

National Client Email Report: Email resurgent

Email ROI jumps 53% to £38

The performance of email has increased significantly over the past year, and this trend is expected to continue for another year.

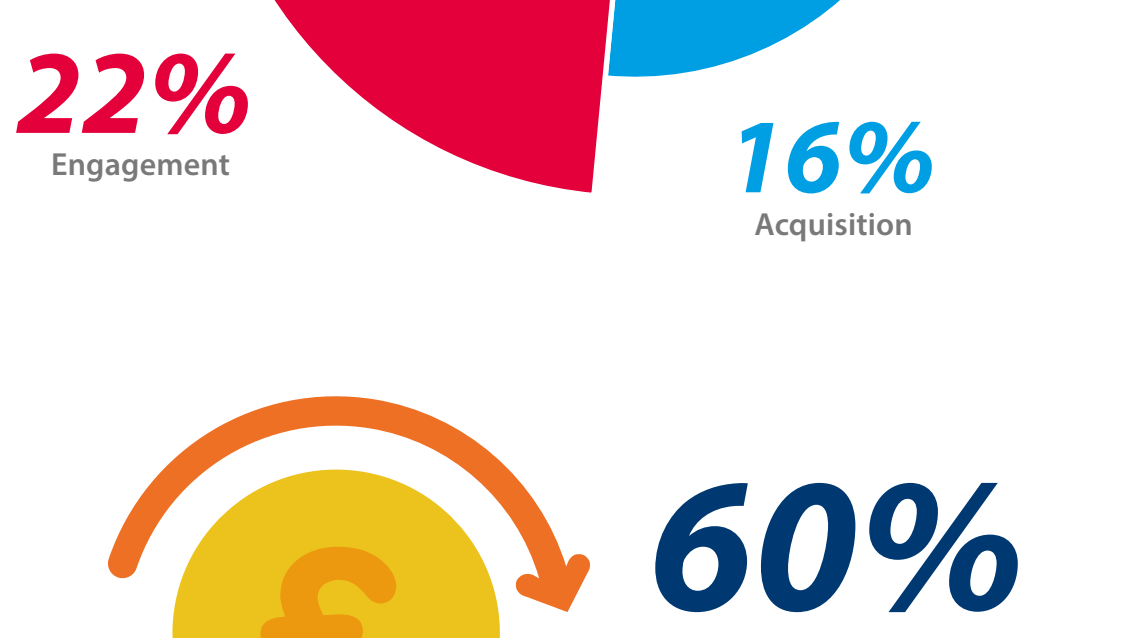
To view the full report, please click here: <http://dma.org.uk/research/national-client-email-2015>

Email is essential for business



90% see email as 'important' or 'very important' for achieving business goals.

What do clients use email for?



