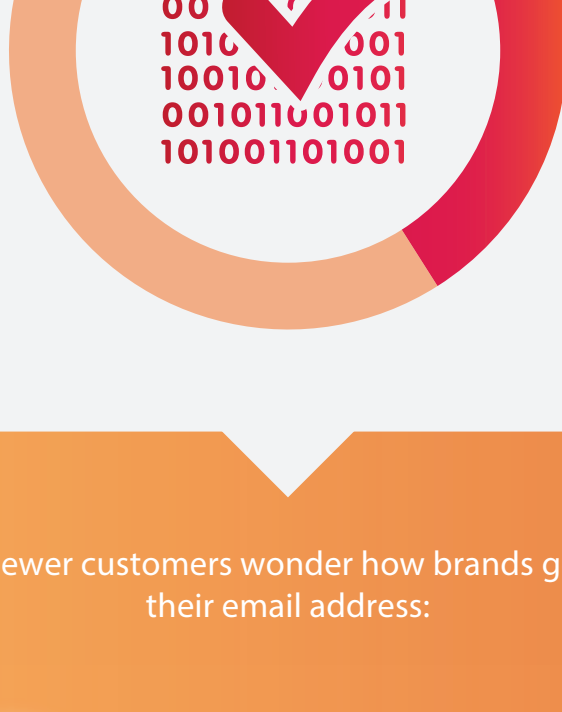


# DMA insight: The impact of GDPR on email marketing

Consumers' view on email in a post-GDPR marketing landscape

## GDPR's positive impact

41% of consumers say they're more confident about how brands treat their data



Fewer customers wonder how brands got their email address:

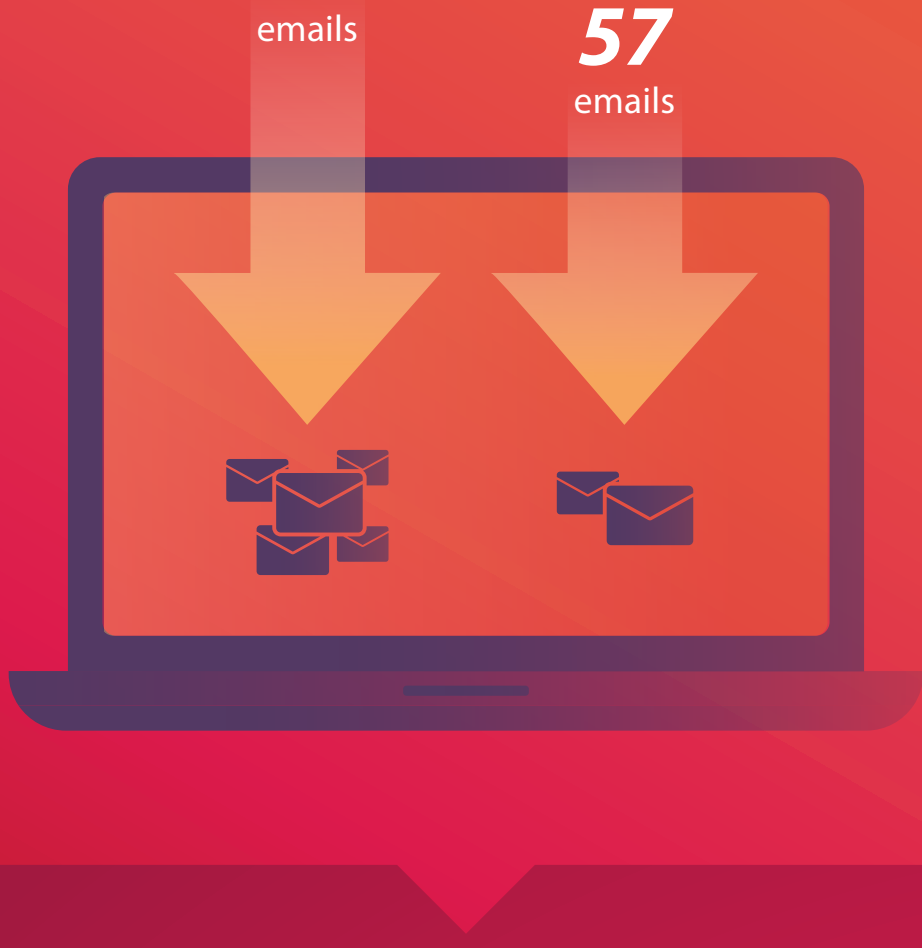


Email remains the preferred channel for 59% of consumers



## Emails received

The number of emails consumers believe they receive per week



57% read more than half of the emails they receive



46% say recognising the brand is key when deciding whether to open and read the email

## However...



86% of consumers say less than half of brand emails are useful

## Joining and leaving

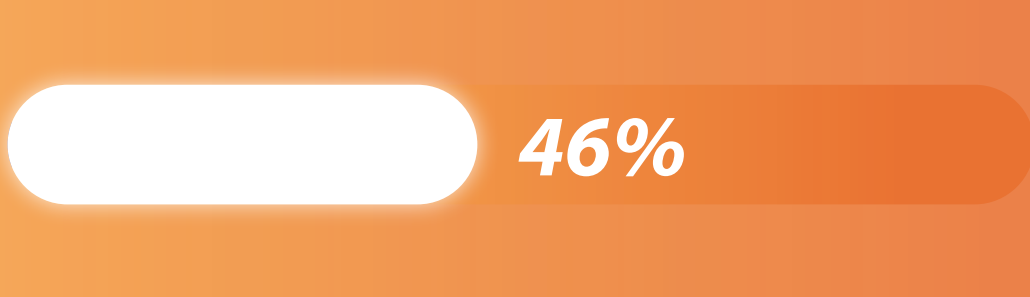
Customers sign up for fewer email programmes:



