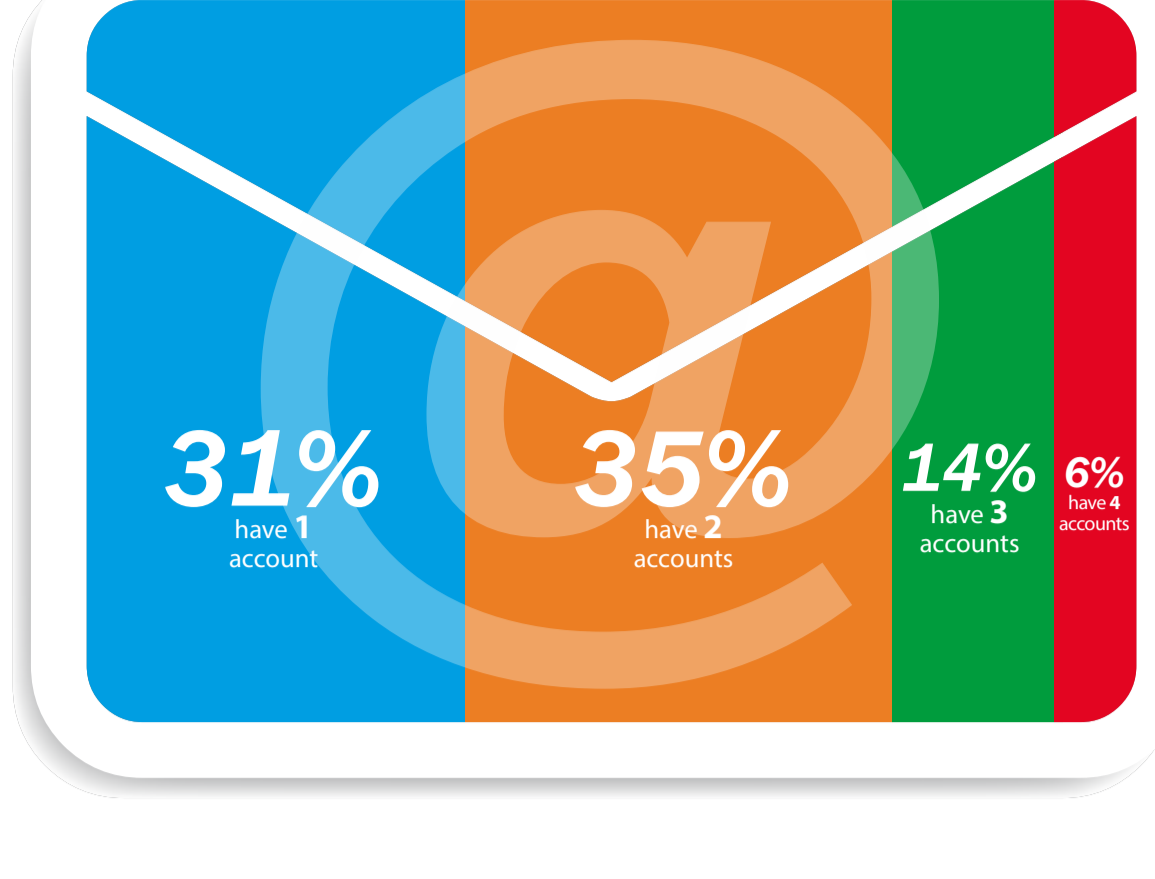


Email attitudes and inbox activity of the consumer:

Email tracking report 2012

The DMA *Email tracking report 2012* provides regular insight to the email attitudes and inbox activity of the UK's consumer. This report reveals that consumers are generally highly selective about entering into commercial email relationships, and are more likely to do so with brands they already enjoy a wider relationship with.



