

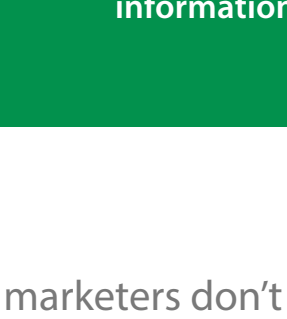
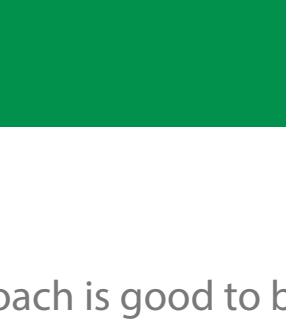
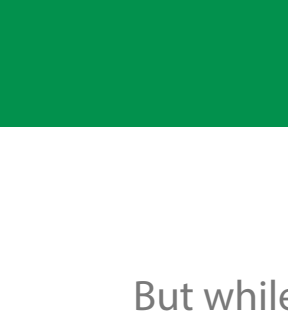
DMA Insight: year in review 2015/16

This year we tackled B2B, B2C and consumer perspectives across the marketing spectrum. We found trust matters, more than ever, to marketers and the customers they crave. And once that battle has been won, marketers must fight to stay relevant. Read on to see what else we learned.

To contact customers, it's best to start with email.

According to the Customer Acquisition Barometer 2015

www.dma.org.uk/infographic/customer-acquisition-barometer-2015-infographic



But while this approach is good to build trust, marketers don't always follow this up with relevant information.

According to the Consumer Email Tracker 2015

www.dma.org.uk/infographic/consumers-redefine-how-they-use-their-inboxes-in-2015



"Most of the marketing emails I receive include no content or offers that are of interest to me"

This could be one reason why marketers are finding it increasingly difficult to monitor the progress and performance of their campaigns.

According to the Marketer Email Tracker 2016

www.dma.org.uk/research/marketer-email-tracker-2016

those marketers able to calculate ROI has been falling

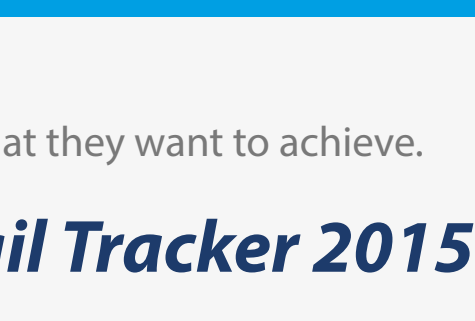
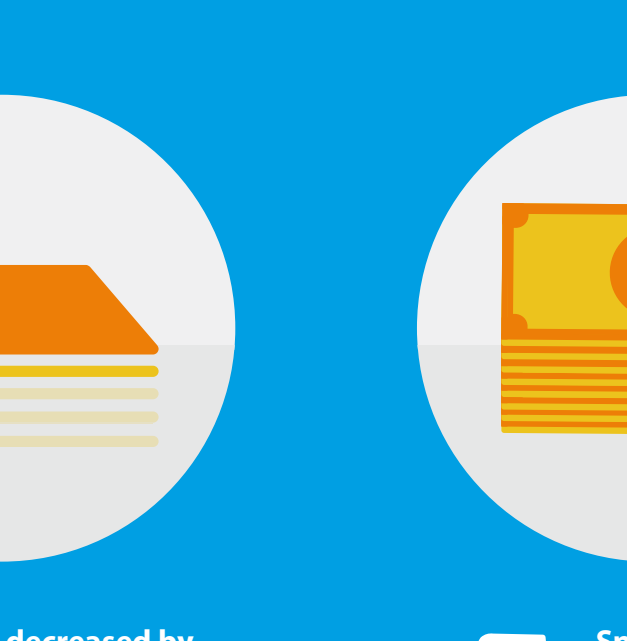


Digital switchover has made marketing more trackable but traditional media has suffered.

The Annual Door Drop Report 2015

www.dma.org.uk/research/annual-door-drop-industry-report-2015

shows that those working in print are adapting to the changes from digital

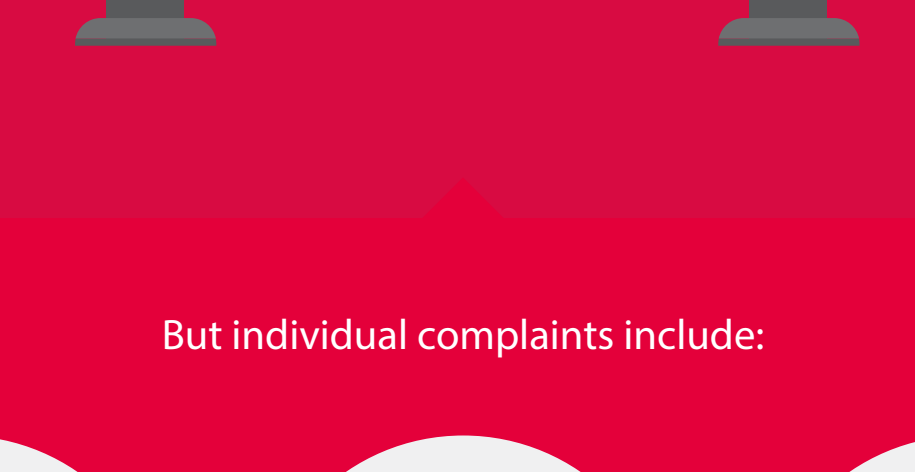


Marketers also face barriers to what they want to achieve.

