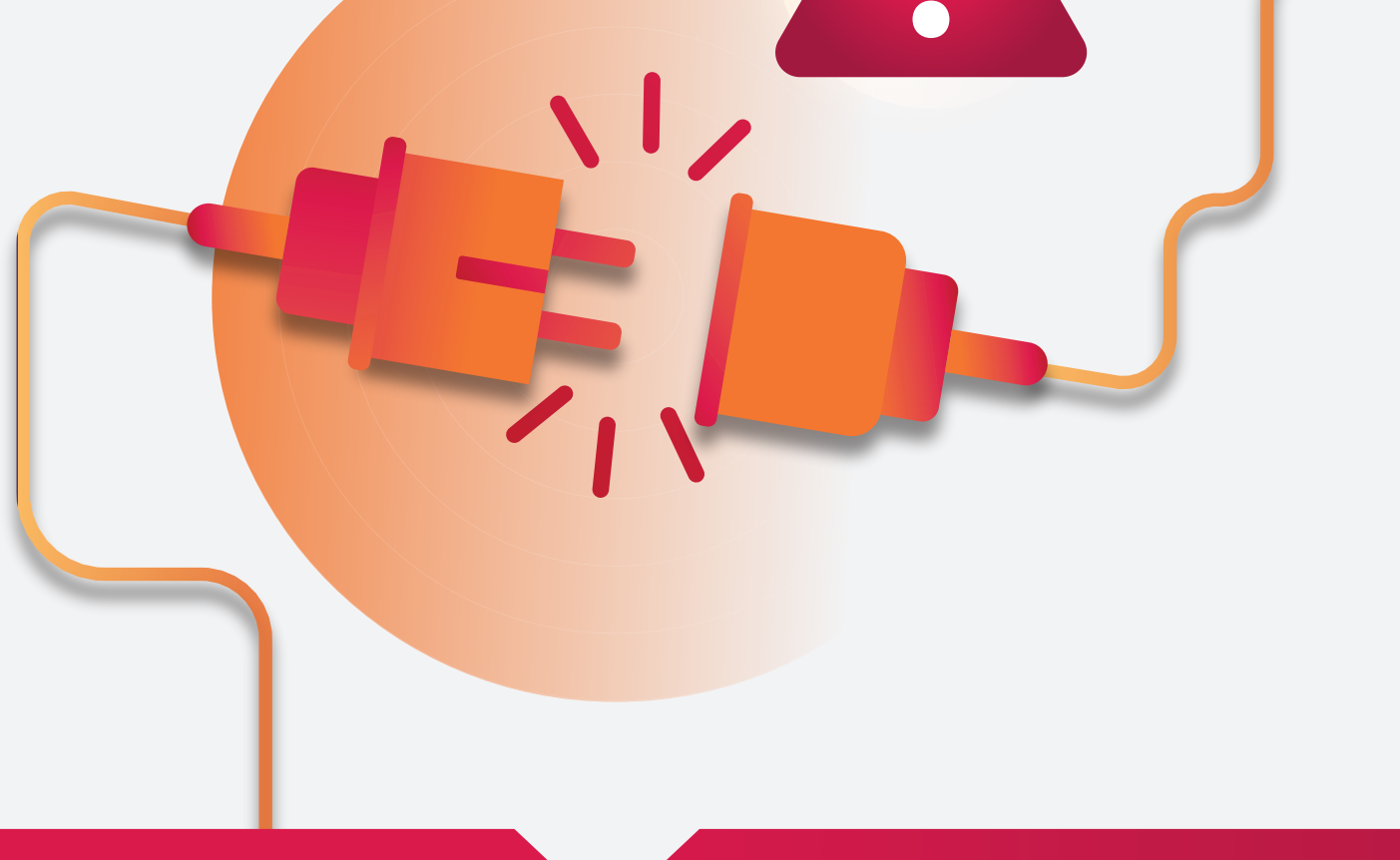


# DMA insight: Marketer's view on channels and trust

