

# Email Benchmarking Report

2022

Customer Engagement

**DM**  
Data &  
Marketing  
Association **A**

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# / Introduction

2021 was a year of transition and fresh challenges for much of the data and marketing industry. Quite beyond the effects of the pandemic and the gradual return to some form of normality, new behaviours manifested challenging marketers to find different ways to engage customers.

For email, in particular, Apple's introduction of its '[Mail Privacy Protection](#)' (MPP) in September created new challenges for marketing professionals in measuring the success of the channel. The MPP rules meant that, for the significant proportion of mobile devices using Apple's iOS 15 operating system, there would be less confidence in the accuracy when it comes to tracking email opens.

It's encouraging to see, however, that marketers appear to have already shifted their focus more towards clicks to measure success, with the increased attention to click optimisation resulting in a rise in the click rates reported year-on-year – from 2.2% to 2.8%. While we will have to wait to fully understand the impact on open (and click-to-open) rates until we begin collecting data for the full year of 2022, it's clear marketers have already made a positive change to their email approach.

The latest insights from the DMA's Intelligent Marketing Databank, released as part of the '[Meaningful Marketing Measurement: Email Focus](#)' report, also highlight the continued importance and effectiveness of the channel. Drawing on data from over 300 email campaigns across 1,050 entries to the DMA Awards (dating back to 2017), key findings from the analysis include that marketing campaigns that include email are more effective than the average campaign and that email can be even more effective when part of a multi-channel approach.

Accurately measuring success is an ongoing challenge across all media and ensuring marketers have the right frameworks and tools to prove the value of what they do is key. The DMA recently launched the [Marketing Measurement Framework 101](#), which provides best-practice guidance on how to measure business outcomes, not just marketing metrics.

This report wouldn't be possible without the participation of several companies that take the time to collate their metrics and share them with the DMA, as well as the experience and expertise of the Research Hub of the DMA's Email Council. I'd like to thank all those teams and individuals for the commitment and time they dedicated to this project every year.

**Tim Bond**

Director of Insight at the Data & Marketing Association

# / Foreword – Email Council

There is a famous story from WWII where some of the world's finest mathematical minds were asked to review damage on planes returning from combat. The objective was to recommend where additional armour plating should be deployed, and the expectation was it would be the fuselage, where damage was greatest. But the experts' critical thinking came up with a counter-intuitive answer: the planes' engines. Despite typically showing fairly light damage, they were the real weakest point, but this wasn't evident from the data...because planes taking a hit to their engines rarely came back!

Critical thinking is defined as the analysis of available facts, evidence, observations, and arguments to form a judgement. It is driven by the objective and rational use of available data, which needs to be complete, free of bias, and presented in a context that is meaningful and easily understood.

This data should also be augmented by available benchmarks, which help put claims into perspective. Especially when we are presented with a number, a percentage, or a trend that is unusually large (or small), benchmarks can provide a sanity check that validates whether these claims are actually as startling as they sound – or not, as the case may be.

That's why this report is so important. Email marketing has seen huge changes over the past few years as a result of GDPR, the Covid-19 pandemic, and the introduction of Apple's MPP. Against such a dynamic backdrop, having a consistent answer to the question "What does good look like?" is essential.

For example, relatively flat open rate growth between 2019 and 2020, needed to be read in the context of a near doubling of global email marketing volumes. This also generated almost twice as much web traffic from the channel as previously – a spectacularly positive outcome.

Having a definitive benchmark of UK email performance, representing a broad cross-section of this country's major senders, helps us deal with these measurement challenges. Complemented by a raft of expert commentary that explains the underlying drivers behind these trends, this report is an essential resource for every marketer using email.

We hope you find actionable advice and insights from the findings in this report. It's said a rising tide lifts all boats and we hope this objective view of the landscape will inform the critical thinking that moves the needle for every programme.

**Guy Hanson**

Deputy Chair of DMA Email Council

Vice President of Customer Engagement, Validity

# / Acknowledgements

A special thank you to the Research Hub of the DMA Email Council for their expertise and support in developing this report. Contributors and members of the hub include:

- Guy Hanson, Validity
- Kostas Karagkounis, SAP Emarsys
- Russell Dawson, Ometria
- Saravanan Subburam, Pearson

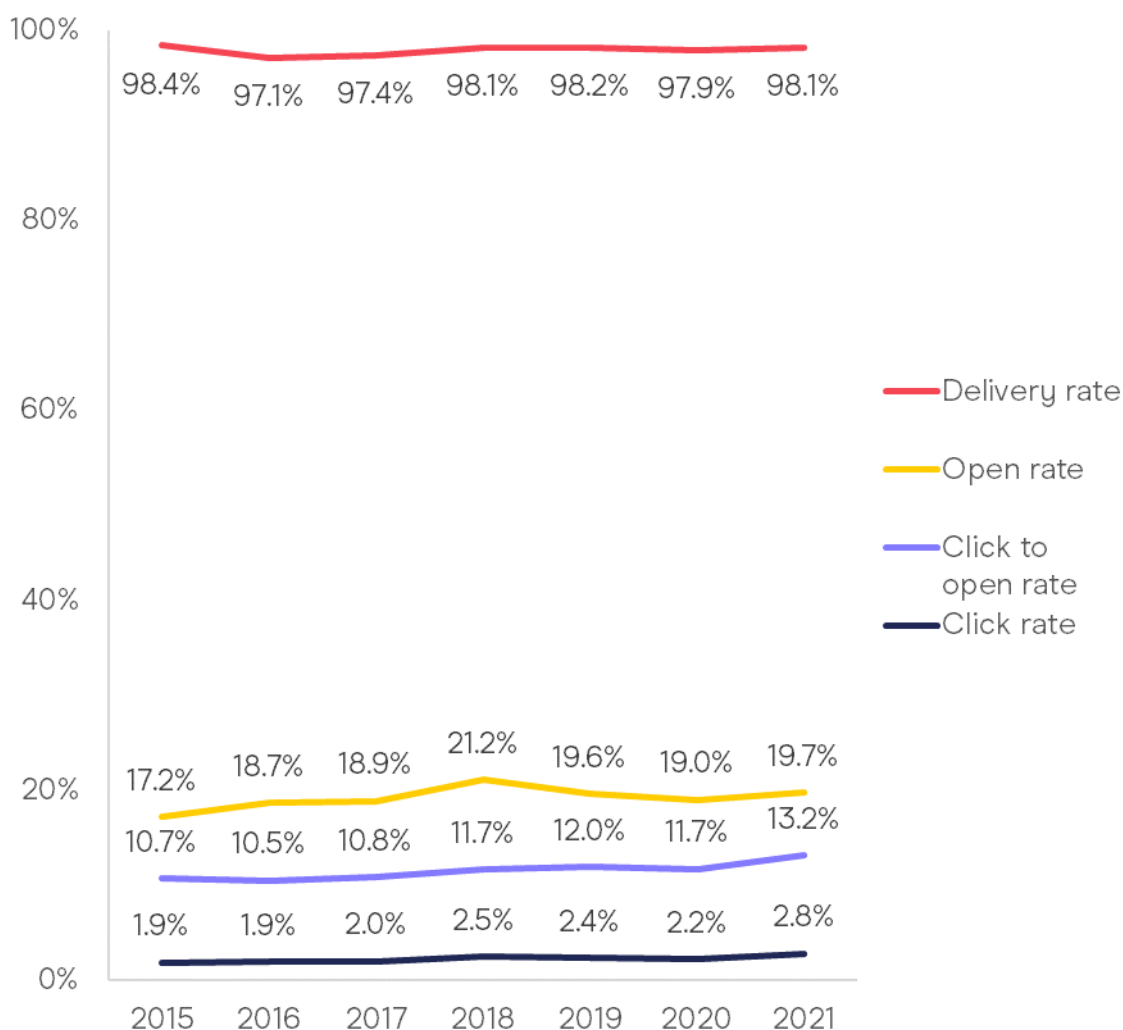
This report also wouldn't be possible without the participation of companies that take the time to collate their metrics and share them with the DMA. As such, we'd also like to thank the teams at this year's participating businesses:

- dotdigital
- SAP Emarsys
- Epsilon International
- Instiller
- itg
- Moosend
- Ometria
- Pure360
- RedEye
- Sparkpost
- Spotler

# / Overview

In this opening section, we will give an overview of the key metrics collated as part of this report, including the long-term trends and the in-year ranges these averages sit within. For further depth into each metric, you will find further insights and commentary – including B2B/B2C and sector analysis – for each metric within its dedicated chapter in this report.

