A majority of consumers say various financial activities are "best served" by email.

The most attractive reasons for consumers to abandon deals with brands are:

- 45% money off discounts
- 41% free delivery
- 35% lower prices
- 30% free samples
- 27% exclusive offers
- 19% of those who abandoned an email address

30% of consumers said that they did because of too many emails.

51% of consumers said that they would consider doing so.

Younger people are more likely to abandon an email address.

Amongst younger and millennial consumers this rises to 59%.

Of those who abandoned an email address in the past year, 57% would consider doing so.

In total, this translates to at least 18.5 million people.

Conclusions:

- Marketers have to respect the inbox and drive the new ways in which consumers use email, particularly on smartphones. It's worth remembering that typical consumer behaviour doesn't always match typical marketer behaviour – not everyone is hyperconnected and mobile-first.
- Younger people are pushing email usage into new directions, with the smartphone being the primary device for younger consumers. Marketers have to respect the inbox and drive the new ways in which consumers use their inboxes to their advantage. This year consumers have been hit by the double whammy of more messages and more irrelevant messages over the past year. More than two in five (41%) of the total have abandoned an email address.
- While consumers like email, and feel it ‘best serves’ many of their needs, consumers remember that typical consumer behaviour doesn’t always match typical marketer behaviour – the smartphone is the primary device for younger consumers. Marketers have to respect the inbox and drive the new ways in which consumers use email, particularly on smartphones. It’s worth remembering that typical consumer behaviour doesn’t always match typical marketer behaviour – not everyone is hyperconnected and mobile-first.
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- A majority of consumers say various financial activities are “best served” by email.