

A Mailjet Research Study

# Consumers Reveal How Brands Are Missing The Communication Mark







# The Research

In July 2016, Mailjet commissioned a new piece of research to understand how consumers in the UK view communication with the brands they interact with. The survey was taken by over 1000 consumers from across the UK, all participants were aged 16 and above.

The research looked at consumers mobile habits, to identify how and when to best reach consumers on mobile. The study also looked at what consumers are looking for in the communications they receive from the brands they interact with.

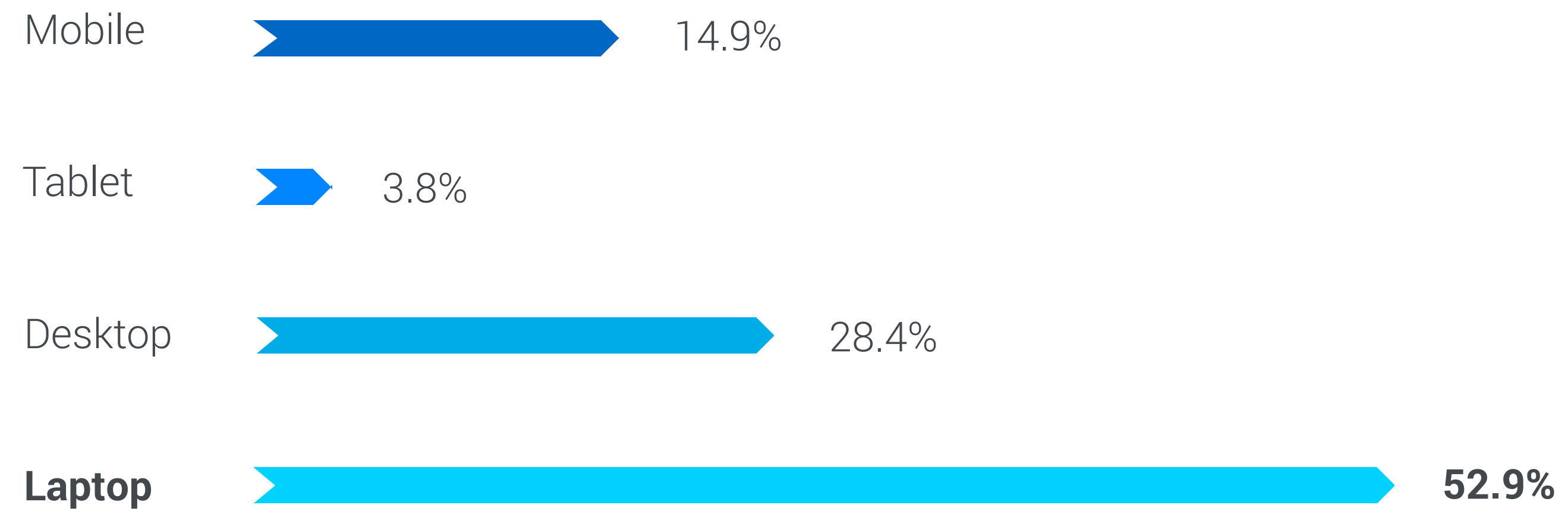




# Laptops Lead The Way For Email Browsing

Which device are you likely to access your emails from?

## Overall

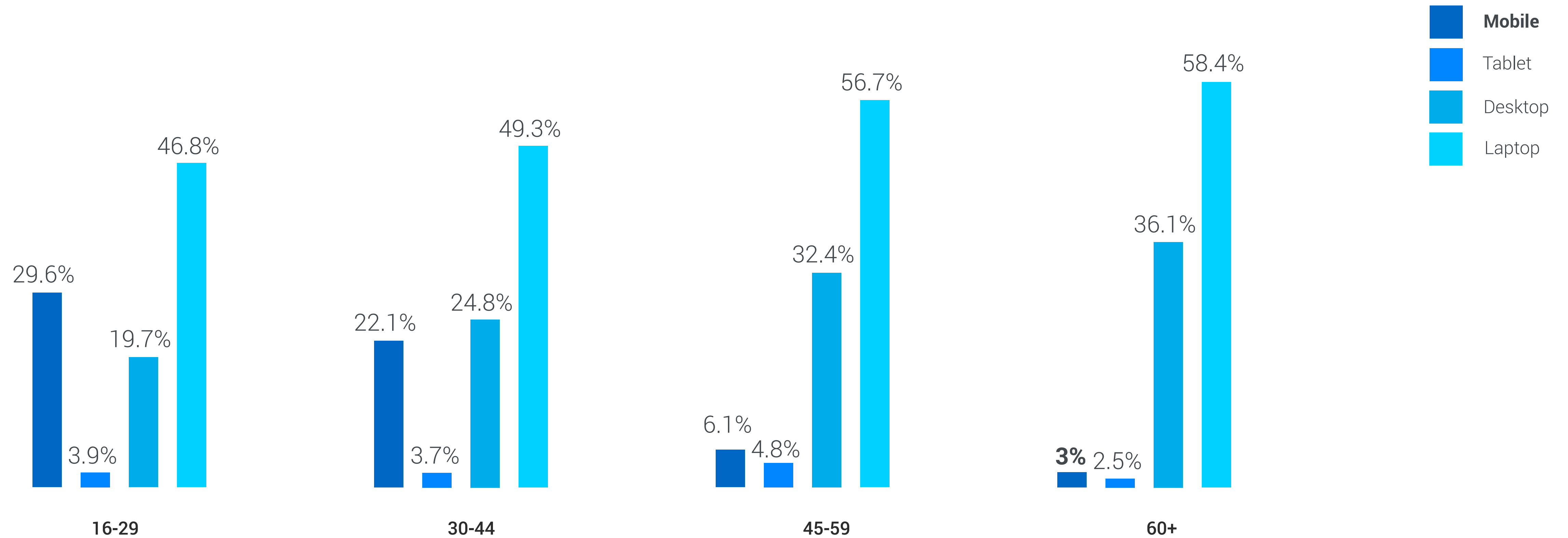




# Over 60s Slow To Adopt Mobile

Which device are you likely to access your emails from?

## Age Groups



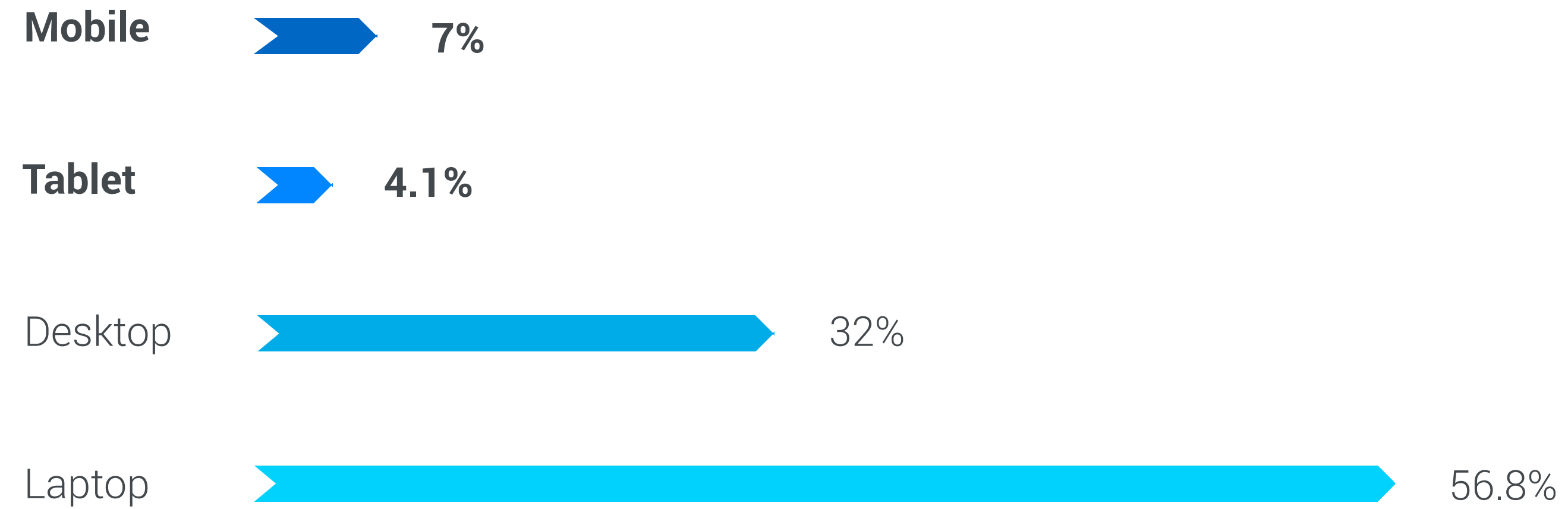
Only **3%** of over 60s are accessing their emails on a mobile device.