## Email Benchmark Averages, 2015-2021



After a challenging year in 2020, it is encouraging to see all the email metrics we collect as part of this report increasing in 2021. Although, as we will discuss, this may be for both good and bad reasons.

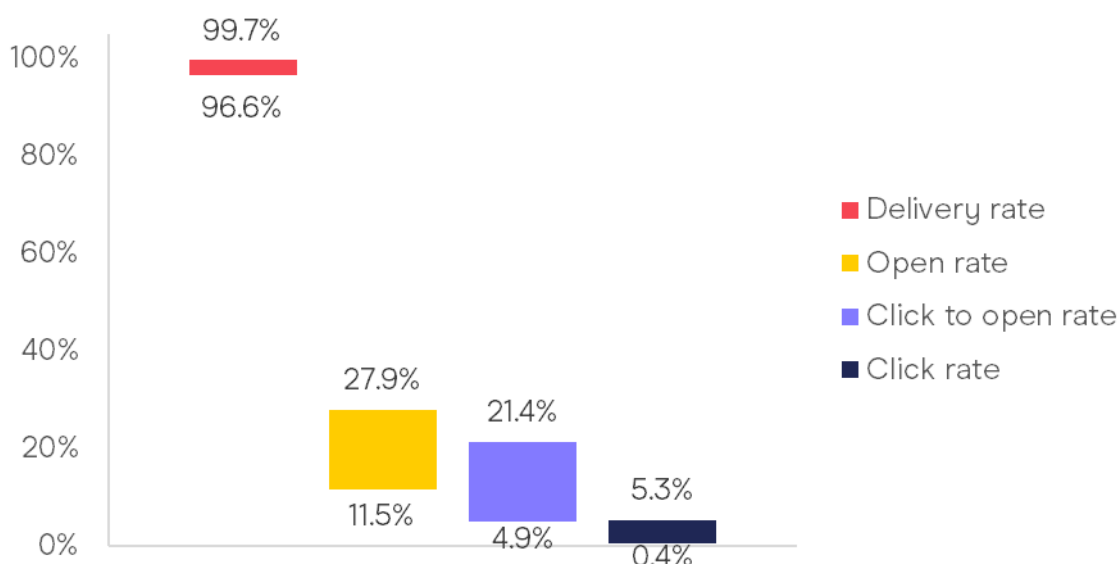
The most notable increase year-on-year was the jump in click rate from the previously relatively steady 2-2.5% to just short of 3% in 2021. At the other end of the email's journey, after a slight decrease in 2020 delivery rates returned to pre-pandemic levels in 2021 at 98.1% on average.

Open and click-to-open rates both saw increases in 2021 as well – up to 19.7% and 13.2% respectively. However, this is also where one of the biggest changes to the channel occurred in September 2021, with the introduction of Apple’s ‘Mail Privacy Protection’ (MPP) in its latest operating systems updates. [According to Apple](#), MPP “...hides your IP address, so senders can’t link it to your other online activity or determine your location. And it prevents senders from seeing if and when you’ve opened their email.”

As such, any emails sent in the final quarter of the year will have been impacted by these changes. Whether that increases or decreases perceived open rates is challenging, but the sure thing will be lessening confidence in the open rates for messages sent to this significant proportion of mobile devices in the market.

We may have to wait until 2022’s industry figures are collated and analysed to fully understand the impact of Apple’s changes. Until then it’s already clear from this year’s data that marketers have renewed their focus on click optimisation, to a great deal of success already.

### Email Benchmark Ranges, 2020



### Apple’s Mail Privacy Protection

As one of the most significant changes to email and measuring its success in 2021, explaining what Apple’s “Mail Privacy Protection” (MPP) may be helpful to those not fully aware. [According to Apple](#), “Mail Privacy Protection hides your IP address, so senders can’t link it to your other online activity or determine your location. And it prevents senders from seeing if and when you’ve opened their email.”

The changes became available for the Mail app in mid-September 2021 as part of the software update iOS 15 and iPadOS 15. It affects any email opened from Apple’s own Mail app on any device, no matter the email service that’s being used (for instance, Gmail or a work address). However, this doesn’t affect other email apps used on Apple devices like the Gmail app on an iPhone.

To explain how it works, when someone opens the Mail app after the update, they are shown a message prompting them to either “Protect Mail activity” or “Don’t protect Mail activity”, with

neither being pre-selected. The protection is, therefore, not turned on by default and people must actively make a choice – although the wording is likely to push people towards opting in. Whatever choice is made is then automatically synced to all devices associated with the same Apple ID.

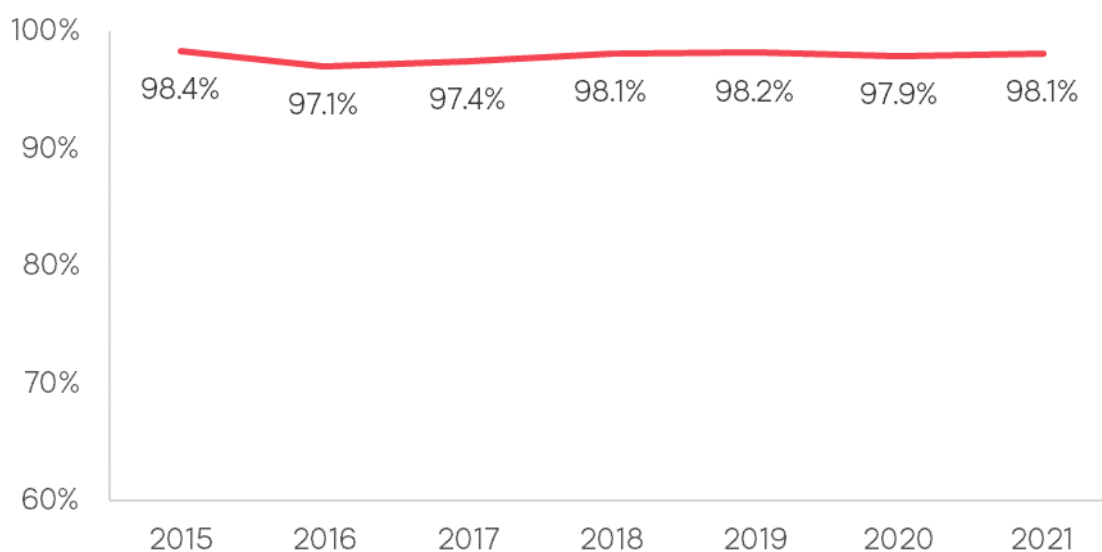
What this then means for emails is that Apple first routes emails through a proxy server to pre-load message content (including tracking pixels) before serving them to readers. So even if readers don't ever open those emails, most of them will appear as 'opened' to the sender. Hence the potential impact on the open rates seen in this report. For more details on the MPP process and what it means for marketers, read this detailed analysis from [Litmus](#) or [Validity](#).



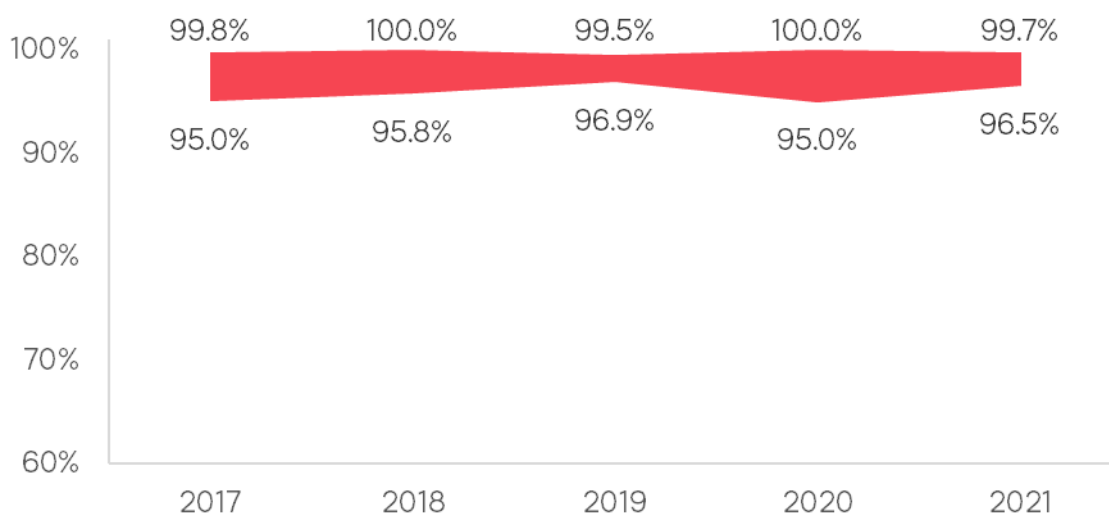
# / Delivered

Initially, we'll look at the start of the email's journey to the inbox. This key step is vital to overall programme performance, as without successful delivery no further engagement can possibly happen.

