

Where and how to find customers in 2015

Customer Acquisition Barometer

If you can't grow your business, you could be in trouble. Growing sales, volumes or customers is the bread and butter of marketing.

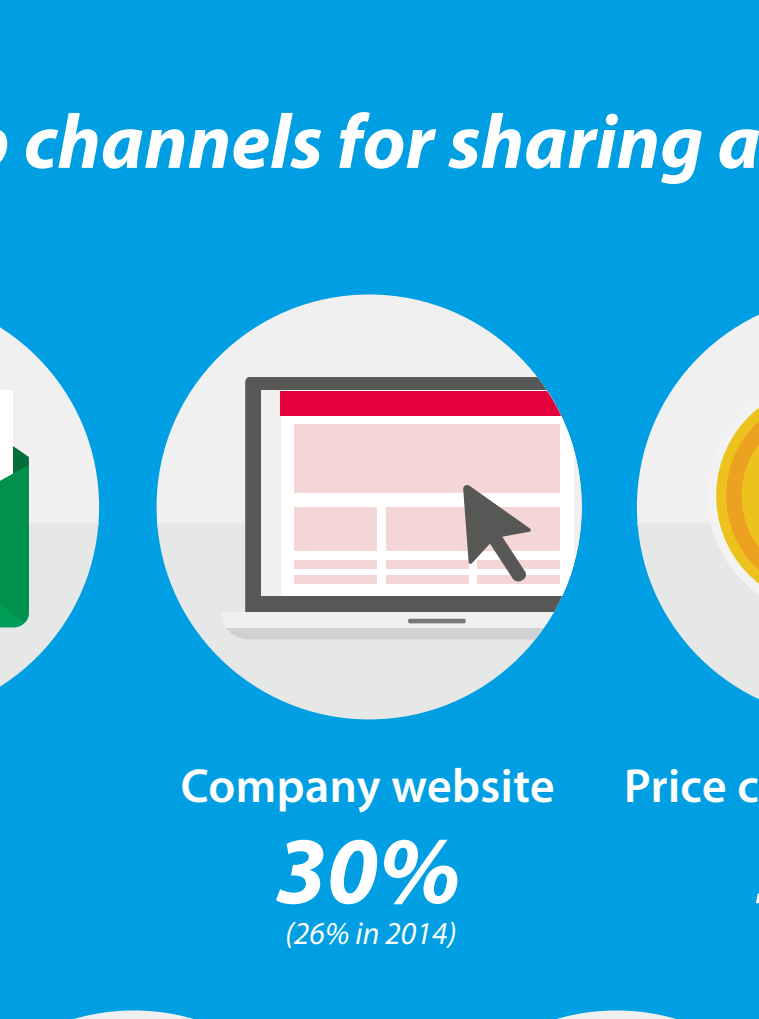
To find more customers, it makes sense to find out not just where they are, but where they are predisposed to be found. As media fragments, the way consumers and businesses use these different media changes.

Beautiful Insights asked 1,072 consumers about their attitudes to different media on behalf of the DMA and The Media Octopus. We then asked marketers for their perspective in a survey and in face-to-face sessions. This year we opened the marketers' portion to include B2B as well as B2C marketing.

