Meaningful Marketing Measurement: Email Focus

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/ Introduction

For many marketers, email is the original one-to-one online marketing channel. In a digital world which continues to grapple with the thorny subject of audience identity – i.e., targeting audiences with relevant advertising in a privacy-compliant way while third party cookies are on the wane – email continues to provide an often-overlooked solution that is staring people right in the face. With a progressive and active CRM strategy, an up-to-date and replenished email list and engaging personalised creative, email can deliver the audience engagement that marketers crave. At the same time, many are also drawing on email data to tackle the identity issues at play in the targeting of other forms of digital advertising.

The events of the last two years have placed greater importance on the role of the email channel, and indeed all personalised customer comms. In the early pandemic phase, in particular, advertisers were keen to reach out to their customers via email to reassure them, provide support and acknowledge that they were still here for them despite the challenging circumstances.

While predominately used for customer retention, the email channel is also a customer acquisition driver. By the same token, although primarily used as a direct response platform, email can also have a significant brand impact for organisations – shifting the dial on the attitudinal metrics than are so important in stimulating future demand. In a world where consumer attention is being spread ever more thinly across multiple platforms, and the picture of the attribution of campaign effects is muddied by the dominance of the GAFA walled garden platforms (Google, Apple, Facebook, Amazon), it is more important than ever to acknowledge the full effects of the email channel.

That is exactly what this report will do. By drawing on data from over three hundred email campaigns, and beyond that over 1,000 cross channel campaigns overall, the DMA's Intelligent Marketing Databank provides insight into the effectiveness of the email channel, but also crucially into how marketers are measuring the effectiveness of the email channel.

Getting measurement right is vital to ensuring that the campaign planning cycle is fully optimised. There is no use in flying blind, relying on open rates and click-through rates if they cannot be tied back to meaningful commercial outcomes for an organisation. As the original one-to-one digital channel, email has a unique opportunity to get measurement right.

We hope you enjoy this report.

Tim Bond
Director of Content Strategy & Insight at Data & Marketing Association

Ian Gibbs
Founder at Data Stories Consulting

/ Foreword – Campaigner

Over the years, I have seen countless articles with – what are supposed to be – shock-inducing headlines such as, "Is this the end of Email Marketing?" As an interested party of this report, I'm sure you have witnessed the same.

It is those articles that make us even prouder to have partnered with the Data & Marketing Association to produce this report and to dispel this myth once and for all. As you will go on to read, we can see that email marketing is very much alive-and-kicking; and bringing with it some impressive retention and effectiveness metrics.

But this report does illustrate one key finding: it is time to stop measuring email marketing as an independent metric and to start analysing its impact in a holistic campaign approach. Marketing campaigns that include email marketing can deliver over 2 times the impact in response effects than those without an email marketing strategy. Customer communications that include SMS can result in a 15% increase in campaign response effects. The ability to deliver an easy-lift, short-term response for your business is possible with the inclusion of both Email and SMS communications to your campaign channel mix. This is something we witness daily with our customers at Campaigner; it is great to see the Data & Marketing Association confirm these findings across multiple sectors such as Publishing and Media, Telecoms, NFPs, and Retail and FMCG.

A thoughtful and consolidated approach to email marketing, focussing on the collaborative effects it could have when planned in line with your other brand and customer-driven outreach programs, rather than a program with a plan of its own, is what is needed to drive the greatest impact to and results for your business.

I am delighted you have chosen to take the time out of your day to discover how to do just that!

Amy Doyle
Director of Client Services at Campaigner

/ Exec Summary

How successfully are we measuring email marketing performance?

- **48% of the effects** recorded for campaigns including email are less meaningful campaign **delivery metrics**. Open rates and click rates are useful planning and validation metrics, but they tell the business nothing about marketing impact. Instead, marketers should focus on response, brand and business effects when communicating the value of the email channel.

How effective is email marketing?

- **Campaigns that include email are more effective than the average campaign.** They are above average performers in generating response and business effects, but below average at generating brand-building effects, giving a useful indication of where the channel's strengths lie.

- **Email effectiveness has declined by 33% in the late pandemic phase** – from 2.4 to 1.6 effects per campaign. A growth in customer retention activity worked well in 2020, but by 2021 it was clear that there was only so much incremental demand that can be stimulated from existing customers. A focus on email contact acquisition is needed by all brands to boost effectiveness.

The Impact of marketing strategy on email effectiveness

- **Email is over twice as likely as the average campaign to be used for customer retention.** As a method of creating engaging one-to-one customer experiences, email is a key marketing channel.

- **Email's usage in pure customer retention campaigns increased from 55% to 65% between 2020 and 2021.** Declining marginal benefits from targeting the same customers have become apparent in 2021. A rebalancing towards customer acquisition (where email actually generates the greatest number of effects: 3.1 per campaign) must be considered to arrest the decline in effectiveness.

The multi-channel impact of email

- **Email is more effective when part of a multi-channel campaign** than when used in isolation. A 29% uplift in the total number of effects is recorded for multi-channel vs solus email campaigns. Double the number of brand effects are also recorded – an important consideration for a channel that generally under-performs in this space.

- **A combination of email and ad mail is most effective at generating a response.** Email and offline (TV, radio, out-of-home and print) is the best combination for shifting the dial on brand metrics. Digital display is a good allrounder and boosts the effects of email in both response and brand building.

Email performance by industry sector

There is no one-size-fits-all approach to email marketing performance, with benchmarks varying by category. Consider your industry – in particular, the resulting business, response and brand effects by sector – when creating campaign benchmarks and KPIs.

/ How Successfully Are We Measuring Email Campaign Effectiveness?

The Intelligent Marketing Databank is built on the back of data covering 1,057 DMA Awards entries, 303 of which contain some form of **email** marketing in their campaign strategy.

As with other awards-based effectiveness databases, a lack of standardisation in how award entrants talk about effectiveness requires us to use a methodology that records the number of reported campaign effects – rather than focusing on the specific scale of each individual effect measured. A larger number of effects is equated with greater effectiveness. These effects are specifically taken from the results sections of the DMA Awards entry forms.

Each individual effect has been recorded and grouped into one of four categories (refer to the 'Appendix' section for the full list of recorded effects):

1. **Response Effects:** Effects that direct response and performance marketing campaigns are tasked with (e.g., donations, conversions, acquisitions, sales, bookings, footfall, downloads, CPA efficiencies and response rates).

2. **Brand Effects:** Effects that specifically relate to brand measures, i.e., the types of metrics that brand trackers are usually tasked with keeping tabs on (e.g., brand awareness, ad recall, consideration, purchase intent, brand trust, brand perceptions, recommendation, customer satisfaction and NPS)

3. **Business Effects:** Effects related to overall business performance. They are distinct from response effects in that they typically point towards the long-term sustainability of a business (e.g., profit, market share growth, customer penetration, loyalty and shareholder value)

4. **Campaign Delivery Effects:** These measures are essentially media planning campaign inputs (e.g., reach, frequency and impressions) and so-called 'vanity metrics' such as clicks, likes and shares. In the context of **email marketing**, open rates, email click-through rates and click-to-open rates would be included here. These ultimately say little about campaign effectiveness, but as they have appeared in the results sections of the DMA award entries, they reveal a great deal about how marketers are currently measuring campaigns
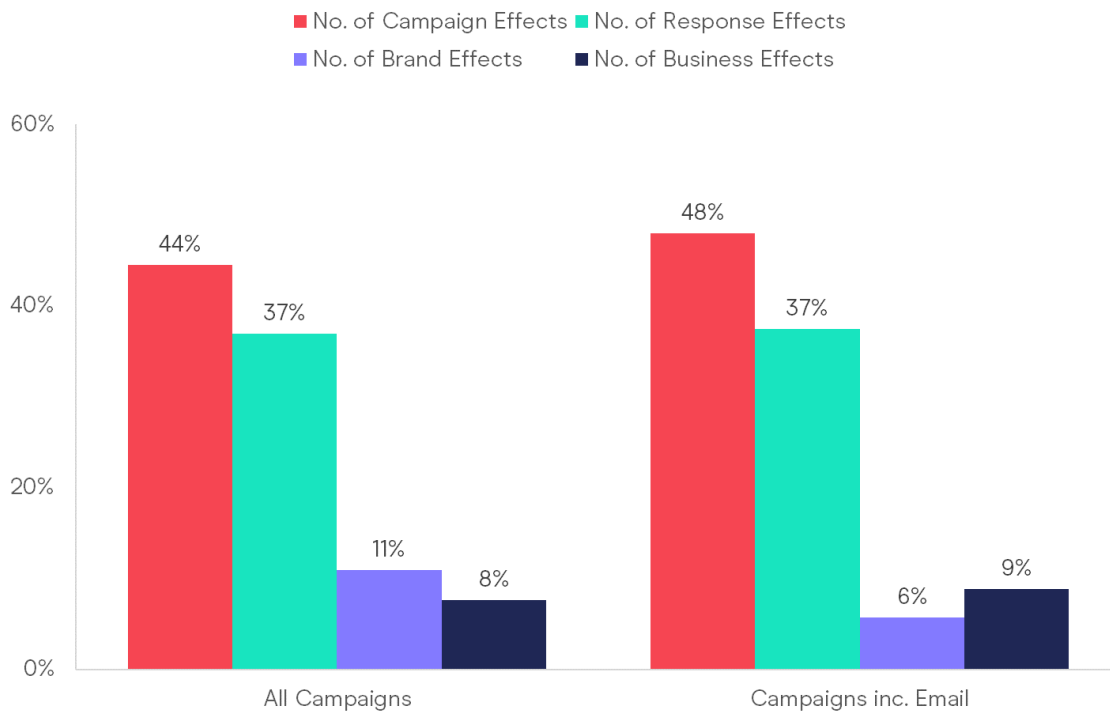
Example effectiveness metrics

