

Inbox 1

Sent

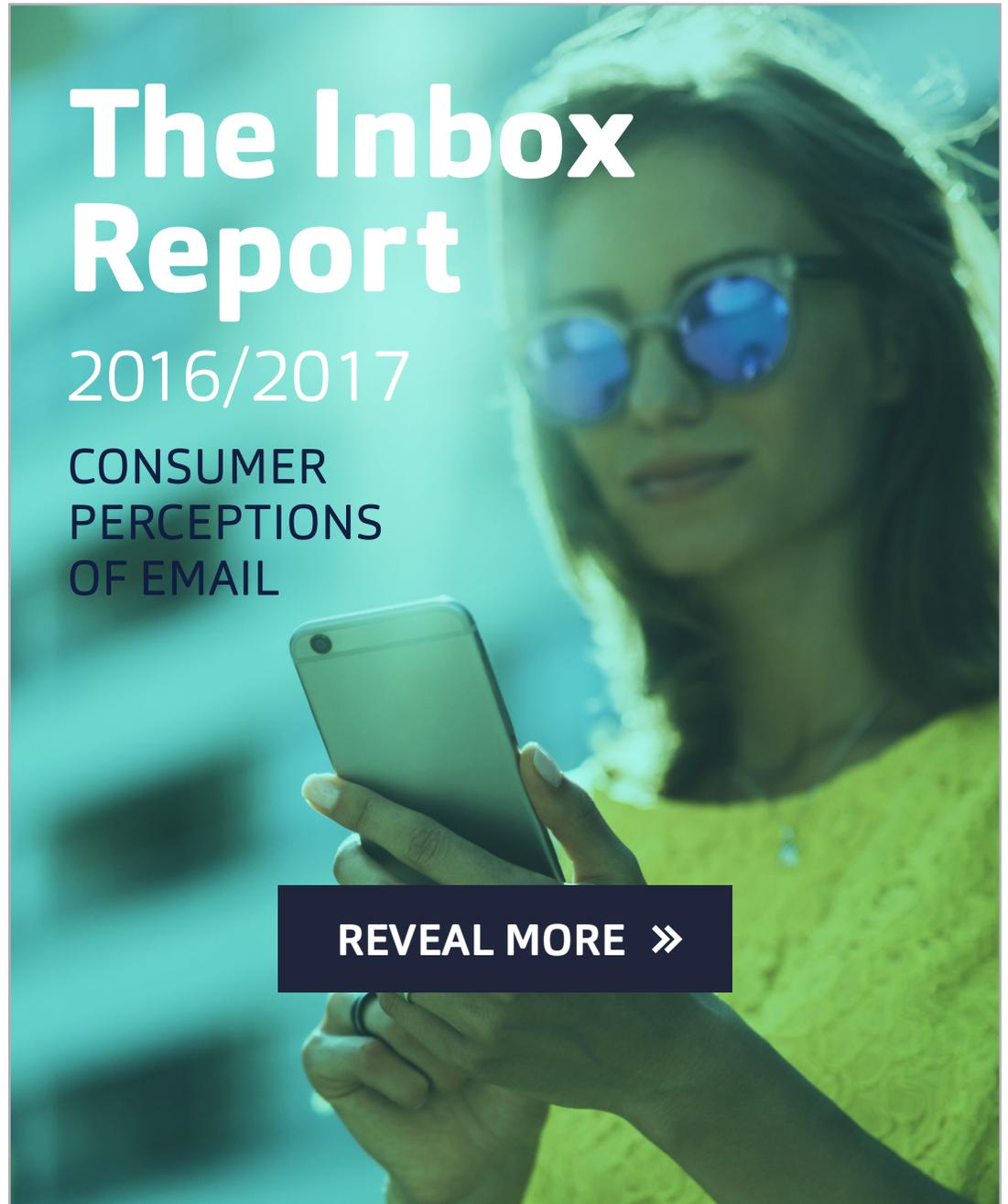
Drafts

Spam

Trash

Fluent LLC <info@fluentco.com>  
to me

2:10



loading... 



Click here to [Reply](#)

# THE INBOX REPORT 2016/2017

## Consumer Perceptions of Email

---

Americans are addicted to email. Thanks to the wide adoption of smartphones, we now carry the internet in our pockets, enabling us to check email on the go. With this connectivity, email remains a critical tool for marketers to deepen brand connections and generate sales.