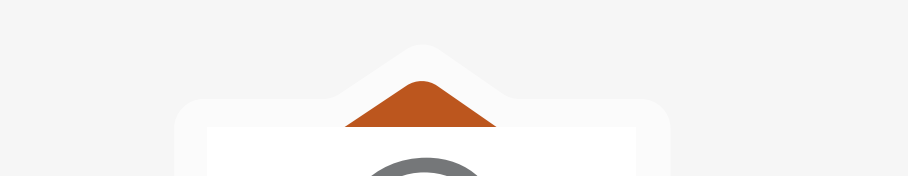
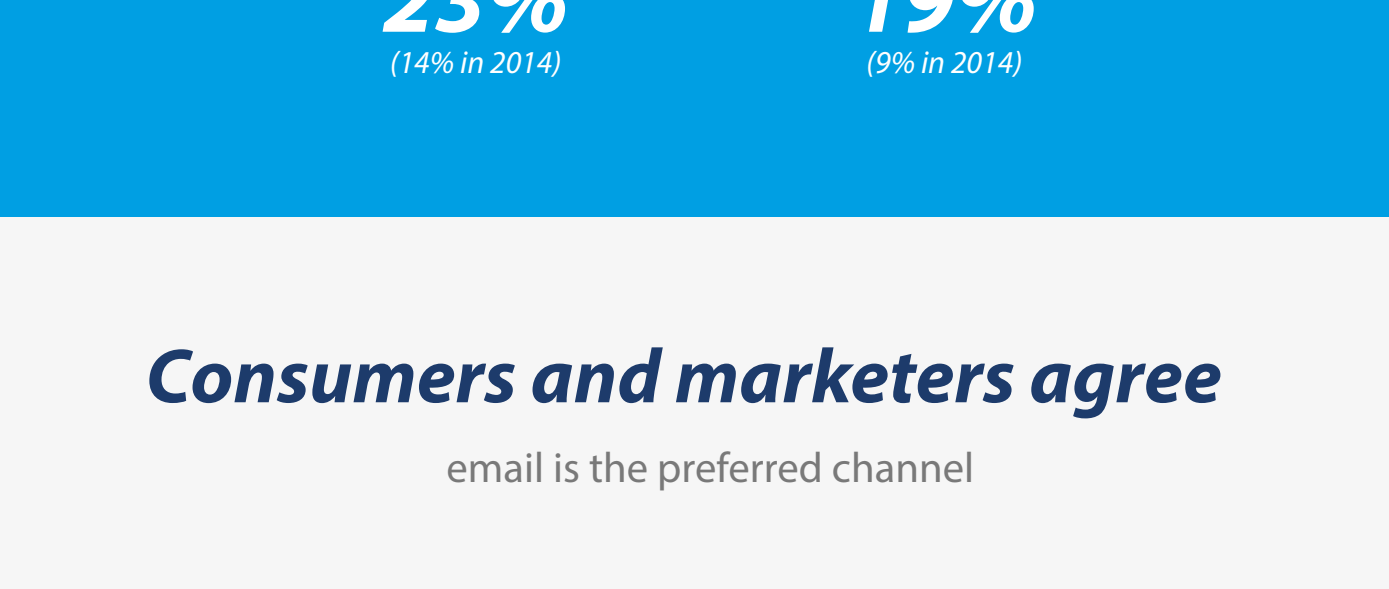
To view the full report, please click here:
<http://dma.org.uk/research/customer-acquisition-barometer-2015>

Consumers will share

The proportion that said they didn't share information **fell from 48% to 26%** between 2014 and 2015.