# Conversion Low On Mobile Devices

Using which device are you most likely to click through to from an email and make a purchase?

## Overall



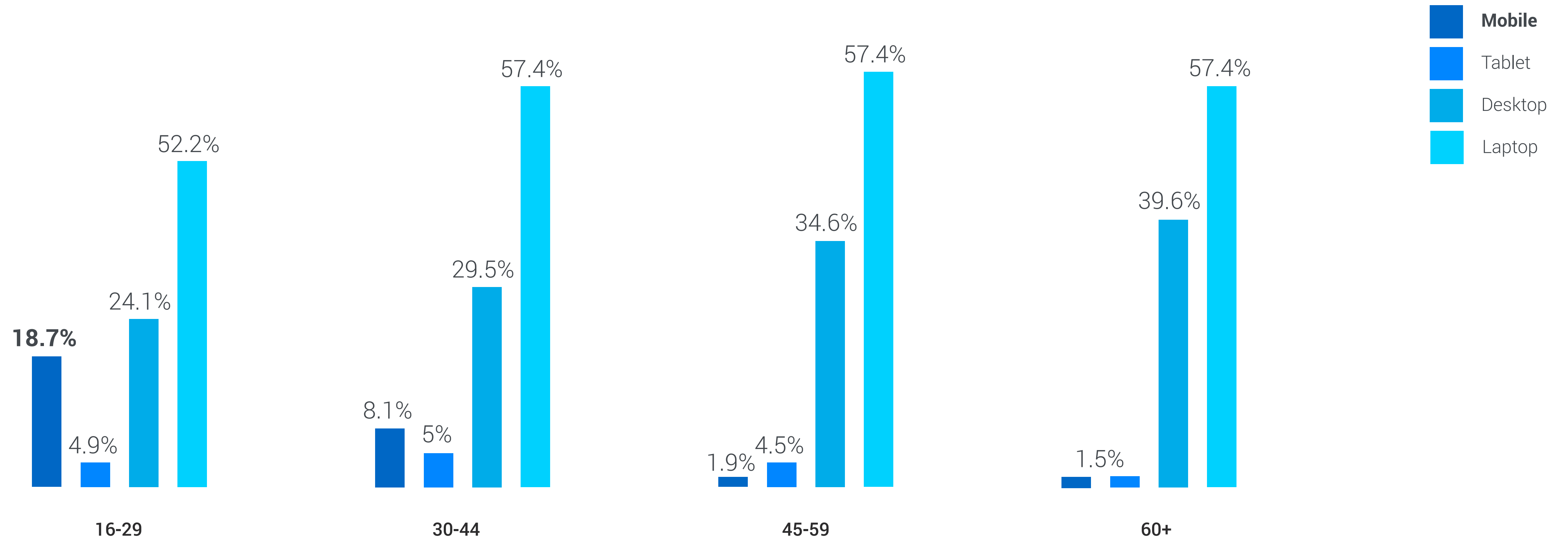
Only, 1 in 10 (**11%**) state they are now most likely to convert directly through a mobile device.



# Under 30s Are Adopting Mobile First

Using which device are you most likely to click through to from an email and make a purchase?

## Age Groups



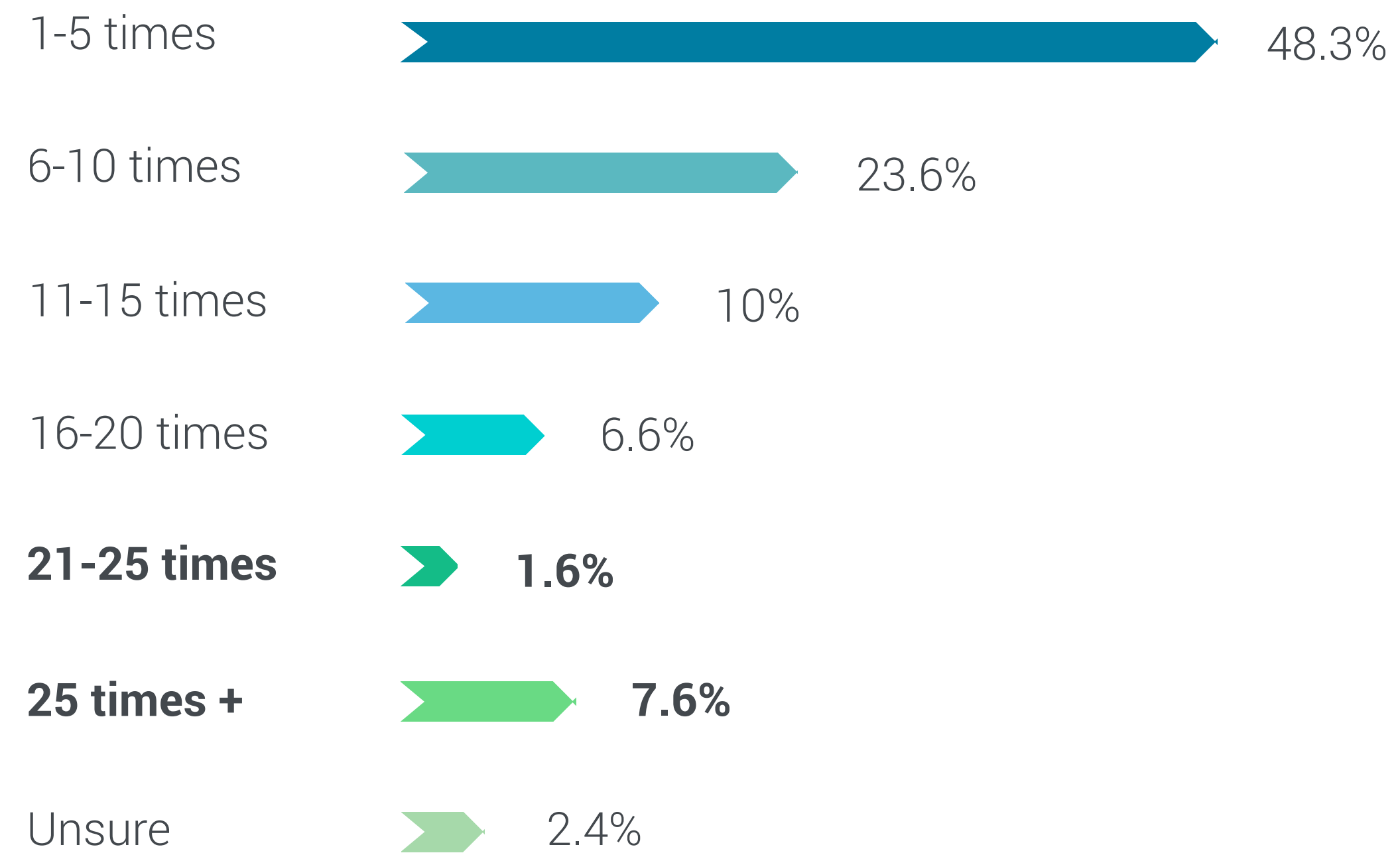
Nearly 1 in 5 (**18.7%**) consumers aged 30 and under are converting after receiving an email.



# Growing Demand For Real-Time Communication

On average, how many times a day do you check your personal emails?