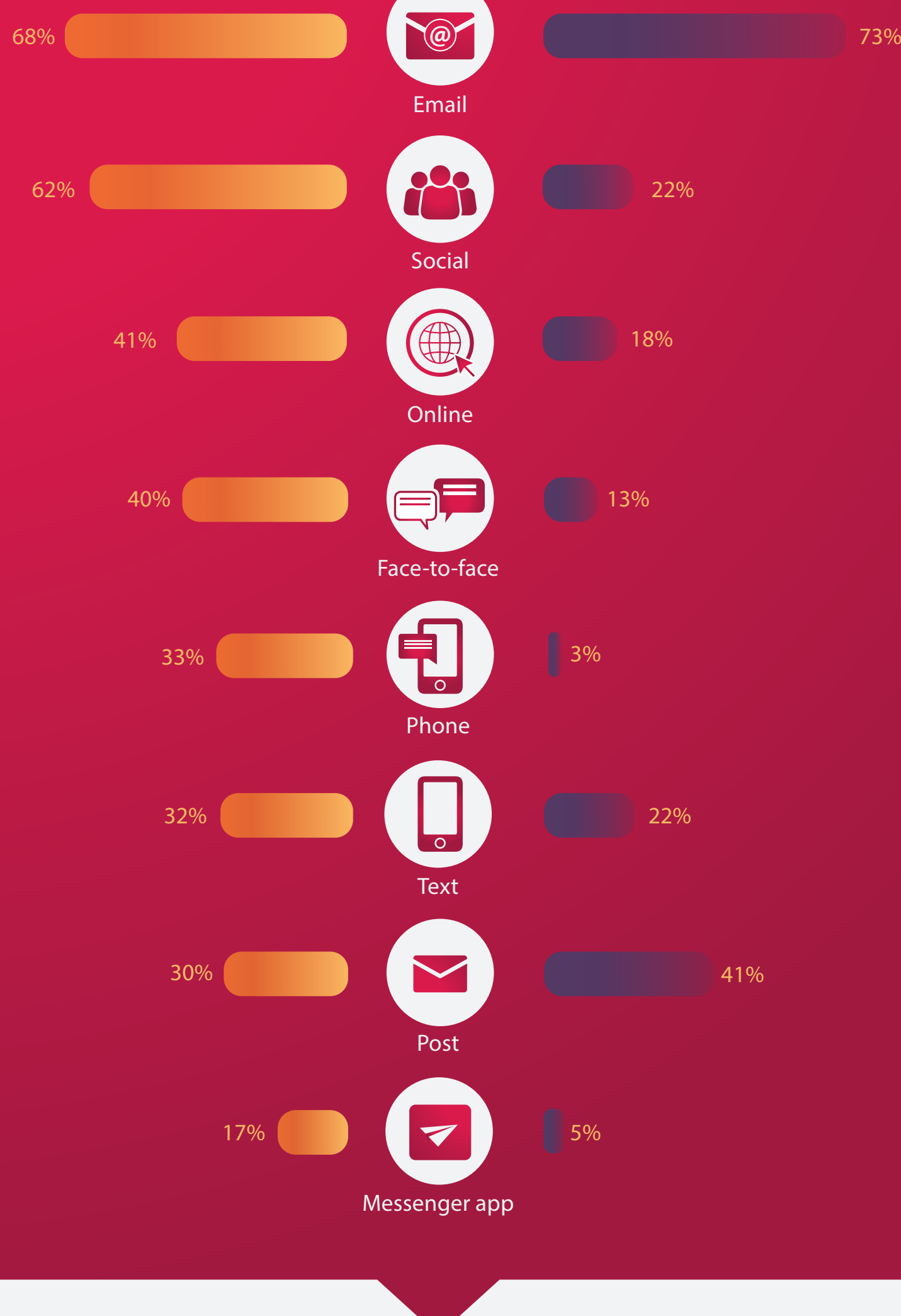
Marketers and consumers told us what they think and do when it comes to communication channels