97% of consumers check their personal email at home



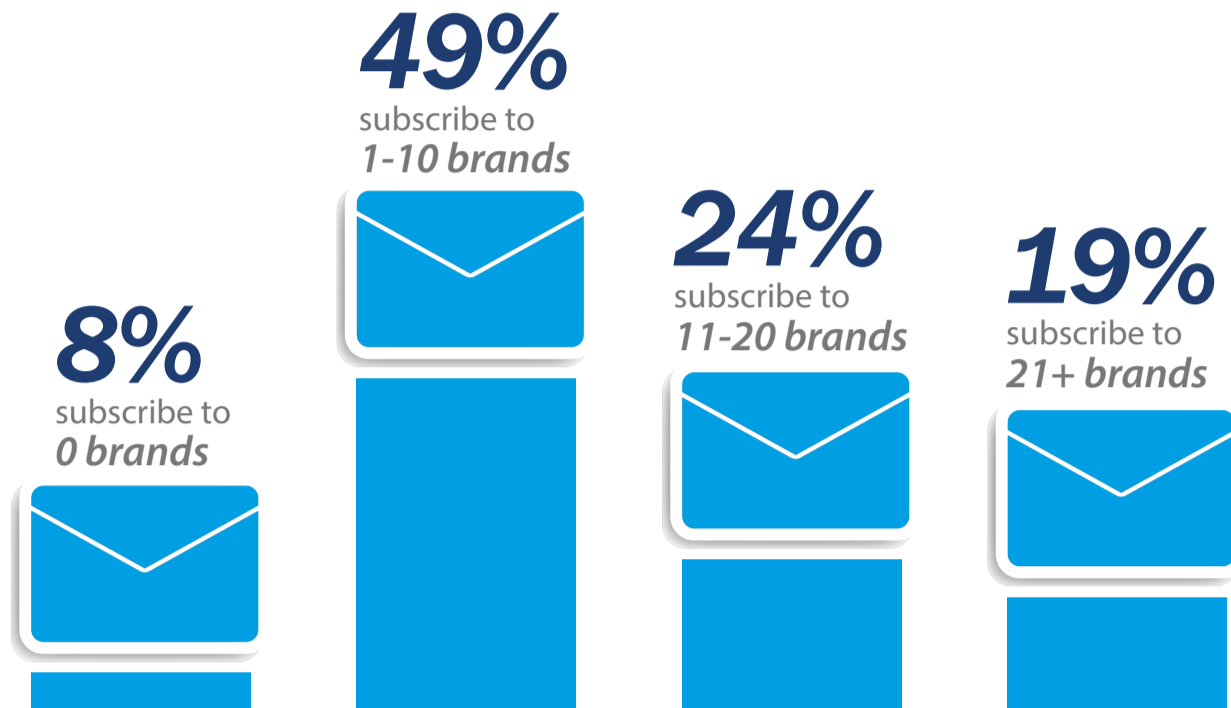
46% of consumers check their personal email at work



34% of consumers choose to receive **6** emails a day from brands they trust

A competitive inbox landscape

Email marketing's consumer approval ratings remain at an all-time high. The number of brands subscribed to have increased significantly.



Most popular type of emails

Emails containing special offers, discounts or vouchers continue to remain the most popular type of email