## Overall



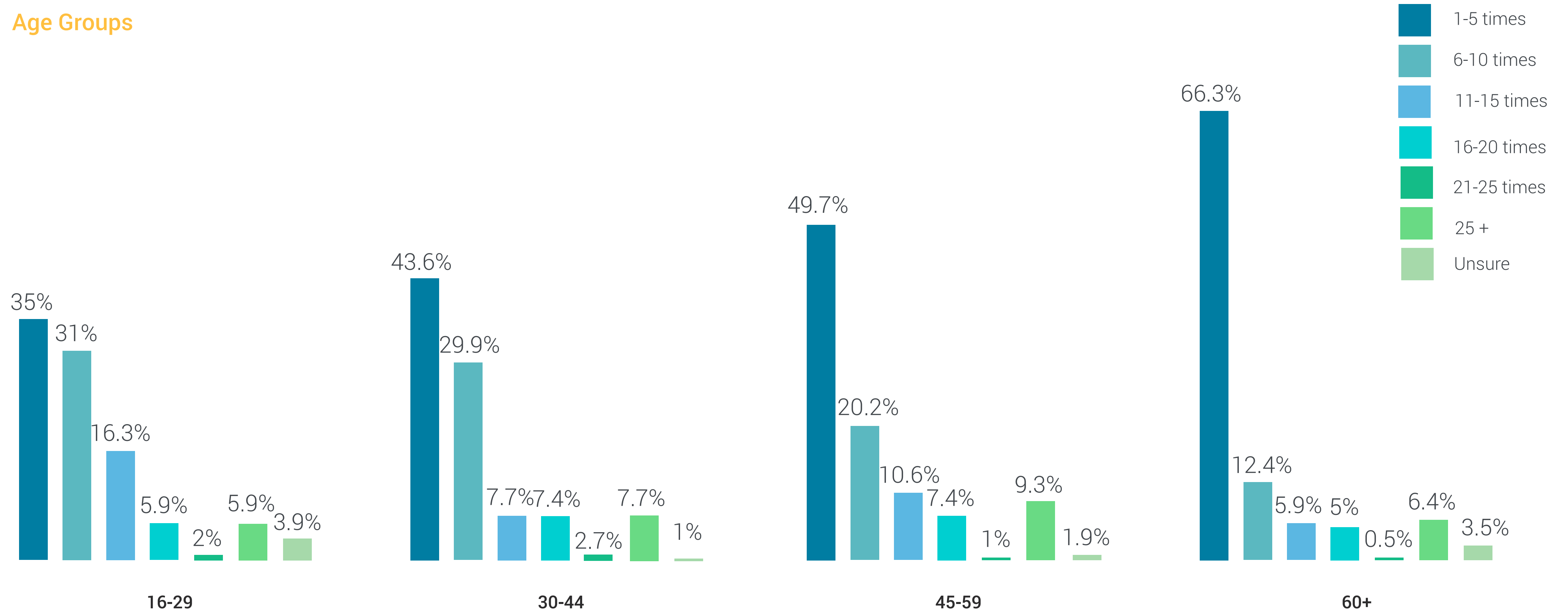
1 in 10 admit to checking their personal emails at least 20 times or more a day.



# Younger Generations Check Their Emails More

On average, how many times a day do you check your personal emails?

## Age Groups



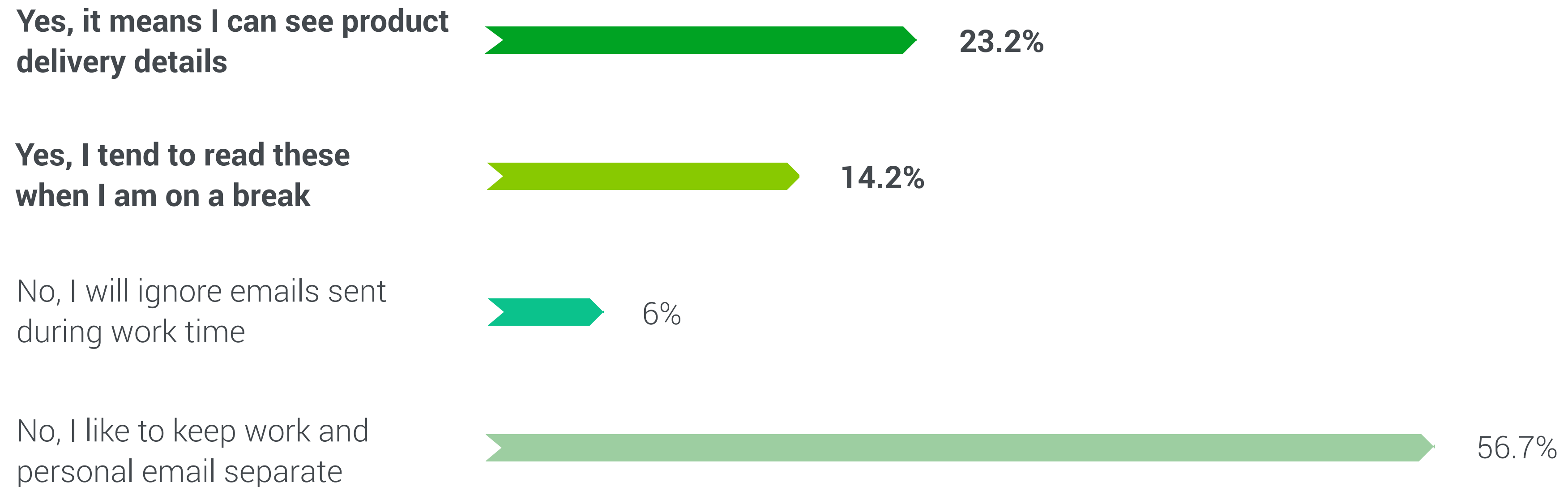




# Consumers Mix Business And Pleasure

Do you prefer to provide brands/companies with a work email address, rather than a personal email address when making purchases?

## Overall



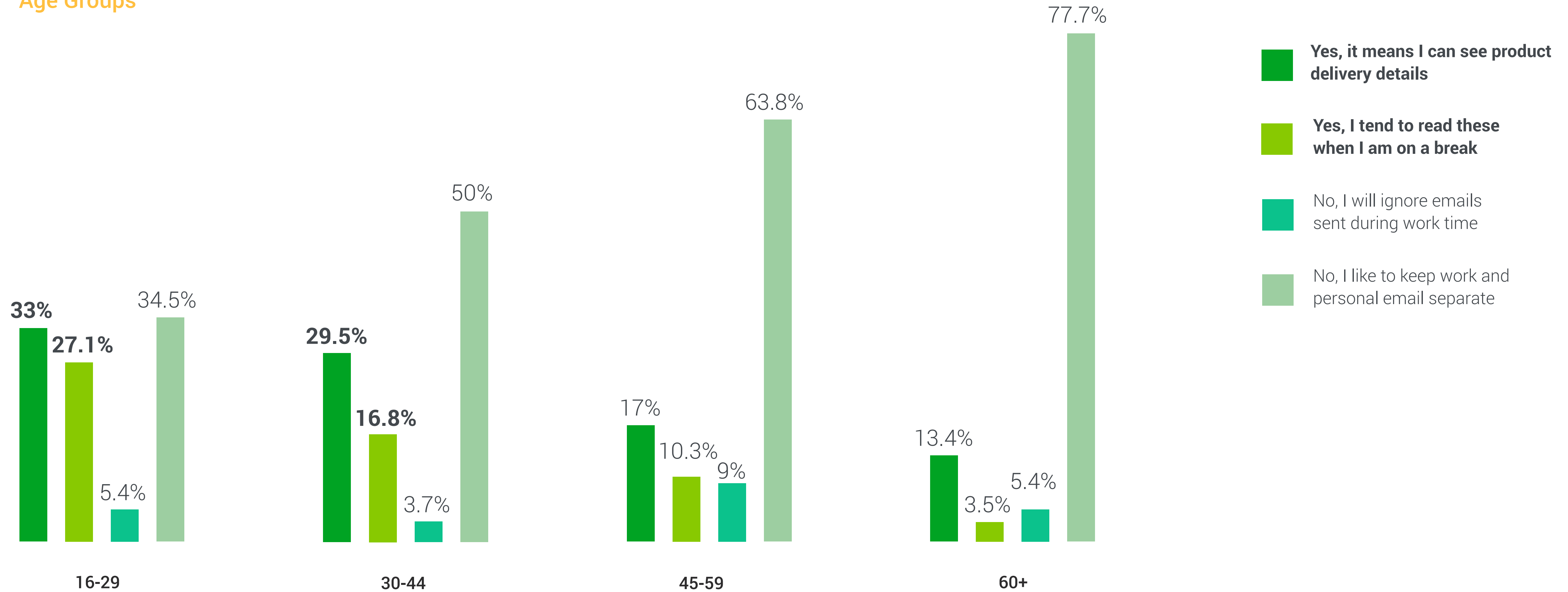
Over a third (**36.4%**) provide work email addresses specifically for real-time product delivery updates.



