

# Taking the lead

## Customer Acquisition Barometer 2014

Customer acquisition is the lifeblood of companies. The very essence of customer acquisition requires the free exchange of information between consumers and the businesses that aim to convert them into customers. The DMA has partnered with McDowall to explore the processes and practices that make this happen in this inaugural benchmarking study, *Customer Acquisition Barometer 2014*. The aim? To provide marketers with clear and detailed insight into trends in acquisition channels, budget allocation, cost-per-acquisition and consumers' expectations about engagement that are shaping the future of gaining new customers.

[Read Customer Acquisition Barometer report 2014 in full](#)

Marketers are under pressure to acquire quality customers at the right cost

### Marketing budget

**48%**

of the marketing budget is spent on acquisition



**22%**  
on acquisition and retention

**20%**  
on retention



### Performance is measured against



**41%**

cost-per-acquisition



**37%**

quality of leads



**21%**

quantity of leads

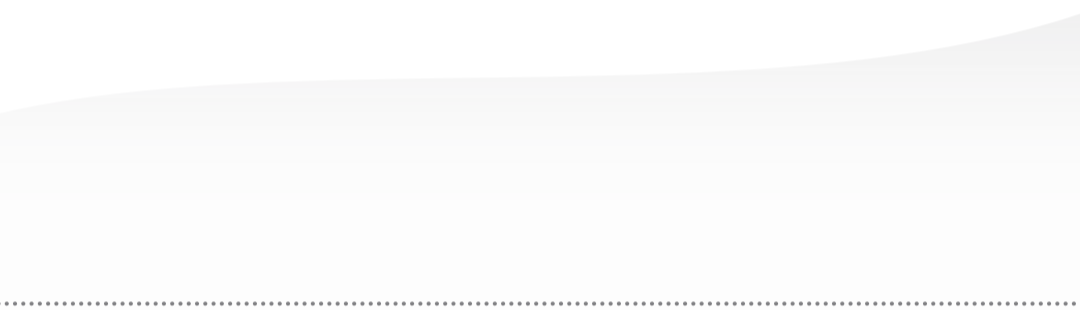
The path to acquisition is predominantly digital

### Top 5 acquisition channels used



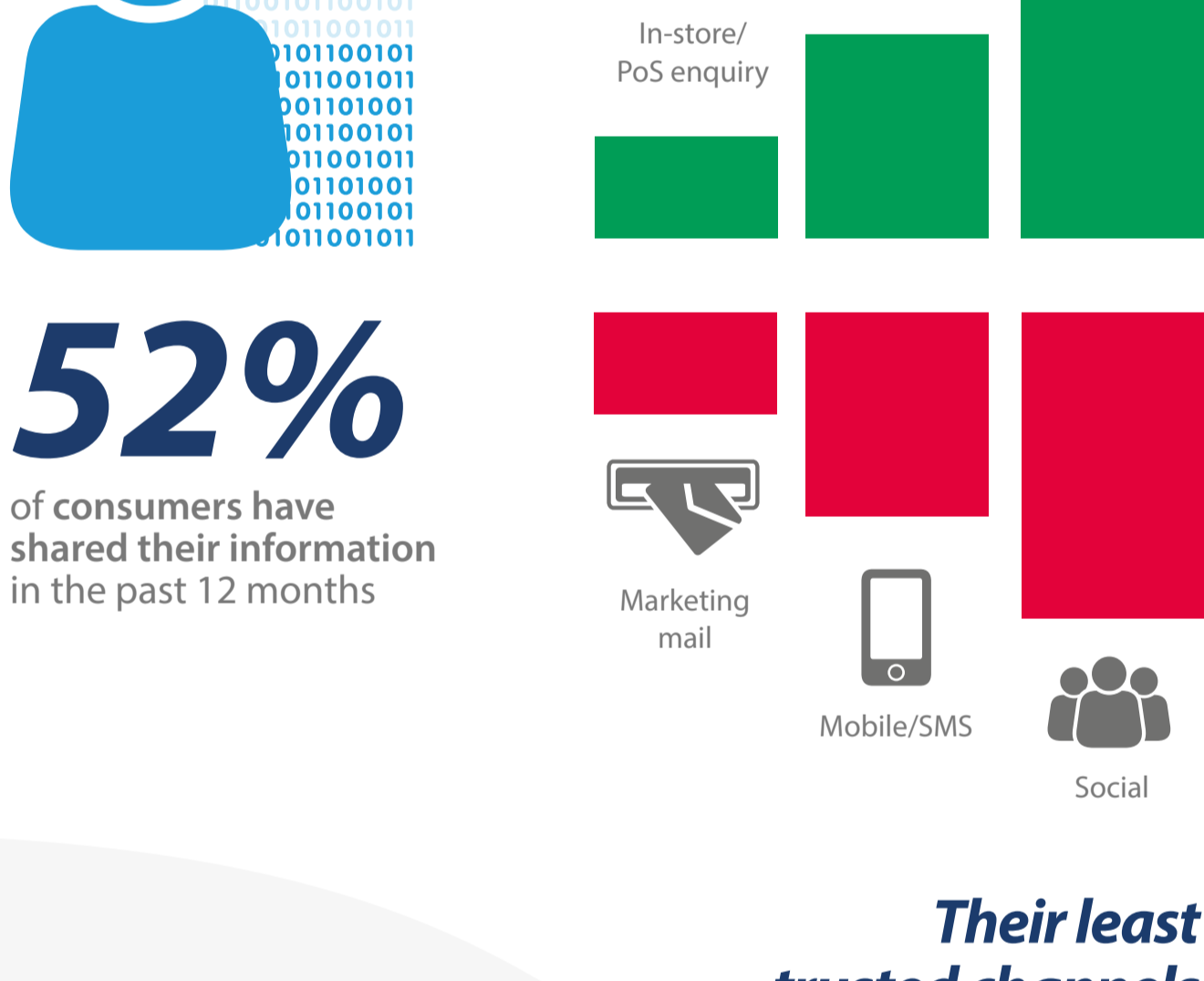
### But...