BUSINESS EFFECTS	BRAND EFFECTS	RESPONSE EFFECTS	CAMPAIGN DELIVERY EFFECTS
• Profit	• Awareness	• Conversions	• Reach
• Sales	• Consideration	• Leads	• Frequency
• Market Share	• Brand Perceptions	• Acquisitions	• Impressions
• Penetration	• Purchase Intent	• Bookings	• Clicks
• Loyalty		• Footfall	• Social engagements
• Price sensitivity			

Every campaign will have some form of delivery metric at its disposal, and most campaigns in theory will be part of an overall strategy to shift the dial on business outcomes. Brand effects and response effects are more specialist in nature. Both relate to different stages of the customer journey, and both employ very different strategies to drive a desired outcome.

44% of all the effects recorded for campaigns relate to less meaningful Campaign Delivery measures, while 37% refer to response measures, 11% brand effects and 8% business effects. This picture is marginally worse for email, with nearly half of all of the effects recorded relating to Campaign Delivery. Open rates, click rates and delivery reports are of course vital for campaign optimisation and the discipline of good campaign management, but as measures that report on the true effect of advertising on the businesses' short- or long-term commercial goals, they tell us very little.

Volume of campaign effects recorded

- No. of Campaign Effects
- No. of Response Effects
- No. of Brand Effects
- No. of Business Effects

	All Campaigns	Campaigns inc. Email
No. of Campaign Effects	44%	48%
No. of Response Effects	37%	37%
No. of Brand Effects	11%	6%
No. of Business Effects	8%	9%

When looking beyond campaign delivery measures and focusing on the metrics that matter, a picture of more meaningful response-oriented effects emerges. Revenue growth, sign-ups, leads, sales and conversions are examples of some of the more robust and meaningful metrics that marketers are using to report on email campaign impact.

Top effects measured for email

Campaigns inc. Email
Revenue increase
Sign-ups/Uses/Members
Lead/Sales conversion
Unit sales
Conversion rate growth
New customer acquisitions
Response rate
Leads
CPA/Cost-per-lead/Cost of sale
Average order value increase

At various points in this report these effects will be discussed separately and at other times they will be combined into a measure of the total average number of effects measured per campaign ("Total no. of Effects"). It is important to note that as Campaign Delivery Measures tell us nothing about true campaign impact, their usage should really be confined to media planning, optimisation and campaign auditing. As such they have been removed from the overall definition of effectiveness used in this report. In summary:

> **TOTAL NUMBER OF EFFECTS** = AVERAGE NUMBER OF BRAND EFFECTS + AVERAGE NUMBER OF RESPONSE EFFECTS + AVERAGE NUMBER OF BUSINESS EFFECTS

Key Implications

1. **48% of the effects recorded for campaigns including email are less meaningful campaign delivery metrics.** Open rates and click rates are useful planning and validation metrics, but they tell the business nothing about marketing impact. Instead, marketers should focus on response, brand and business effects when communicating the value of the email channel.

2. **Email's strengths in the performance marketing space are apparent** from the response effects that it is most commonly associated with revenue growth, sign-ups, leads, conversions and acquisition – all painting a picture of email as a response driver.

3. **9% of the effects recorded for email campaigns are business effects.** These are vital metrics for reporting on the impact of the channel outside of the marketing department, translating marketing success into overall measures of business performance.

How Effective is Email Marketing?

The most recent IPA Bellwether survey of marketer spend intentions revealed a predicted +16% net increase in the number of businesses expecting to spend more on direct marketing in the next financial year. With email a core component of direct marketing efforts, the outlook in 2022 for the channel is positive, despite a number of challenges that marketers face in campaign planning and measurement.

An analysis of the Intelligent Marketing Databank reveals that this optimism in the channel is well placed. Campaigns that include some element of email marketing tend to outperform the average campaign, generating 2.8 effects per campaign overall. It, perhaps, comes as no surprise that the strengths of the channel lie in supporting performance marketing KPIs, with the average campaign including email generating 2.0 response effects and 0.5 business effects.

A less commonly used channel for shifting the dial on brand metrics like brand, awareness, consideration and purchase intent, email marketing tends to underperform the campaign average in generating brand effects, yet at the same time it is not totally ineffective in this field, accumulating 0.3 brand effects per campaign on average.

**Average number of effects per campaign**
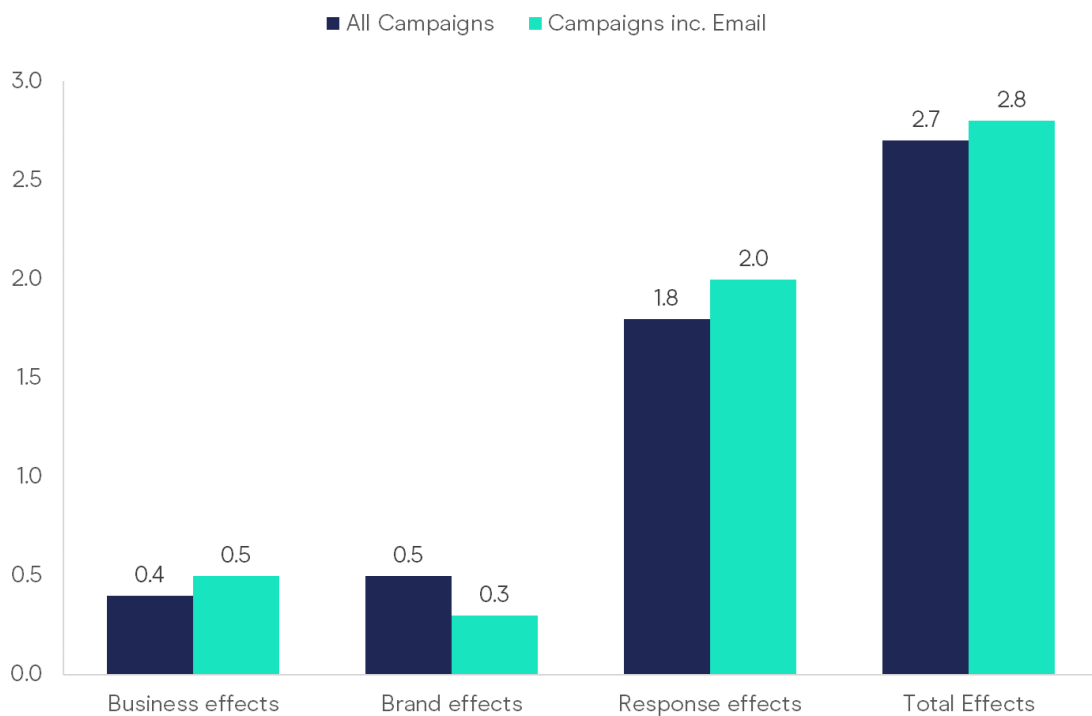
n=1,057 campaigns of which n=303 campaigns including email

As digital channels that result in one-on-one engagement with consumers, email and SMS marketing are natural bedfellows and are invariably used to support complementary KPIs and

drive incremental revenue from existing and new customers alike. An analysis of the twenty-one campaigns in the Intelligent Marketing Databank that contain both an email and SMS element reveals a distinct effectiveness multiplier from the inclusion of SMS.

A combination of email and SMS results in 2.3 response effects per campaign: 15% more effects than when email is used without SMS. While there is a marginal increase in the number of business effects generated, SMS is less effective in the brand space, typically diluting the overall number of brand effects to 0.2 per campaign.

