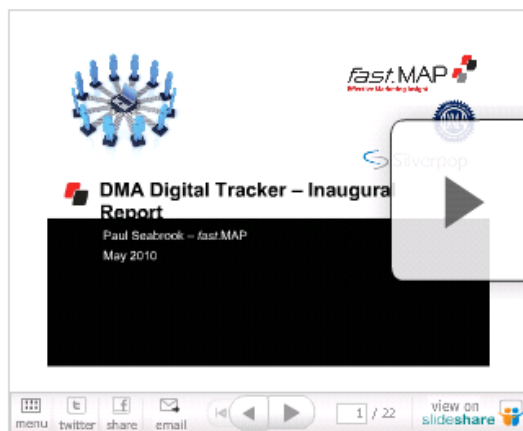


# Giving in a digital world

Digital fundraising thoughts and news

## New digital tracking study reveals UK consumer views on promotional email and social media use

Posted by Bryan on May 16, 2010



Last Thursday I was out at the launch event for the DMA's Digital Tracker Study, a research initiative (backed by online research company **FastMAP** and email marketing company **SilverPop**) that aims to provide regular insights into some of the key questions online marketers are asking in relation to using email and social media use.

I've embedded a copy of the main research presentation above, so you can take a look at the top-line findings ([or click here to view on SlideShare](#)).

As is always the case with such research, some of the observations just confirm what most good online marketers know already – like the fact that traditional sales promotion techniques (money off or free delivery) work well in email. But I did find some of the insights related to people's use of Spam flags and also the difference between use of mobile devices to access emails and social media sites of real interest. Plus, there are also some great headline stats – like almost two thirds of recipients finding less than one in ten promotional emails of interest (which might explain some of the dismal click through rates many email marketers see).

Here are some of the insights that jumped out at me – but do take a look yourself and see if the results confirm or counter your own experience or current thinking:

- 43% of UK adults receive over 20 promotional emails a week – so there's lots of competition for attention in their inbox
- 64% of people find just 1 in ten (or less) of these emails of interest to them – suggesting that if you can be truly relevant than you can really stand-out
- 19% of people will flag your email as Spam if they feel they receive too many and 18% will Spam flag emails they don't recall signing-up for- so make sure you send a memorable 'welcome' email in response to every sign-up and then watch your frequency if you don't want your email campaigns blacklisted (although the more relevant and thus 'valuable' your email, the less frequency should be a concern)
- A further 8% use the Spam flag instead of opting-out if the opt-out process seems too slow or unclear – so, again you're risking blacklisting if you don't make it as easy to opt-out as you did to opt-in
- The majority of email is still read on desktop (67%) or laptop (49%) devices – but 11% of adults now also read them on mobile devices
- Interestingly, this contrasts with 18% of people using mobile devices to access their social networks – suggesting a very different mode of use between email and social networks, which marketers need to take into account