Delivery Rate Average, 2015-2021

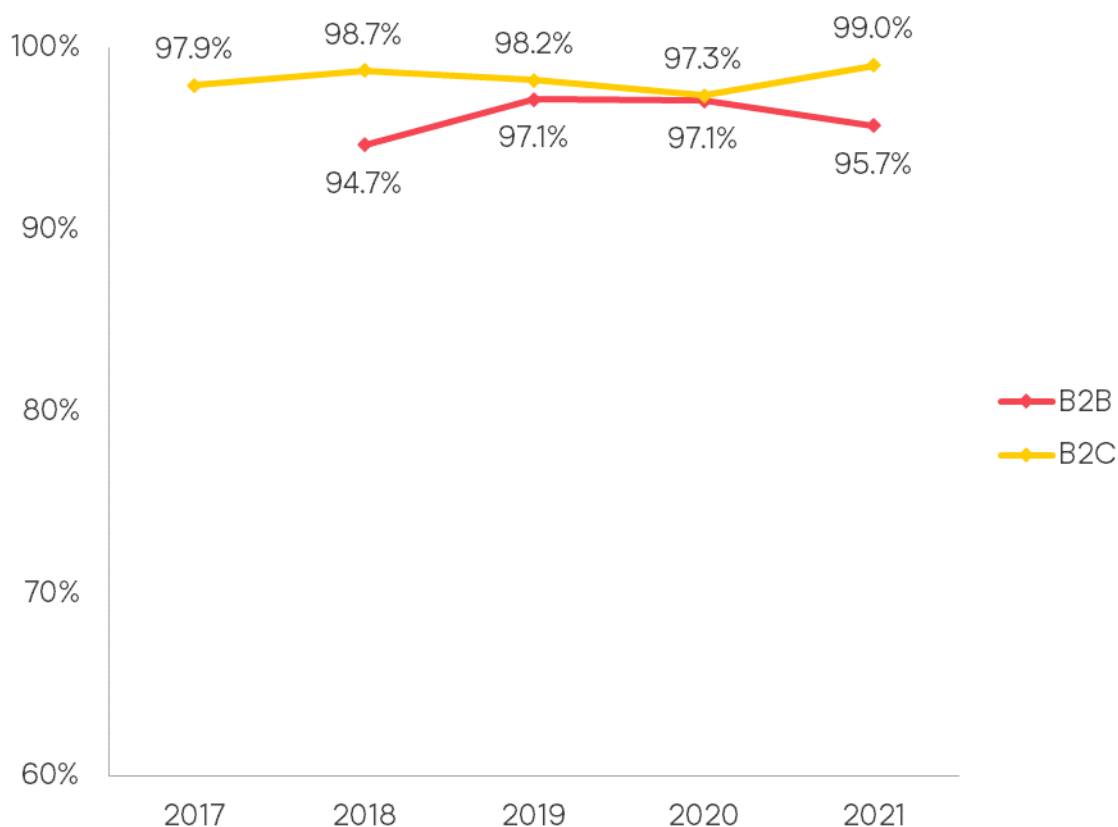


Delivery Rate Range, 2017-2021



In 2021, delivery rates have seen a slight increase (98.1%), returning to near pre-pandemic levels. The range of variance between the reported number has also narrowed (to between 96.5% and 99.7%). While the raising of the lower figure is a positive sign, the fall of the upper figure could be a sign of deliverability challenges in the year.

## Delivery Rates by B2B/B2C, 2017-2021

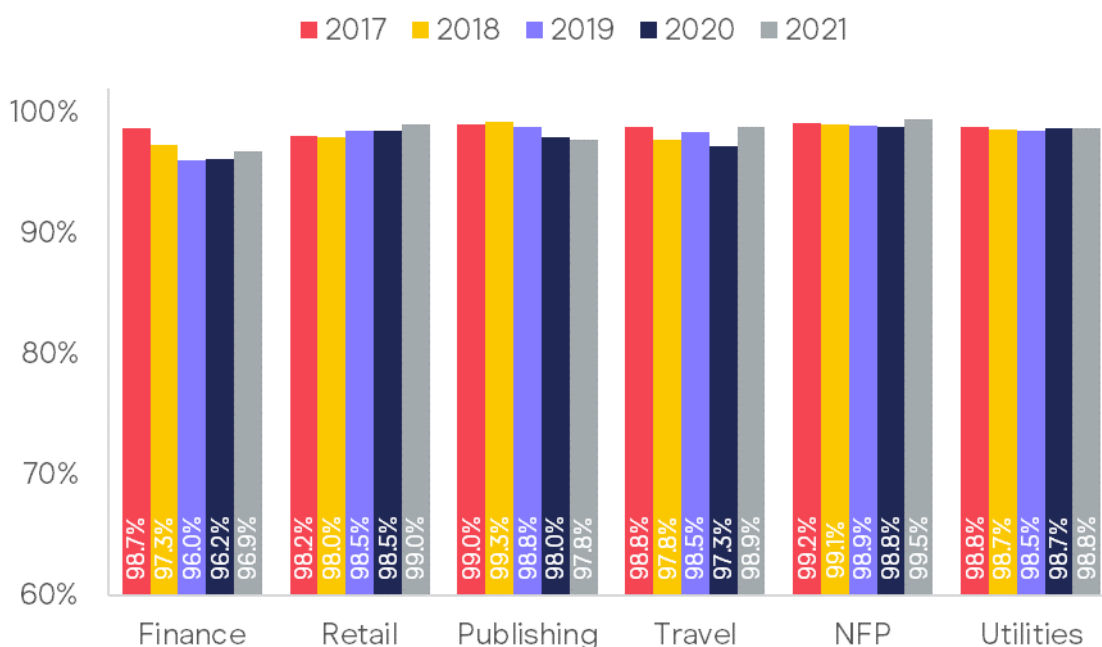


For emails sent in a B2C context, 2021 represented a positive year for deliverability with the 99.0% recorded being the highest rate in the last 5 years. However, B2B emails saw some significant challenges even after holding up well amidst the pandemic period, falling to 95.7%.

The reason for B2B's decline in delivery rate could be down to several factors, both within the industry and wider society. Within the industry, it may be that the increase in home working over the last two years has meant some organisations are making cybersecurity a higher priority, as such they may have applied more stringent filtering and/or quarantining systems to their staff inboxes. Also, within B2B there is likely to be more cold outreach going on via email than in B2C, which would have an effect.

In wider society, the significant percentage of the population on furlough at some point over the last couple of years may still be creating over-filled inboxes that are causing some emails to be bounced. There has also been much talk over the last 12-18 months about the 'great resignation', with people coming out of the pandemic period and looking for new roles. Therefore, it may be more challenging than ever to keep B2B contact lists up to date.

## Delivery Rates by Sector, 2017-2021



Looking across the sectors available within the data, many have seen an increase year-on-year, while Utilities have remained steadily high at just under 99%. Only publishing saw a decline, which continues the trend of the last four years from a high of 99.3% to 97.8% in 2021.

The continued concern, however, remains financial service business, whose delivery rates have remained stubbornly lower than other sectors over the last three years. While they have gradually increased over that time, they remain at just 96.9%, below all other sectors we're able to track. This also still means that over 3% of all finance emails sent bounce, which may be enough to cause a host of additional deliverability issues in the process.

## Expert Opinions

"A deliverability rate of 98.1% always looks impressive...until one flips it over and remembers it also means almost 2% of hard-won addresses are being bounced for every broadcast. That's a significant driver of list churn, and an expensive one when the value of an email address is £36.

"It's also worth mentioning that 'delivery' is not the same as 'deliverability'. In addition to measuring whether emails were accepted (or bounced), marketers also need to measure where their emails were actually placed (inbox or spam?) or which tab (important for Gmail and Microsoft). Validity's [research](#) shows global inbox placement rates are around 85%. This means around 1 in 7 legitimate, permission-based marketing emails are never seen by their intended recipients – a major opportunity cost."