# Younger Consumers Blur The Lines At Work

Do you prefer to provide brands/companies with a work email address, rather than a personal email address when making purchases?

## Age Groups



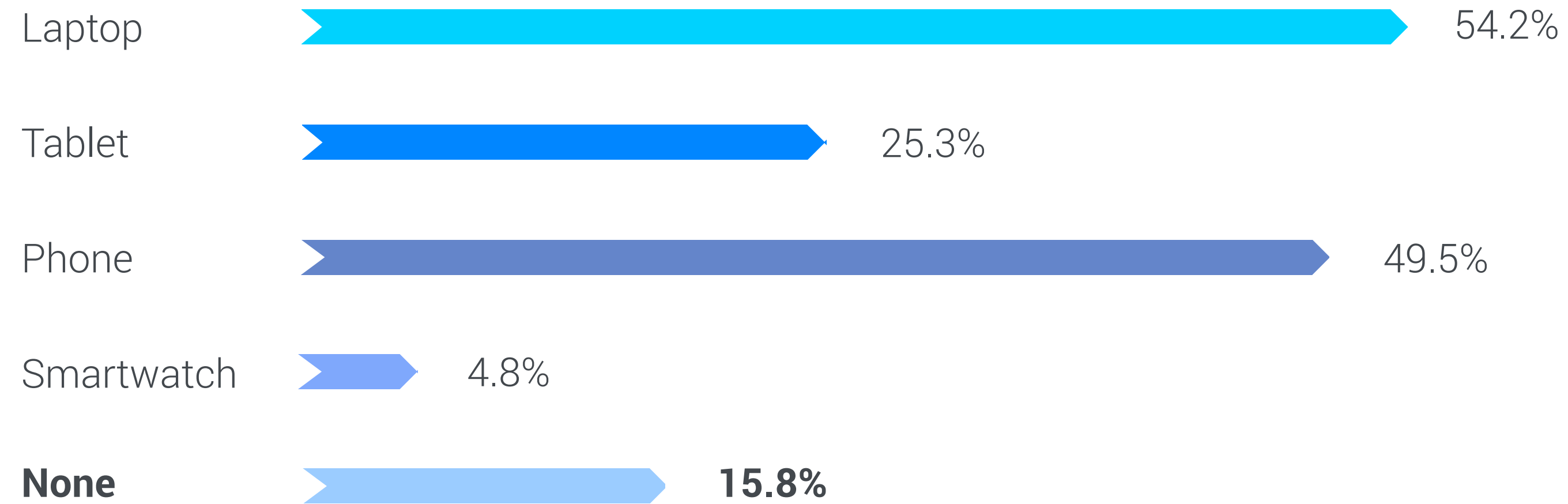




# Consumers Welcome More Brand Interaction Across Devices

On which devices do you have email notifications on?

## Overall



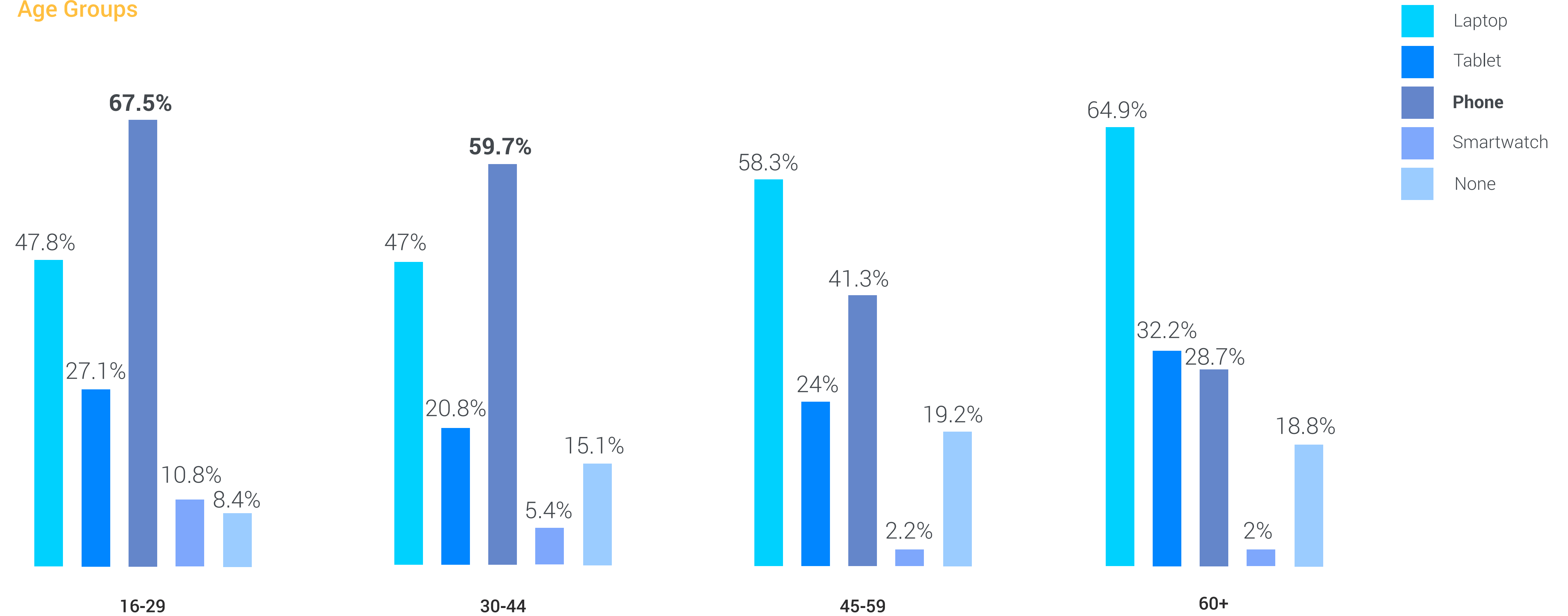
**84%** have introduced real-time notifications across their portable devices to stay connected via email.



# Younger Consumers Welcome Mobile Notifications

On which devices do you have email notifications on?

## Age Groups



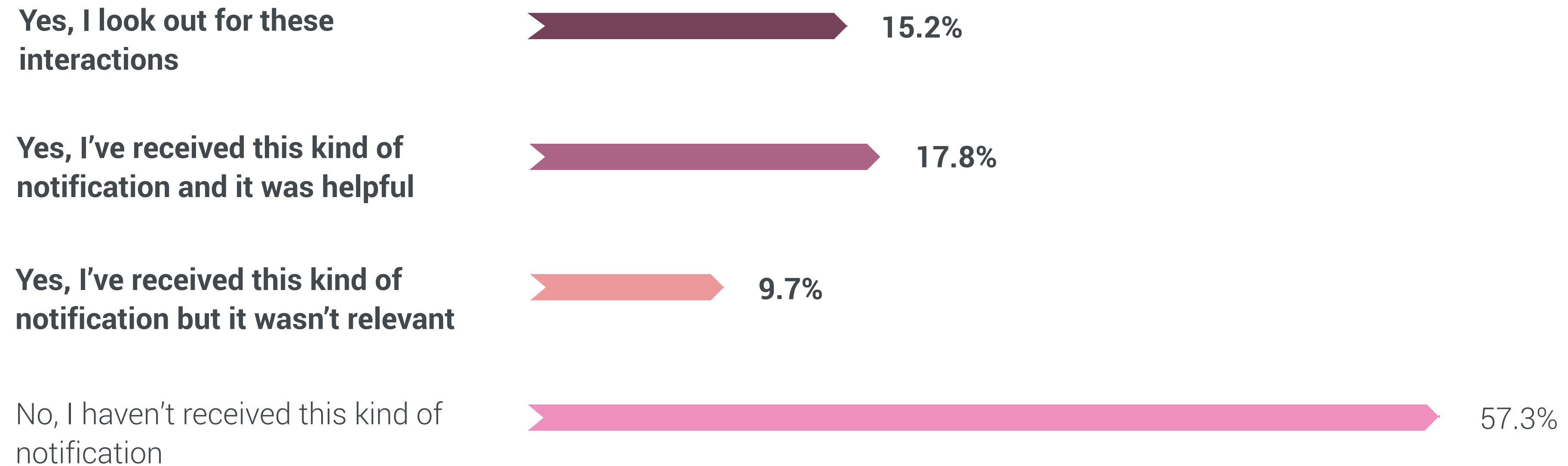




# Brands Are Not Utilising Real-Time

Have you ever received a real-time notification after you've come into contact with a brand/company (e.g. walked by or visited a store, added a product to the online basket etc.)?