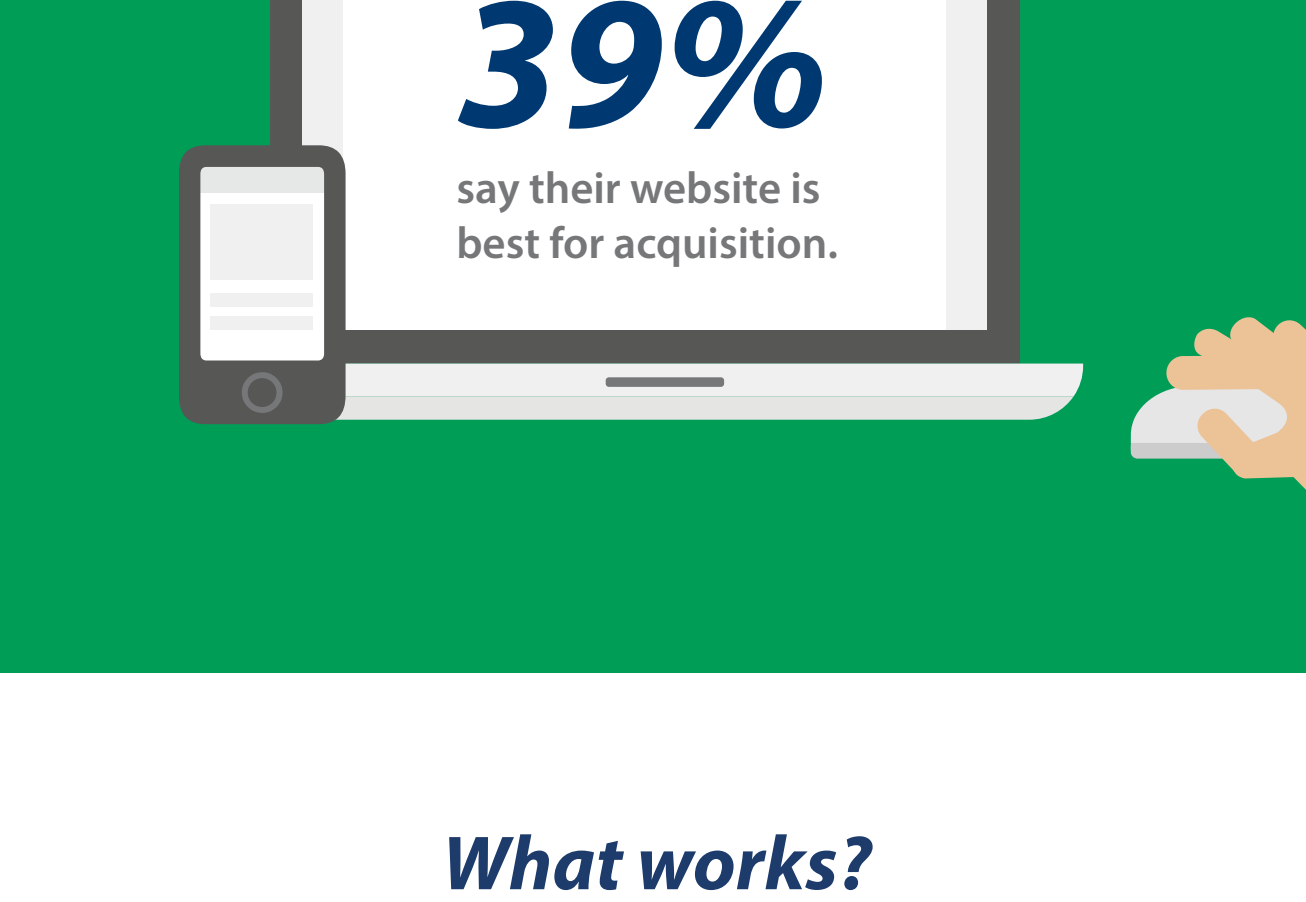
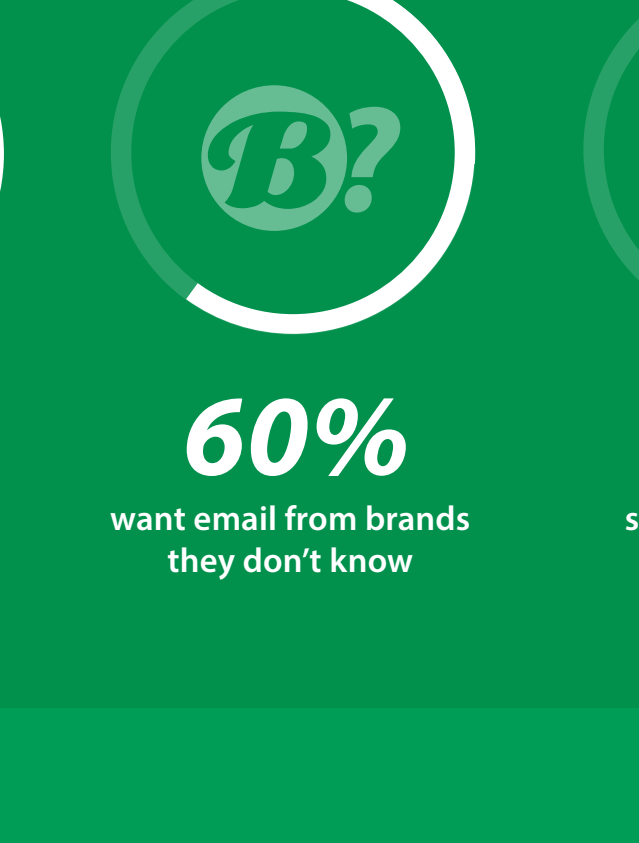


Top channels for sharing are:



