

Inside the email paradox of more interaction but fewer clicks

Email tracking report 2014

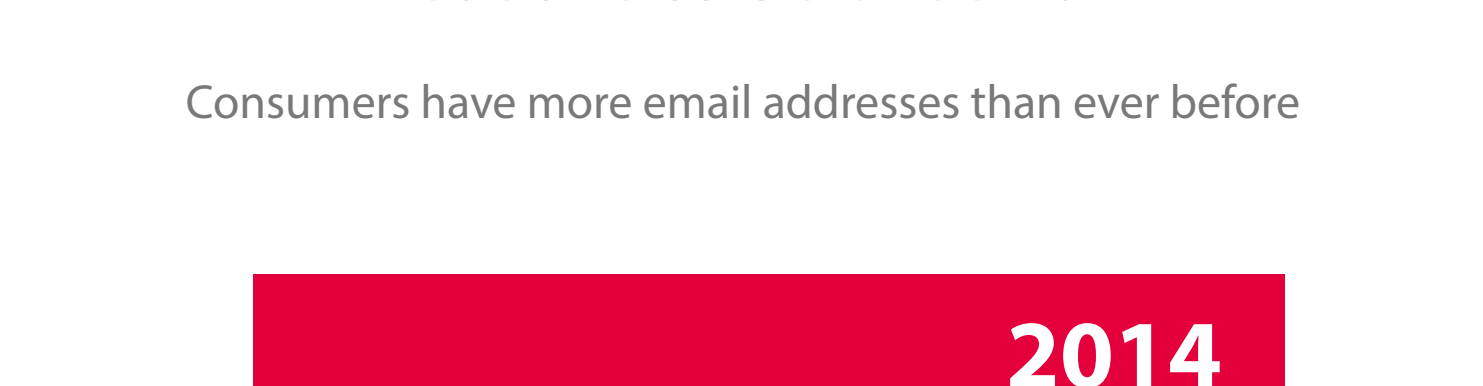
Consumers are spending more time than ever before looking at their emails, proof that email is gaining ground in the crowded media landscape. The *Email tracking report 2014* uncovers the changing email habits of today's consumers, as more consumers view an email on a mobile or tablet first and decide whether to flag, share, save or delete it. More devices make for a more complex customer journey, which is having an impact on click-through rates and is creating challenges for marketers looking to measure the effectiveness of email.

Time is on your side



Home is where the email's read

Consumers are most likely to look at their emails at home.