## Overall



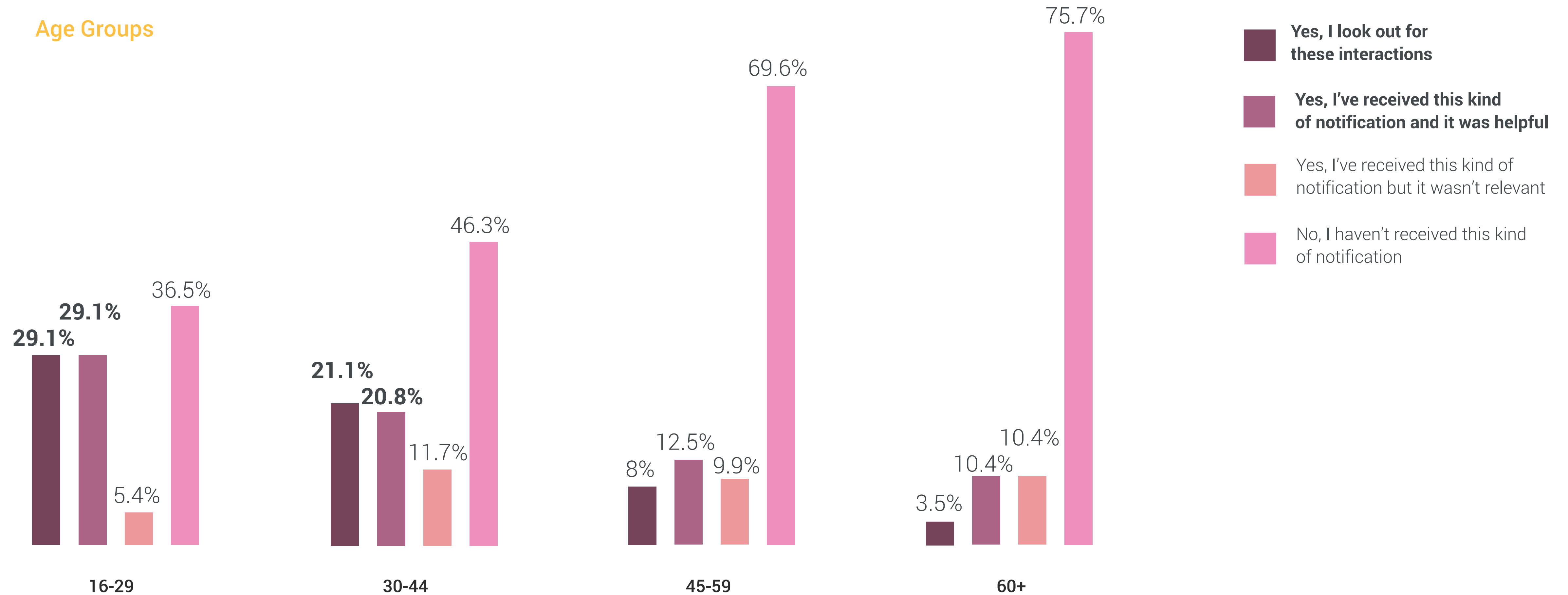
**43%** are now accustomed to receiving real-time notifications after visiting a brand store or site, but **57.3%** haven't received a notification of this kind.



# Younger Consumers Expect Real-Time

Have you ever received a real-time notification after you've come into contact with a brand/company (e.g. walked by or visited a store, added a product to the online basket etc.)?

## Age Groups



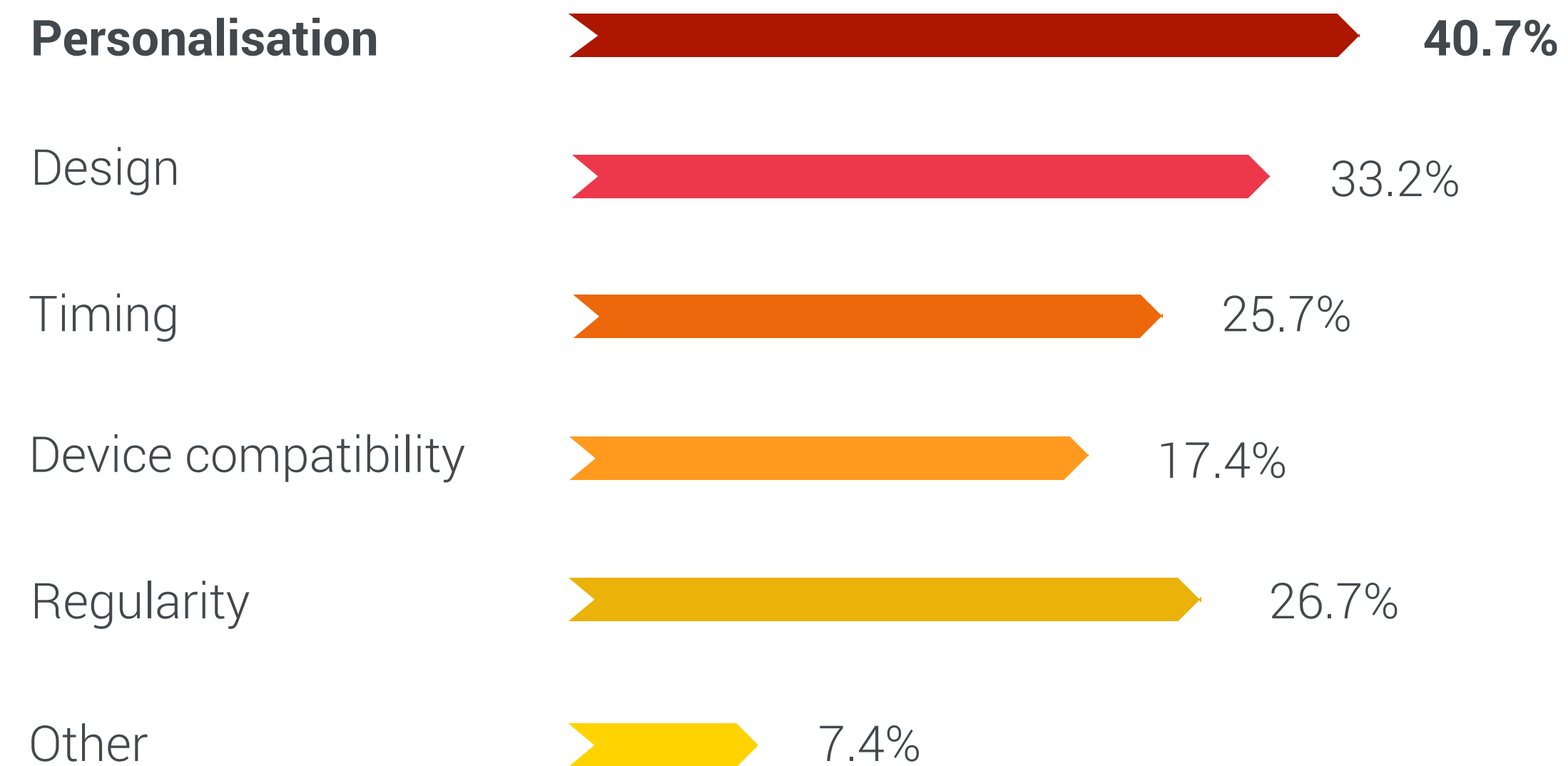




# The Factors That Influence Consumers

Which of the following aspects of an email has the greatest impact on your perception of the brand/company?