marketers rate email as the most effective channel



The majority of consumers are willing to share their information, but their trust has to be earned

### Their most trusted channels

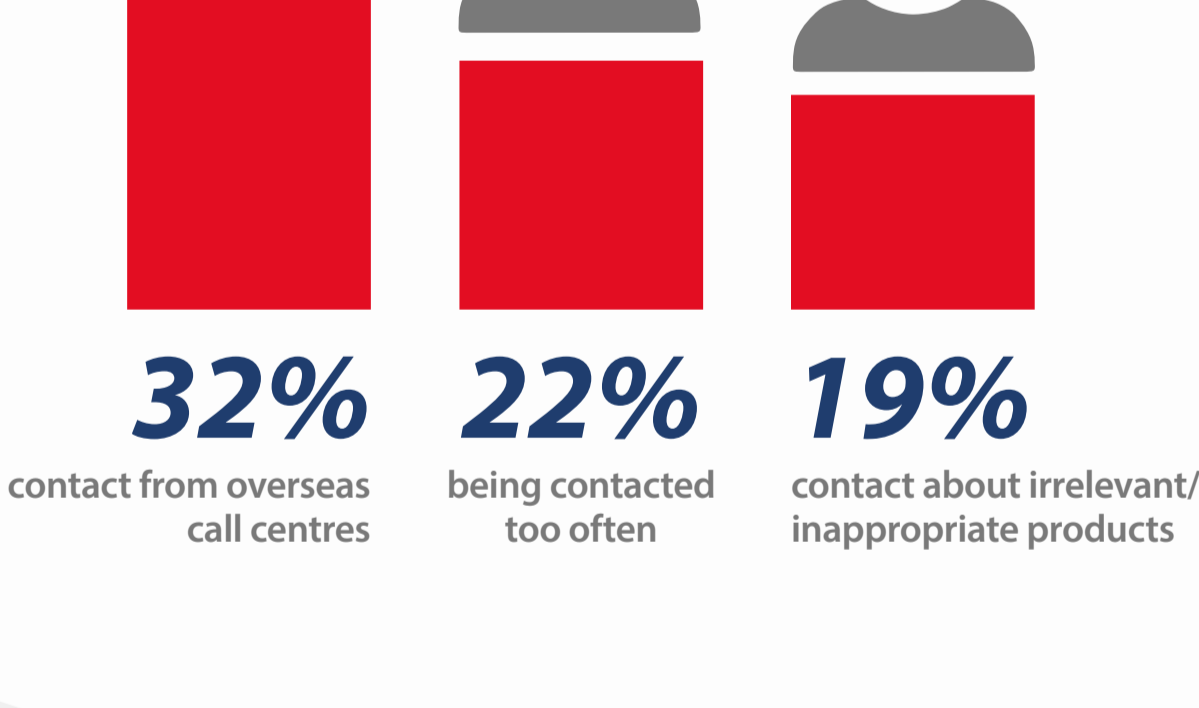