Yet, with this opportunity comes responsibility. Email marketers should be wary of overwhelming consumers with too many messages and inundating recipients with too many irrelevant offers.

To help marketers better understand how Americans view and interact with their emails, we examined consumers' perceptions of email marketing and their latest behaviors with email in our second annual *Inbox Report*. Based on a survey of over 1,900 Americans, the report contains fresh data and insights for marketers such as how often Americans check email, what impact emails have on consumers' purchase decisions, the motivations behind subscribing and unsubscribing from email lists, and more.

### Here are some of the key findings:

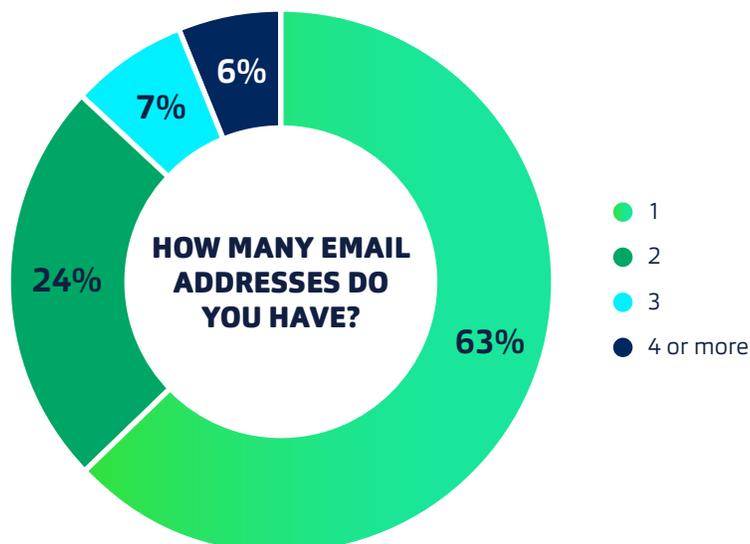
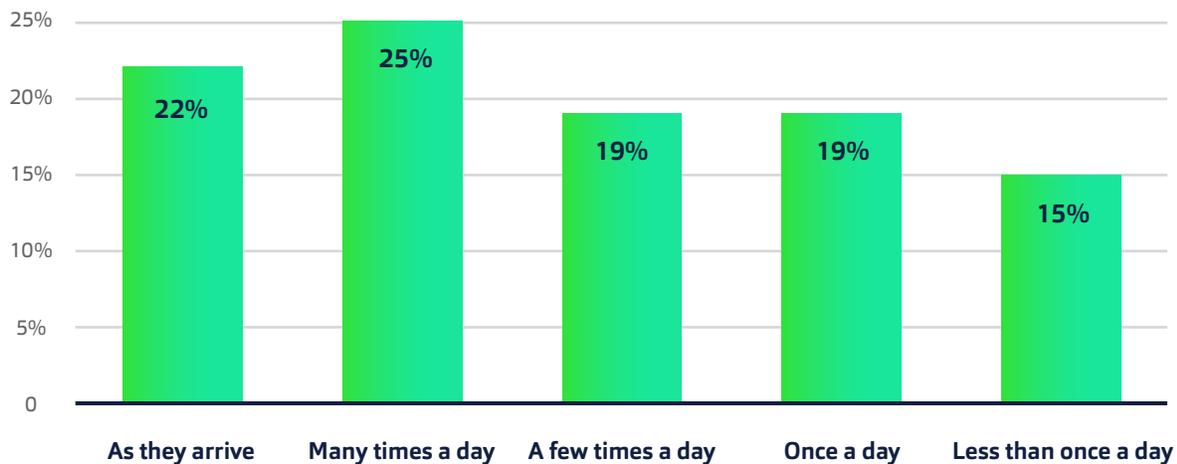
- **Most Americans check their email multiple times per day.** 2 in 3 Americans say they check their email at least a few times a day. 40% start their day by checking email right when they wake up.
- **Mobile enables marketers to reach consumers anywhere.** Checking email is most often done on the go, as 2 in 3 say they most often use their smartphones to check email.
- **Americans see email as here to stay.** Over 4 in 5 people expect to use email more, or about the same, five years from now.
- **Email drives sales across multiple devices and channels – including offline.** After seeing a marketing email, almost half of consumers (47%) say they have purchased from websites, while 45% say they have made an in-store purchase and 38% have purchased on a smartphone.