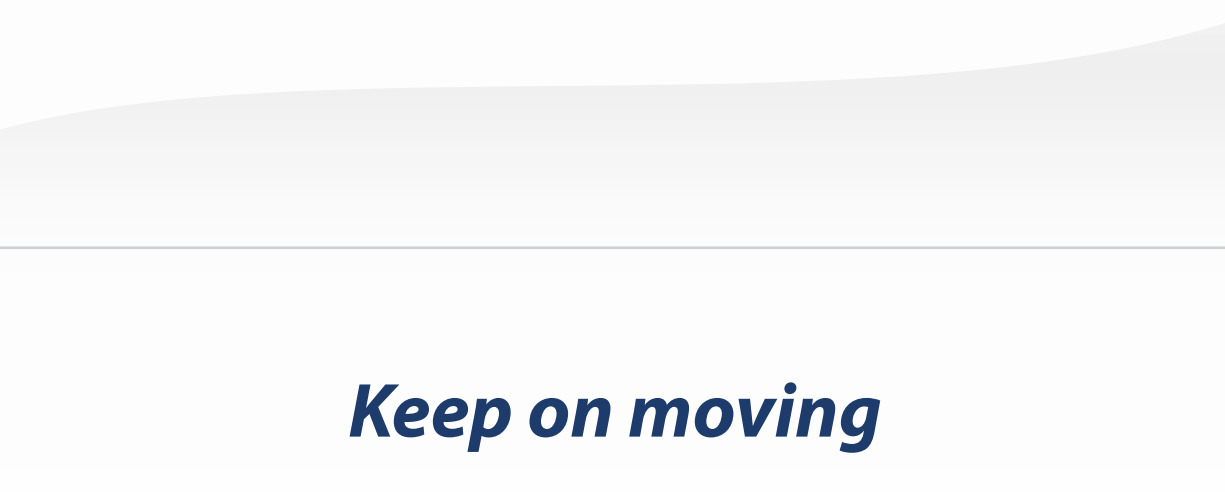


Reasons to be cheerful

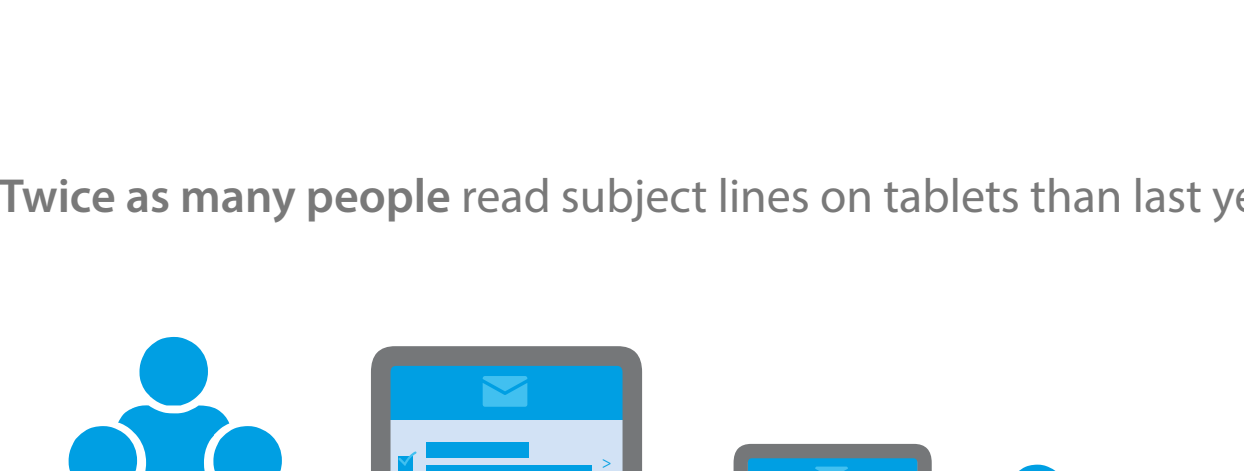
Consumers have more email addresses than ever before



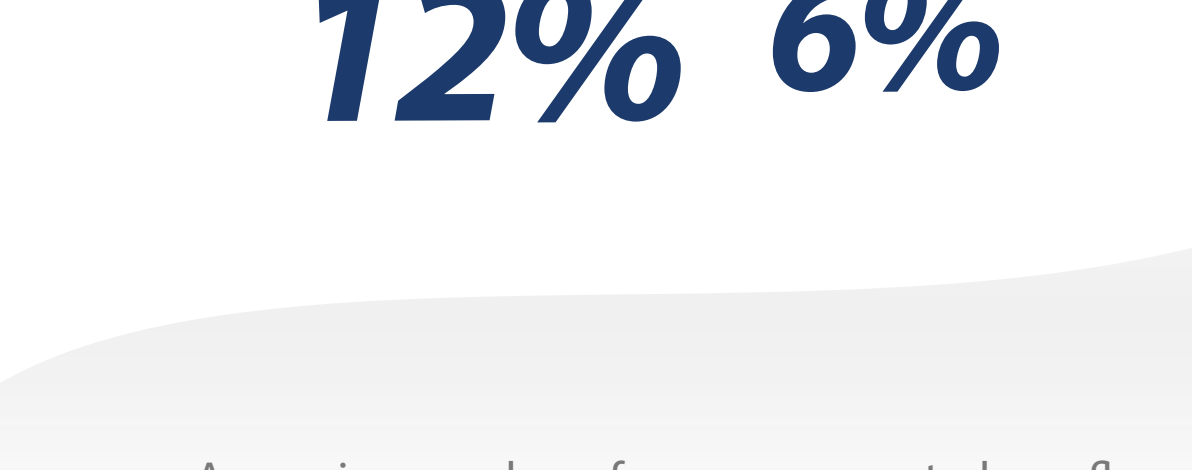
And they're using them:



Keep on moving



Twice as many people read subject lines on tablets than last year



A growing number of consumers sort, share, flag and delete emails on their mobile or tablet:

Smartphone

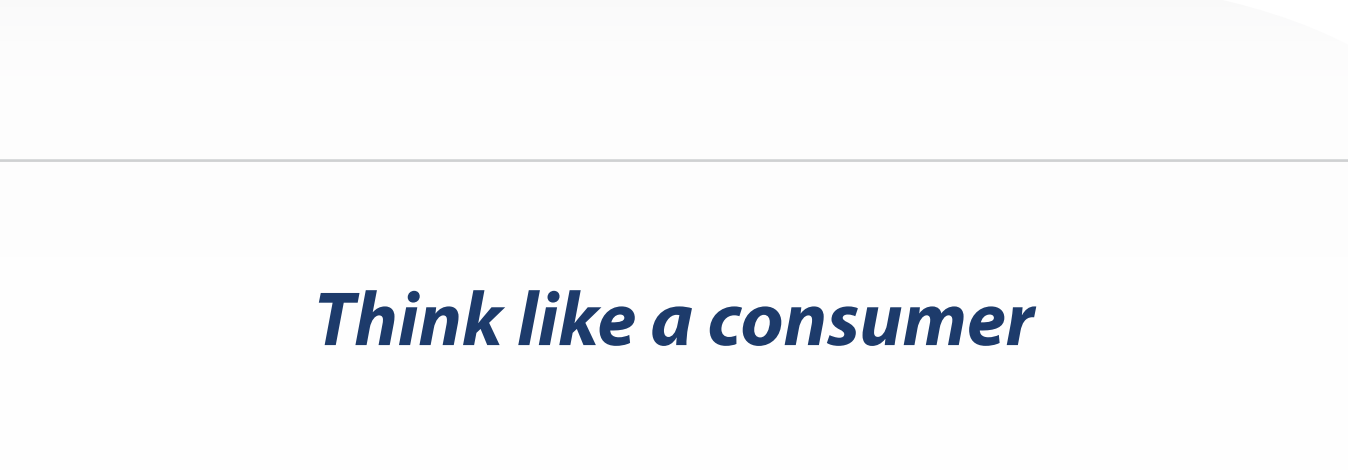


Tablet

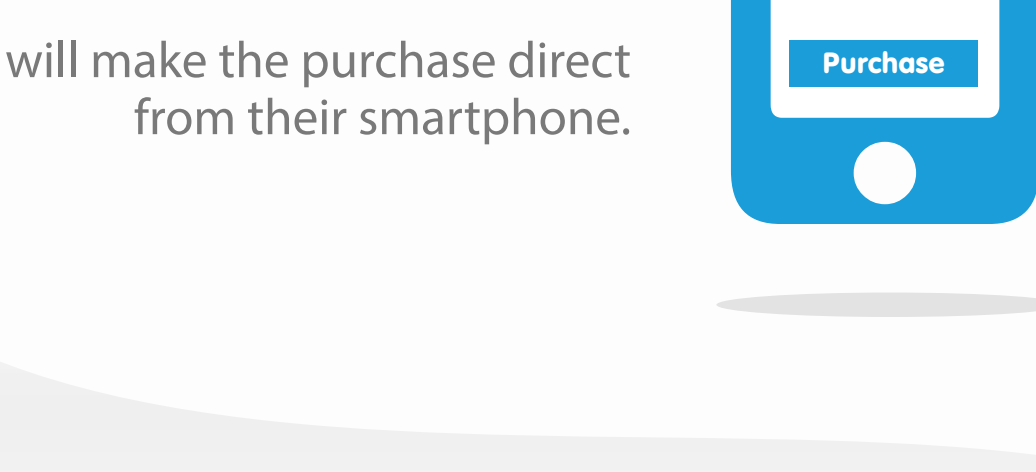
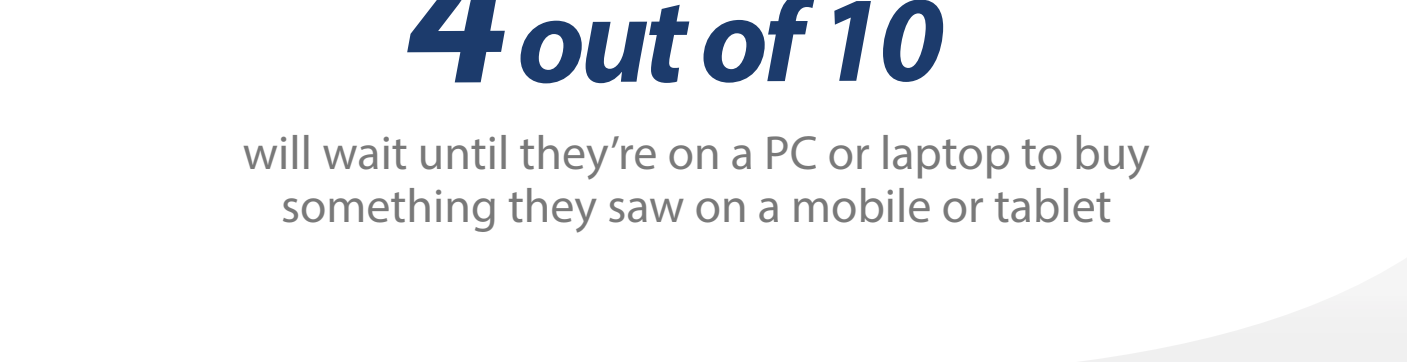


Your data's safe with me

How can brands show consumers they'll be responsible with their data?