## Overall



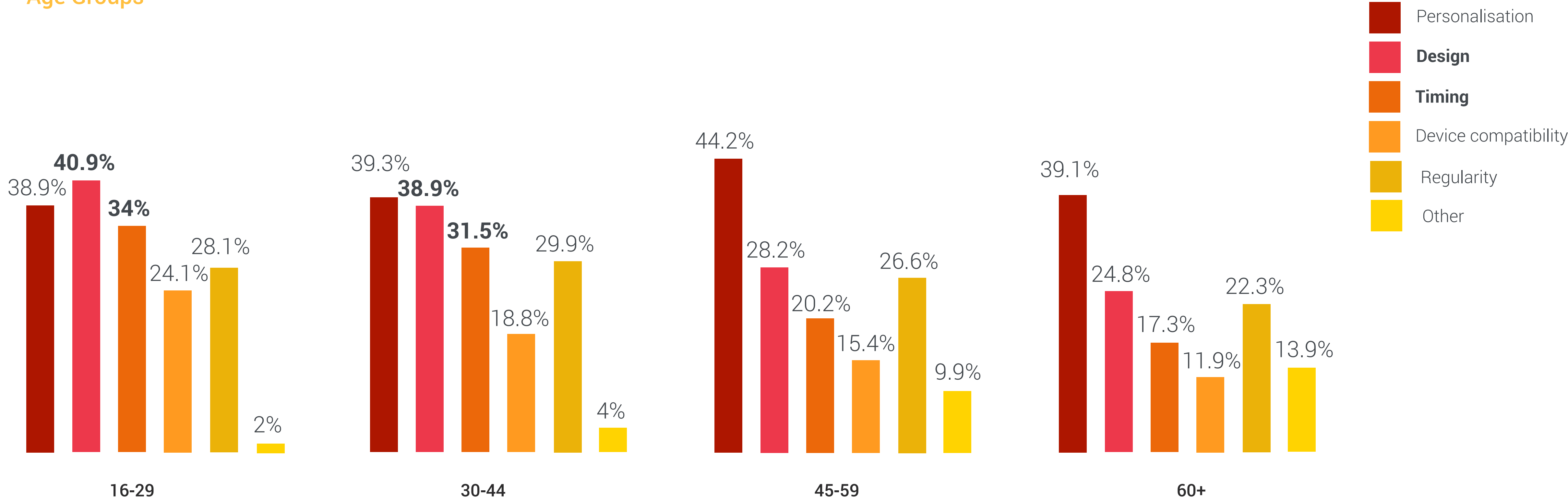
Respondents expressed a clear priority for brands to provide better personalisation (**41%**) in the emails they send.



# Design & Timing Most Important To Younger Generations

Which of the following aspects of an email has the greatest impact on your perception of the brand/company?

## Age Groups



Under 30s demand improvements to the timeliness (34%) and regularity (28%) of emails.

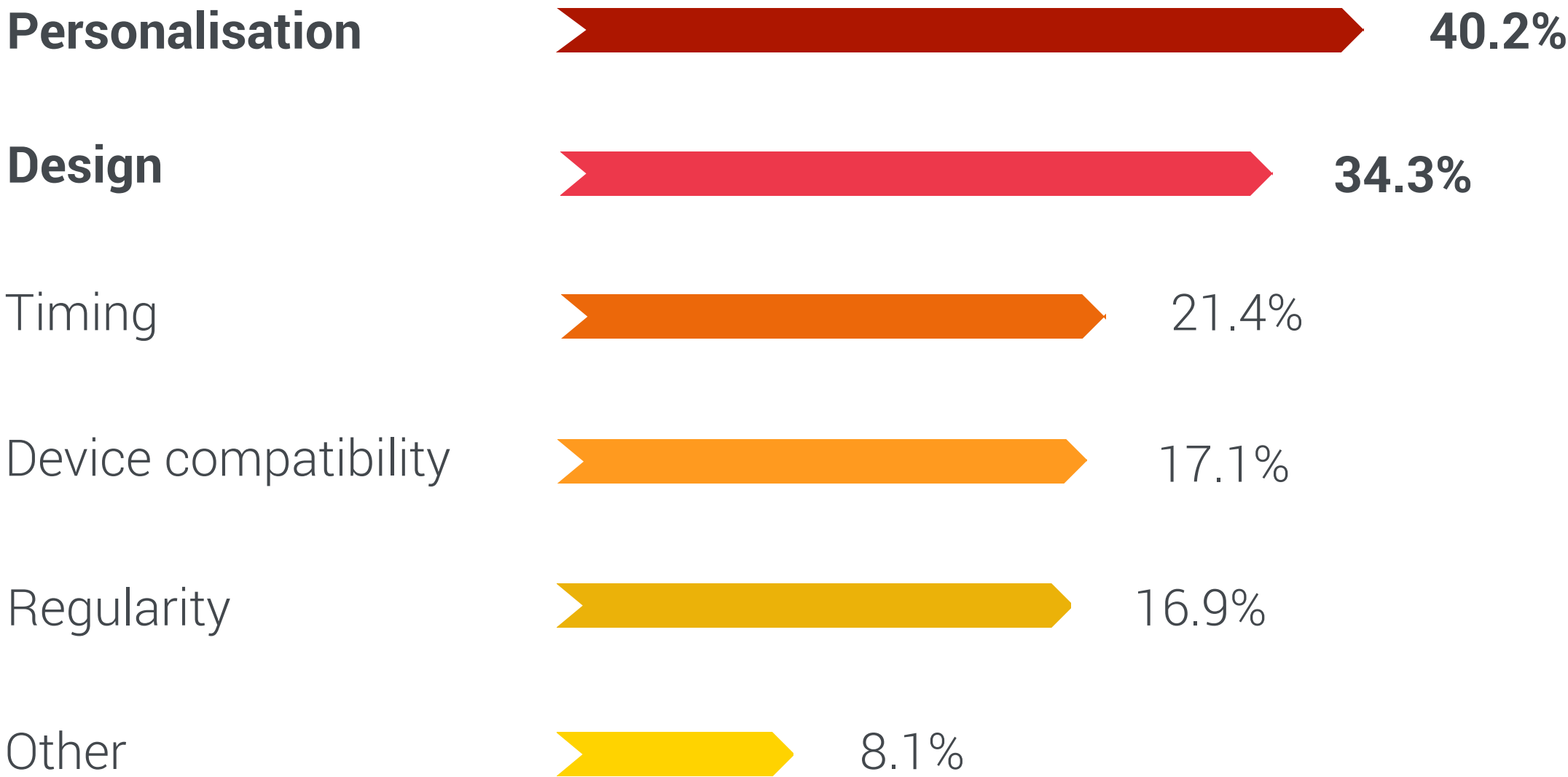




# What Makes Consumers Convert

Which of the following aspects of an email has the greatest impact on your desire to click through to the brand/product?

