

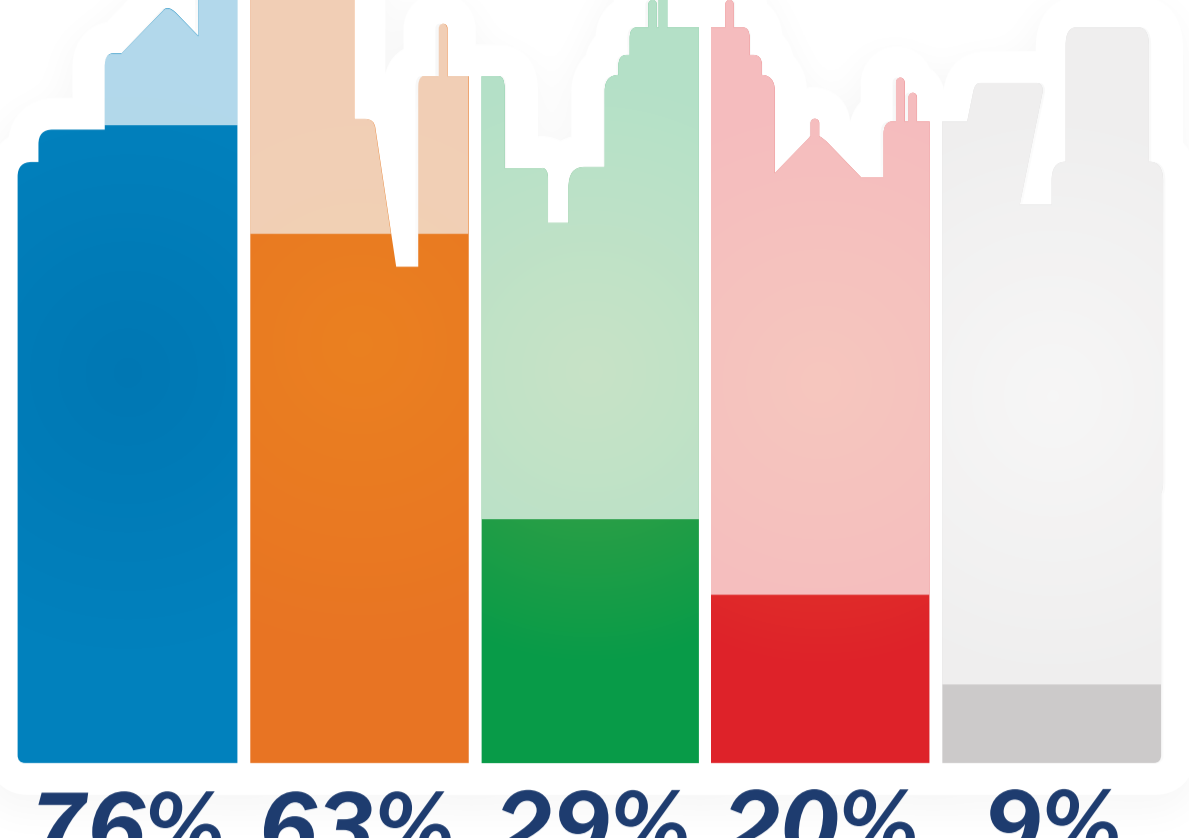
Winning hearts and data:

Data tracking report 2012

Consumer willingness to share information with brands has rocketed in the past 18 months. The latest research shows an increase from last year indicating good news for marketers who seem to be gradually winning the confidence of consumers

Companies that consumers will share data with

Most people take a pragmatic approach to sharing their information with select companies, only doing so for considered reasons



76%
with companies they have a relationship with

63%
when buying products

29%
when considering buying products

20%
no relationship, same group

9%
with companies they don't have a relationship with

When consumers are willing to share their data

People's level of willingness to share core information - name, address, email address - varies according to why they're asked for it



