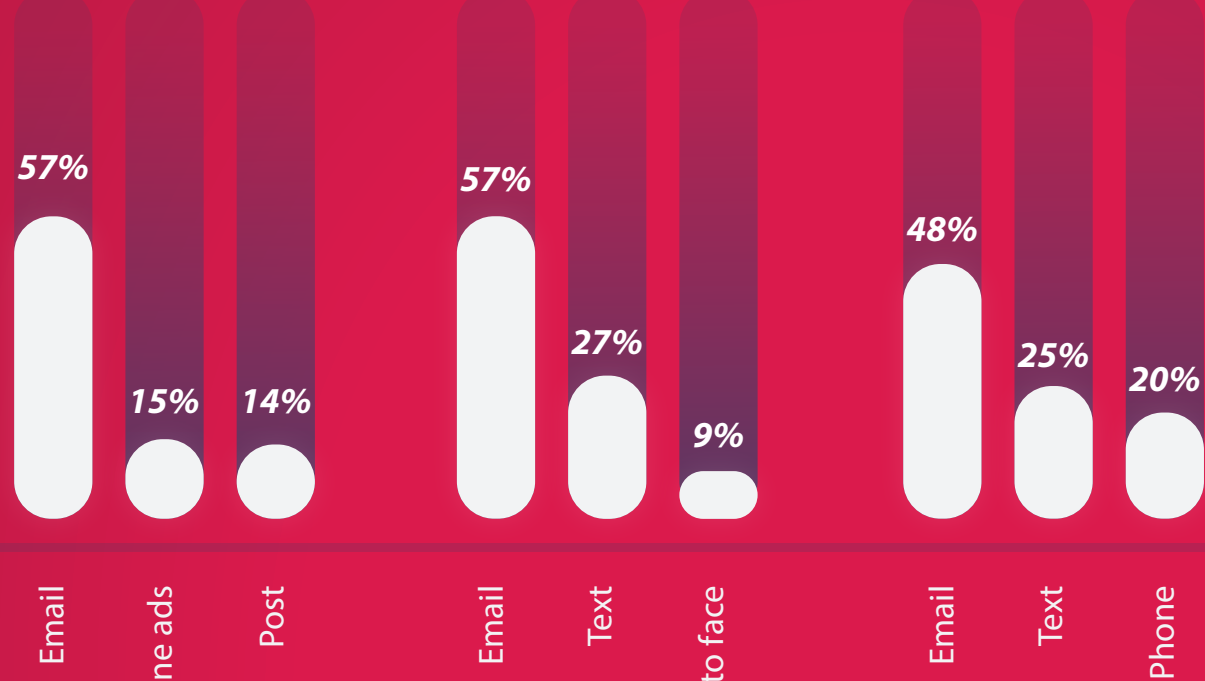
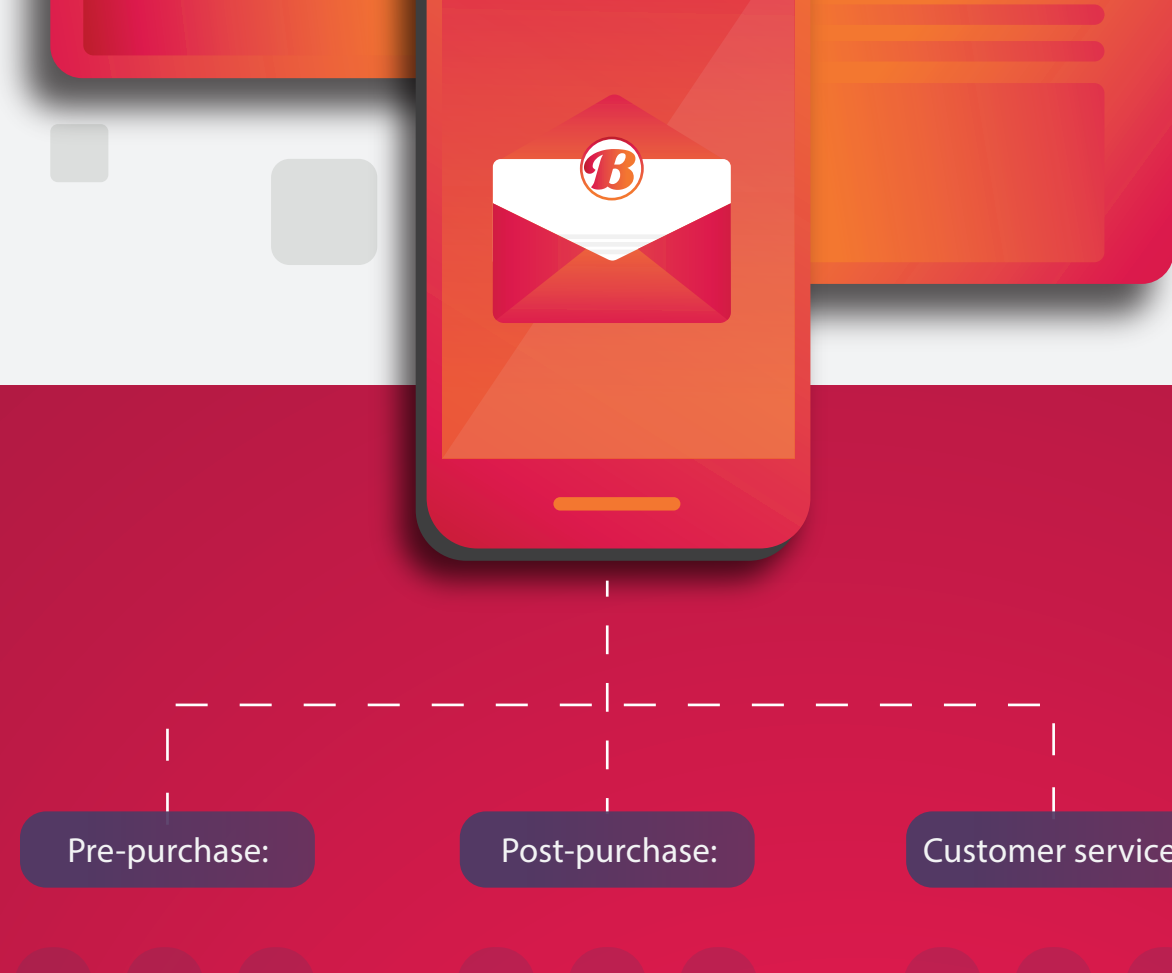