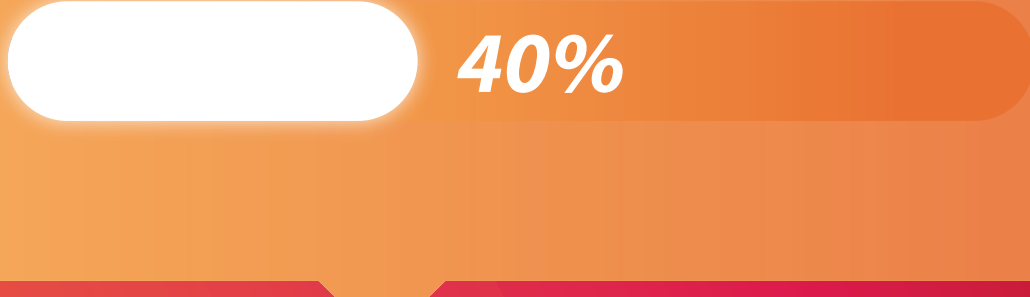
Drivers to signing-up are:



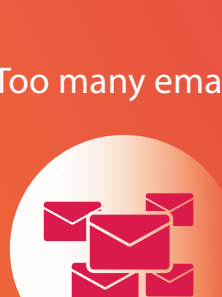
Discounts & offers



Being a regular customer



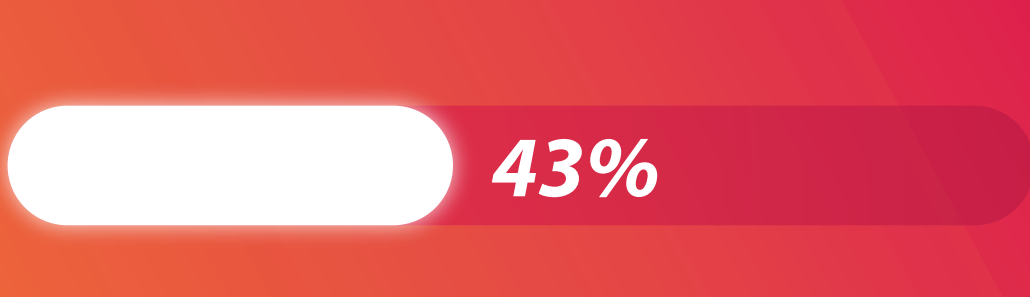
Joining a loyalty scheme



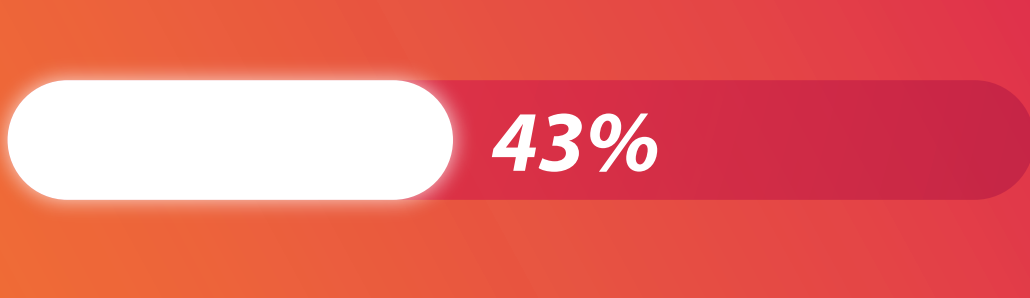
Drivers to unsubscribe:



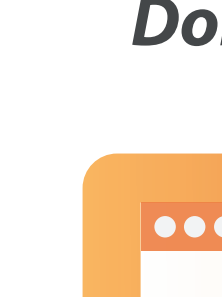
Too many emails



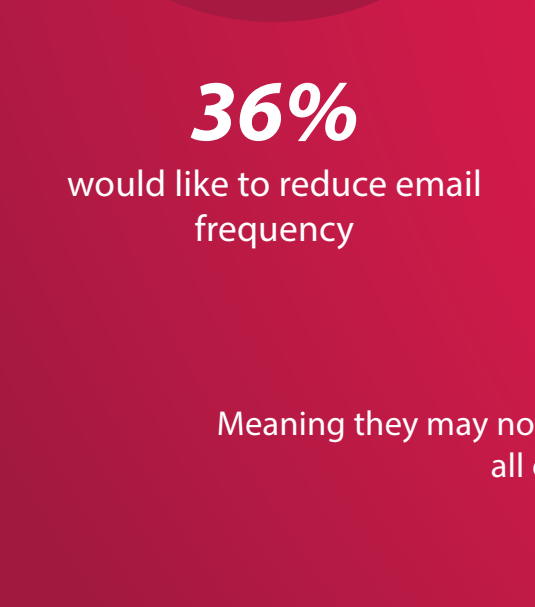
Information no longer relevant



Not recognising the brand



## Don't lose customers unnecessarily



36% would like to reduce email frequency



31% would like to choose the products/services they hear about

Meaning they may not actually want to unsubscribe from all communications

[Find out more](#)

### 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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