

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



2017

11%

2018

17%

But



57%

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%

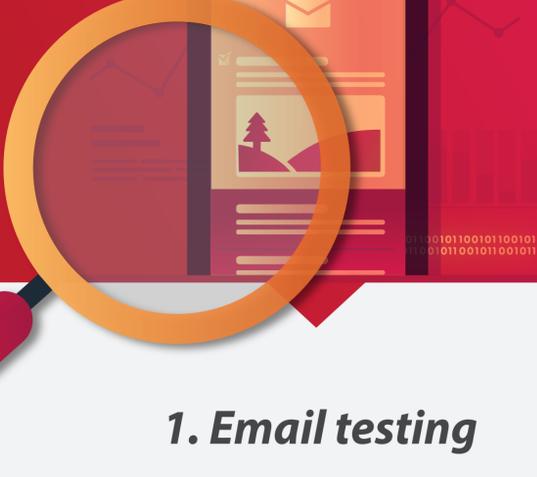
2017



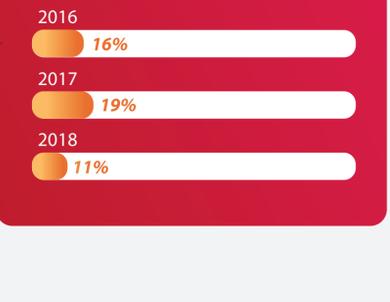
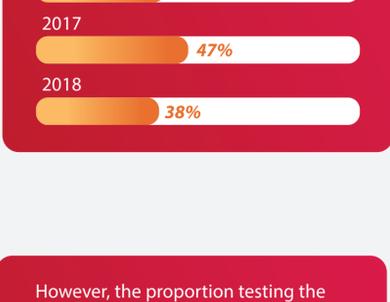
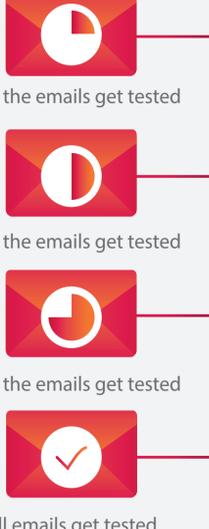
24%

2018

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



1. Email testing



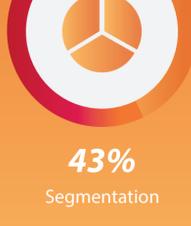
2. Automation VS Segmentation

Organisations are more likely to segment than automate



33%

Automation



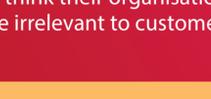
43%

Segmentation

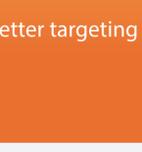
But



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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