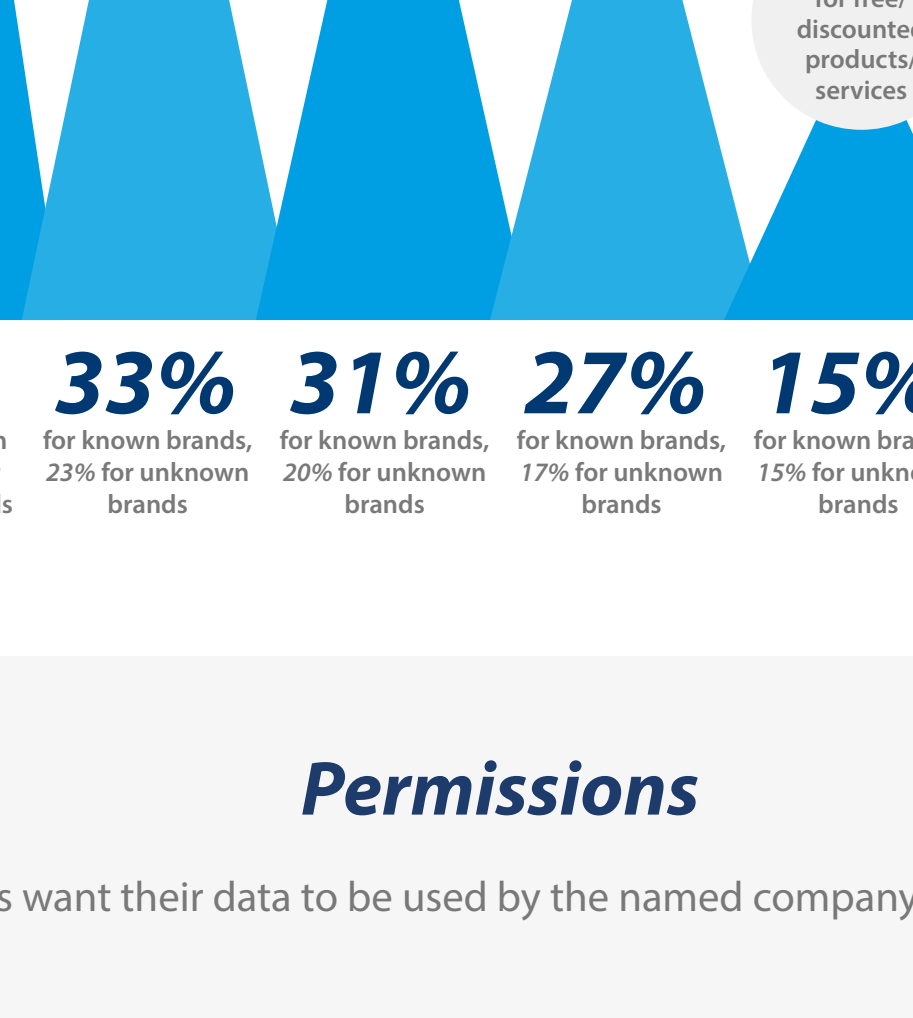
Consumers and marketers agree

email is the preferred channel



BUT

While 84% of marketers use email, only **36%** say it is their most effective channel



What works?

Considering the explosion in content marketing, it's striking how low consumers rate exclusive content as an incentive to share data with a brand.



Permissions

Consumers want their data to be used by the named company – the first party.



63% prefer first party
only 2% find third party acceptable

BUT

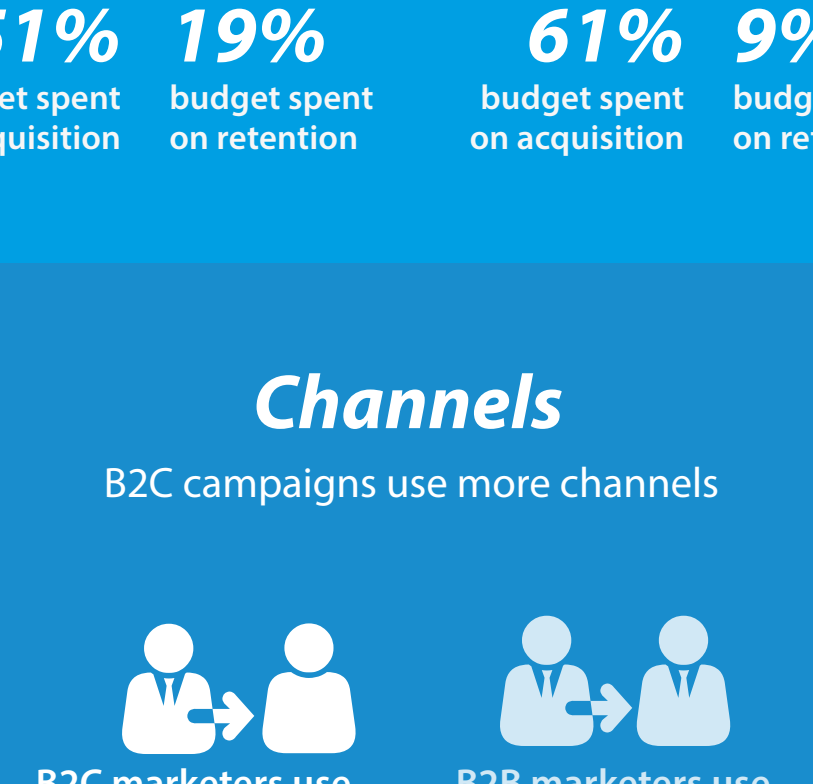


Under two-thirds of marketers are delivering clear permissions statements.