# DMA insight: What winning emails look like

Get ready to find out more about email's place in an omni-channel marketing world and learn from the brands doing email well, according to real consumers

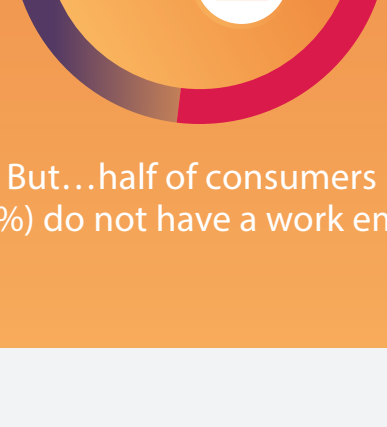
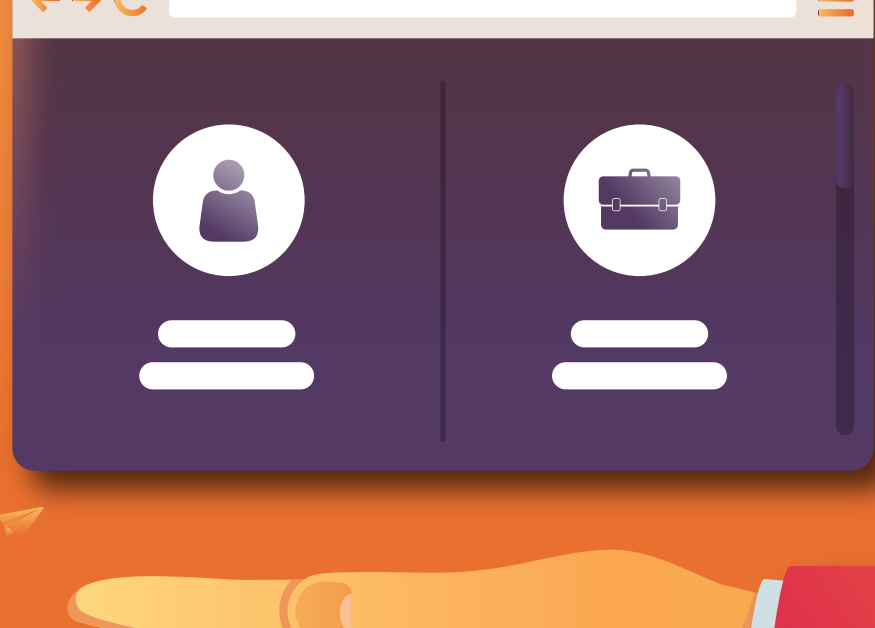
## The omni-channel marketing landscape