55% of consumers prefer *money off emails*



13% of consumers prefer *loyalty coupons*

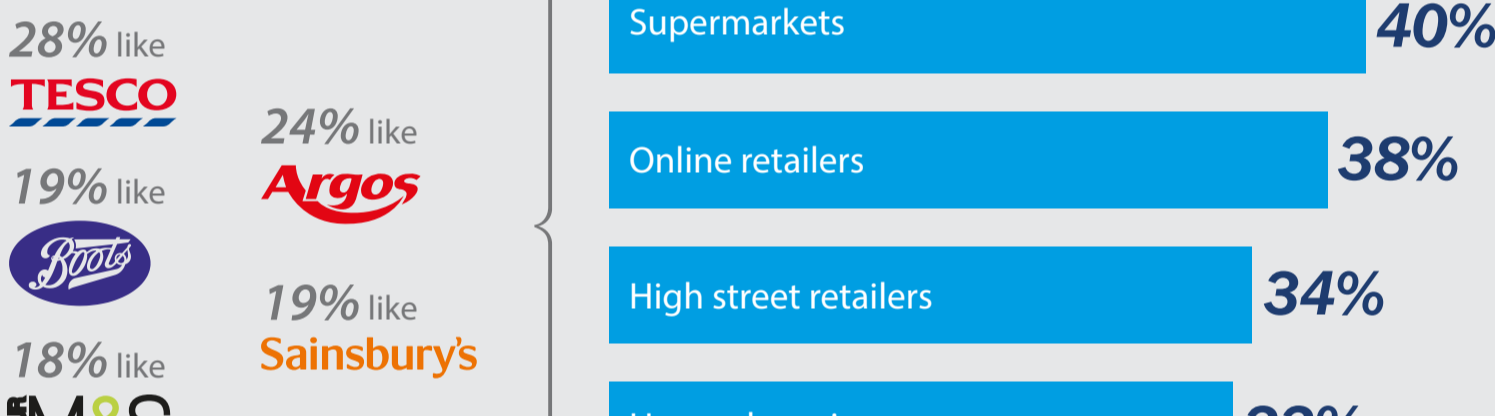


13% of consumers prefer *free delivery*

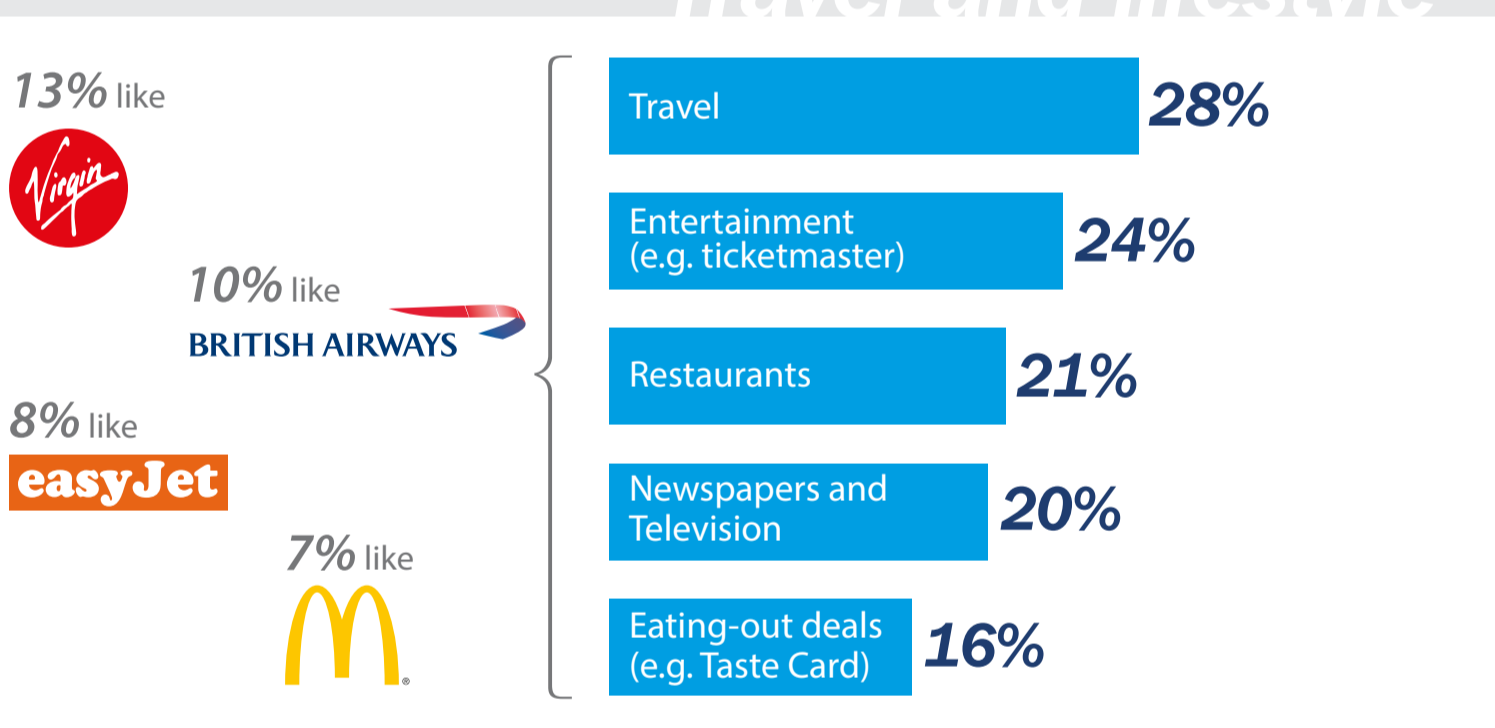
Email performance by sector

We asked consumers "who does email well?". They gave their highest approval ratings to supermarkets and retailers. Tesco was the brand consumers rated most highly.