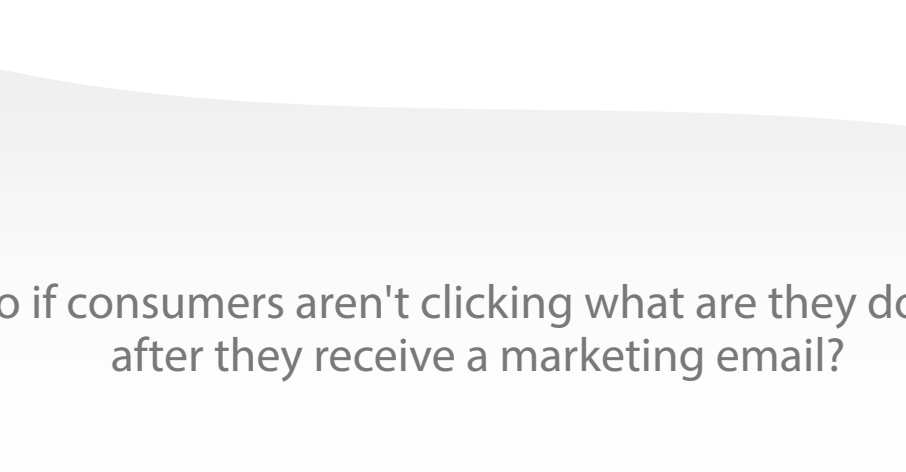


Think like a consumer

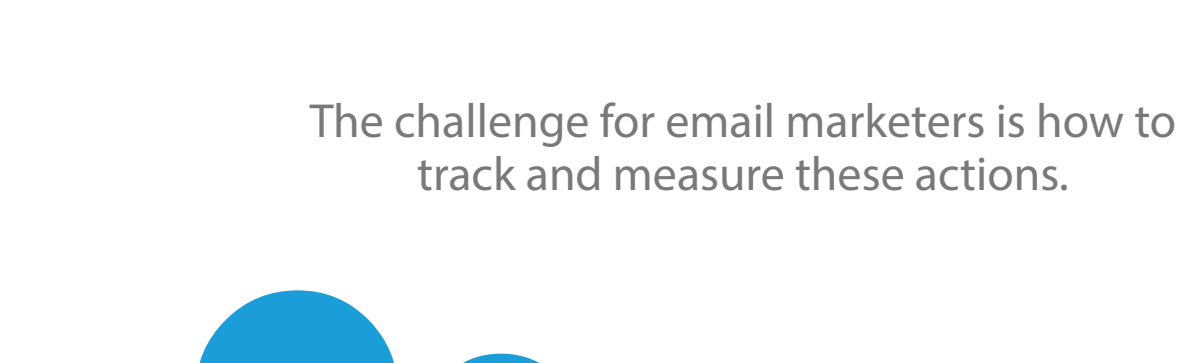


Forget the click

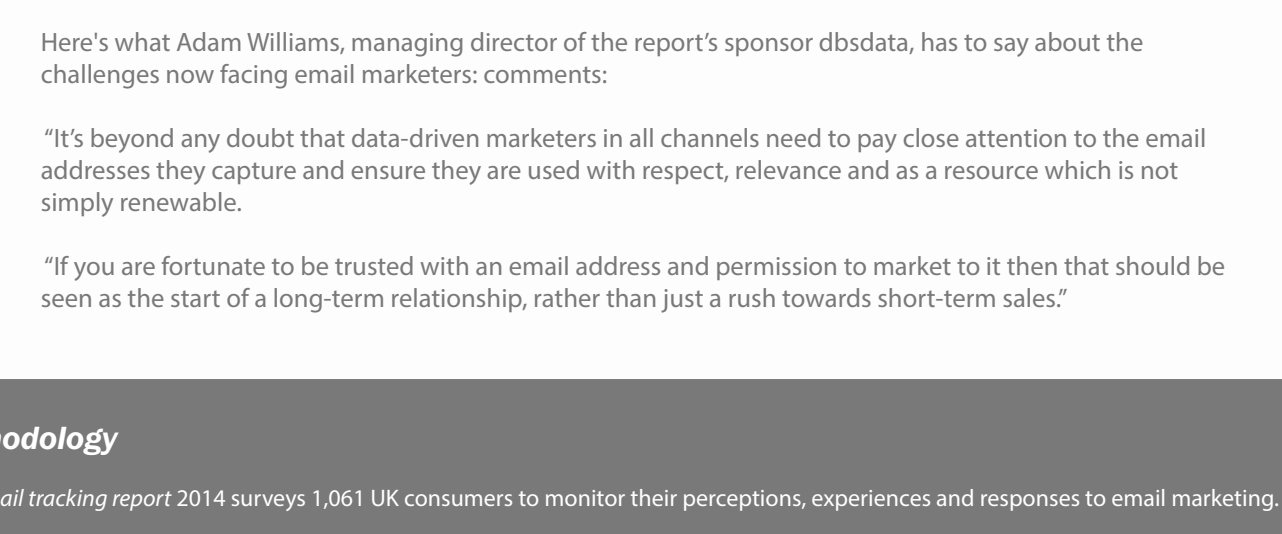
Click-throughs aren't where it's at any more as consumers take the scenic route to brands.



So if consumers aren't clicking what are they doing after they receive a marketing email?



The challenge for email marketers is how to track and measure these actions.



Conclusion

Here's what Adam Williams, managing director of the report's sponsor dbssdata, has to say about the challenges now facing email marketers: comments:

"It's beyond any doubt that data-driven marketers in all channels need to pay close attention to the email addresses they capture and ensure they are used with respect, relevance and as a resource which is not simply renewable.

"If you are fortunate to be trusted with an email address and permission to market to it then that should be seen as the start of a long-term relationship, rather than just a rush towards short-term sales."

Methodology

The *Email tracking report 2014* surveys 1,061 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 dbssdata

As a business information solutions and sales & marketing intelligence provider, high volumes of multi-channel business and consumer data sit at the heart of everything we do. We validate, enhance and make these assets available to our clients for their customer acquisition & retention, CRM, risk management and data management challenges.

To find out more, please get in touch at: www.dbssdata.co.uk

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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