**52%**  
of consumers have shared their information in the past 12 months

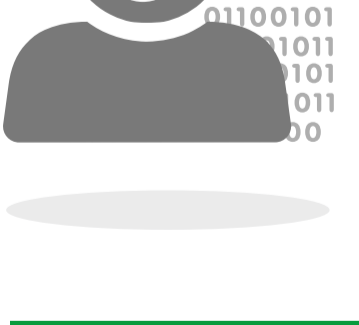
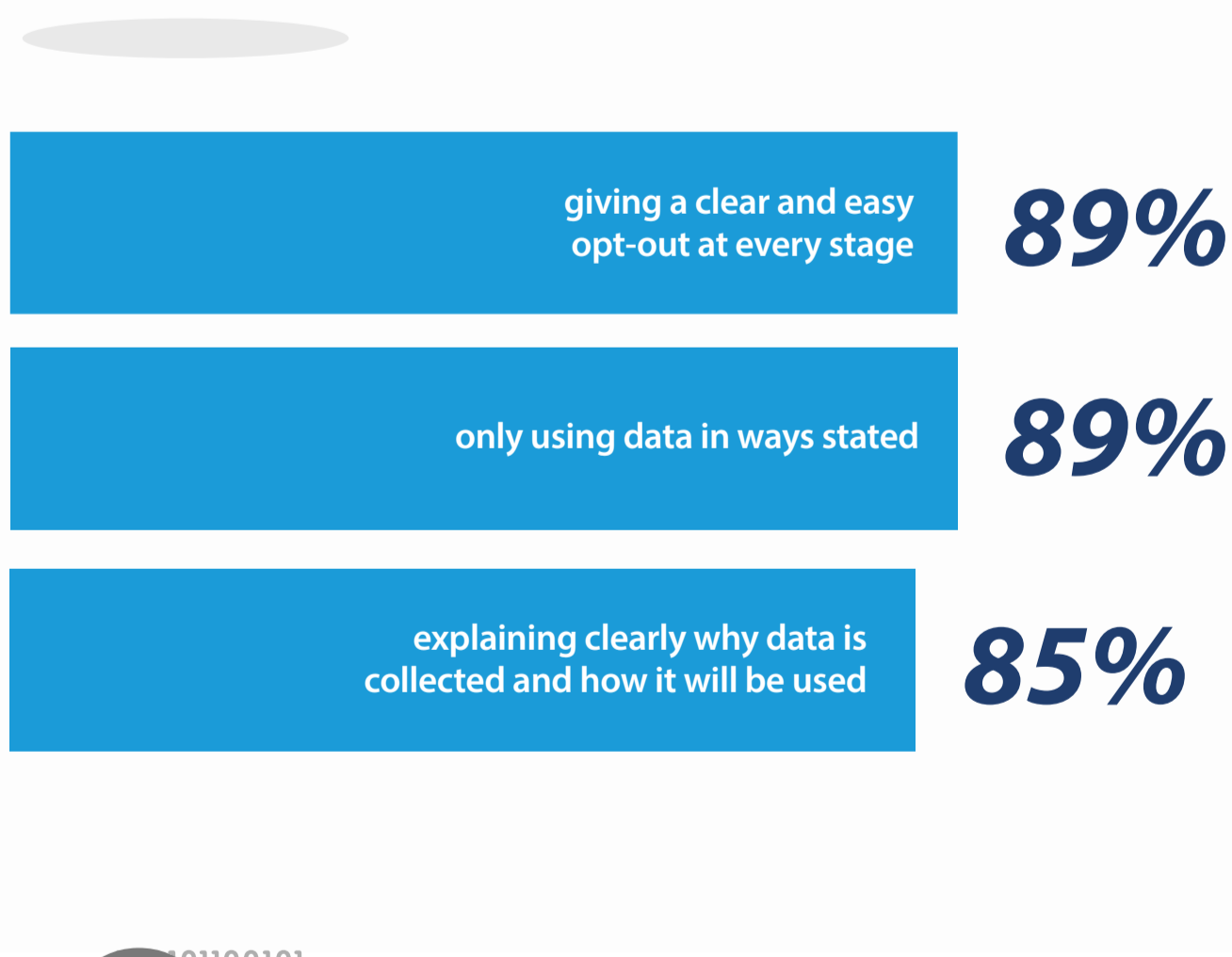
### Their least trusted channels