**Overall**



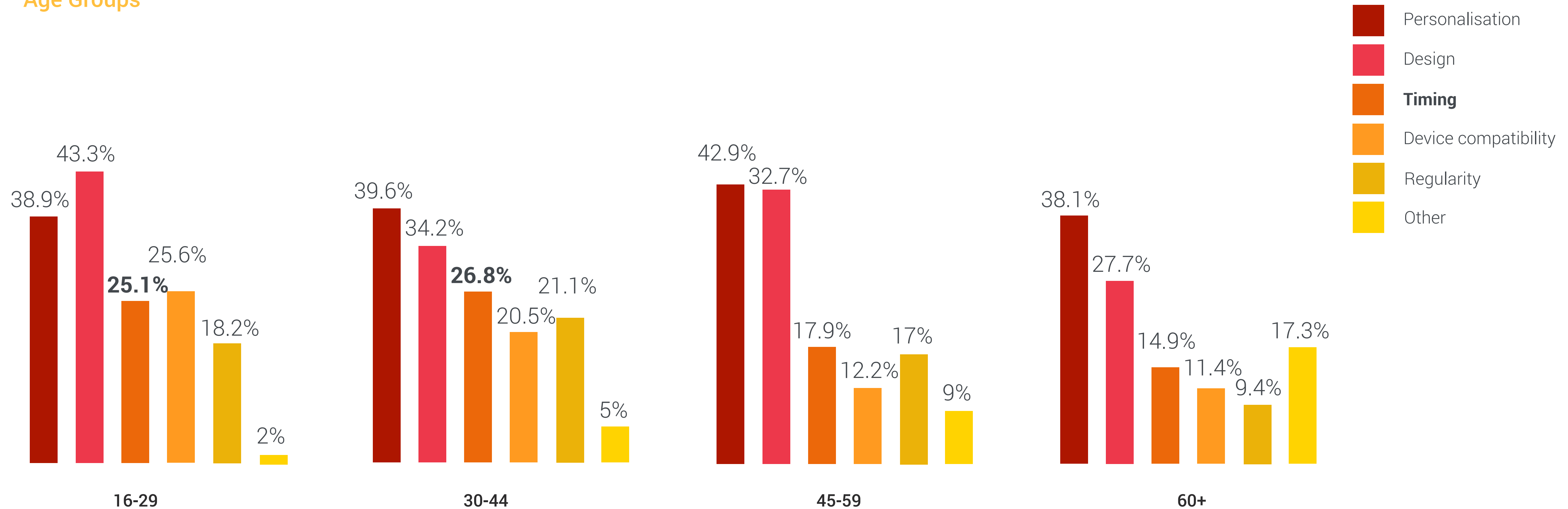
Personalisation and Design play the biggest part in persuading consumers to convert.



# Email Timing Most Important For Younger Generations

Which of the following aspects of an email has the greatest impact on your desire to click through to the brand/product?

## Age Groups

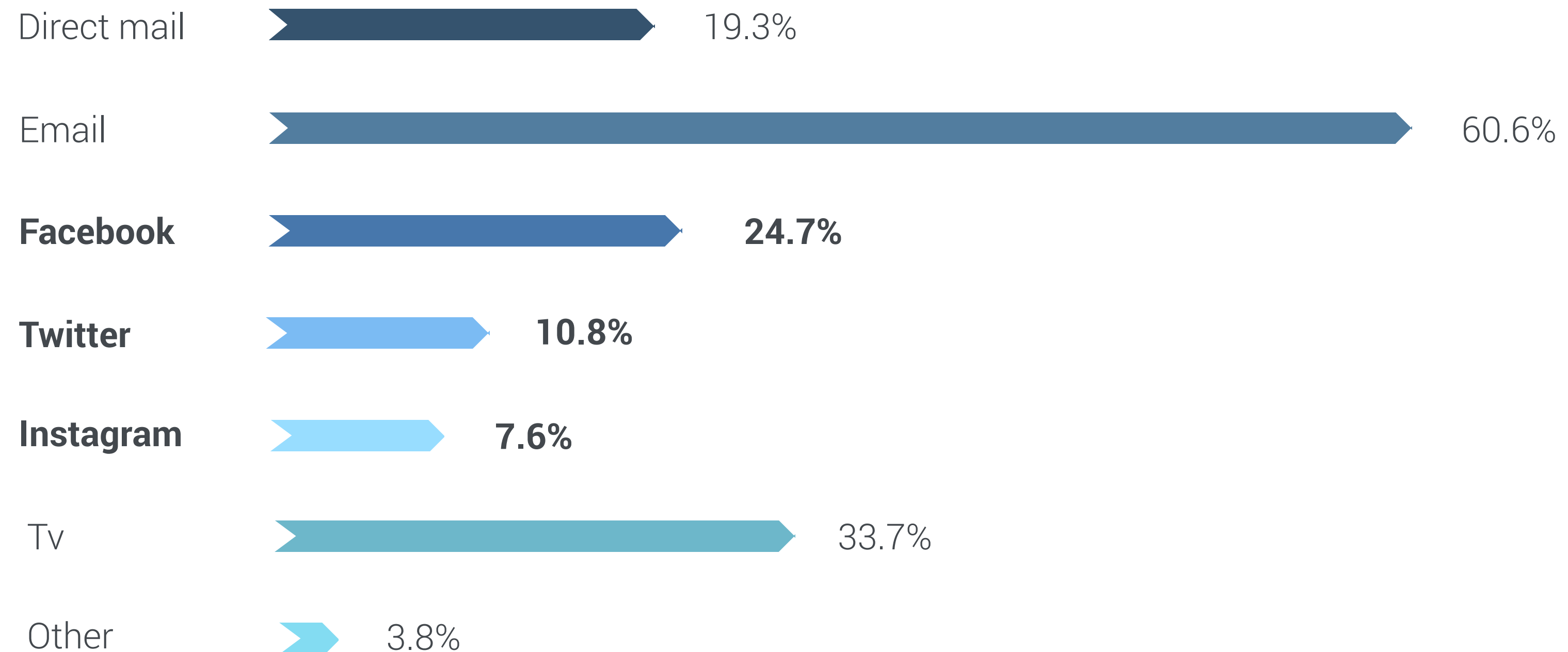




# Social Media Needs To Play Catch-Up

Where do you take most notice of brand communications and offers?

## Overall



Few are yet taking note of brand communications and offers delivered through the likes of Instagram (**8%**), Twitter (**11%**) and Facebook (**25%**), suggesting these channels still have work to do.

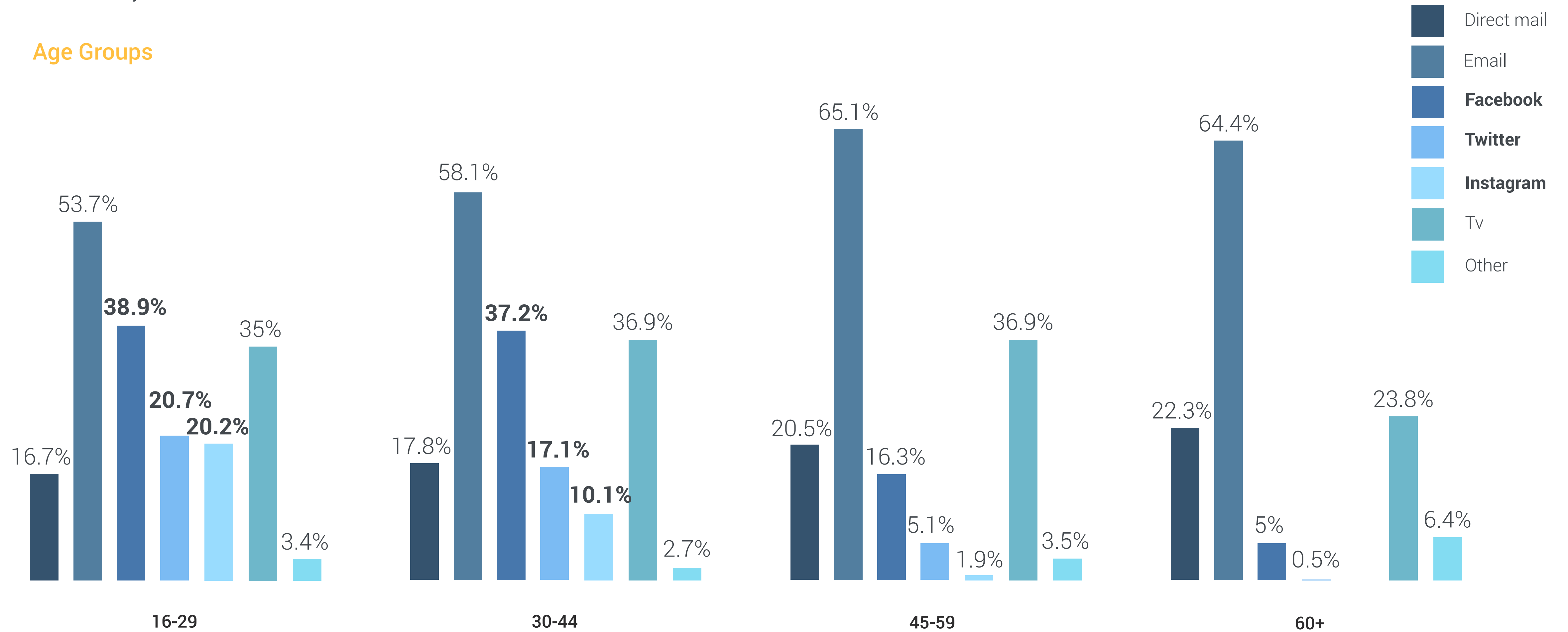




# Social Channels Need To Focus On Younger Generations

Where do you take most notice of brand communications and offers?

