

DMA insight: hitting your email goals

Email is a core player and our report has shown that marketers are more confident in their abilities now than they were last year, but there are always opportunities to improve.

Email still rocks



91%
Email remains the key strategic channel according to marketers
91% rated it as important

Marketing budgets spent on email are climbing



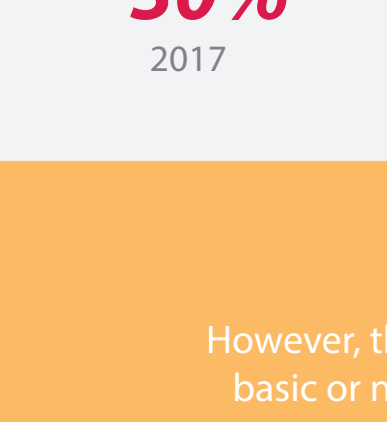
But



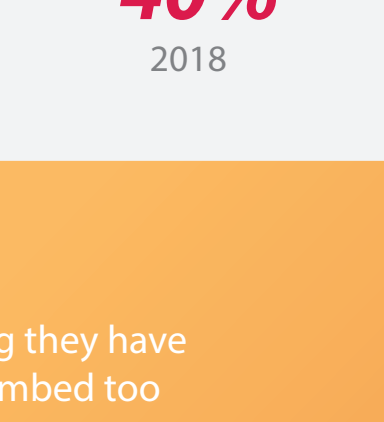
also say email marketing costs will increase