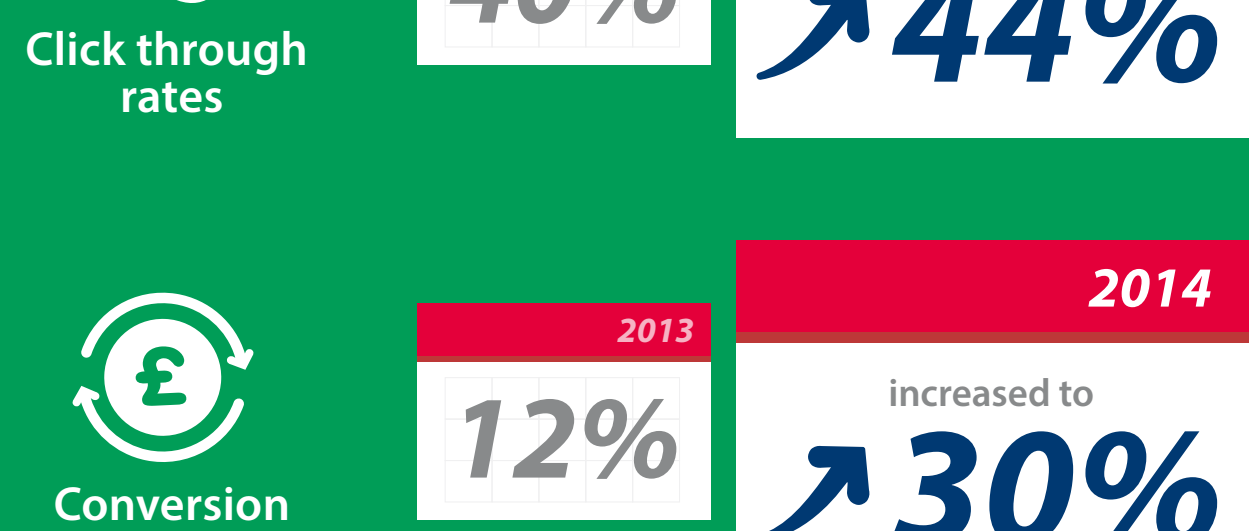
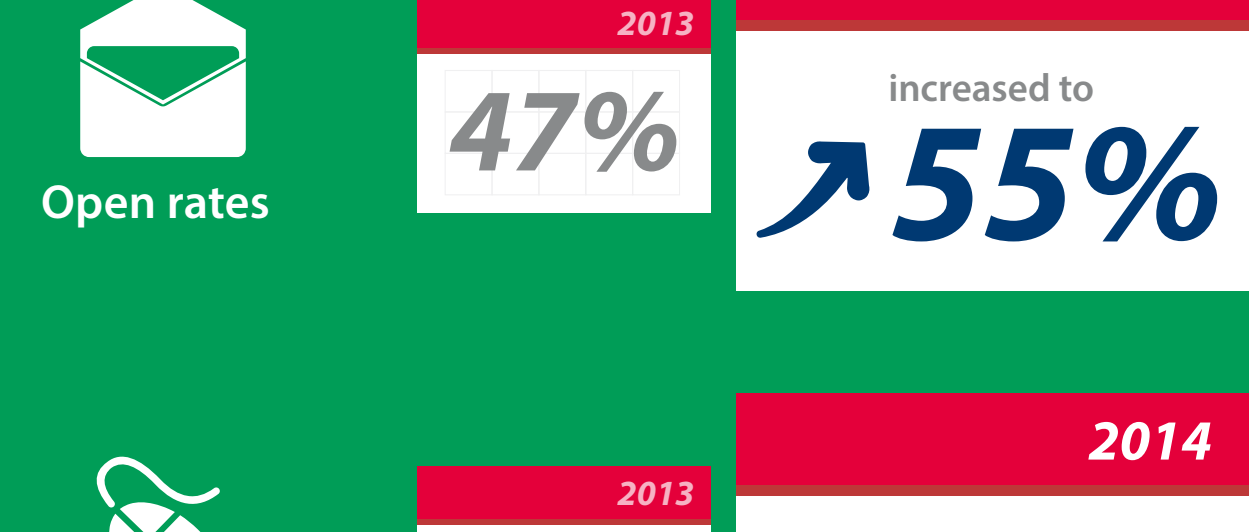
60% of marketers use conversion rates to evaluate email campaigns effectiveness.

Clients take email seriously and use four metrics to monitor the progress of their campaigns.

Top four metrics marketers use:



Metrics for email have improved since last year



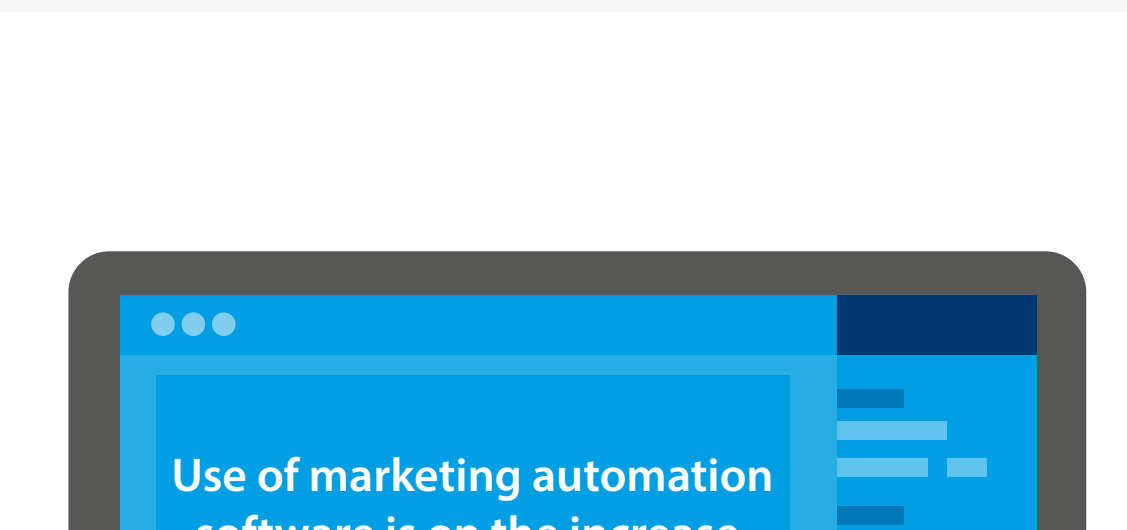
How much is ROI?