## Average number of effects per campaign
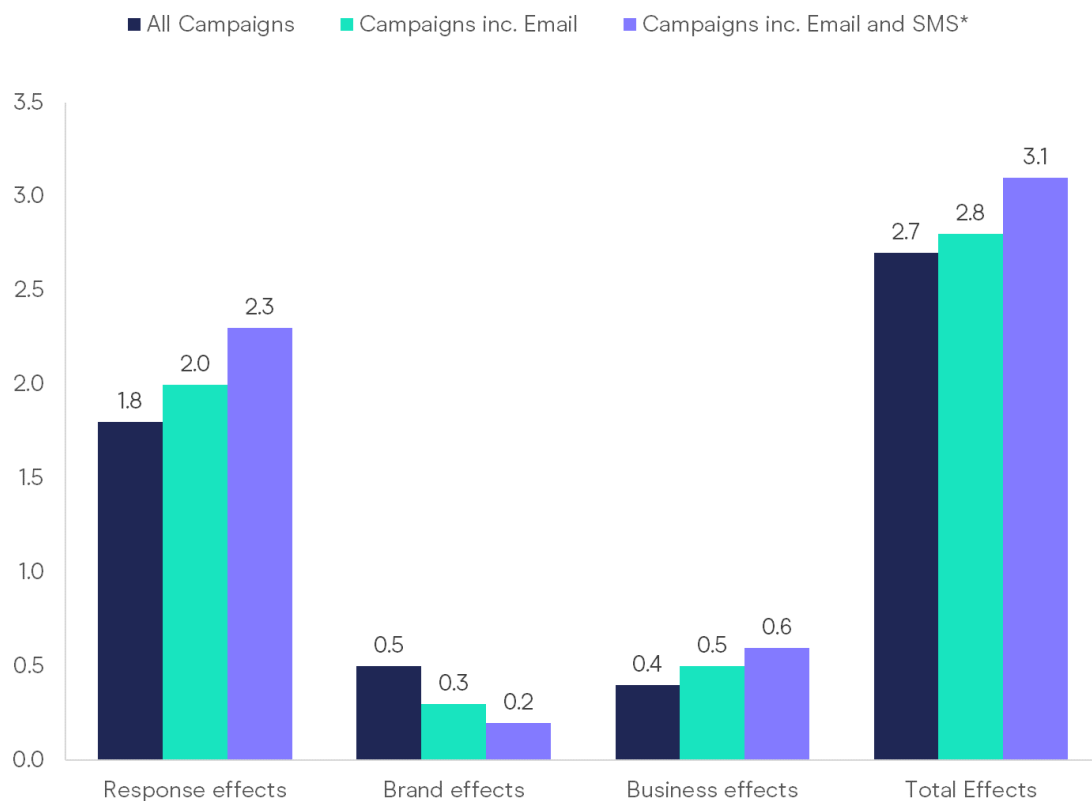
n=1,057 campaigns of which n=303 campaigns including Email
*Caution, small sample size: n=21 campaigns including Email and SMS

How Has Email Marketing Effectiveness Evolved Over the Last Half Decade?

Despite the strengths of the email channel in its contribution to the overall picture of marketing effectiveness, practitioners should be aware of the challenges the discipline has faced in 2021. A significant improvement in email marketing effectiveness in the early pandemic phase of 2020 saw the effects per campaign jump up to 2.4 from 1.9 a year previously. Consumers spent more time at home engaging with advertising and marketers became more adept at doing more with less, making campaign effectiveness stretch further with less budget.

This improvement has not been sustained in the late pandemic phase of 2021 however, and mirroring a trend seen across the entire Intelligent Marketing Databank, the number of effects generated by campaigns including email declined by 33%.

Average number of effects per campaign including email
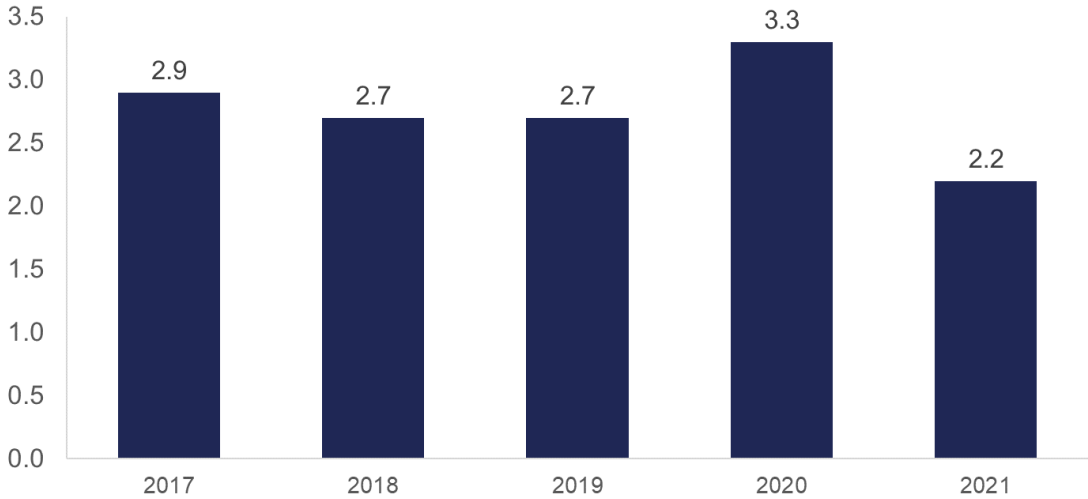
When breaking down these results into response, brand and business effects, it is clear what is driving this overall effectiveness decline. While the minimal brand effects generated by campaigns that include email have held up well over the pandemic, response effects and business effects have both declined in the late pandemic phase – the former by 33% to just 1.6 response effects per campaign and the latter by 67% to 0.2 business effects.

Average number of response and brand effects per campaign including email
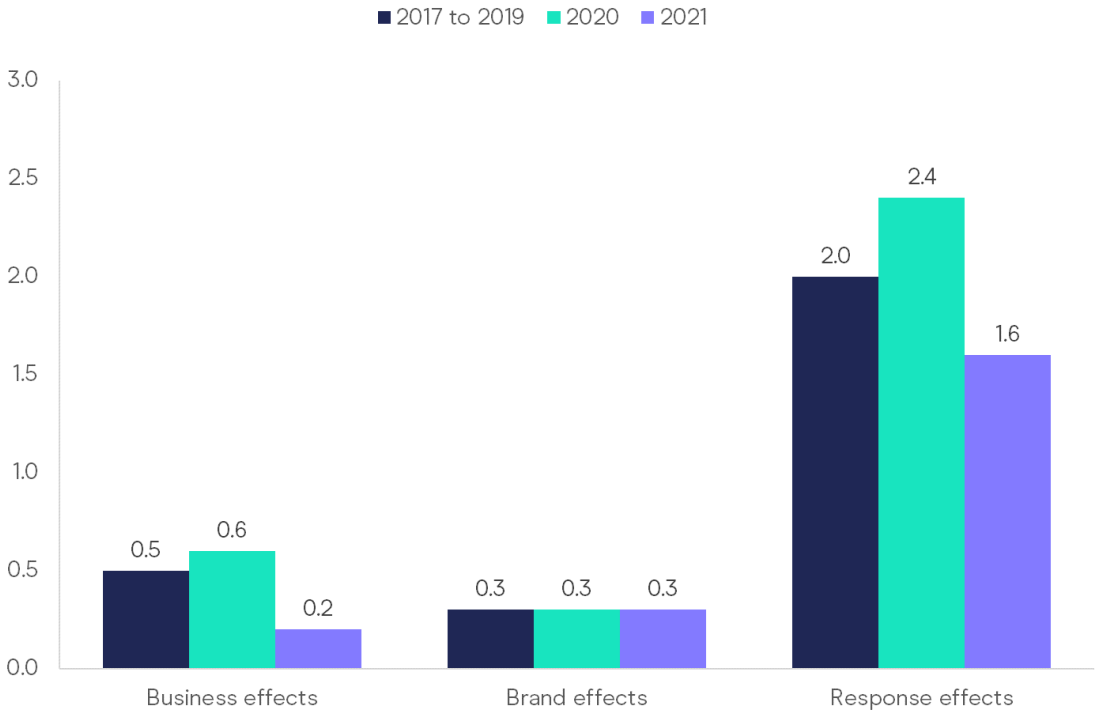
Key Implications

1. **Campaigns that include email are more effective than the average campaign.** They are above average performers in generating response and business effects, but below average at generating brand-building effects, giving a useful indication of where the channel's strengths lie.

2. **When including SMS in combination with email, campaigns are 15% more effective at generating response effects.** The SMS multiplier effect extends to business KPIs, but not brand effects. As key customer engagement channels, a combination of email and SMS can be a vital driver of short term response.

3. **Email effectiveness has declined by 33% in the late pandemic phase** – from 2.4 to 1.6 effects per campaign. A growth in customer retention activity worked well in 2020, but by 2021 it was clear that there was only so much incremental demand that can be stimulated from existing customers. Email in fact generates the largest number of effects (3.1 effects per campaign) when used to target new customer acquisitions.