**Guy Hanson, Deputy Chair of the DMA Email Council and VP of Customer Engagement at Validity**

"It's encouraging to see the lower rate increase back to pre-pandemic levels. However, the mass movement of the labour market is unlikely to settle down with job cuts and a looming

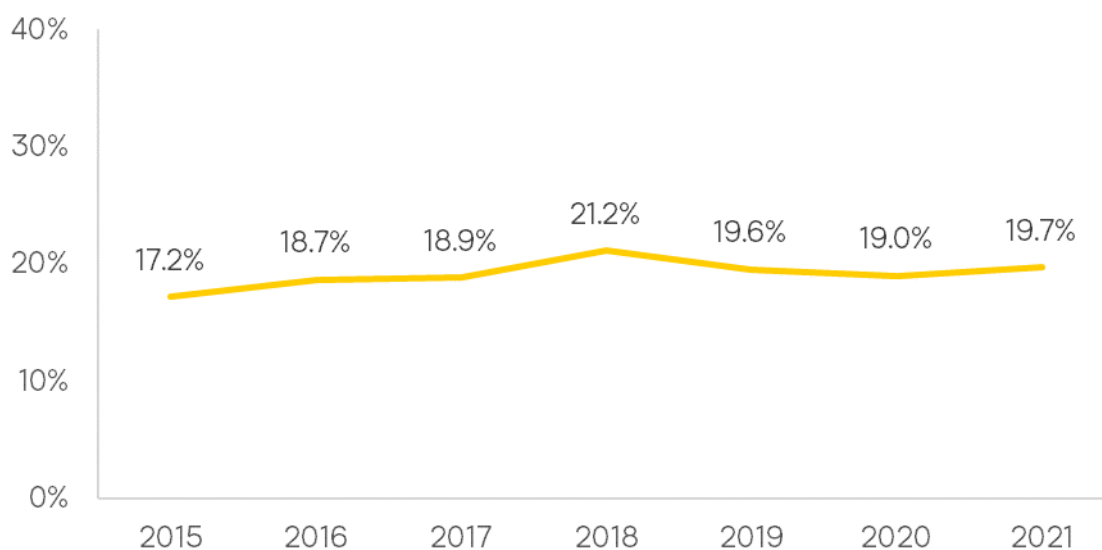
recession in 2022, so the B2B delivery rate will likely remain challenged for some time. Great delivery starts at acquisition, with minimising harmful or invalid email addresses getting onto your list a priority for many brands. Whilst validation is great, it's not entirely foolproof, so adding a reCAPTCHA or opt-in confirmation email in addition will help increase valid email addresses signing up and reduce bot sign-ups."

***Russell Dawson, Member of the Research Hub of the DMA Email Council and Email Marketing Consultant (Deliverability) at Ometria***

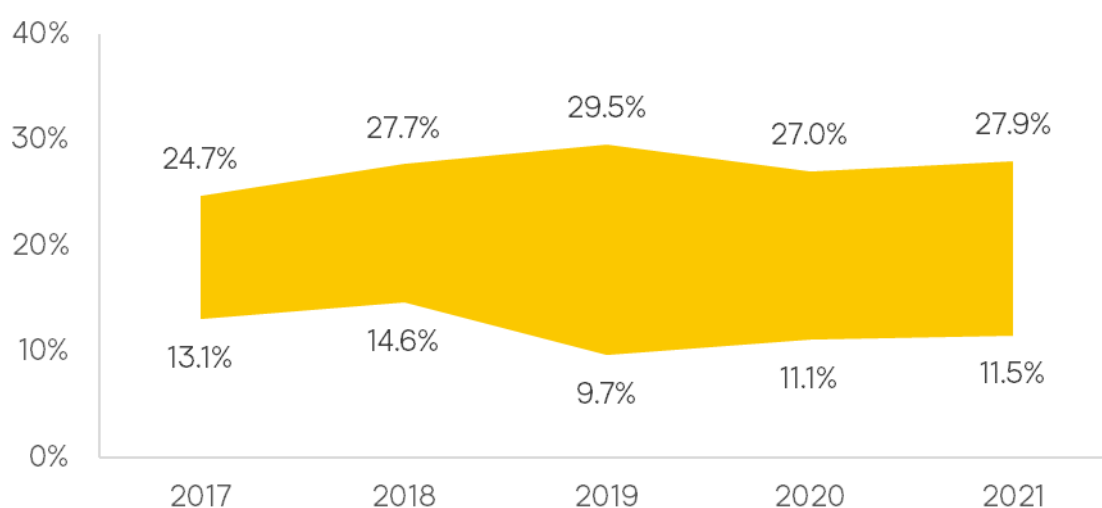
# / Opened

In this section, we'll look at the first interaction a recipient may have with an email, opening it.

## Open Rate Average, 2015-2021



## Open Rate Range, 2017-2021



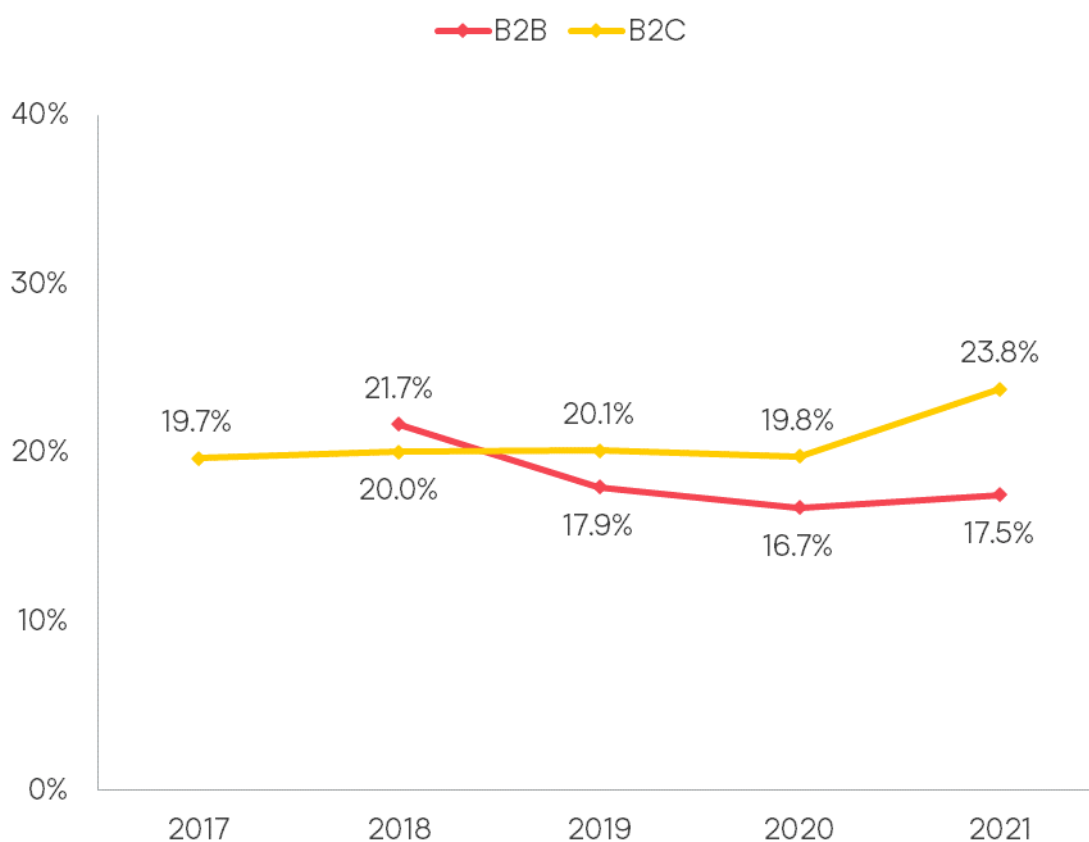
Marketers' ability to measure this metric with confidence has also been significantly altered in 2021 with Apple's 'Mail Privacy Protection' (MPP) coming into force in September. [According to Apple](#), MPP "...hides your IP address, so senders can't link it to your other online activity or determine your location. And it prevents senders from seeing if and when you've opened their email."

Apple's market share of around half of the mobile and tablet devices means this will have an

impact. This will also affect both the open rates measured in the final quarter of the year and in the confidence of their accuracy given the changes Apple has made. This will have contributed to the year-on-year increase in open rates seen in 2021, rising to 19.7%, though it doesn't yet reflect the full impact

However, this overall average, and the range it falls within, do not mark a significant change from previous years. This may be down to the late implementation of MPP not impacting the figures as significantly in 2021, meaning this may become more evident as we start to collect 2022's figures.