Up from 5% in 2013, and 0% in 2012.

Next year

Optimism. Marketers expect email to continue its purple patch:

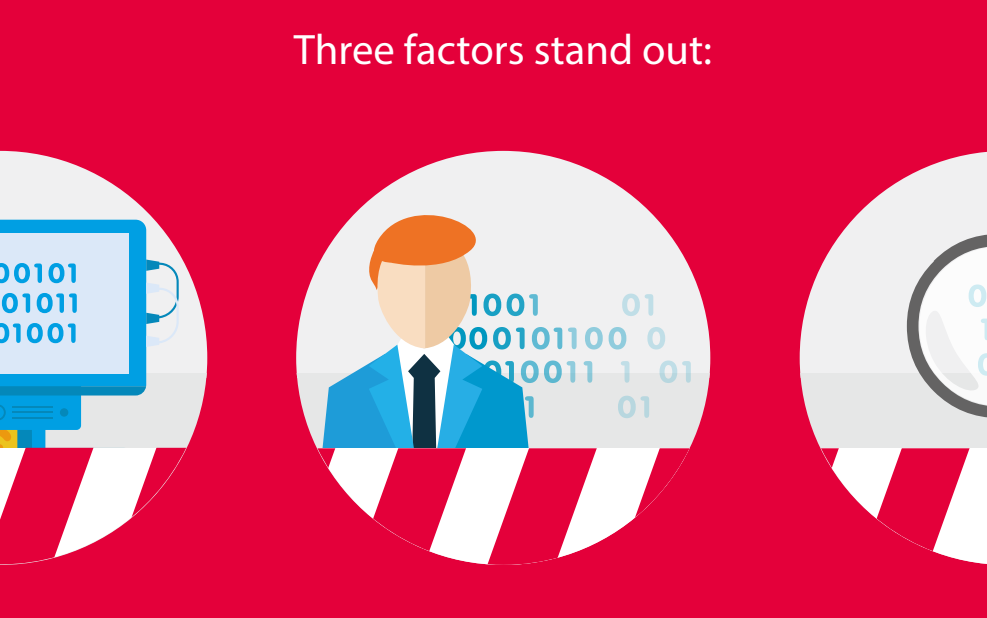


Emails triggered by behaviour or activity were responsible for **30%** of revenue in 2014