/ The Impact of Campaign Strategy on Email Marketing Effectiveness
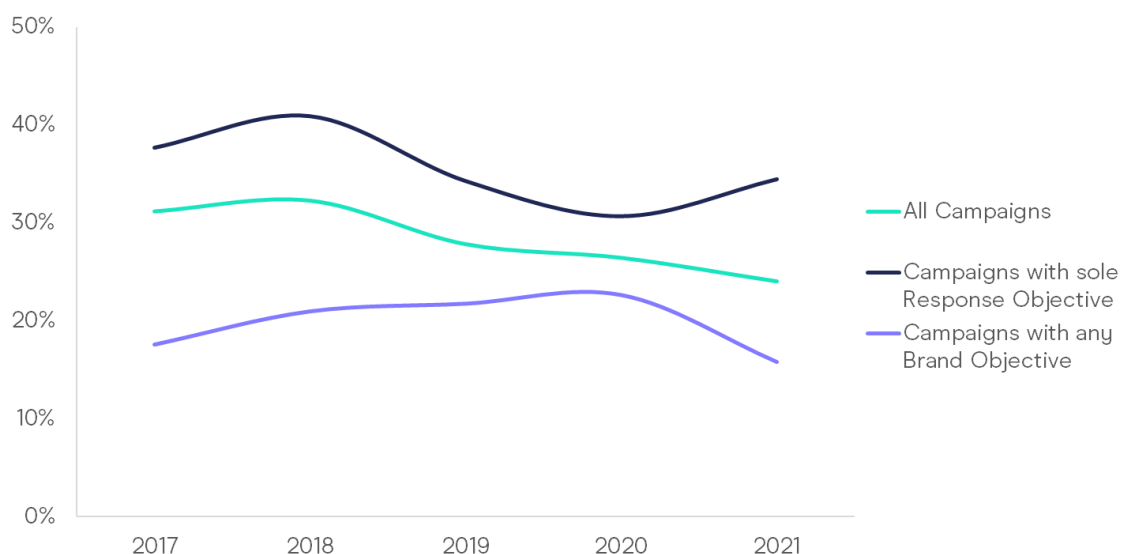
Response vs Brand Marketing

The debate around the benefits of brand marketing vs direct response or performance marketing is as relevant for email marketers as it is for the rest of the marketing discipline. While there is considerable evidence that email is extremely effective at generating the types of immediate conversions, acquisitions, sales and sig-ups associated that enable advertisers to meet their short term commercial objectives, the broader role that email plays in brand-building should also be considered. Brand building activity focuses on how consumers think and feel about products and services, and if done right is used to stimulate future, rather than immediate, buying behaviour.

At its peak in 2018, over 40% of the response campaigns (i.e., campaigns with a sole direct response objective) in the Intelligent Marketing Databank included an email element. While this declined in the years up to 2020, in 2021 the channel has bounced back in the plans of performance marketers, with 34% of response campaigns including email.

Conversely, while steady growth was noted in the inclusion of email in brand campaigns (either pure brand campaigns or campaigns with a dual brand and response objective), peaking at 23% in 2020, the number dropped off to 16% in 2021. As the entire industry grappled with the challenge of declining campaign effectiveness in the late pandemic phase, there is a sense that the use of email has retrenched into what it is traditionally thought to do best – i.e., driving immediate response rather than shift the dial on brand metrics.

Proportion of campaigns that include email marketing (% of campaigns)

One of the reasons that the brand vs response debate is so important, is that it is a widely acknowledged marketing truth that it is only a healthy combination of the two that leads to long term business growth. From Peter Field and Les Binet's Long and Short of It, published nearly ten years ago which suggests an optimum marketing budget split of 60:40 in favour of brand building; to more recent evidence from the DMA databank which points to greater success for campaigns that have both a brand and response objective, than those which focus solely on one or the other, there is plenty of evidence supporting the case for a well-balanced approach.

It is on this latter point, however, that email does appear to buck the trend seen at the overall campaign level (i.e., at a level that includes a campaign's average covering all above-the-line and below-the-line channels). Campaigns including email that have a sole brand or response objective tend to generate a greater number of effects than when objectives are balanced between the two. Whereas as large scale above-the-line campaigns have the luxury of assigning different objectives to different media channels, the more response-oriented campaigns of which email is generally a part have to be more focused on their goals. In the email channel, where the primary challenge is to get the consumers to initiate the ad exposure in the first place by opening the email, the power of relevance, creativity and good copy-writing are essential. Diluting objectives across brand and response does not play well into the dynamics of trying to maximise open rates as efficiently as possible.

Average number of effects by campaign objective
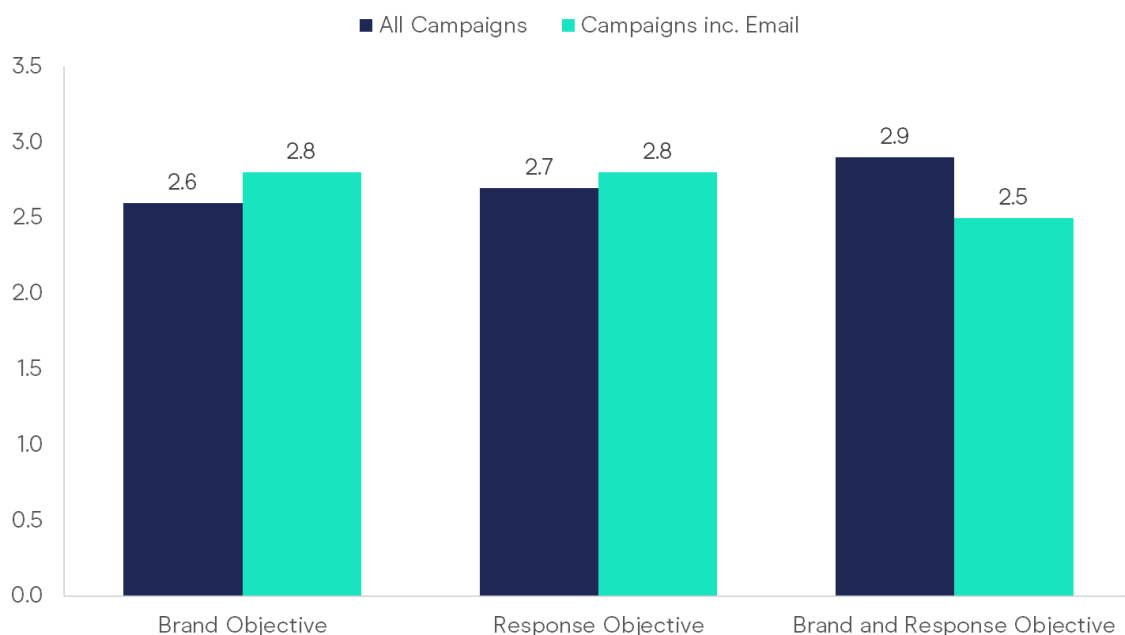

Acquisition vs Retention Campaigns

As the DMA's Marketer Email Tracker 2021 confirms, email is the most popular channel used by marketers to engage with customers. It is no surprise therefore that 57% of campaigns including email have a sole retention objective – over double the market average tracked in the Intelligent Marketing Databank. A quarter of email campaigns are used purely to acquire new customers, while 18% have a blend of both objectives.

Campaign targeting profiles (% of campaigns)
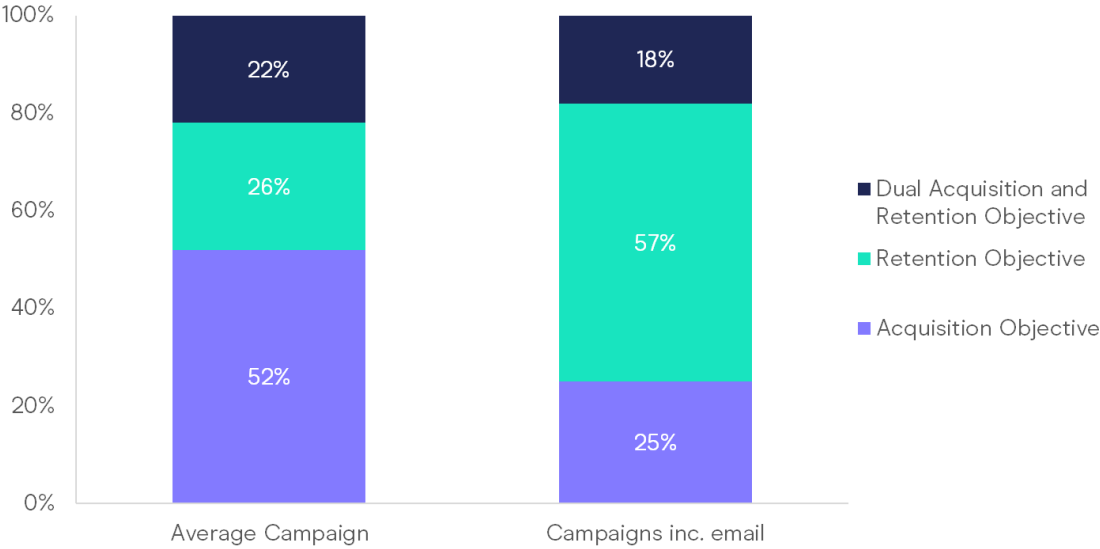
This focus on customer retention from email marketers has only increased as the pandemic has progressed. Despite the flurry of early pandemic email activity containing the ubiquitous "we're here for you in these difficult times" style messaging, retention activity stayed broadly stable in 2020. In 2021, the proportion of email campaigns focused solely on retention grew from 55% to 65%, however. While there was marginal growth in use in acquisition campaigns, it was those campaigns with a dual retention and acquisition objective that declined the most – dropping from 24% to 9% in 2021.