### Open Rates by B2B/B2C, 2017-2021

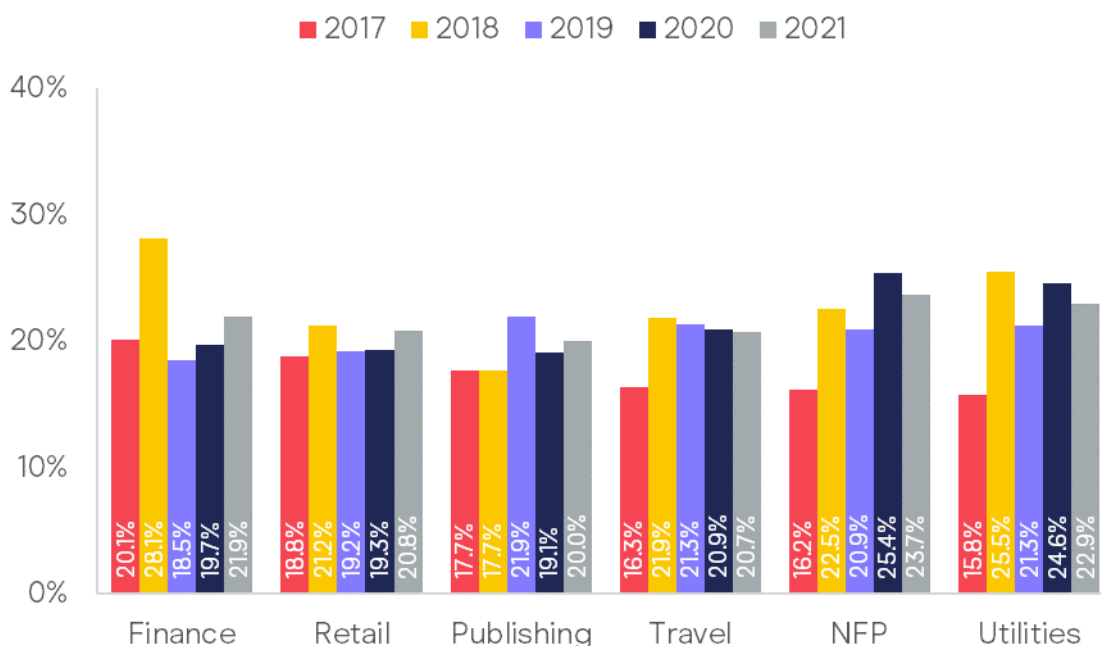


Emails sent to consumers (B2C) have seen a notable rise in reported open rates, from a steady 20% over the last 5 years to almost 24% in 2021. This could well be down to the impact of Apple's MPP changes, with consumers more likely to access their personal email inboxes on their mobile device – 62% according to the latest [Consumer Email Tracker](#) research.

Meanwhile, those messages sent in a B2B context appear to have been less impacted by the MPP changes this year. While there has been a slight increase to 17.5%, this is still below pre-pandemic levels for business-to-business email opens. This could also be down to the significant shift in employees working from home that has remained post-pandemic. A result of

this may be the percentage of emails now being opened on computers rather than on mobile devices during a morning commute or routine. Many of these mobile devices automatically enable images to be downloaded, which could have previously been inflating open rates slightly, whereas this is less prevalent with more traditional devices.

### Open Rates by Sector, 2017-2021



Looking at the sector analysis, Finance, Retail, and Publishing all saw open rates increase in the year. Travel, Not-For-Profit, and Utilities, however, all saw slight declines year-on-year adding possibly down to the lingering impact of Covid-19 on these sectors in 2021.

The potential impact of Apple's MPP changes must not be overlooked here either, as all sectors will have been affected. However, as with all the open rate figures in this chapter, we will have to wait to see 2022's figures to fully understand the impact these changes will have on reporting these figures.

### Expert Opinions

"The year-on-year open rate uplift for B2C is around 20%. But we should bear in mind that the 2021 data only partially shows the impact of Apple's MPP, which happened during the last quarter of the year. There are also many instances where MPP does not fire tracking pixels, for example when emails are placed in spam/junk.

"Another important factor exerting a positive influence on open rates is the increased use of Brand Identifiers for Message Identification (BIMI), which allow senders to display their approved logo next to emails – generating increased recognition, trust and engagement. The DMA's [Consumer Email Tracker](#) showed that "Recognising the brand" is the single biggest factor in persuading them to open their emails."

**Guy Hanson, Deputy Chair of the DMA Email Council and VP of Customer Engagement at Validity**

"Even though Apple's MPP only came into effect during Q4 2021, the impact of this metric could have been felt before it came into effect and, as a result, inflating opens earlier in the year. The new MPP feature is well overdue, perhaps vindicating the need for email marketers to think beyond opens and become more outcome-focused as opposed to just how many impressions an email has generated."

***Saravanan Subburam, Member of the Research Hub of the DMA Email Council and E-Commerce Content Manager at Pearson***

"While a lot of email professionals are hearing that open rates are to be considered as a vanity metric, that's not an entirely accurate representation. As the initial subscriber interaction – from addresses, names and subject lines – it still plays a significant role as the first step in the conversion success. One way to accurately measure how this is affecting your brand is to compare year-on-year and month-on-month open rates across specific campaigns and automations to measure how much pre-fetched opens are affecting your measurements.

"Brands should be looking now at how to access accurate open rate readings that exclude pre-fetched opens for a truer understanding of its impact on their list engagement. Segmenting recipients that appear to have frequently opened emails whilst not clicking, visiting the website or converting over a certain period can give a good indication of how this may be affecting your overall list and treat these subscribers accordingly."

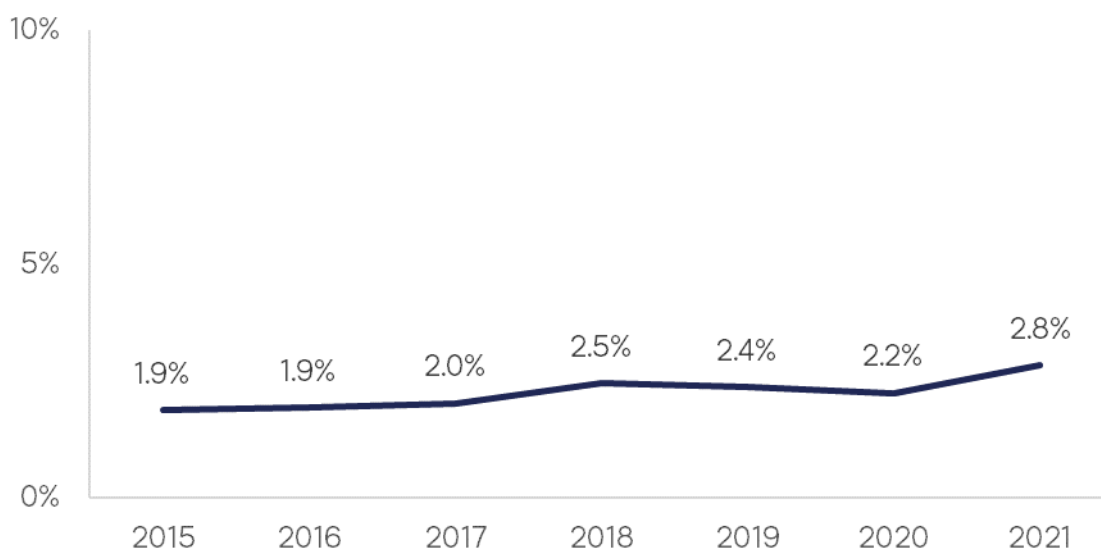
***Russell Dawson, Member of the Research Hub of the DMA Email Council and Email Marketing Consultant (Deliverability) at Ometria***



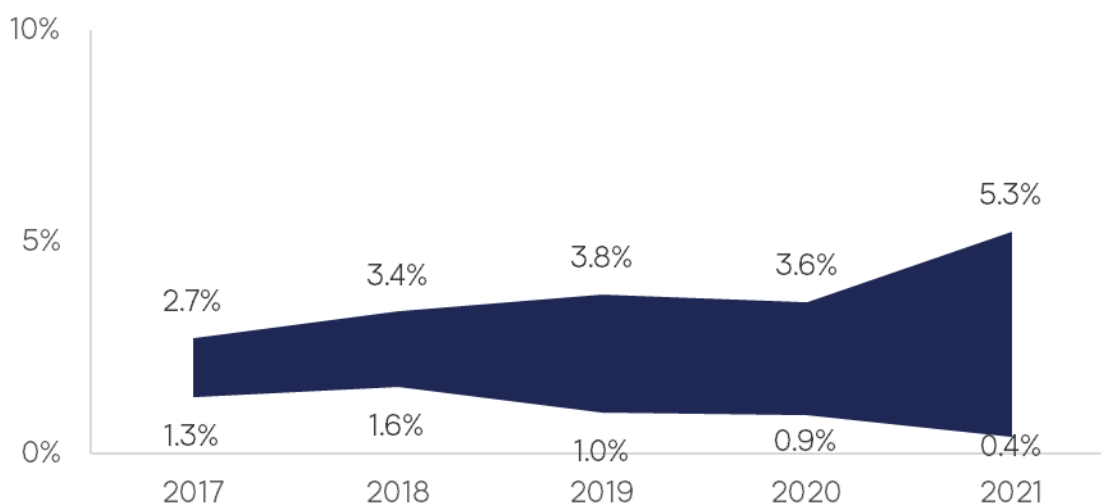
# / Clicked

The challenges to measuring open rates with certainty have led many marketers to focus more on driving engagement through this chapter's metrics, clicks.