## Disconnect between consumer preference and brand usage



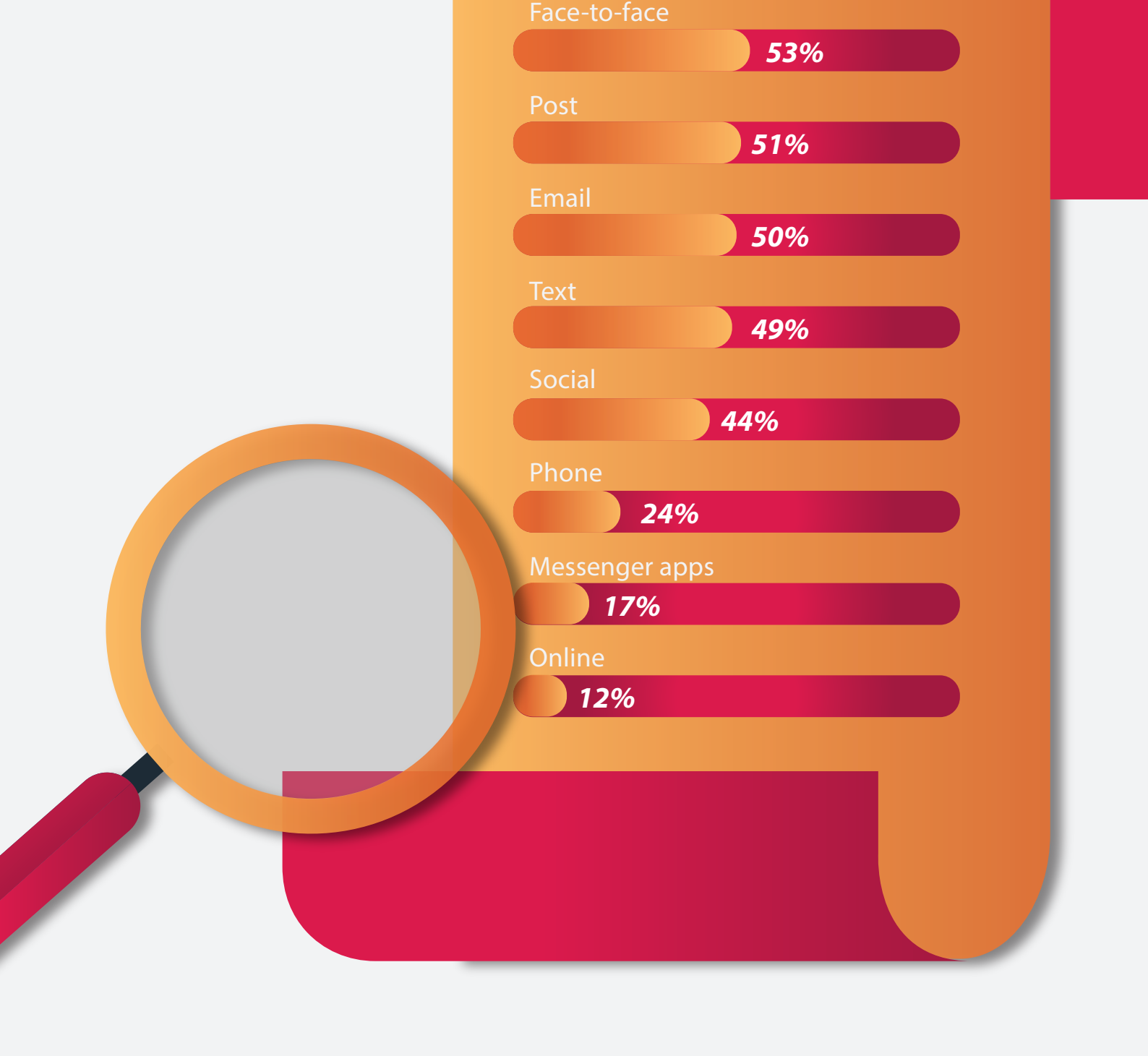
### Marketers use

### Consumers prefer

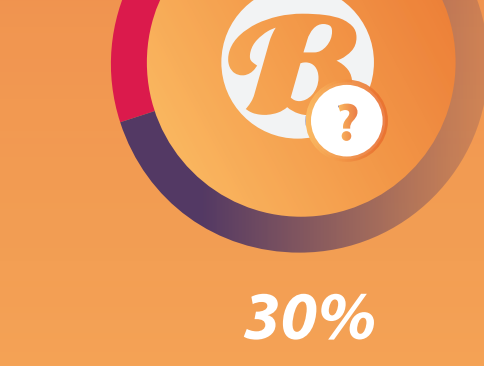


## Marketers overlooking most trusted channels?

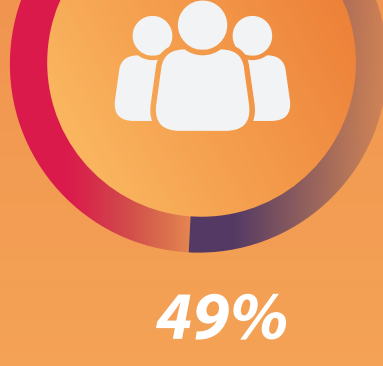
Marketers believe consumers trust



## Leading to a feeling of brand mistrust



of marketers believe consumers don't know which brands to trust



of consumers felt the same

## Challenges to improving engagement campaigns

Marketers identified key issues they face as...



## But future looks positive



expect budgets to rise



believe GDPR has improved trust in brands & marketing

[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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