Campaigns including email targeting profile (% of campaigns)
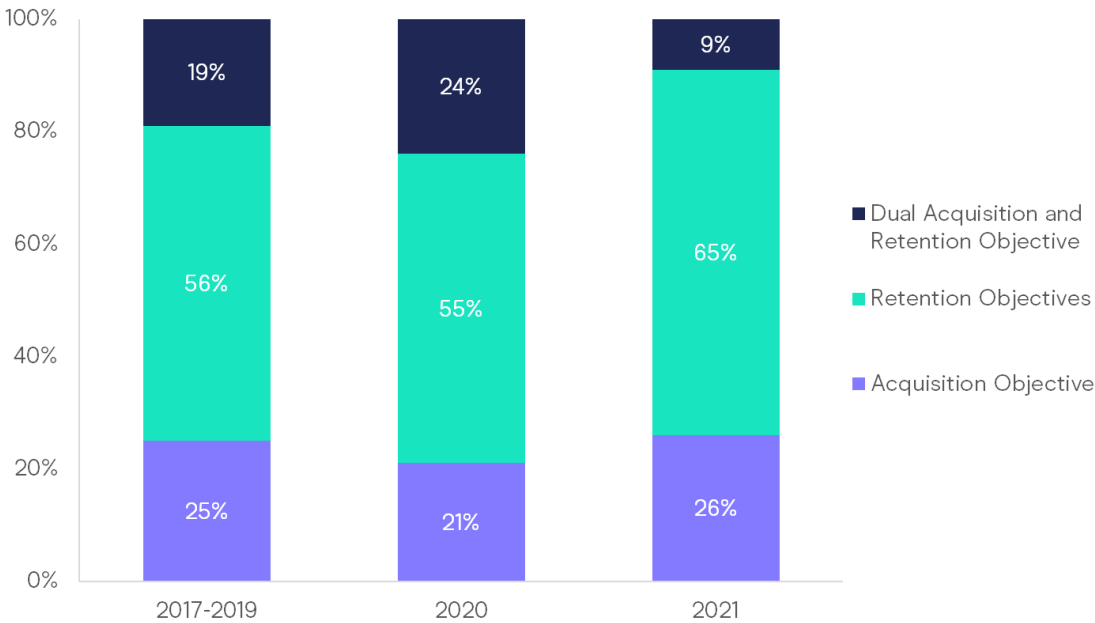
Generally, campaigns that go after new leads, generate more effects than those that are focused on talking to existing customers. This is as true for campaigns that include email, as any other campaign. An analysis of effectiveness by targeting objective does reveal some important considerations, however:

- An increased focus on retention in 2021 – an area where the lowest number of effects are seen overall – will have contributed to the declining picture of email effectiveness in 2021. There is only so much additional response and upselling that can happen with existing vs new customers.

- The inclusion of email actually boosts the effects of customer acquisition campaigns by 11%. While there are challenges in the market around the application of targeting data in a privacy-compliant way, when marketers get this right, there is a significant benefit to using email for customer acquisition.

- That is not to say that retention efforts should be ignored. The effectiveness metric used in the chart below is by its very nature, a broad measure of impact. email campaigns often have very specific customer engagement and compliance-based goals that are as important as any metric – arguably something that has become more important than ever over the course of the last two years.

Campaign effectiveness by targeting objective
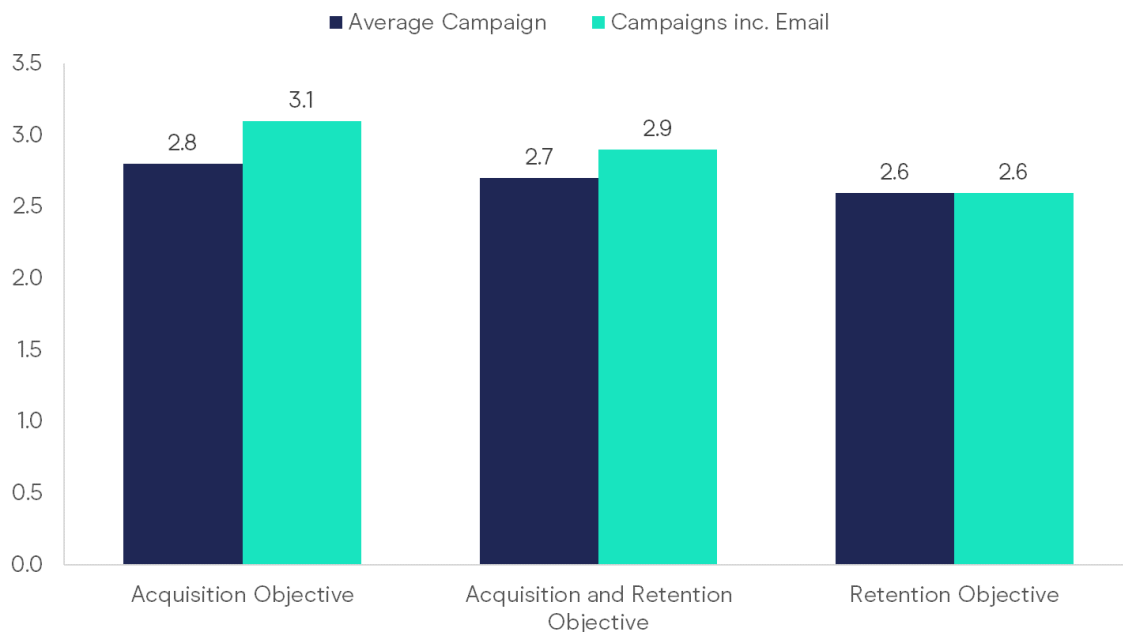
Key Implications

1. **After four years of increased usage in brand campaigns, email's usage to support brand building declined in 2021.** With marketing budgets under increased scrutiny in difficult economic times, brand budget is often the first to be cut. However, with marketing effectiveness declining, the role of email in this space should be re-evaluated.

2. **Email is over twice as likely as the average campaign to be used for customer retention.** As a method of creating engaging one-to-one customer experiences, email is a key marketing channel.

3. **Email's usage in pure customer retention campaigns increased from 55% to 65% between 2020 and 2021.** Declining marginal benefits from targeting the same customers have become apparent in 2021. A rebalancing towards customer acquisition (where email actually generates the greatest number of effects) must be considered to arrest the decline in effectiveness.

/ The Role of Email in Multi-Channel Planning

No media exists in isolation and the email channel is no exception. In an age of fragmented media consumption patterns, consumer attention is being spread ever more thinly across multiple media exposure opportunities. This is both a threat and an opportunity for the email channel – declining attention and saturation of email marketing in our inboxes might impact response rates; yet at the same time, the synergistic effects of email as part of a multi-channel campaign strategy must also be explored.

Email is the most likely channel to be used in direct response campaigns. With an index of 127, direct response campaigns are 27% more likely to employ email than average. The faith of marketers in the channel is well supported by the evidence – only email and ad mail (Direct Mail and Door Drops) occupy a position as channels that are above average performers in driving response effects while showing an above-average likelihood to appear on response schedules.

**Response effects vs usage of media channels in response campaigns**
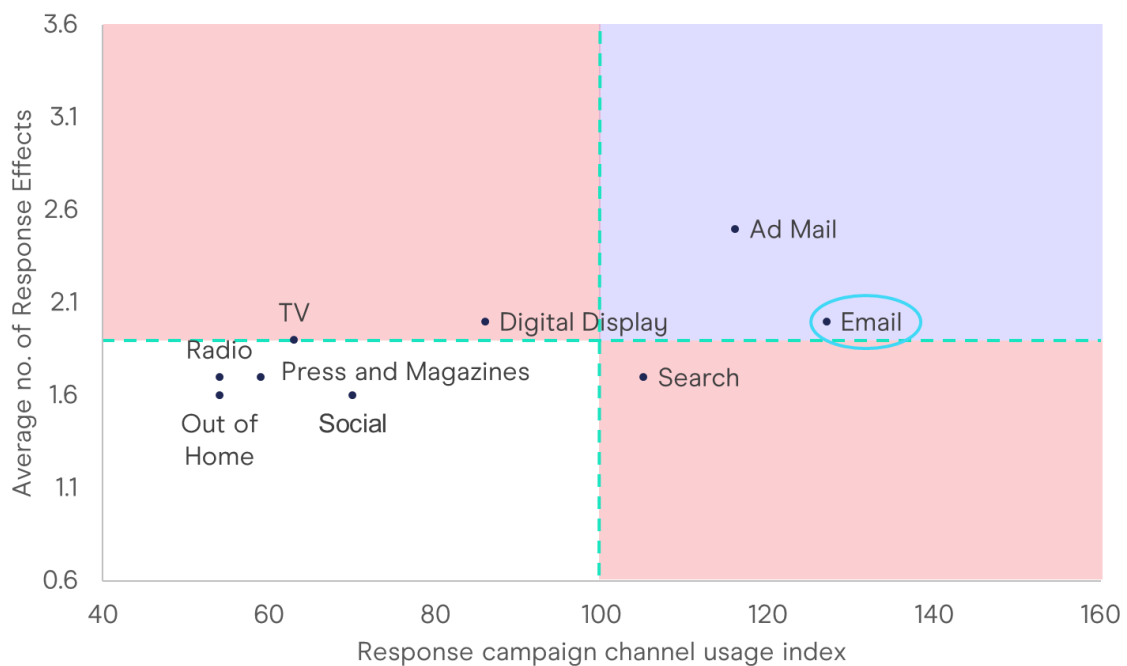
Conversely, and perhaps unsurprisingly, email is the least likely channel to be used in brand-building campaigns, and at the same time generates the least number of brand effects of any of the channels measured. So, is there any hope for the email channel in selling its value in contributing to brand campaigns? The answer lies in acknowledging multi-channel effectiveness.