Buying goods online

Name

82%

Address

77%

Email

79%

Average basic info: 79%



Pledging support for a cause

53%

39%

49%

Average basic info: 47%



Requesting a free sample/ money off coupon/ voucher

66%

61%

62%

Average basic info: 63%



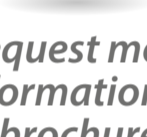
Requesting a quote

67%

55%

66%

Average basic info: 63%



Request more information/ a brochure

68%

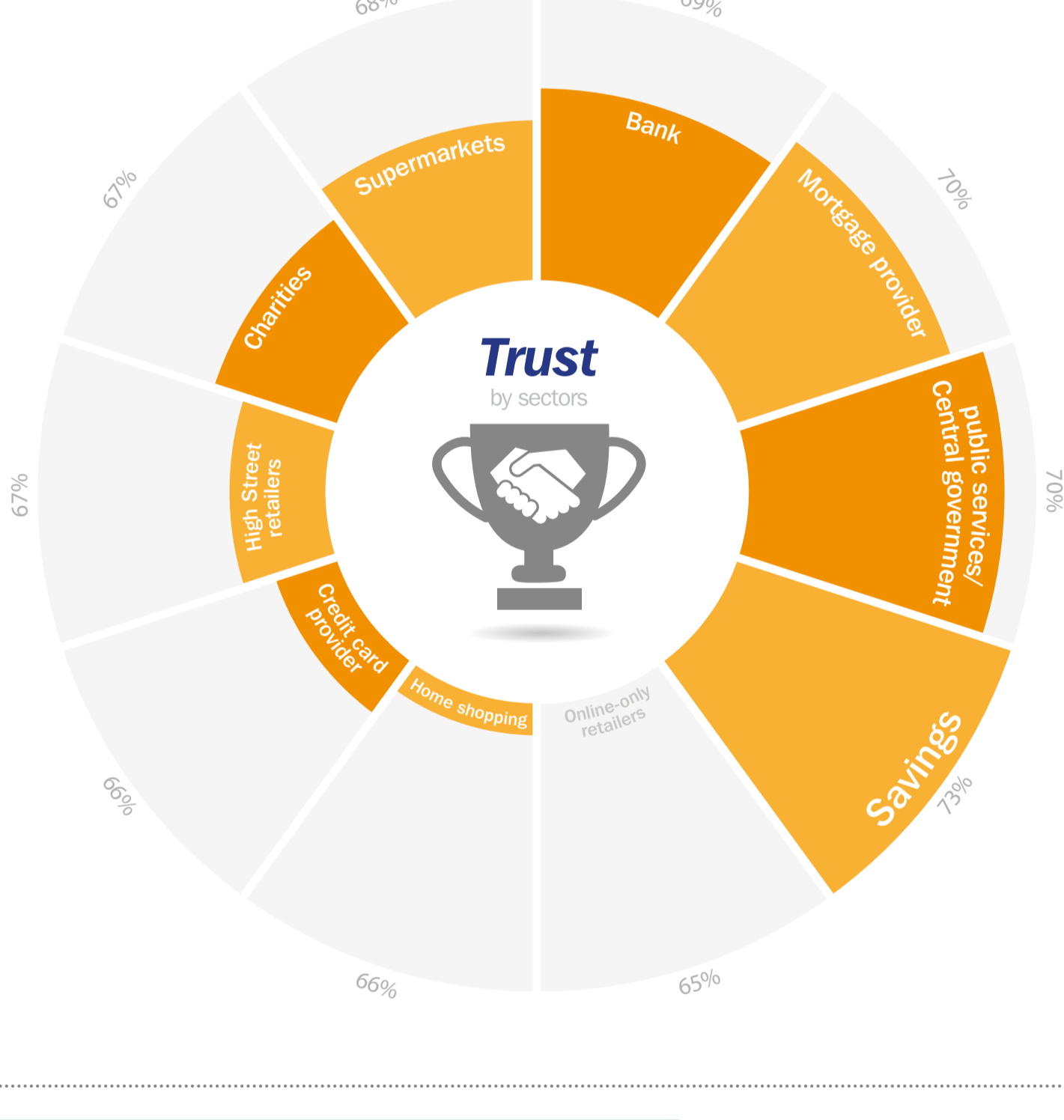
65%

56%

Average basic info: 63%

The leaders in the 'most trusted' stakes

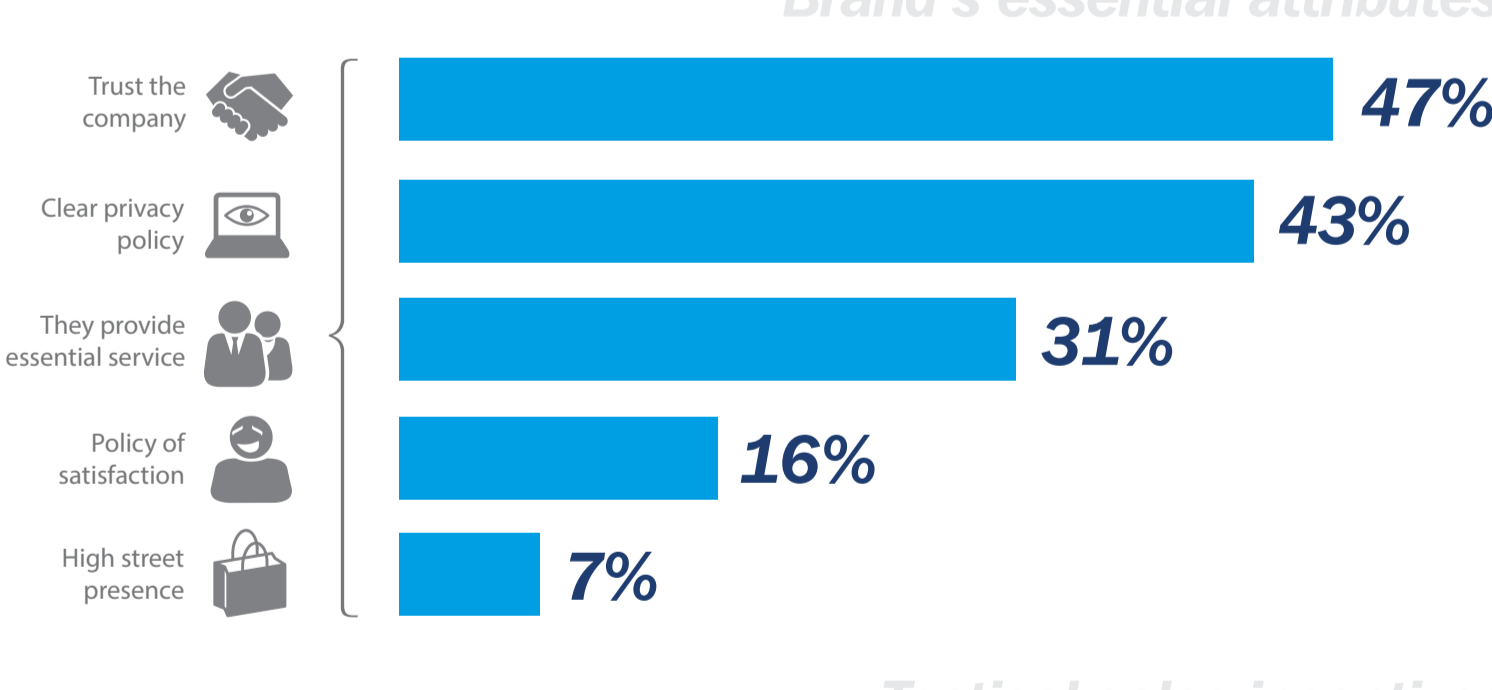
Of course, people favour sharing their information with companies they trust. And consumers find some business sectors more trustworthy than others