It looks like marketer confidence is on the up

Marketers profess good or advanced ability



30%
2017



40%
2018

However, the proportion feeling they have basic or no knowledge has climbed too

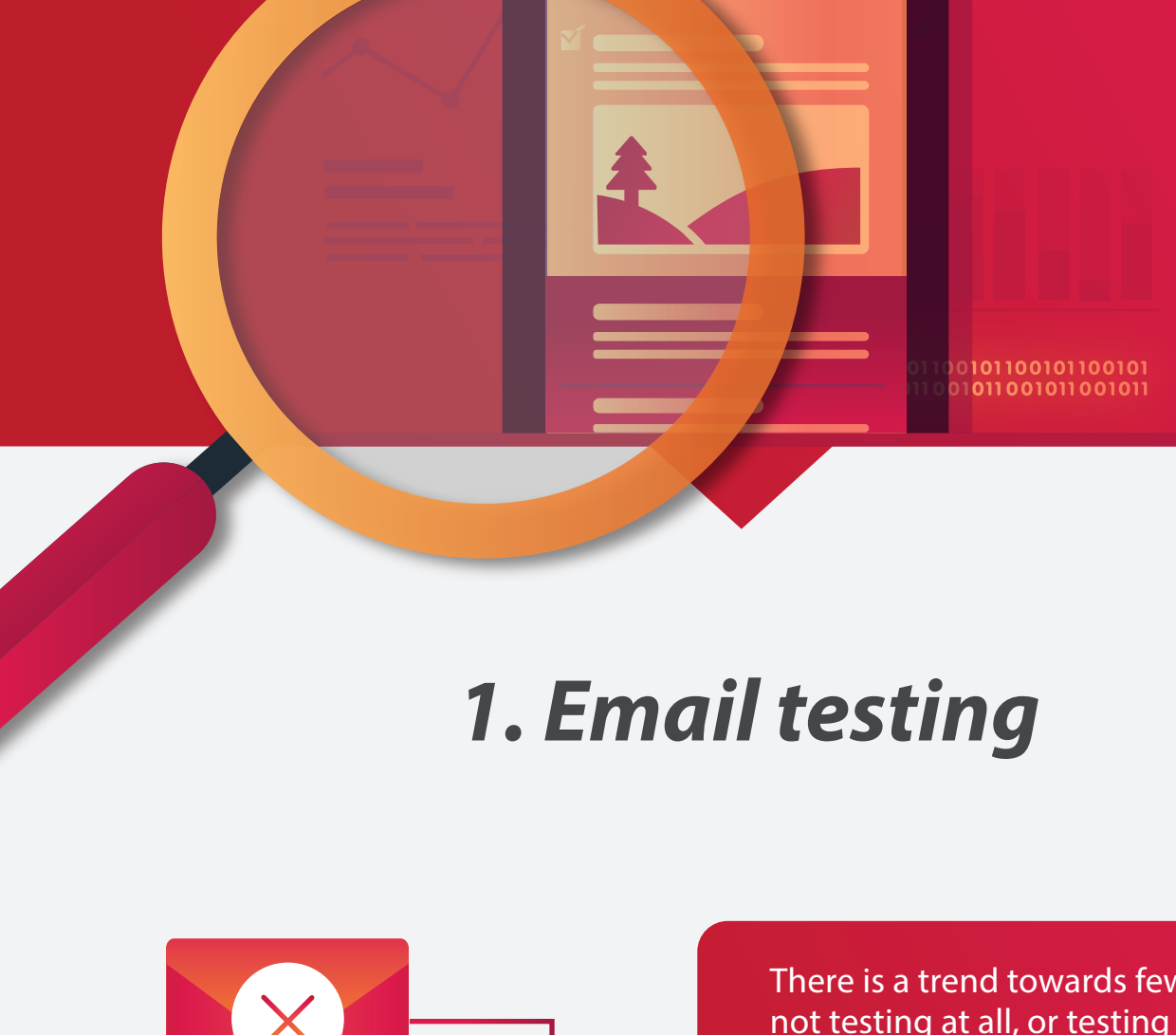


9%
2017

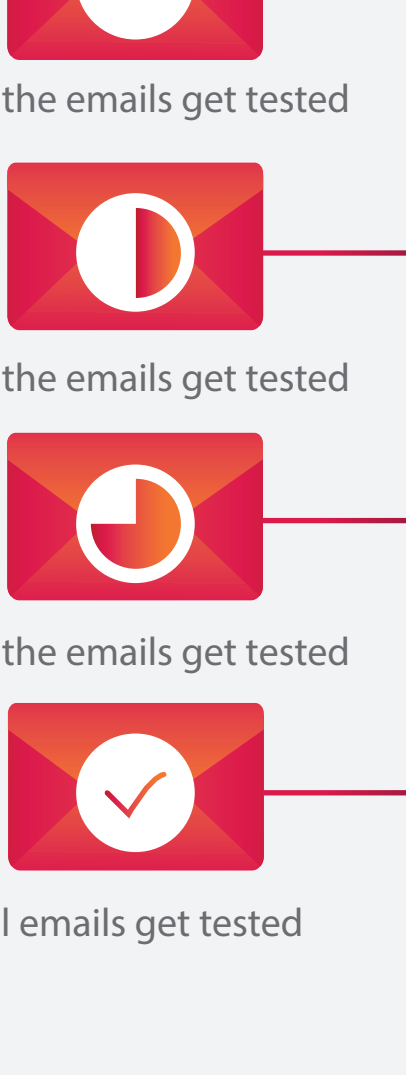


24%
2018

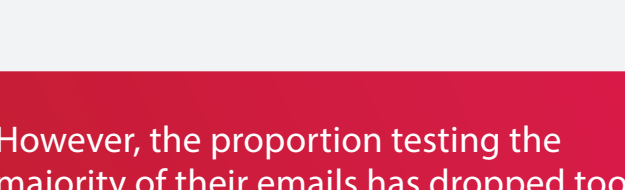
Good, but it could be better: two areas of focus



1. Email testing



There is a trend towards fewer marketers not testing at all, or testing less than a quarter of their campaigns

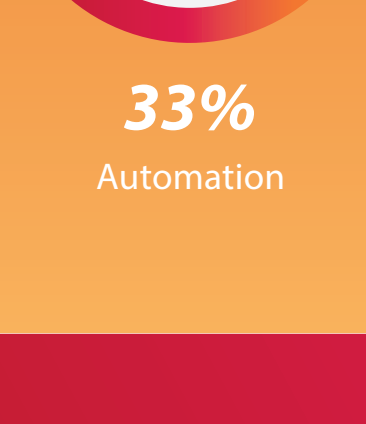


However, the proportion testing the majority of their emails has dropped too

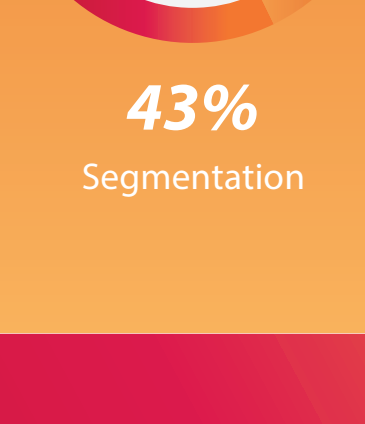


2. Automation VS Segmentation

Organisations are more likely to segment than automate



33%
Automation



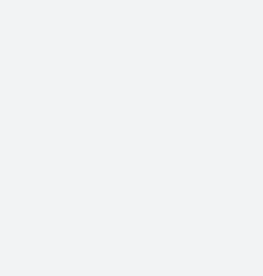
43%
Segmentation

But

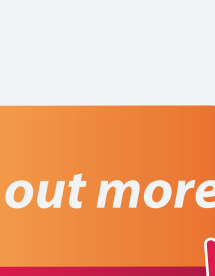
1 in 4 do not use these methods



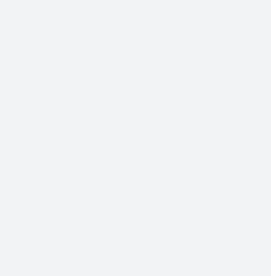
and 1 in 2 think their organisation's emails are irrelevant to customers



Better targeting



Better personalisation



Better results

[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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