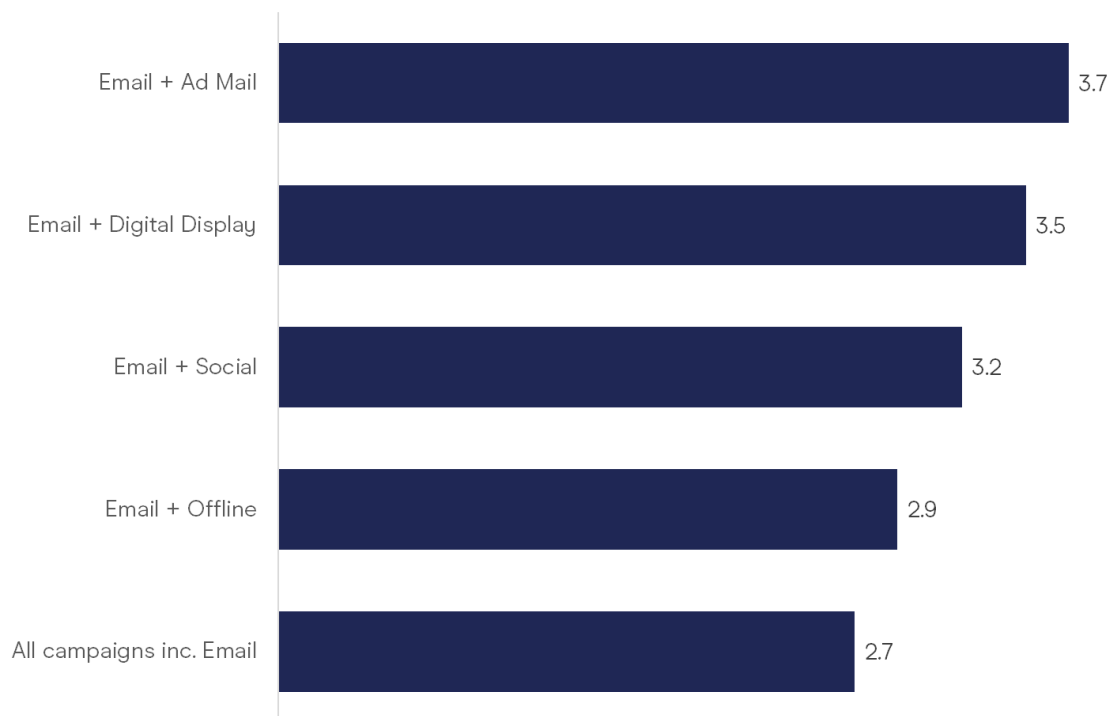### Brand effects vs usage of media channels in brand campaigns
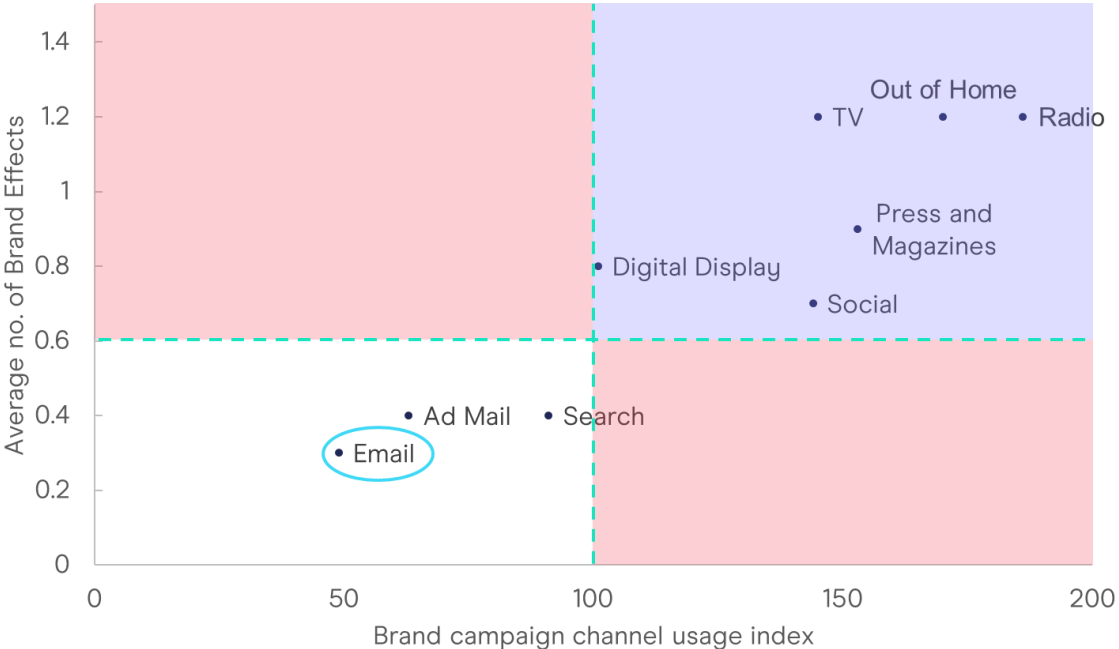
When used in isolation, email drives far fewer effects than when used in combination with other media. Typically, a 17% uplift in response effects, a 100% uplift in brand effects and a 29% uplift in the total number of effects result from using email in combination with other media channels. Whether used as a supporting channel to follow-up on specific deals and offers, or used as a channel to reinforce brand awareness, consideration, purchase intent or deeper rooted brand perceptions, the benefits of a fully integrated strategy including email should be a key consideration.