## AMERICANS ARE GLUED TO THEIR INBOXES

Americans are glued to their inboxes. Over 4 in 5 check their email at least once per day, 2 in 3 check their email more than once per day, and over 1 in 5 use notifications to check their emails as they arrive. All of this connectivity shows how ubiquitous email has become, and how it naturally fits in to the day-to-day activities of most Americans.

Nearly 2 in 3 (63%) say they have only one email address. This is a win for marketers, as they have less to worry about in terms of being provided with a secondary address for receiving promotional communications. Having access to primary inboxes increases the likelihood that their messages will be viewed and acted upon in a timely manner, and is also critical in enabling people-based omnichannel marketing campaigns that rely on email addresses as the primary identifier used to target consumers both inside and outside of the inbox (e.g., Facebook's Custom Audience or Google's Customer Match online advertising platforms).

### HOW OFTEN DO YOU CHECK EMAIL?



# MOBILE OPTIMIZATION IS CRITICAL IN THE SMARTPHONE AGE

Smartphones dominate other devices for email, with 2 in 3 Americans saying it's how they most often check their messages. The pervasive use of smartphones empowers marketers to reach individuals anytime and anywhere. The downside of smartphone dominance is that technical difficulties – such as a lack of mobile responsiveness – can mean the loss of a sale, and perhaps the permanent loss of a customer.

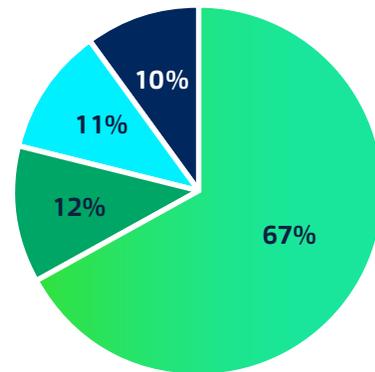
Marketers must ensure that there are no broken mobile experiences to interrupt the chain from email to website to sale. They should also use large call-to-action buttons and images which are properly formatted to render on mobile devices on both emails and websites. These best

practices ensure that connections between email, websites and shopping carts are seamless and visually appealing to consumers on any device and at any stage of the purchase process.

It cannot be overstated how critical it is to get mobile optimization right. Smartphone-first consumers can be reached more readily than other consumers because they check their email more frequently than those who primarily use other devices. Nearly 3 in 4 (73%) of these consumers who most often use smartphones to check their email do so more than once a day, 19% higher than those who primarily check on another device.

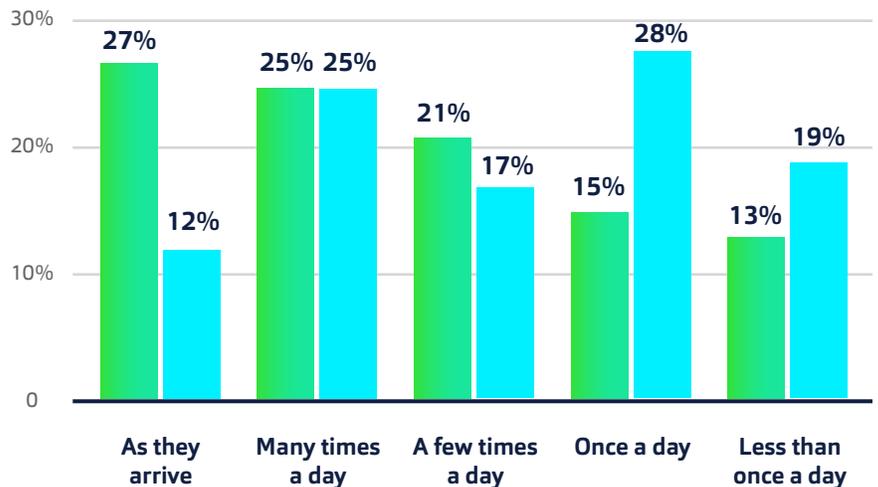
## WHICH DEVICE DO YOU USE THE MOST TO CHECK EMAILS?