## Click Rate Average, 2015-2021



## Click Rate Range, 2017-2021

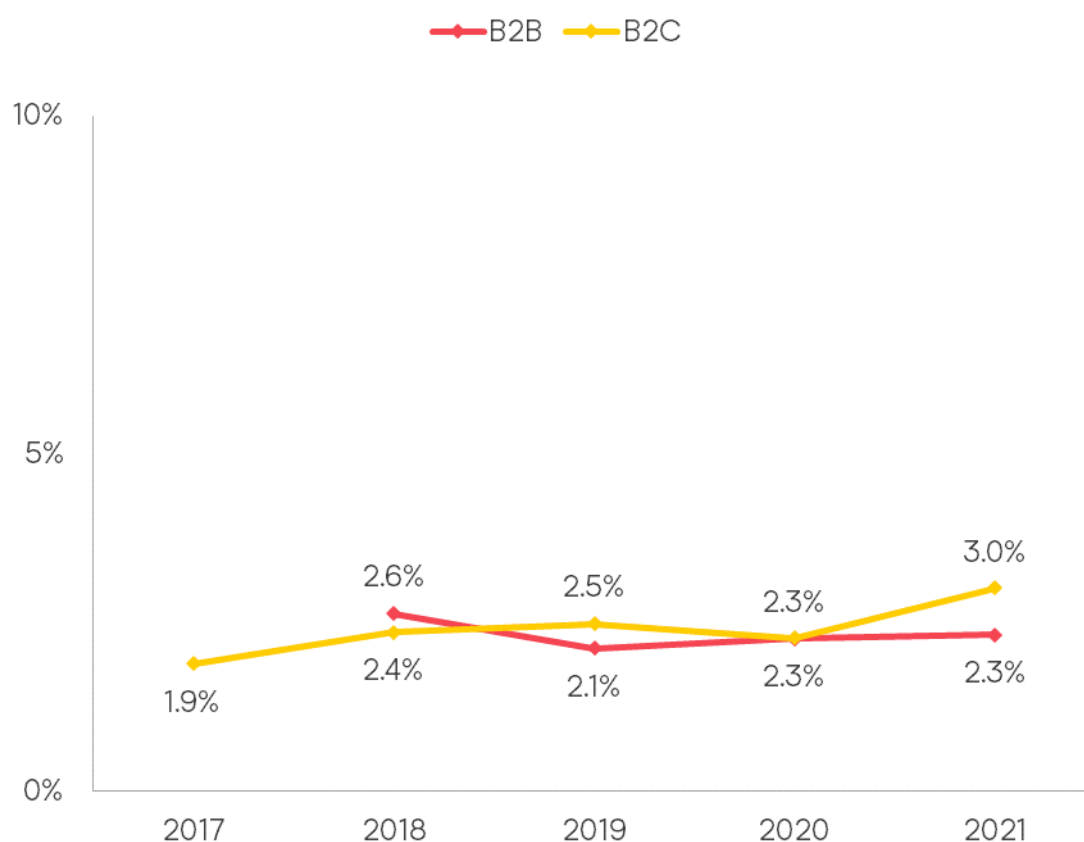


With Apple's MPP changes driving more marketers to potentially start optimising campaigns for clicks rather than opens, this could well explain the marked increase in clicks – with measurement of these respective metrics a key component of that decision too. This rose from around 2-2.5% seen in recent years to 2.8% in 2021. However, the variance in figures reported also significantly grew year-on-year highlighting that while many marketers have

focused on click optimisation and are seeing the upside, there are still potentially a significant number that have yet to act or see these benefits.

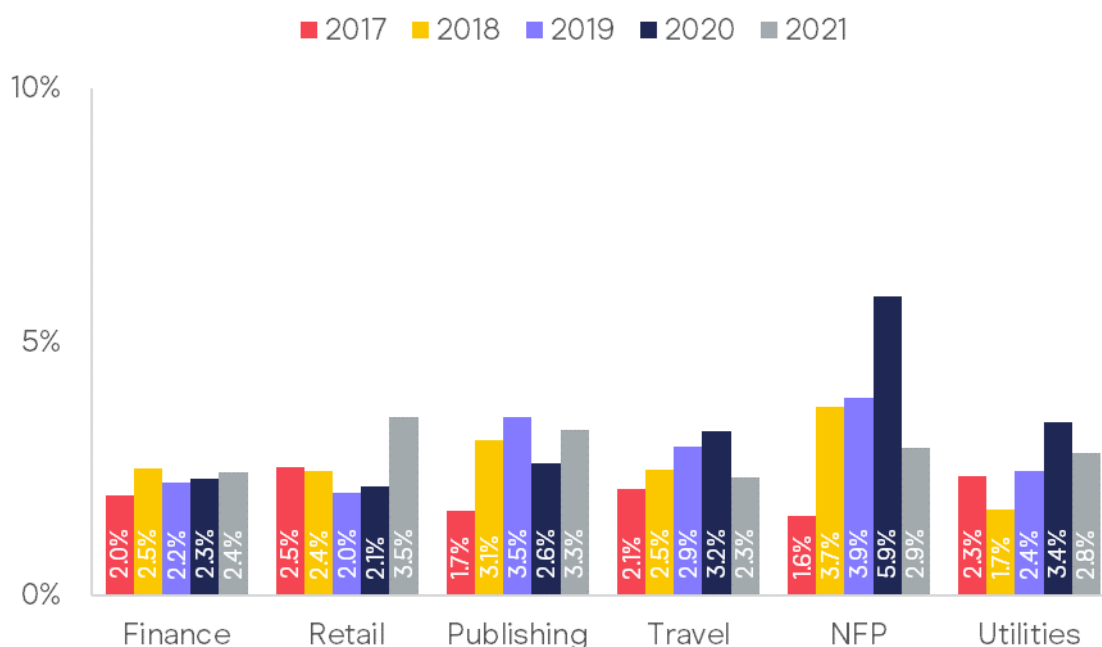
Accurately measuring marketing's success is an ongoing challenge across all media, something discussed in the latest [Meaningful Marketing Measurement](#) report, which highlights key effectiveness insights from the DMA's Intelligent Marketing Databank. Ensuring organisations have the right frameworks and tools to prove marketing's value is key. This is why the DMA recently launched the [Marketing Measurement Framework 101](#), which provides best-practice guidance on how to measure business outcomes, not just marketing metrics.

### Click Rates by B2B/B2C, 2017-2021



Despite the concern as to whether B2C's open rates have been increased by Apple's MPP changes, click rates for these consumer emails have seen a marked increase in 2021. At 3.0% these are the highest in 5 years, growing by over half in that period. Meanwhile, B2B emails have remained steady at 2.3%, despite the declines in open rates seen in the previous section.

## Click Rates by Sector, 2017-2021



The best performing sector was Retail, having seen a remarkable post-pandemic recovery to 3.5%, Publishing also saw positive engagement growth year-on-year and Finance a slight increase, Meanwhile, Not-for-Profit saw a fall from its' highs of recent years – almost halving to 2.9% in 2021 – and Travel and Utilities also saw declines in click rate.

The decline in Not-for-Profit could be explained by the decline in charity donations reported by the [Charities Aid Foundation](#). It estimates that 4.9 million fewer people gave to charity or sponsored someone at the start of this year, compared to 2019.

When evaluating the performance of email campaigns, it's also important not to underestimate the impact of the channel beyond the click – what has been defined as the [email halo-effect](#). As previously highlighted in the DMA's [Consumer Email Tracker](#) research, while clicking on the link remains the single most likely action (19-29%), consumers are almost as likely to engage with the brand indirectly or via another channel (19-26%) as they are to click.