## Age Groups

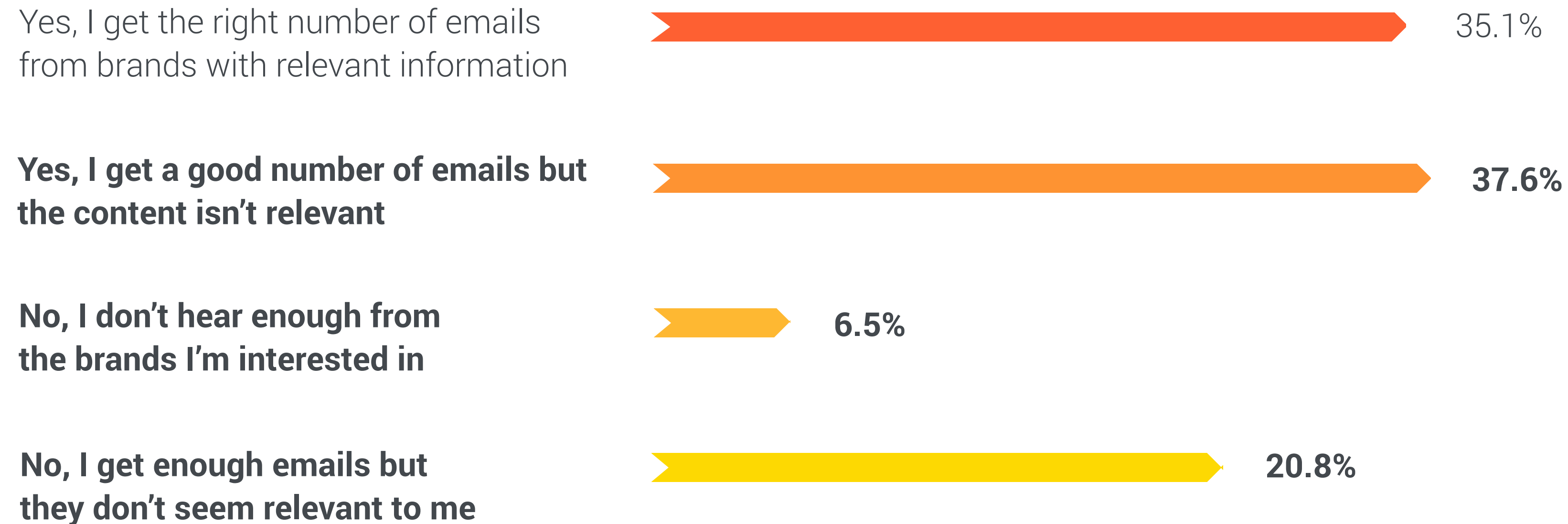




# Brands Are Missing The Relevance Factor

Are the emails you receive from brands currently representative of your interest in them?

## Overall



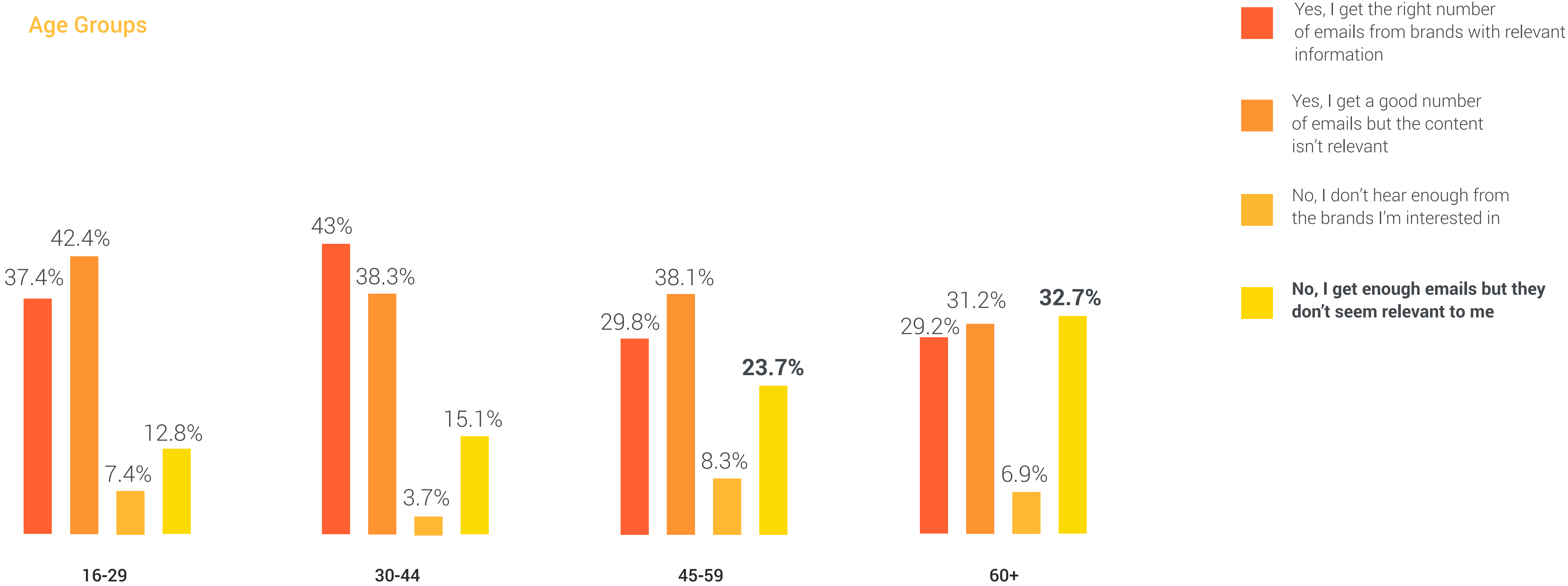
**65%** aren't happy with the relevance and the number of emails they are currently receiving from brands.



# Brand Messaging Isn't Relevant To Over 45s

Are the emails you receive from brands currently representative of your interest in them?

## Age Groups







# Consumers across the UK are dissatisfied with the number of brand messages they receive and the relevance of the content

The increase in consumers looking for brand communications throughout the day marks a change in consumer behaviour based on growing acclimatisation to the technologies that are making marketing automation much more feasible for brands. It's important to note we are now at the point at which consumers have stopped looking out for brand communications and instead have come to expect timely, personalised interactions as the bare minimum throughout the purchase journey.

As the number of conversations across mobile and social continues to rise, it's important to bear in mind that there are plenty of technologies and strategies we've yet to see from these channels. For the more established channels like email, it's time for marketers to consider what email can offer consumers in the future. With more and more connected devices, sensors and location insights becoming available, the number of triggers marketers will have to integrate into campaigns will grow exponentially - thinking about how they can automate these processes now will make all the difference.

Brands also need to tailor their communications to the different generations they interact with. Under 30s have a higher expectation for brands to communicate in real-time to their mobile devices, they are the constantly connected consumer. Where as, the over 60s bracket are less influenced by real-time, but equally influenced by the personalisation and design of the emails they receive. With email being their most receptive channel.

**Are you meeting consumers expectations with your brand communications?**



## Advanced Tools to Master Email

Give your email marketing strategy the edge against your competition with our Segmentation, Email Automation, A/X Testing and Campaign Comparison tools. Our [Premium Features](#) can enable you to meet consumer expectations. Send breath-taking, personalised emails that land in the inbox at a time that's relevant to your customers.

## Send Email That Converts

Mailjet is a global email service provider, offering you an intelligent all-in-one solution for marketing and transactional emails. Our sophisticated analytics tools and simple APIs give you the tools to maximise the benefits to each individual contact of every email you send. We achieve exceptionally high deliverability rates for our global customer base through a combined emphasis on achieving your strategic email goals and safeguarding your brand's reputation over time.

Thank You



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