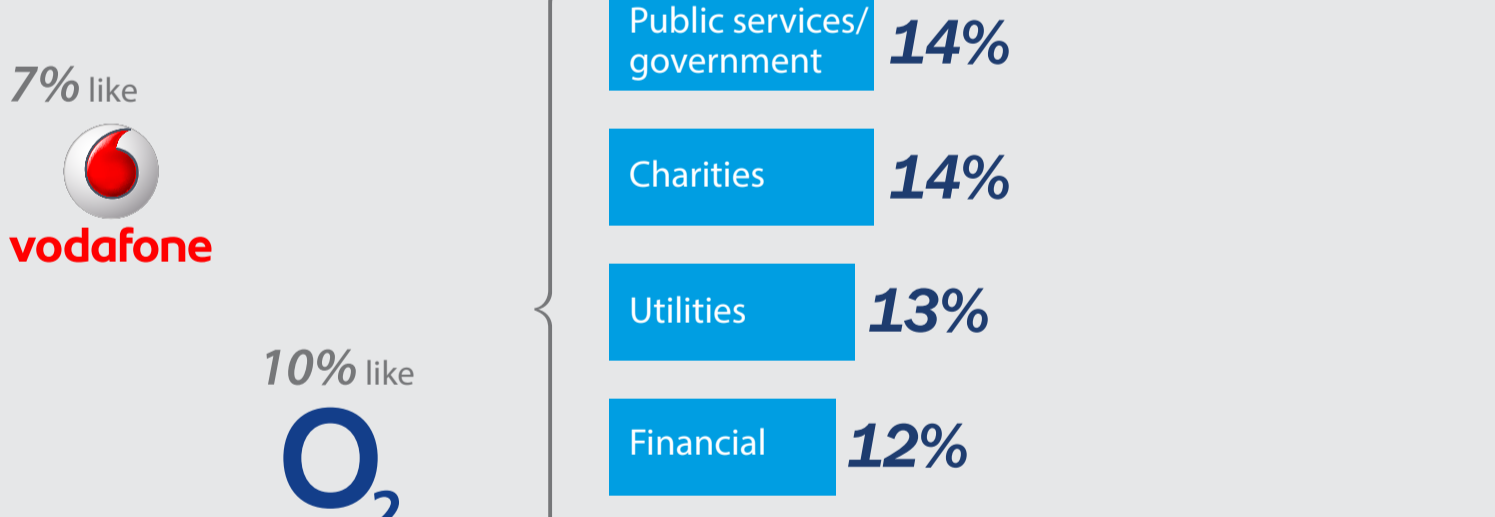
Retail



Travel and lifestyle

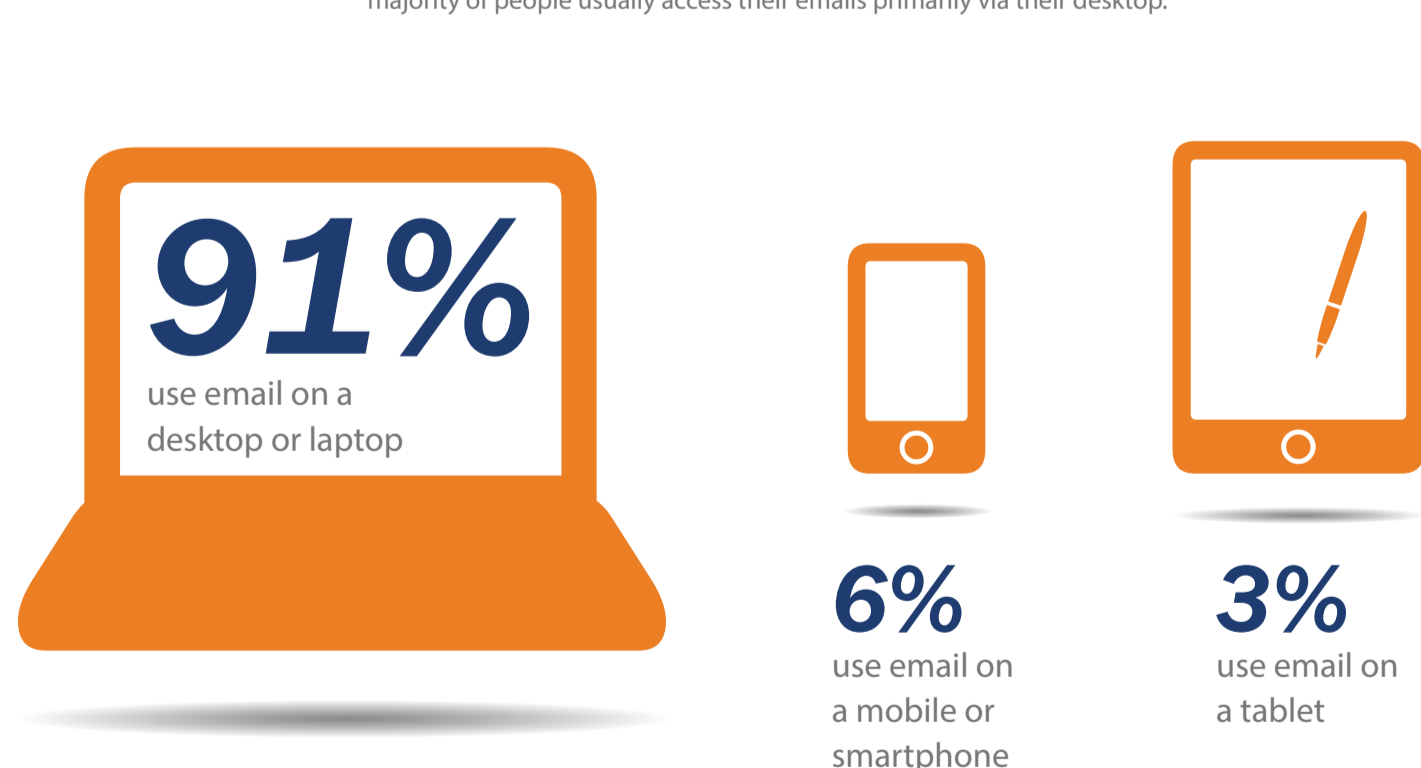


Services



Email access

Despite more than half of adults now owning smartphones, the vast majority of people usually access their emails primarily via their desktop.



Conclusion

Here's what Dela Quist, CEO of Alchemy Worx, the report's sponsors has to say:

"While some marketers seem to be concerned about inbox overload, the average consumer is not. Savvy marketers know "inbox overload" is a myth and understand that when compared to search, there is very little competition in the consumer inbox. These insights into the positive way consumers view promotional email also explain why email is still the primary driver of commerce on the web."

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

Methodology

The annual *Email tracking study 2012* surveys 1,043 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 Alchemy Worx

Established in 2001, Alchemy Worx is the world's largest email marketing agency. With over 70 employees and offices in London and Atlanta, it uses hyper-specialization techniques to deliver both simple and highly complex life-cycle based email programmes faster and more cost effectively.

Alchemy Worx provides strategy, design, content, testing, inbox placement and included post campaign, getting to many big-name brands; including Sony, Skype, Getty Images and Hilton Hotels.

www.alchemyworx.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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