## Expert Opinions

“When we talk about an increased focus on click-optimisation, it's important to understand some of the tactics email programmes are using to achieve this. The use of interactive content like carousels, hover states, and click-to-reveal components are becoming more prevalent, especially with more senders using Accelerated Mobile Pages (AMP). These approaches work by bringing more traditionally web-based functionality into subscribers' inboxes, making them more primed to convert when they respond to their emails' call-to-actions.”

**Guy Hanson, Deputy Chair of the DMA Email Council and VP of Customer Engagement at Validity**

“Utilising your knowledge about your customers based on their profile, behavioural and transactional data, alongside mapping content type to their position in the lifecycle stage and

customer journey will help to ensure a brand's emails stay relevant and ensure they're optimised for click performance. Data enrichment, such as quiz funnels or surveys, early in the subscriber journey will ensure that dynamic email content remains relevant and timely."

***Russell Dawson, Member of the Research Hub of the DMA Email Council and Email Marketing Consultant (Deliverability) at Ometria***

"The bigger jump of clicks in the retail sector should be monitored further. Of course, retail businesses lead the way in adapting to the use of new and advanced technologies in email, such as AMP, making emails more clickable. However, we should not underestimate the fast-track training we all went through during the pandemic, where online purchases were our only option in many cases. So, one way we could read this result is that want, expect and engage with emails because they are more used to interacting online with brands, products and messaging."

***Konstantinos Karagkounis, Member of the Research Hub of the DMA Email Council and Deliverability Operations Lead at SAP Emarsys***

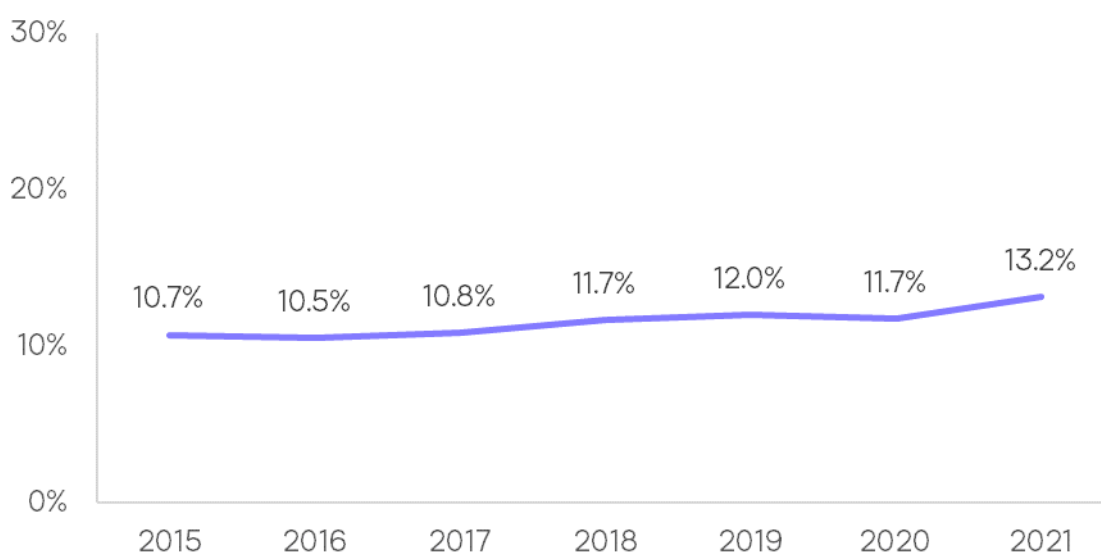
"The increase in click rates, particularly within B2C, reflects the growing shift amongst marketers towards optimising their campaigns for clicks, to measure how well their email content is being received by recipients. Going forwards, brands should view email metrics from a more holistic context, for instance the number of clicks generated on mobile. With an increasing number of users accessing emails on mobile, coupled with the value of opens having diminished with the introduction of Apples MPP, it's time for marketers to re-align their strategies and determine how their content resonates with mobile users. This is the time for marketers to review and adjust email programmes accordingly, measuring engagement on a smaller screen may well be a good signal of content quality."

***Saravanan Subburam, Member of the Research Hub of the DMA Email Council and E-Commerce Content Manager at Pearson***

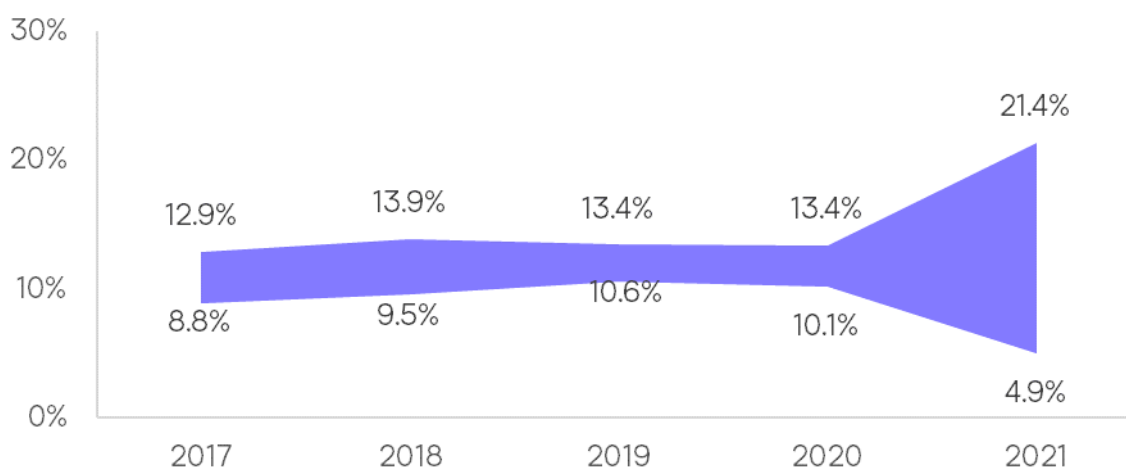
# / Click-to-Open

Lastly, we'll look at the ratio between two of the metrics collated every year, opens and clicks. This can tell us a lot about whether the promise a subject line offers is fulfilled by what's found within. It is also worthwhile noting at the beginning of this section that the figures reported here are created from an average of the click-to-open rates for each individual provider, which is then used to create the industry average. More information can be found in the methodology section at the end of this report.

## Click-to-Open Rate Average, 2015-2021



## Click-to-Open Rate Range, 2017-2021

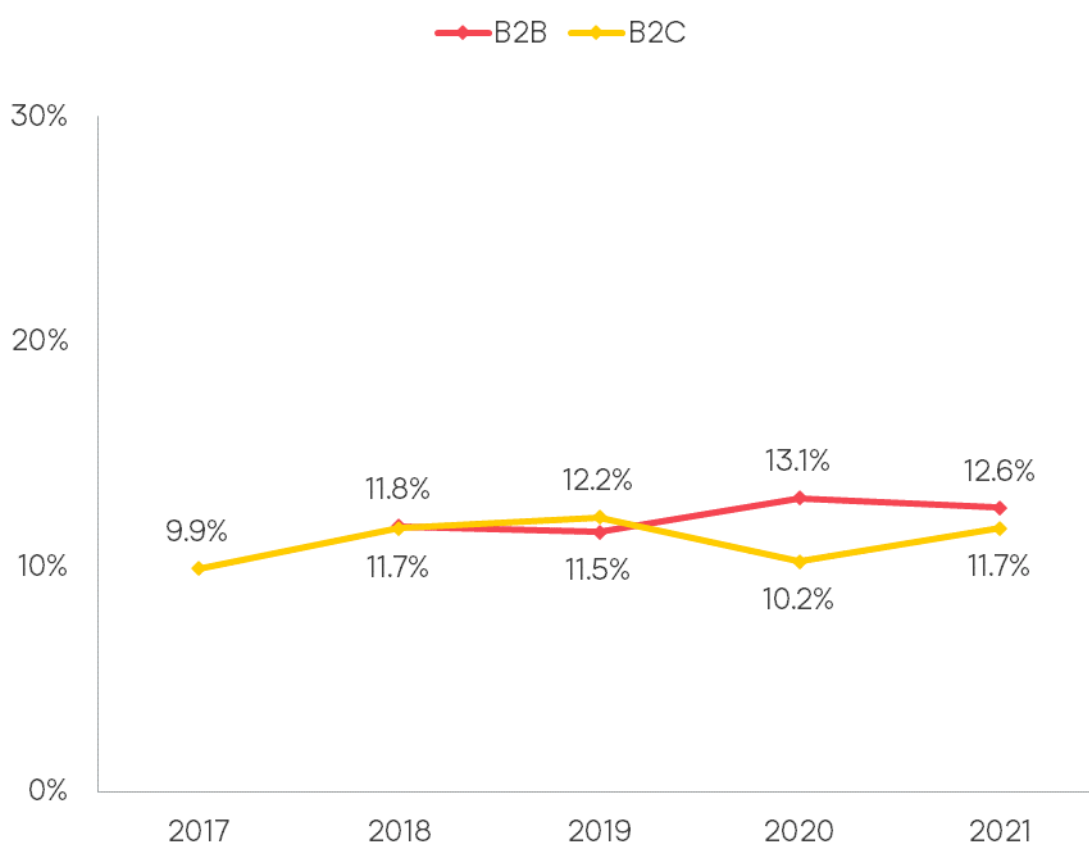


Overall, the click-to-open rates in 2021 saw an increase of around a third on the previous long-term trend of around 11% to 13.2%. The variance range for the reported figures also saw a

dramatic shift, with the range of figures reported quadrupling to lower value of 4.9% and upper figure now reaching 21.4%.