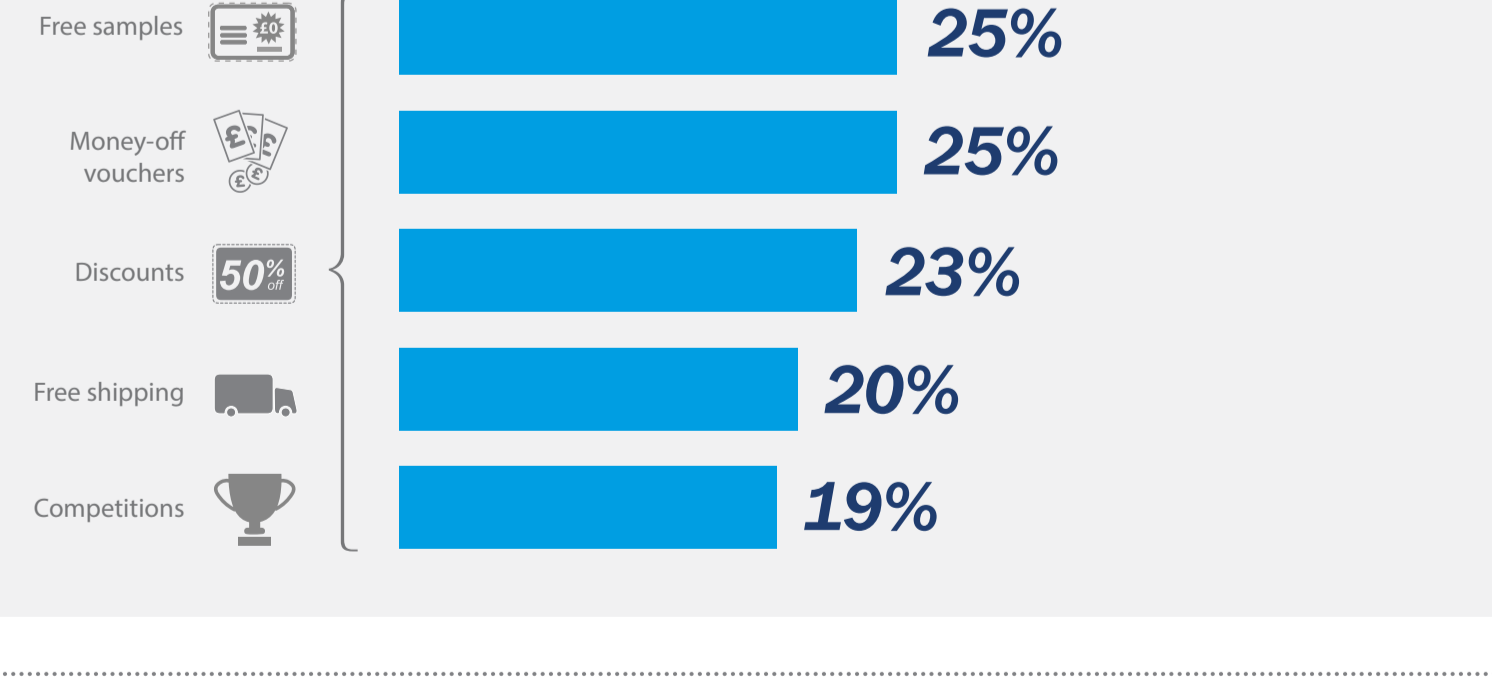
Encouraging consumers to share their information: what matters?

There are two sets of reasons for why people share their information: the attributes of a company and responding to incentives. The strategic and the tactical both have important roles to play

Brand's essential attributes



Tactical sales incentives



Conclusion

Here's what Mark Roy, chair of the DMA Data Council and Chief Executive The ReAD Group, had to say about the report:

"Consumer engagement has always been at the centre of the Direct Marketing industry but gaining consumer's hearts and their data hasn't always been easy. The 2012 DMA/fast.Map Data Tracking study shows that brands are benefiting from their continued commitment to industry best practice. Giving consumers the marketing that they want, when they want it and through the channels they prefer is increasing their trust in brands and encouraging a more open minded data exchange."

The full *Data tracking report 2012* report can be downloaded from <http://dma.org.uk/toolkit/data-tracking-report-2012>

Methodology

The independent study conducted by fast.MAP and published by the Direct Marketing Association (DMA) comprises findings of a survey of 1193 UK adults between 28/08/2012 and 04/09/2012.

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 the DMA

The Direct Marketing Association (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.

<http://www.dma.org.uk/content/welcome-direct-marketing-association>

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