of American universities in the late 1970s - Eric Schmidt, latterly Google's CEO, wrote one of the first programmes for Berkeley's network of academics. Academics would use it to collaborate and swap papers.

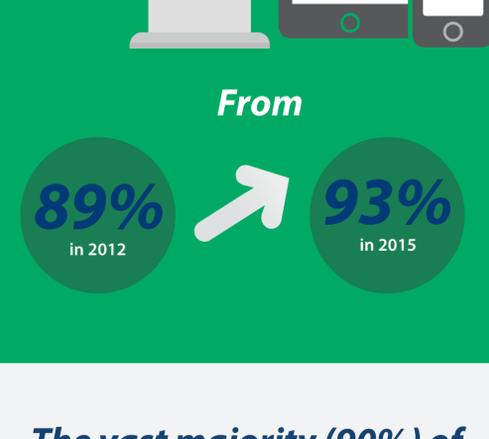
These academics noticed that this new form of communication had more uses. You could organise a drink after work or send greetings on a birthday. They found it to be tremendously versatile and useful. No wonder it started to spread.

Email has come a long way. Today, it's unusual to find a person in the developed world without an email address but the custodians of email are no longer academics, but marketers.

Marketers use email to talk to their customers but are they using the most effective tactics in 2016? We cross reference some of the replies from known consumer preferences found in the Consumer Email Tracker 2015.

### Email has never been so important to marketers

Marketers increasingly rate email as 'important' or 'very important' to achieve their objectives.

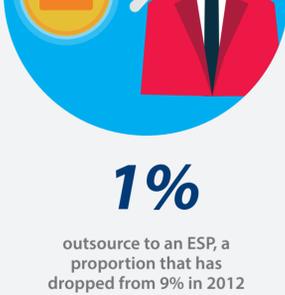


### The vast majority (90%) of email marketing is carried out in-house

The number of those who carry out their marketing in-house has grown from a low of 74% in 2013 to 90% in 2015.



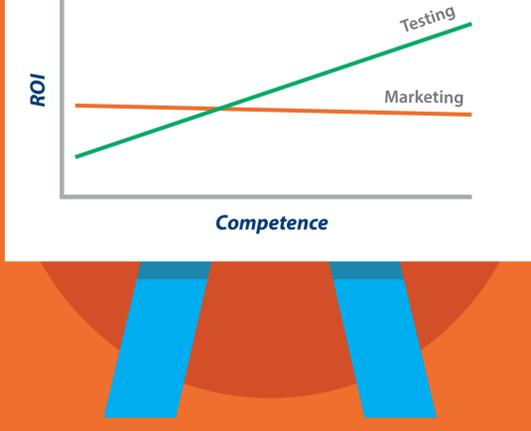
outsource skills to an email agency (the remainder to other agencies)



outsource to an ESP, a proportion that has dropped from 9% in 2012 and 11% in 2013

### Email testing, not competence, is a good measure of approximate ROI

Competence in email marketing does not correlate with reported ROI. But proficiency in email testing does correlate positively with reported email ROI.



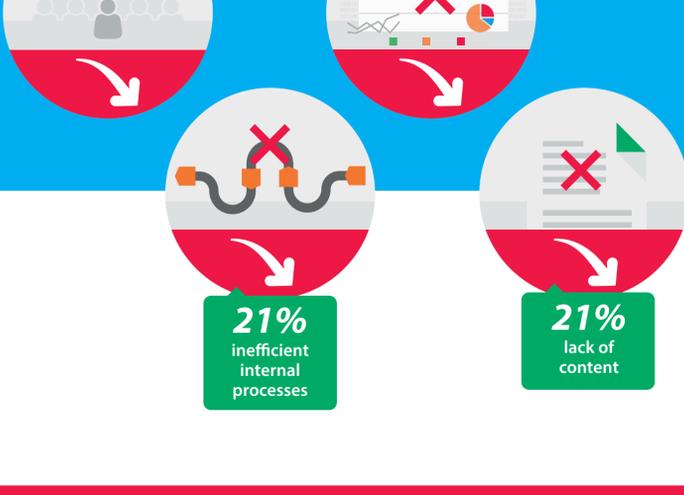
### Increasing problems measuring ROI

Those able to calculate ROI has fallen steadily since 2012. In 2015 half of marketers can calculate the ROI on their marketing. For B2B marketers, the situation is worse still.



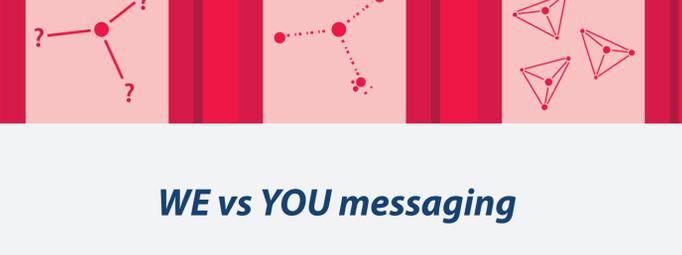
### Skills decreasing

Marketers say there are an increasing number of internal and external factors that are barriers to executing their email marketing programmes.



