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

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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 email and social media use.

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As is always the case with such research, some of the observations just confirm what most good online marketers and fundraisers 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).

[Click here to read some of the research highlights or to view the full research presentation on my Strategy Refresh Blog...](#)