Almost one-in-five (18%) of respondents see an ROI of more than £70 in their email marketing campaigns.

With ROI for email campaigns rising 53% to an average of £38 for every £1 spent in 2014, email is improving in performance.

Top four metrics marketers use:

- Conversion: 48%
- Click through: 55%
- Sales: 44%
- Acquisition: 30%

Email is essential for business.

What do clients use email for?

- Emails triggered by behaviour or activity: 37%
- Email is essential for business: 30%
- Use of marketing automation software is on the increase: 29%
- Up from 0% in 2012: 30%
- Improved since last year: 47%
- In 2013: 45%
- Up from 2012: 19%
- In 2013: 19%
- 56%

Metrics for email have increased to 55% from 44% in 2013.

How much is ROI?

- £70 for every £1 spent
- £38 for every £1 spent
- £56 for every £1 spent
- £55 for every £1 spent
- £50 for every £1 spent
- £38 for every £1 spent
- £30 for every £1 spent
- £29 for every £1 spent
- £26 for every £1 spent
- £18 for every £1 spent

Barriers

- Lack of data: 60%
- Data degradation: 55%
- Other: 56%
- 22%

Conclusion

Email is improving in performance over the past year, and this trend is expected to continue for another year. The performance of email has increased significantly over the past year, with an increase in all key metrics. Almost one-in-five (18%) of respondents see an ROI of more than £70 in their email marketing campaigns. With ROI for email campaigns rising 53% to an average of £38 for every £1 spent in 2014, email is improving in performance.

Email is essential for business, with 90% of respondents saying that email is essential for them. The top four metrics used by marketers are conversion, click through, sales, and acquisition.

What do clients use email for? Emails triggered by behaviour or activity are now at 37%, up from 0% in 2012. Email is essential for business, with 30% of respondents saying this. Use of marketing automation software is on the increase, up from 0% in 2012, and improved since last year, with 47% in 2013.

How much is ROI? The average ROI is at £70 for every £1 spent, up from £38 in 2013. The top four metrics used by marketers are conversion, click through, sales, and acquisition.

Barriers to email usage include lack of data (60%), data degradation (55%), and other factors (56%).

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 has been pioneering business information solutions and marketing intelligence techniques since 1994. Big data and the concept of a truly unique solution for you. Data never sleeps. Future proofing and compliance are very high priorities for us, ensuring that DBS, our data and the success of the industry as a whole.

We really do believe that properly targeted communications, utilising accurate and reliable data, benefits consumers and businesses alike and supports good data lies at the heart of any meaningful communication. Being creative with data is within our DNA, it's what sets us apart and drives our success.

The data was collated and analysed by the DMA's research department and sent to the report writer. The analysis was checked through for any errors or omissions.

This research was conducted during November and December 2014 and January 2015 via a survey that was hosted online. It was promoted on the DMA home page and via various ESPs who supported the companion report. A link to the survey was also added to some, relevant DMA Benchmarking Hub - to complement the National Email Benchmarking Report that is produced on a half-yearly basis.

Methodology

The National client email report is an initiative undertaken by the DMA's Email Marketing Council and, more specifically, the Email Benchmarking Hub.

The survey was designed in-house by the DMA's design team. The survey consisted of both qualitative and quantitative question types in order to get valuable information that would be useful to both client companies using email marketing and providers of email marketing related products and services. The questions were reviewed in 2014 to ensure they were up-to-date and reflected the current market scenario. The survey had 73 questions in total.

A total of 363 respondents took part in the survey. A good cross section of company types and sizes covering a range of geographic locations were reached.

The data was collated and analyzed by the DMA's research department and sent to the report writer. The analysis was checked through for any errors or omissions.

The survey is designed for clients using email marketing and provides useful information that would be relevant to both client companies using email marketing and providers of email marketing related products and services. The survey had 73 questions in total and a good cross section of company types and sizes covering a range of geographic locations were reached.