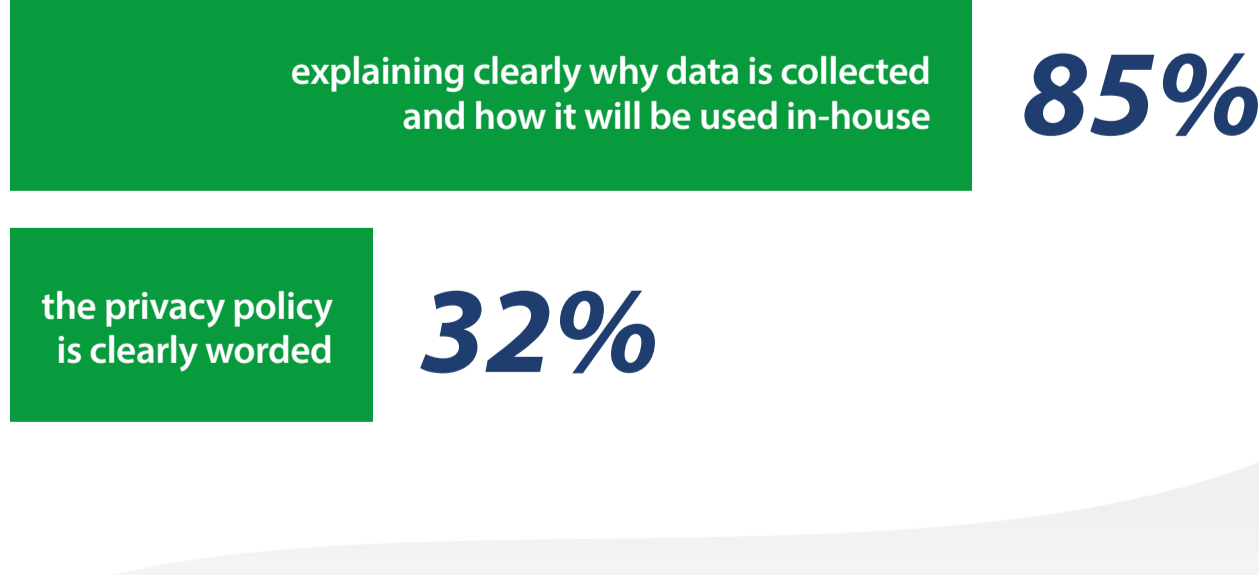
### The three practices that most annoy consumers



The three measures marketers are taking to engender trust



But consumers are clear about the two most decisive influences on their decision to share information:



### What does this mean for customer acquisition?

The growing emphasis on customer acquisition marketing requires marketers to become ever-more conscious of the need to really understand what consumers think about information privacy and what they regard as mandatory to win their hard-earned trust. The good news is that people are ready and willing to share their information; the findings of the *Customer Acquisition Barometer 2014* show that there is by no means a one-size-fits-all solution, so understanding the fine nuances is essential to generating large numbers of quality leads – at the right cost.

[Read Customer Acquisition Barometer report 2014 in full](#)

#### Methodology

The consumer survey was conducted by fast.MAP between 19 February 2014 – 24 February 2014. 1,509 UK adult consumers answered an online survey of 15 questions.

The marketers survey was conducted by JCM Direct. Between 19 February and 4 March telephone interviews were conducted with 116 senior marketers, who answered 18 questions.

#### About McDowall

Founded in 2008 by chief executive officer Graham Bate, McDowall has the stated aim of being the preferred outsource partner for lead generation and customer acquisition services to major UK brands.

With over 70 employees, and headquarters in Wafford with additional operations in Liverpool and Greater Manchester, McDowall deploys an exclusively UK team of telemarketing agents to deliver profitable customers to clients, professionally and compliantly.

McDowall aids marketing campaign success for companies across a broad range of sectors, including, amongst others, financial services, utilities and automotive.

To download the infographic, full report or focus group videos, visit [www.mcdowallmedia.com/dma-partnership](http://www.mcdowallmedia.com/dma-partnership)

#dmaleadgen

#### About the DMA

The 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.

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