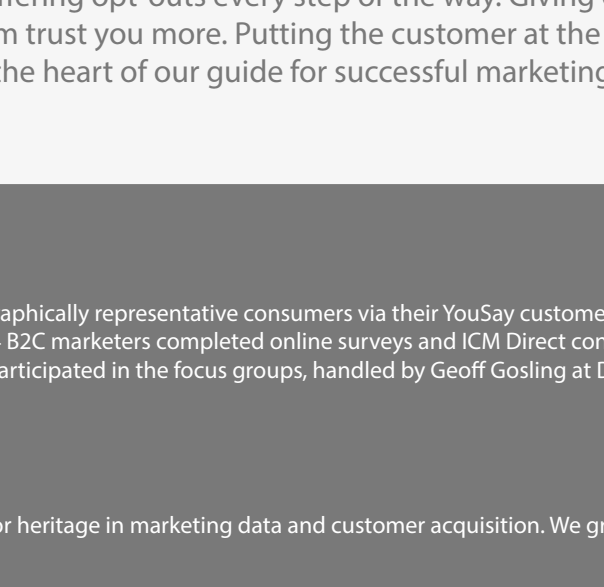


Compliance

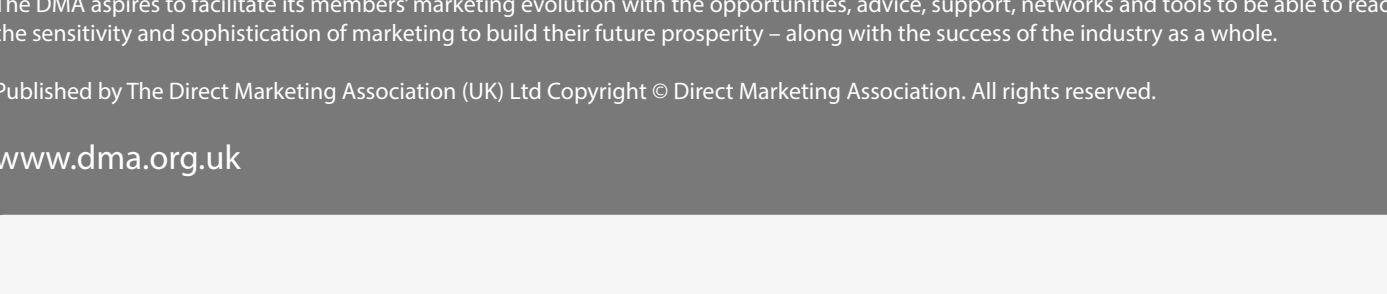
What do marketers turn to for compliance advice?



BUT



WORSE



The B2B gap

What marketers want

Acquisition vs retention

B2C B2B

Channels

B2C campaigns use more channels

Summary

Consumers will be better disposed to become customers that trust your business. Since last year, marketers have built barriers to trust by including small print, not making it clear why they need personal data, and not offering opt-outs every step of the way. Giving consumers more choice and control will make them trust you more. Putting the customer at the centre of your marketing works, and it's at the heart of our guide for successful marketing, the [DMA Code](#).

Methodology

Beautiful Insights surveyed 1072 demographically representative consumers via their YouSay customer panel between 22 and 26 June 2015. For the marketers' portion, 99 B2B and 64 B2C marketers completed online surveys and ICM Direct conducted telephone interviews between 28 May and 2 September. 12 marketers participated in the focus groups, handled by Geoff Gosling at DMA House.

About The Media Octopus

The Media Octopus has a rich multi-sector heritage in marketing data and customer acquisition. We grew out of data intelligence and information is our bedrock.

TMO helps businesses understand, engage and nurture their audience through services such as: strategy, data marketing, mapping and visualisation, SEO, paid search, paid and owned social media, content creation, digital design, video marketing, mobile advertising and conversion rate optimisation.

These services help you not only acquire new customers, but also gain a deeper and more meaningful understanding of your existing customer base so as to drive efficiencies in your business and opportunities in your sector.

TMO deliver strategic and tactical customer acquisition programs for blue chip businesses, including amongst others, G4S, Travelers Insurance, and UK Central Government.

www.themedioctopus.com

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.

Published by The Direct Marketing Association (UK) Ltd Copyright © Direct Marketing Association. All rights reserved.

www.dma.org.uk