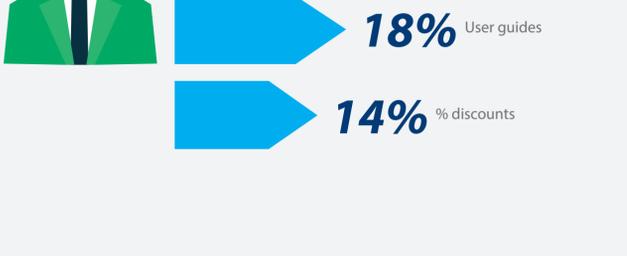
### BUT

If we add together those responses that explicitly relate to data, 'lack of data', 'data degradation' and 'data silos' this comes to 56% of the total.

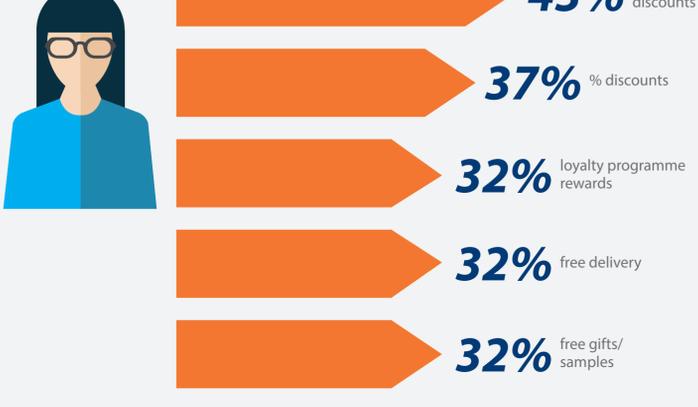


### WE vs YOU messaging

Marketers believe that 'We' messaging - information about what your company is, does, or offers - is the most effective at persuading consumers to sign-up to emails.

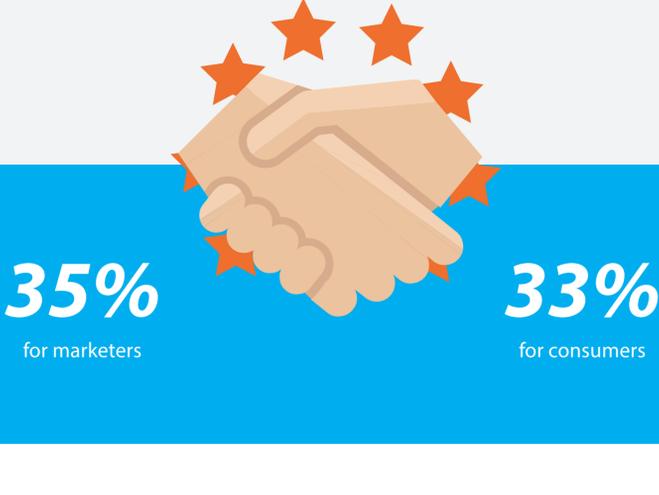


However, consumers say 'You' messaging, which focusses on the benefits to them, is more effective.



### BOTH

acknowledge that a trustworthy reputation is important



#### Methodology

The *Marketer email tracking report* research was conducted during December 2015 and January 2016 via an online survey. This sample included a cross section of company types and sizes, across a wide geographical area.

The DMA's Marketing and Insight department collated the data and wrote and designed the report in collaboration with the sponsor, dotmailer, and the DMA Email Benchmarking hub.

123 respondents (75 B2B and 48 B2C) responded to 28 questions, a mixture of both qualitative and quantitative questions. The findings were launched at an event on 16th February 2016. The report and infographic were hosted on the DMA website.

#### About dotmailer

##### Our mission

Put simply, our mission is to make it as easy as possible for marketers to get results that make a dramatic improvement to their business. We continue to experience exciting growth in our business since we began in 1999. We're proud to have retained our culture and individualism over the years, and in particular our focus on making dotmailer a great place to work; we know that happy people equal happy clients and successful businesses.

##### Our heritage

dotmailer was founded in 1999. The aim was to enable organisations to grow their business through online channels. Made up of dotmailer, dotsearch, dotcommerce, dotagency and dotsurvey, the group's expertise covered the entire spectrum of online marketing and ecommerce.

##### Our future

Today, the group is solely focused on email marketing. It has grown to become a leader in the provision of intuitive, Software as a service (SaaS) email marketing and cross channel tools. Even better, we've retained the people and knowledge of ecommerce and agency within our business.

#### 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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