- Smartphone
- Laptop computer
- Tablet
- Desktop computer



## HOW OFTEN DO YOU CHECK EMAIL?

- Primarily check on smartphone
- Primarily check on another device



# IT'S ABOUT MORE THAN CLICKS: EFFECTIVE EMAIL CAMPAIGNS DRIVE WEBSITE VISITS AND SALES

When email campaigns are most effective, consumers say they are likely to visit the brand's website (42%) or make a purchase (38%). Only 1 in 5 respondents say they only click on an email link, without taking any further action, after reading an interesting email.

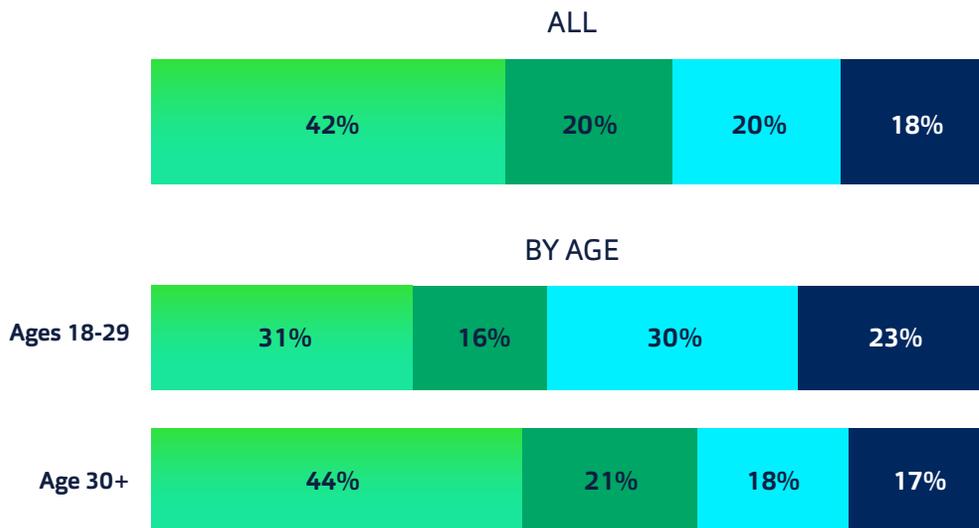
Sales driven by email can happen at any available point of sale. Just under half of consumers have made purchases spurred by email on websites (47%) and in stores (45%), while mobile purchases do not lag far behind (38%).

## Targeting Young Adults Pays Off

For a boost in sales attributed to email, reaching 18 to 29 year olds is key. Those in this young adult demographic are more likely to immediately make an email-prompted purchase.

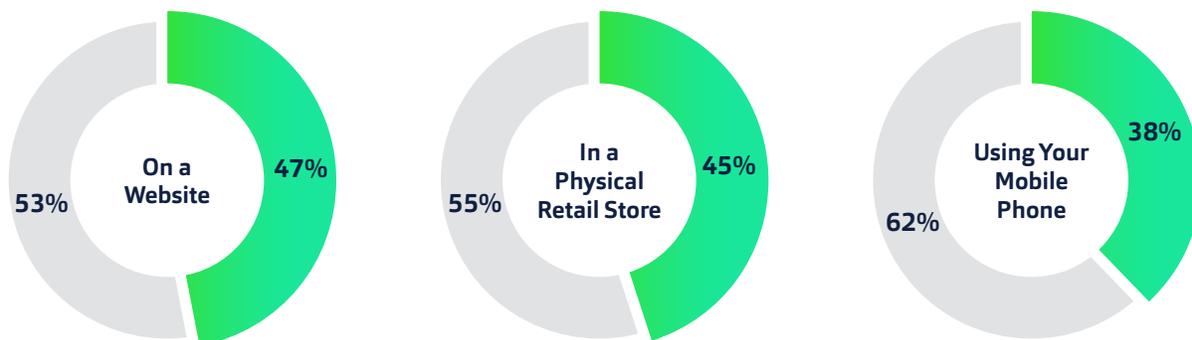
### WHICH OF THE FOLLOWING DO YOU DO MOST OFTEN AFTER READING AN INTERESTING MARKETING EMAIL?