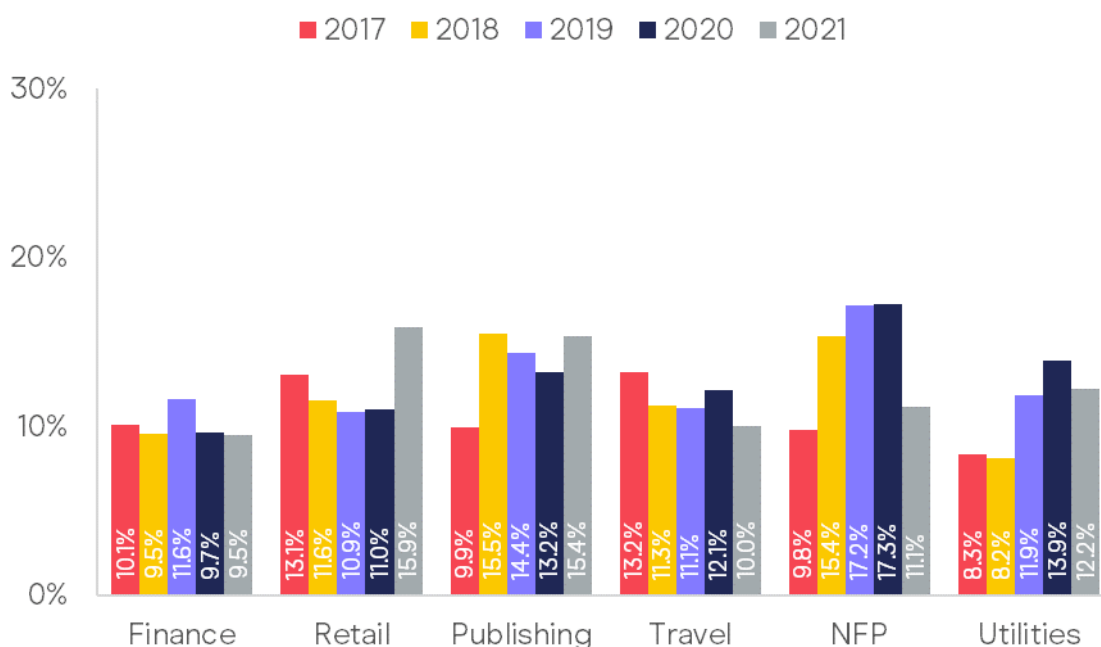
The rise of this rate means, essentially, that clicks have increased by more than opens, which may be an impact in spite of the changes to Apple's MPP. Marketers' renewed focus on click optimisation, as mentioned previously, may be a positive outcome of the MPP changes. As with open rates, however, we may need to wait until 2022's figures are collated to fully understand what the new benchmarks for click-to-open will look like with a full 12 months of the MPP changes in effect.

### Click-to-Open Rates by B2B/B2C, 2017-2021



B2C emails saw an increase in the click-to-open rate this year, after a marked decline in 2020 – rising from 10.2% to 11.7%. Meanwhile, B2B-focused emails saw a slight decline but remain above pre-pandemic levels at 12.6%.

## Click-to-Open Rates by Sector, 2017-2020



Looking across the sectors this year, only Retail and Publishing saw increases in click-to-open rate year-on-year – rising to 15.9% and 15.4% respectively in 2021. Meanwhile, all other sectors analysed showed a relative decline – with Not-for-Profit and Utilities the most impacted in the year.

## Expert Opinions

"Whilst it's not surprising to see a huge increase in the click-to-open rate range, due to pre-fetched opens and focus on click optimisation, does this now mean that the metrics can no longer be taken as a completely accurate success metric for determining relevance? While there are a number of areas of email that influence click-to-open rates directly – such as frequency, sector, design (including accessibility) and content – segmentation and personalisation remain the most important aspects of encouraging those that opened your email to then click through. Comparing historic conversion and revenue figures to your click-to-open rate will help provide a benchmark, which you can then work to. Ensuring your email is engaging and relevant, easily scannable and well designed with a great call to action will ensure that click-to-open rate remains optimised."

**Russell Dawson, Member of the Research Hub of the DMA Email Council and Email Marketing Consultant (Deliverability) at Ometria**

"What stands out in this year's analysis is the very big decrease in the Not-for-Profit sector. While the delivery and open rates remained relatively stable, there was a big decline in the sector's clicks in 2021. That means that people are not interacting with the emails they receive, although they open them. This could be interpreted as a result of the "pandemic digital fatigue" where people are overwhelmed with information. Also, the post-pandemic world is a very competitive one for digital content consumer attention, especially with the retail businesses

which take already the lead in that race. For organisations in the Not-for-Profit sector, this should be a wake-up call to make content more dynamic and ‘clickable’.”

***Konstantinos Karagkounis, Member of the Research Hub of the DMA Email Council and Deliverability Operations Lead at SAP Emarsys***

“Accessibility is a hot topic right now, and most email senders are paying increased attention to making sure their emails can be read (or heard) by customers who have to cope with factors like visual impairment, astigmatism, and dyslexia – just to mention a few. The DMA’s Email Council has prepared an excellent [Email Accessibility Guide](#) to help. Interestingly, many of the recommended tactics – use of larger fonts, white space, full-width buttons, etc. – are also established email best practices. As senders implement them as part of their accessibility strategies, their non-impaired subscribers also respond positively to this enhanced user experience and providing a partial explanation for why click-to-open rates are trending upwards.”

***Guy Hanson, Deputy Chair of the DMA Email Council and VP of Customer Engagement at Validity***



# Methodology

Data was provided voluntarily by email marketing service providers (ESPs), including DMA Members and non-members. The average for all the emails sent, delivered, opened (uniques), and clicked on (uniques) for each ESP was then used to equate an overall industry average.

The sample covers over 158 billion emails sent from January 2021 to December 2021 by nine different ESPs: dotdigital, Emarsys UK, Epsilon International, Instiller, itg, Moosend, Ometria, Pure360, RedEye, Sparkpost, and Spotler. These participants have a wide range of clients across various industries at disparate volumes. This report should be used as a guideline only for email performance. Only aggregate figures have been reported.

The data was collected, collated, and analysed by the DMA Insight department. The report was written and designed by the DMA Insight department and in-house design team. The DMA and the Research Hub of the DMA Email Council reviewed the findings to ensure relevance to the current state of the email industry.

# / About the DMA

The Data & Marketing Association (DMA) comprises the DMA, Institute of Data & Marketing (IDM) and DMA Talent.

We seek to guide and inspire industry leaders; to advance careers; and to nurture the next generation of aspiring marketers.

We champion the way things should be done, through a rich fusion of technology, diverse talent, creativity, insight – underpinned by our customer-focused principles.

We set the standards marketers must meet in order to thrive, representing over 1,000 members drawn from the UK's data and marketing landscape.

By working responsibly, sustainably and creatively, together we will drive the data and marketing industry forward to meet the needs of people today and tomorrow.

[www.dma.org.uk](http://www.dma.org.uk)

# / About the DMA Email Council

The DMA's Email Council is the home of email intelligence for the UK, leading the UK's marketing industry in innovative and cutting-edge email practices, breaking the mould and challenging the status quo.

The DMA Email Council exists to provide clarity and simplicity to marketers when it comes to email legislation and regulation, and to support marketers at all levels, from the classroom to the Boardroom, throughout their practical and aspirational professional development.

To help shape the future of email marketing, contribute to the discussions here or email [email@dma.org.uk](mailto:email@dma.org.uk) to find out more about the council and its work.

Get to know the Email Council [here](#).

Find content produced by the Council [here](#).

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