Single vs multi-channel effectiveness for campaigns including email
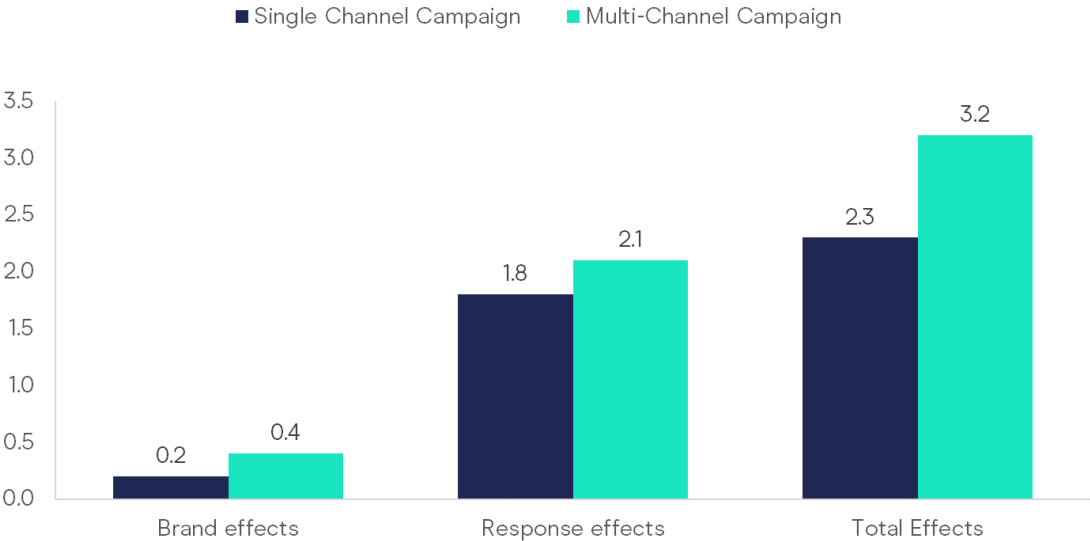
When analysing overall campaign effectiveness, it is traditionally the most effective response channels that work best when used in conjunction with email – which is of course a reflection of how the channel tends to be used in achieving marketing KPIs. A combination of email and ad mail is the most effective overall, followed by digital display and then social media. Email plus a combination of more traditional "offline" channels such as TV, out-of-home, radio and print, will even generate above average effectiveness.
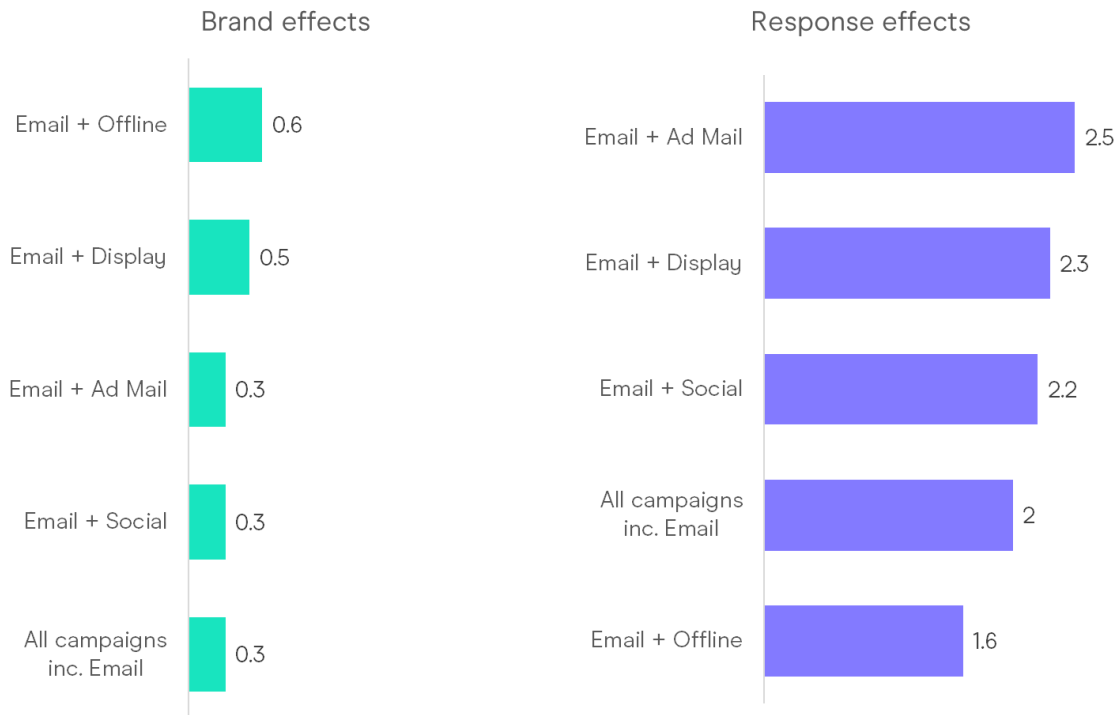
Total number of effects per campaign by media combination

Media combination	Value
Email + Ad Mail	3.7
Email + Digital Display	3.5
Email + Social	3.2
Email + Offline	2.9
All campaigns inc. Email	2.7

When breaking out these effects between response and brand campaigns it becomes clear that the overall picture of email's multichannel effectiveness is driven by response effects, with a combination of email with ad mail, display and social all resulting in the greatest amount of response. However, for advertisers looking to use email to support a brand campaign, a combination of mail with TV, radio, out-of-home or print will result in double the number of brand effects than the average email campaign. A combination of email and display will also result in an above average number of brand effects.

As an above average performer in generating response and brand effects, Digital Display should be considered a good "all-rounder" to be used in combination with email to drive effects throughout the purchase funnel.

Average number of **response and brand e**ffects by media combination

Brand effects

Email + Offline	0.6
Email + Display	0.5
Email + Ad Mail	0.3
Email + Social	0.3
All campaigns inc. Email	0.3

Response effects

Email + Ad Mail	2.5
Email + Display	2.3
Email + Social	2.2
All campaigns inc. Email	2
Email + Offline	1.6

Key Implications

1. **Email is the most likely channel to be used in direct response campaigns,** and alongside ad mail is the only channel to display above average usage and effectiveness at the same time. There is strong evidence for the stand-out role that email plays in stimulating short term demand for brands.

2. **Email is more effective when part of a multi-channel campaign than when used in isolation.** A 29% uplift in the total number of effects is recorded for multi-channel vs solus email campaigns. Double the number of brand effects are also recorded – an important consideration for a channel that generally under-performs in this space.

3. **A combination of email and ad mail is most effective at generating a response.** Email and Offline is the best combination for shifting the dial on brand metrics. Digital display is a good all arounder and boosts the effects of email in both response and brand building.
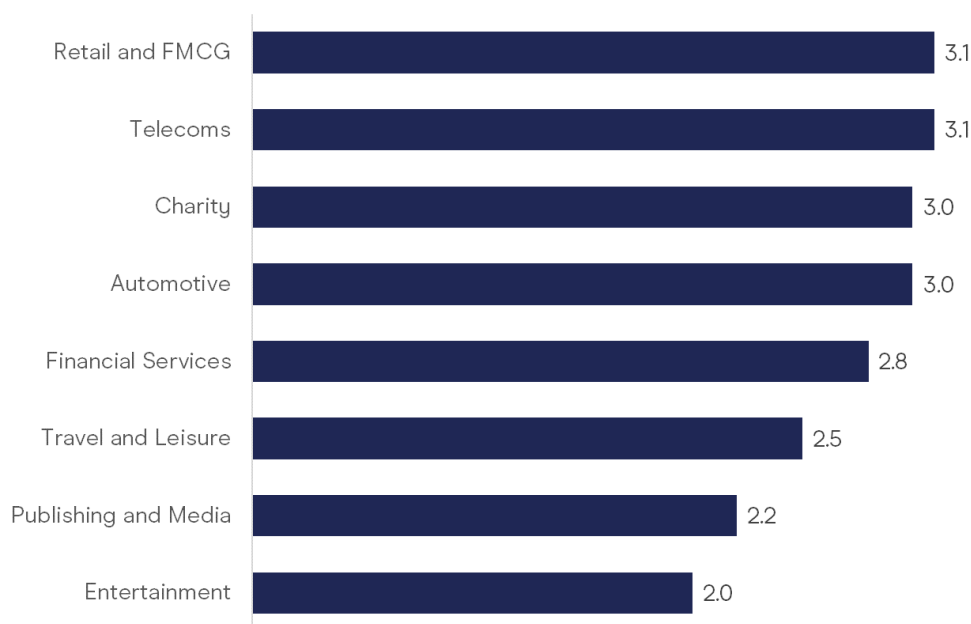
/ Sectors Making the Most of the Email Opportunity

Retail and FMCG advertisers, alongside telecoms, are the most effective sectors using email to drive campaign outcomes. High street retailers and grocers are adept at using the channel to deliver relevant rewards to their most loyal customers, while the telecoms sector – which is no stranger to the challenges of customer churn and user retention – deploys the channel to retain existing customers and acquire new ones alike.

The charity sector has also had to rely heavily on the email channel over the course of the pandemic as on-street donations and event-based revenue streams dried up. Charities have driven incremental donations from email to great effect.

At the other end of the sector ranking, travel, publishing and entertainment have driven below average effects from email, yet it is only once the data is broken out between brand, response and business effects that a more nuanced picture emerges.

Campaigns including email – Total number of effects by sector

| Sector	Value
Retail and FMCG	3.1
Telecoms	3.1
Charity	3.0
Automotive	3.0
Financial Services	2.8
Travel and Leisure	2.5
Publishing and Media	2.2
Entertainment	2.0

Telecoms brands are a rare example of a sector that is using the channel to drive above average brand effects. Campaigns aimed at improving customer experience and proving service value in a highly commoditised market, have been successful in shifting how consumers think and feel about telecoms brands.

The finance sector is also a strong brand performer with email while driving above average business effects. Like other addressable channels, email doesn't just have to be used to deliver mandatory messages about bank accounts and mortgages – it can be used to shape customer

experiences, answer customer demands according to specific need states, promote loyalty and stimulate future demand.

Those sectors that are generating under the average of 0.5 business effects with email (Retail, Automotive, Travel, Publishing and Entertainment) should consider how they are promoting the value of the channel to the business. The langue of Business Effectiveness relates to profit growth, shareholder value, market share and market position (among many other metrics). Business effects are the language of the CEO and of the boardroom. To truly communicate the value of the channel, email marketers must, as much as is accurately possible, attribute email delivery to overall business success metrics.