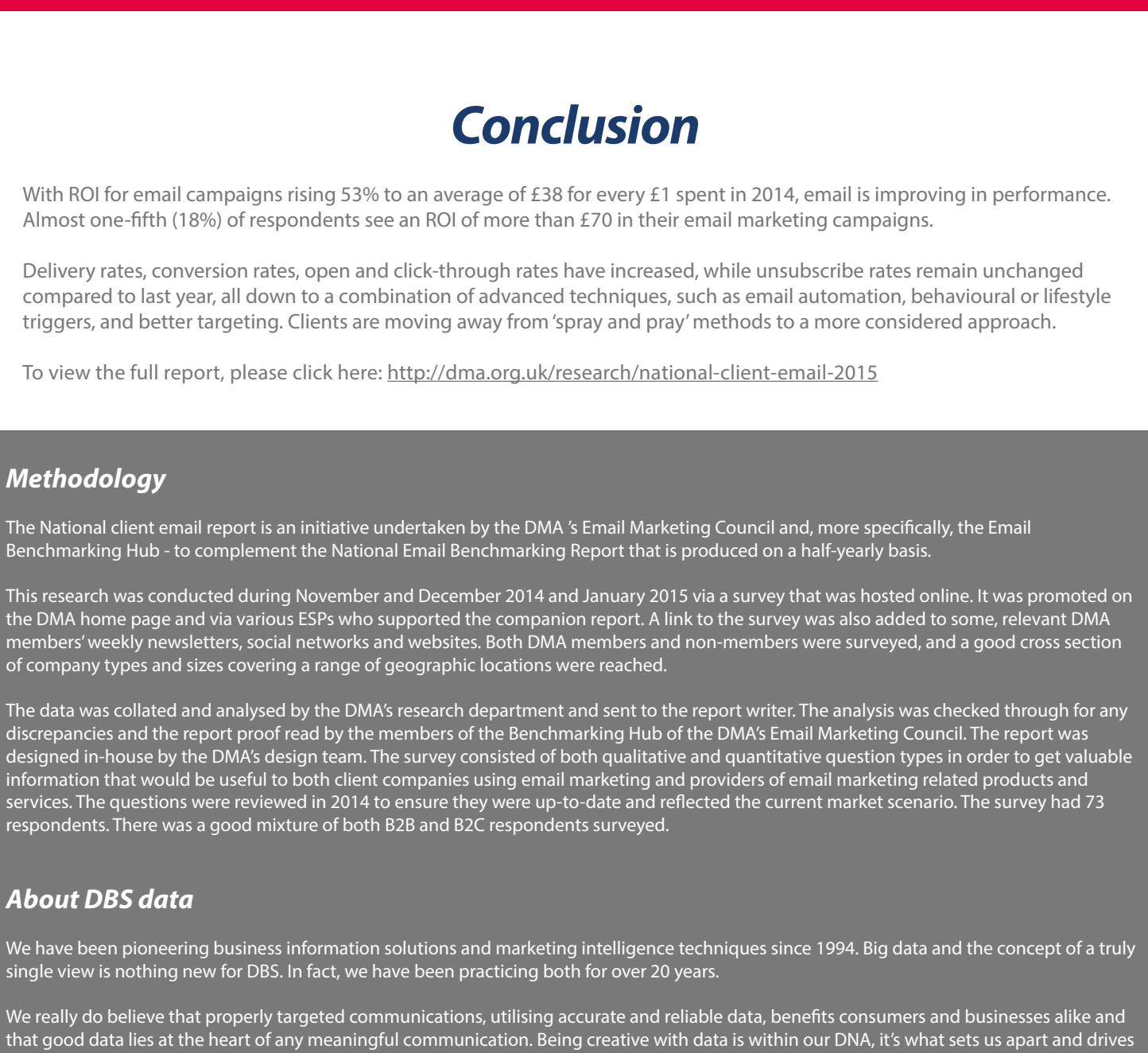
up from **17%** in 2013 and **19%** in 2012.

Barriers

As effective email campaigns increasingly rely on good data and new technology, there are factors that hold email back.



Three factors stand out:



Conclusion

With ROI for email campaigns rising 53% to an average of £38 for every £1 spent in 2014, email is improving in performance. Almost one-fifth (18%) of respondents see an ROI of more than £70 in their email marketing campaigns.

Delivery rates, conversion rates, open and click-through rates have increased, while unsubscribe rates remain unchanged compared to last year, all down to a combination of advanced techniques, such as email automation, behavioural or lifestyle triggers, and better targeting. Clients are moving away from 'spray and pray' methods to a more considered approach.

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Methodology

The National Client email report is an initiative undertaken by the DMA's Email Marketing Council and, more specifically, the Email Benchmarking Hub - to complement the National Email Benchmarking Report that is produced on a half-yearly basis.

This research was conducted during November and December 2014 and January 2015 via a survey that was hosted online. It was promoted on the DMA home page and via various ESPs who supported the companion report. A link to the survey was also added to some relevant DMA members' weekly newsletters, social networks and websites. Both DMA members and non-members were surveyed, and a good cross section of company types and sizes covering a range of geographic locations were reached.

The data was collated and analysed by the DMA's research department and sent to the report writer. The analysis was checked through for any discrepancies and the report proof read by the members of the Benchmarking Hub of the DMA's Email Marketing Council. The report was designed in-house by the DMA's design team. The survey consisted of both qualitative and quantitative question types in order to get valuable information that would be useful to both client companies using email marketing and providers of email marketing related products and services. The questions were reviewed in 2014 to ensure they were up-to-date and reflected the current market scenario. The survey had 73 respondents. There was a good mixture of both B2B and B2C respondents surveyed.

About DBS data

We have been pioneering business information solutions and marketing intelligence techniques since 1994. Big data and the concept of a truly single view is nothing new for DBS. In fact, we have been practicing both for over 20 years.

We really do believe that properly targeted communications, utilising accurate and reliable data, benefits consumers and businesses alike and that good data lies at the heart of any meaningful communication. Being creative with data is within our DNA, it's what sets us apart and drives unique solutions for you. Data never sleeps. Future proofing and compliance are very high priorities for us, ensuring that DBS, our data and the work we do for you are EU & DPA compliant and within the DMA and ICO guidelines. A professional team, passionate about data, working to ISO 9001 and IIP standards within a culture that nurtures personal development, progression and excellence.

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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