- Visit website
- Purchase in store
- Click on email link
- Purchase online



### HAVE YOU EVER PURCHASED A PRODUCT [VIA CHANNEL] AFTER RECEIVING AN EMAIL ABOUT IT?

- Yes
- No



# RELEVANCE IS KEY TO EMAIL MARKETING SUCCESS

Consumer frustration is driven by the fact that only 15% of Americans find the marketing emails they receive to be useful. Marketers should take a clear-eyed look at their emails, opting for quality over quantity as a way to keep subscribers happy and engaged with their brands. This begs for a data-driven approach, namely segmenting audiences by self-declared interests and previous actions taken, so that emails are sent only to those consumers who have expressed interest in the content.

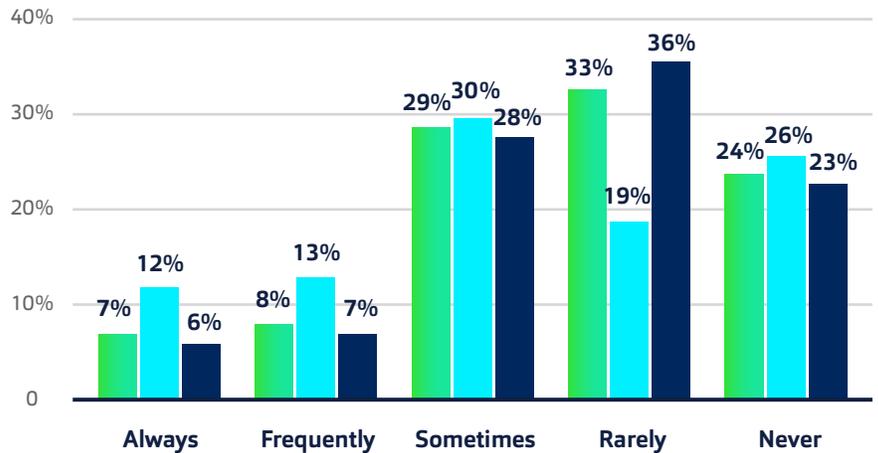
The majority (56%) of Americans say they get way too many marketing emails. Half of Americans say they rarely, or

never, open marketing emails, and 3 in 5 prefer to receive marketing emails once a month or less. This is tough news for marketers because survey respondents report that when they get unwanted emails, they either ignore them or unsubscribe from the list altogether.

Young adults, aged 18 to 29, report less fatigue by the marketing emails they receive than older consumers. A majority of this group says it finds the marketing emails they receive to be useful, 14 percentage points higher than those who are 30 or older.

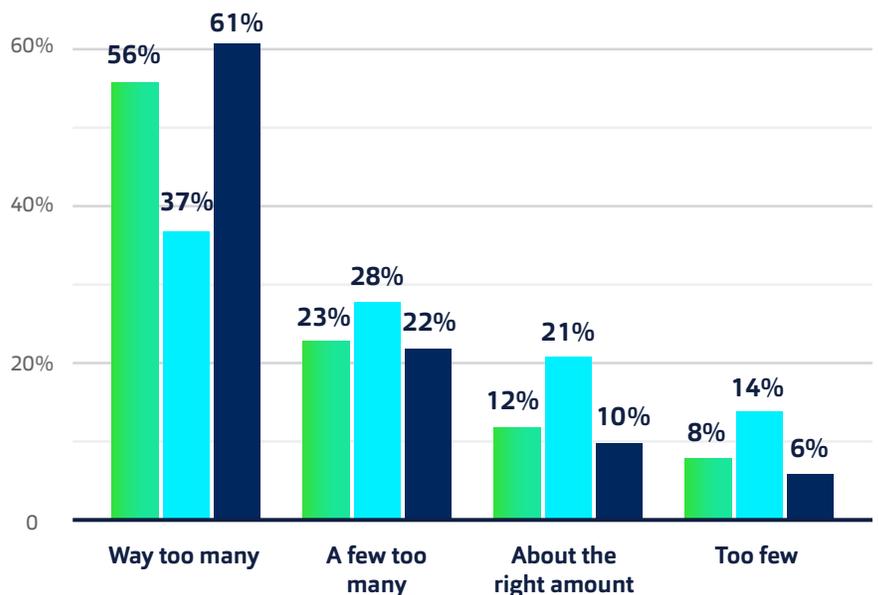
## HOW OFTEN DO YOU FIND THE MARKETING EMAILS YOU RECEIVE FROM COMPANIES TO BE USEFUL?