In the Marketer Email Tracker 2015

www.dma.org.uk/infographic/email-performance-in-snapshot

marketers said the biggest overall barrier to effective email was data



But individual complaints include:



2012: 54%.
2013: 45%.
2014: 34%



2012: 3%.
2013: 8%.
2014: 29%



2012: 27%.
2013: 36%.
2014: 26%

In the Social data integration report 2016

www.dma.org.uk/research/social-data-integration

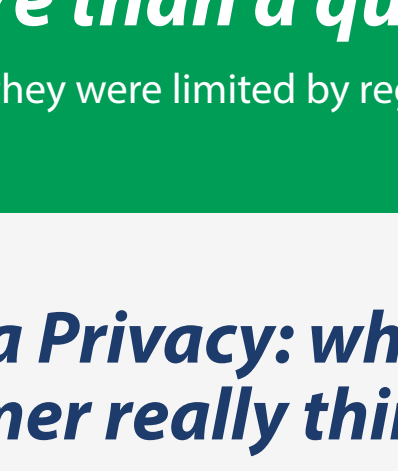
we saw that the largest barrier for using social media to achieve marketers' primary objectives was



In the Global Review of Data-driven Marketing and Advertising 2015

www.dma.org.uk/research/gdma-2015-results-data-s-the-key-but-more-measurement-and-attribution-needed

we found that



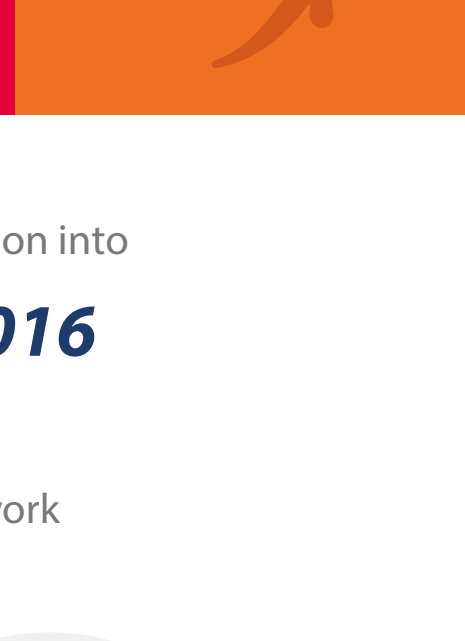
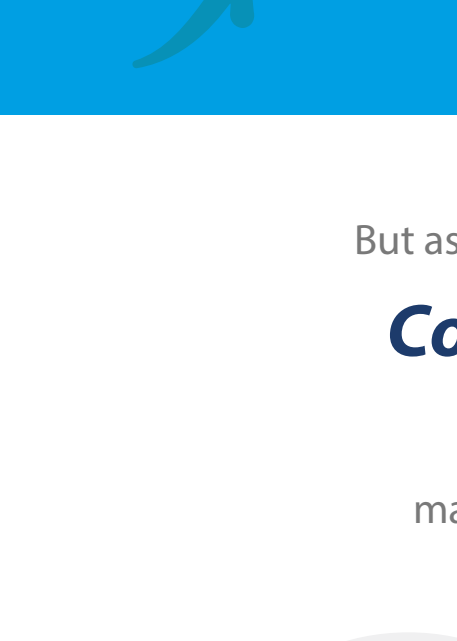
more than a quarter
(28.8%) said they were limited by regulatory research

Data Privacy: what the customer really thinks 2015

www.dma.org.uk/research/data-privacy-2015-what-the-consumer-really-thinks

research showed us that those consumers who are willing to enter the digital economy are increasing.

Compared to 2014:

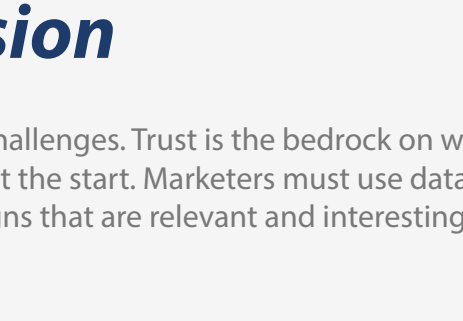
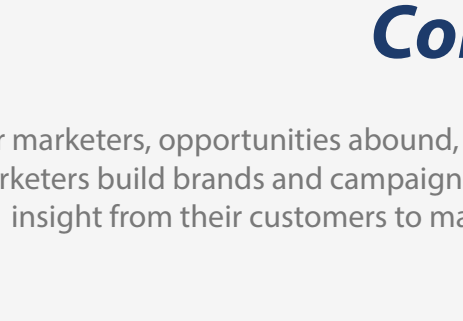


But as we learn from our investigation into

Contact Centres 2016

launching on 20th April

marketers say contact centres work



Conclusion

For marketers, opportunities abound, but so do challenges. Trust is the bedrock on which marketers build brands and campaigns, but it's just the start. Marketers must use data and insight from their customers to make campaigns that are relevant and interesting.