Consumers prefer to hear from brands via email, regardless of context

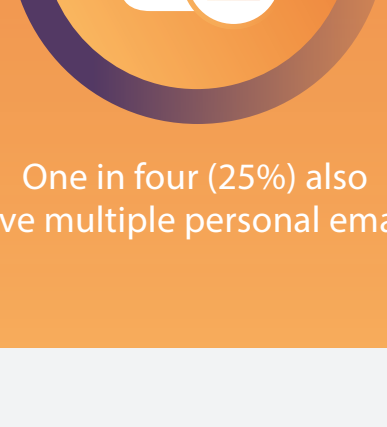


## Email ownership

Consumers have 2.5 email addresses (personal and work)

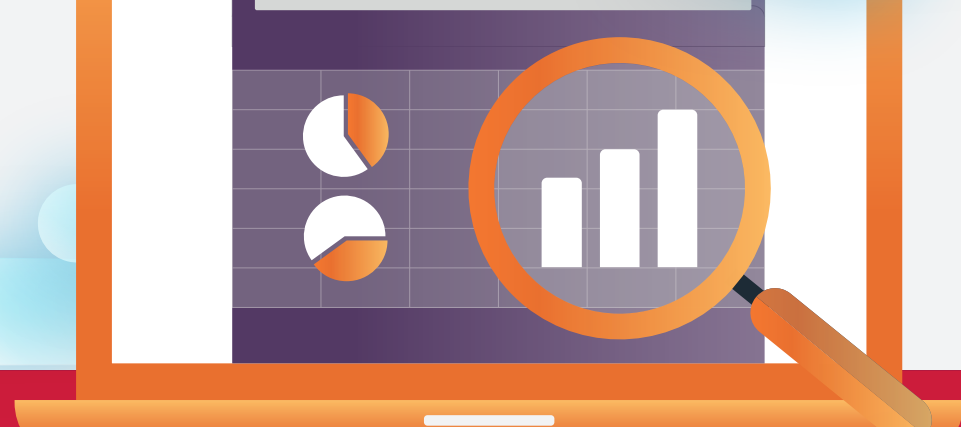


But...half of consumers (52%) do not have a work email



One in four (25%) also have multiple personal emails

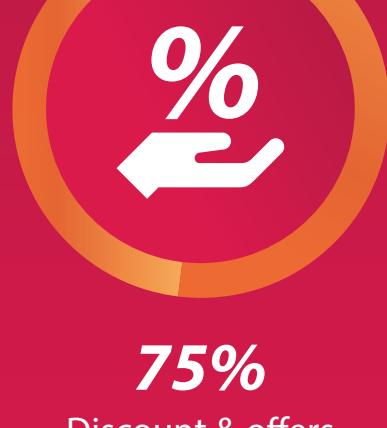
## Engaging content



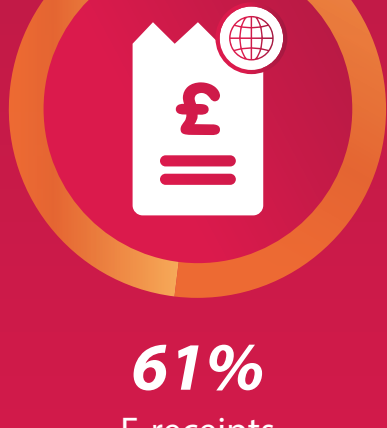
57% of people read more than half of the emails they receive



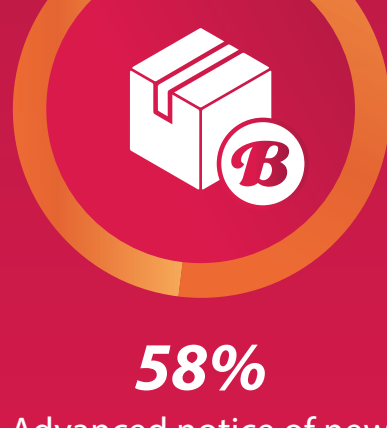
Consumers like offers, but also appreciate other relevant information:



75%  
Discount & offers



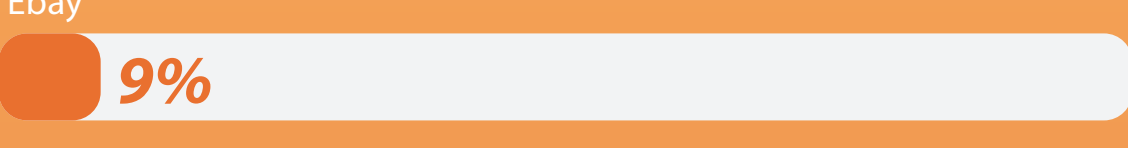
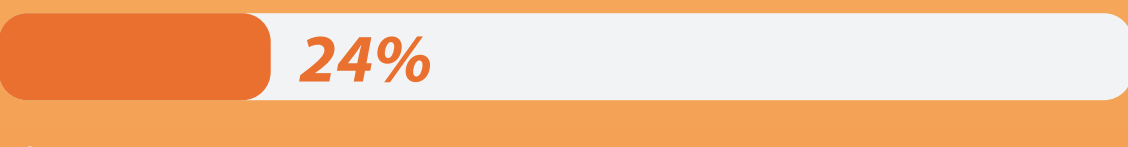
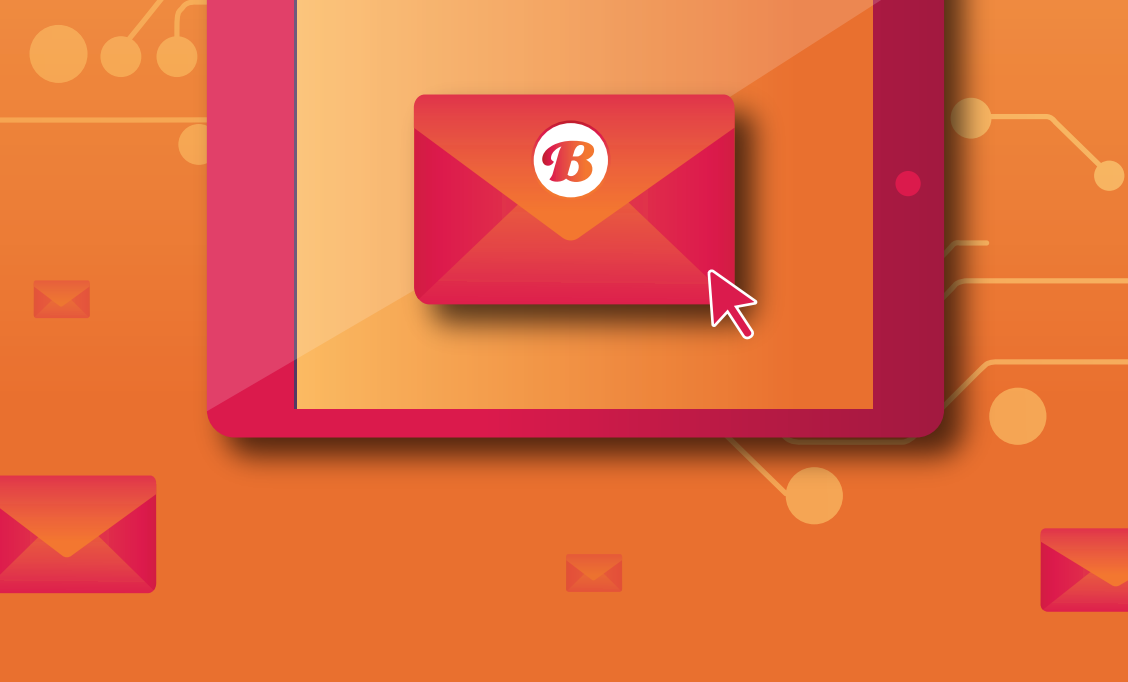
61%  
E-receipts



58%  
Advanced notice of new products and sales (58%) from brands

## Successful brands

Consumers say the best emails come from...



However, 49% couldn't or wouldn't name a brand that they think is doing email well



## Customers said these emails were good because they had...



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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