- All
- Ages 18-29
- Age 30+

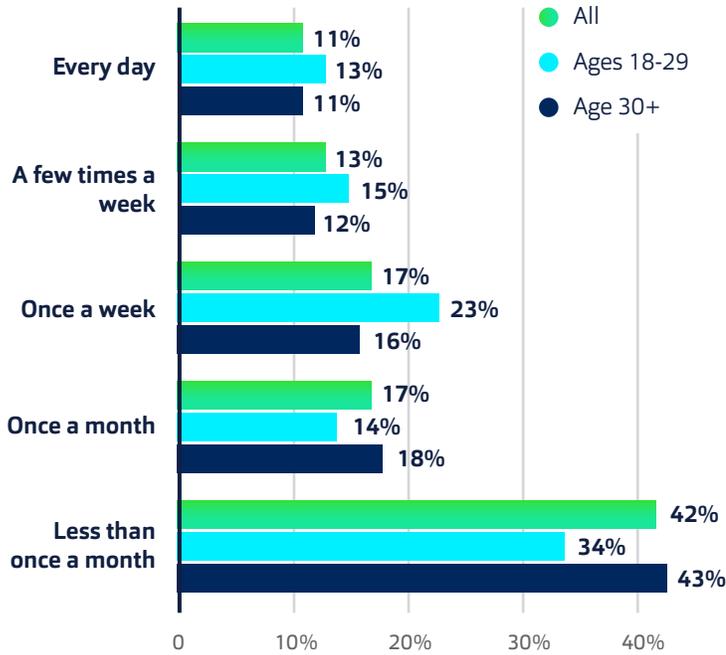


## HOW MANY MARKETING EMAILS DO YOU RECEIVE?

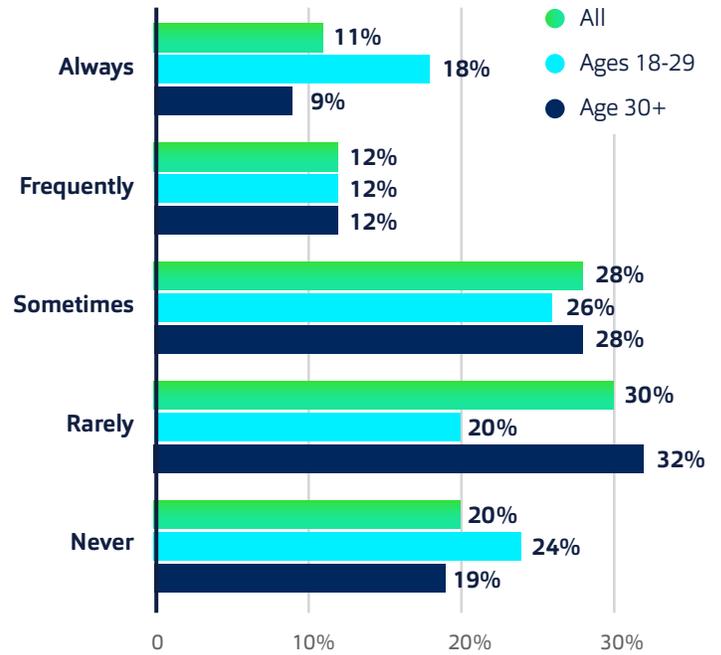
- All
- Ages 18-29
- Age 30+



## HOW OFTEN DO YOU PREFER TO RECEIVE MARKETING EMAILS FROM A BRAND?



## HOW OFTEN DO YOU OPEN MARKETING EMAILS?



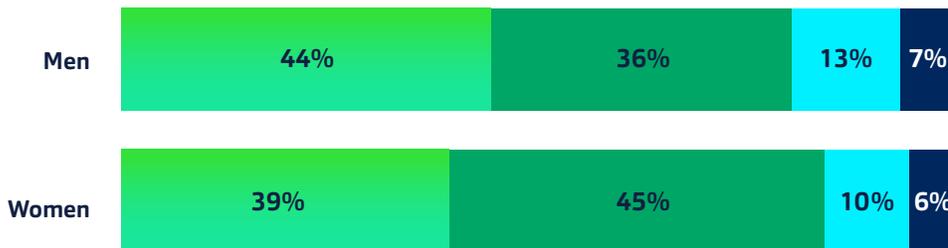
## WHAT DO YOU TYPICALLY DO WHEN YOU GET A MARKETING EMAIL FROM A BRAND YOU DO NOT WANT EMAILS FROM?