Campaigns including email – Total number of brand, business and response effects by sector
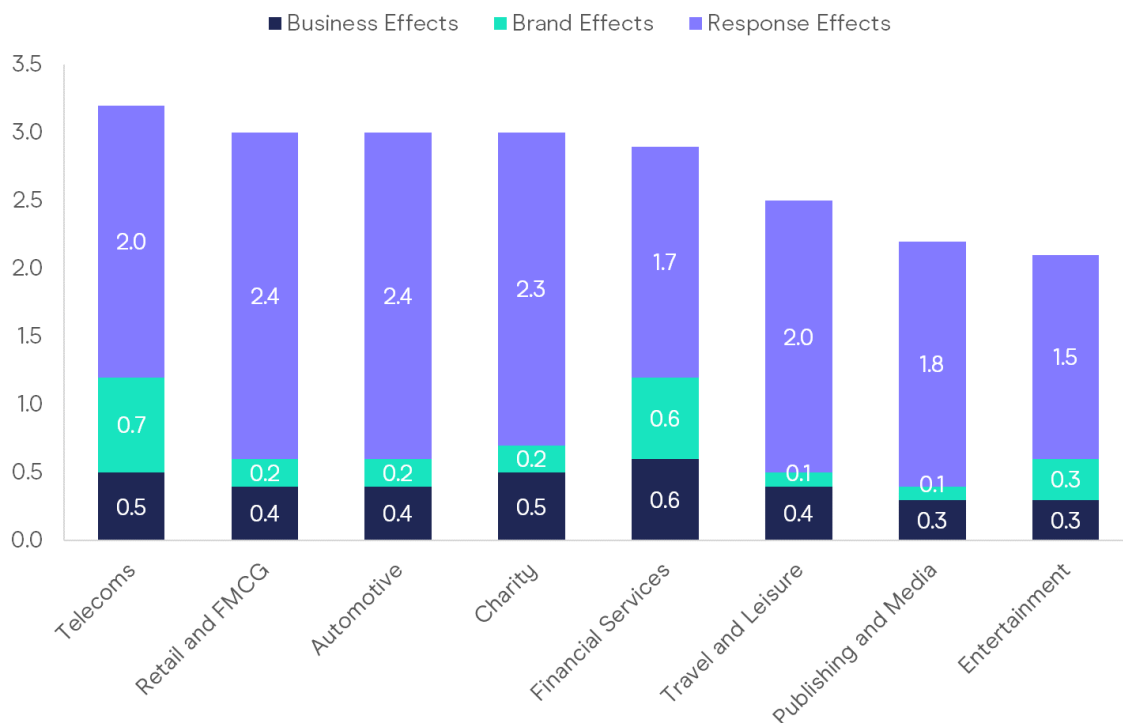
Key Implications

1. **There is no one-size-fits-all approach to email marketing performance,** with benchmarks varying by category. Consider your industry – in particular, the resulting business, response and brand effects by sector – when creating campaign benchmarks and KPIs.

2. **Telecoms and Financial Services advertisers are above average performers at generating brand effects** from email. In a sector that is primarily using the channel to generate a response, lessons should be learned from the way in which these advertisers are creating relevant content and rewards for their customers to change how they think and feel about brands.

3. **Charities and automotive advertisers are the most adept at generating a response from email.** After a difficult couple of years in which traditional physical revenue streams have dried up, the charity sector has been particularly successful in using the channel to boost donations, although overall response has declined in 2021.

/ Methodology

Over one thousand entries to the DMA Awards have been condensed into a database of 852 unique marketing campaigns. Some data is derived from the self-declared information provided in the award entries themselves, while additional tags have been created to add further depth to the databank.

Pre-existing campaign information:

- Entry year
- Agency name
- Client name
- Award categories
- Judges scores
- Campaign duration

- ROI (for 247 campaigns only)
- Campaign budget (for 178 campaigns only)
- Open text fields related to the campaign brief, strategy, solution, creative thinking, results and supporting data.

Additional campaign information added during databank build:

- Agency type
- Advertiser category
- Advertiser size
- Industry sector
- Launch or established product/service campaign
- Retention of acquisition objective (or both combined)

- Brand or response objective (or both combined)
- B2B or B2C
- Media channels used
- Type of campaign effect (see further detail below)
- Average number of effects (see further detail below)

Complete list of effectiveness measures identified.

Campaign Delivery Measures:

- Ad Block Rates
- Brand Safety
- Buzz Score
- Call centre volume
- Campaign Reach
- Clicks
- CPC
- CPC reduction
- CPE
- CPM
- CPV
- CRM Rev contribution

- CTO
- CTO growth
- CTR
- CTR growth
- Digital Contribution
- Digital Impressions
- Digital Traffic/Views
- Digital Traffic/Views Growth
- DM CPC
- Domain Authority Dwell Time
- Dwell time growth
- Earned Media/PR Impressions

- Earned Media Mentions
- Earned Media Value
- Email CTR
- Email Open Rate
- Email Open Rate Growth
- Email Volume
- Engagement Increase
- Engagement Rate
- Engagements
- Frequency
- Interest Lift
- Live Event Traffic
- Mail open rate
- Mail Volumes
- OOH Impressions
- Opt-in rates
- Opt-out rate
- Organic Social Impressions
- Organic Social Reach
- People trained
- Press Impressions
- Production Costs

- Radio /Audio Impressions/Reach
- Reach Growth
- Referrals
- RPE
- Sales team growth
- Search Growth
- Searches
- SEO Ranking
- Site traffic retention
- Social Engagements
- Social Reach/Impressions
- Social Reach Growth
- SOV
- Spend Efficiencies
- Target Audience Reach
- Total Impressions
- TV Impacts
- Video View/Plays
- View Through Rate
- Viewability
- VOD Impacts
- Webinar views

Response Measures:

- Account logins/updates
- ARPU
- ARPU increase
- ATV
- Average Order Value
- Average Order Value Increase
- Bookings Growth
- Brochure Request Growth
- Churn Reduction
- Complaint/Claims Reduction
- Complaint reduction
- Conversion Rate
- Conversion rate growth
- CPA/Cost Per Lead/Cost of Sale
- CPA Reduction

- Customer/New Customer Growth
- Customer Reactivation rate
- DM AOV
- DM Revenue Contribution
- DM ROAS
- Door Drop Revenue Contribution
- Download growth
- Downloads
- email ROAS
- Enquiries
- Enquiries/Leads Growth Footfall
- Footfall Frequency
- Footfall Increase
- Frequency of purchase
- Lead/Sales Conversion

- Leads
- Leads/Pipeline value
- Leads contribution growth
- Mail Response Growth
- Mail response rate
- New Customer Acquisitions
- New Customer contributions
- Online Sales Increase
- PPC ROAS
- Referral increase
- Response per GRP
- Response Rate
- Response Rate Growth
- Responses
- Retention Rate
- Retention Rate Increase
- Revenue generated
- Revenue Increase
- Revenue per page
- ROAS
- ROAS Growth
- Sell out rate
- Shopper base
- Sign-up/member growth
- Sign-ups/uses/members
- Transactions per email
- Unit sales
- Unit sales growth
- Voucher/reward redemption rate

Brand Measures:

- Ad Recall
- Behaviour Change
- Brand Awareness
- Brand Familiarity
- Brand Favourability
- Brand Health
- Brand Interest
- Brand Perceptions
- Brand Persuasion/Consideration
- Brand Relevance
- Brand Trust
- Cost per brand lift
- Creative Interest/Understanding
- Creative pre-test results
- Customer Satisfaction
- Message Recall
- NPS
- NPS Growth
- Positive Sentiment
- Purchase Intent
- Recommendation Likelihood
- Word of Mouth

Business Measures:

- Average Lifetime Value
- Brand Value
- Brand Value Growth
- Customer Penetration
- EBIT
- EBITDA
- Long-term Customer Retention/Loyalty
- Long-term Revenue
- LTV Growth
- Market position
- Market Share Growth
- Policy Change
- Profit
- Profitability Growth
- ROI
- Shareholder value growth

/ About the DMA

The Data & Marketing Association (DMA) comprises the DMA, Institute of Data & Marketing (IDM) and DMA Talent.

We seek to guide and inspire industry leaders; to advance careers; and to nurture the next generation of aspiring marketers.

We champion the way things should done, through a rich fusion of technology, diverse talent, creativity, insight – underpinned by our customer-focused principles.

We set the standards marketers must meet in order to thrive, representing over 1,000 members drawn from the UK's data and marketing landscape.

By working responsibly, sustainably and creatively, together we will drive the data and marketing industry forward to meet the needs of people today and tomorrow.

www.dma.org.uk

/ About Campaigner

Campaigner was founded in 1999 when the internet and email were just beginning to reach the masses. Since then, Campaigner has remained at the forefront of the evolution of email as a marketing channel.

Offering advanced email marketing automation features, Campaigner is focussed on providing businesses with the advanced tools they need to execute powerful, ROI-driven marketing campaigns at scale. As part of the Martech division of Ziff Davis, Campaigner and our sister brands, SMTP and iContact, cover the channels of email and SMS marketing for the SME, enterprise, transactional senders and small businesses respectively. While our typical customers and verticals vary, the three organizations are aligned on one unwavering goal – we are here to deliver exceptional value.

We are a collective of amazing people striving to build delightful products. With offices in London, Newcastle-upon-Tyne, Ottawa, New York, Raleigh and Los Angeles, we benefit greatly from the different backgrounds and perspectives of our employees. No matter where we call home, we all share a genuine love of what we do!

Find out how Campaigner can help your business by visiting campaigner.com today.

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