- Ignore it
- Unsubscribe from the list
- Move to spam folder
- Report as a spam

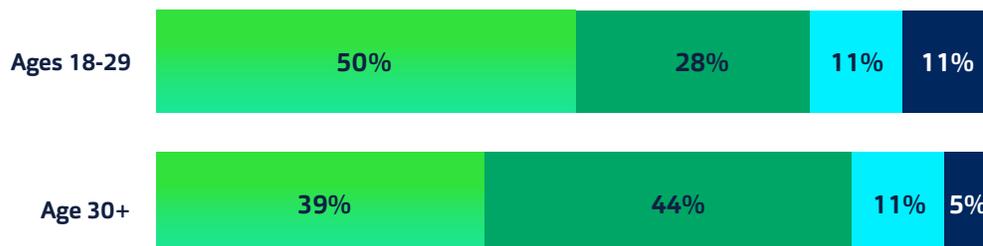
### ALL



### BY GENDER



### BY AGE



## DISCOUNTS & SPECIAL OFFERS POWER EMAIL ACQUISITION

More often than not, consumers expect something in return for signing up for email lists. Typically, this includes special offers or discounts. A minority of consumers do so because they want to learn about products or because they like a brand. Those with higher incomes are more likely to be enticed by special offers, while discounts are of greater interest to those with lower incomes.

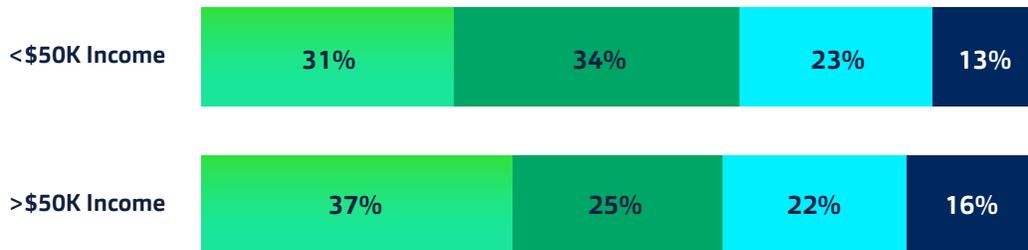
### WHAT IS YOUR MAIN REASON FOR SUBSCRIBING TO EMAIL LISTS?

- Special offers
- Learn about products
- Discounts
- Like the brand

#### ALL



#### BY INCOME

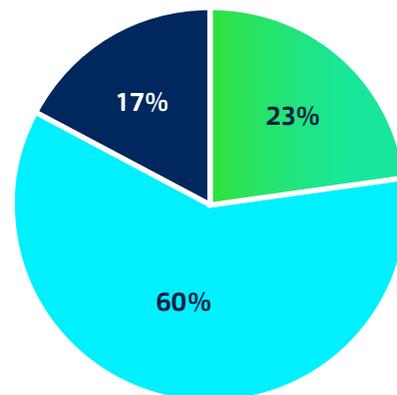


## EMAIL PROJECTED TO REMAIN A DOMINANT CHANNEL

Few consumers expect the starring role that email plays in their lives to disappear any time soon. 3 in 5 Americans expect to use email about the same five years from now as they do today. Another 23% expect to use more email, while 17% expect to use email less often. Despite rumors of the potential extinction of email at the hands of social media and other channels, email is here to stay.

### NEXT YEAR, DO YOU EXPECT TO USE EMAIL MORE, LESS OR THE SAME AMOUNT AS YOU DO NOW?

- More
- About the same
- Less



## RECOMMENDATIONS FOR EMAIL MARKETERS



**MOBILE OPTIMIZATION IS CRITICAL.** Smartphones are far and away the device most used to access email. Mobile optimization of the purchase path, from email to website to shopping cart can ensure that marketers reach and convert this large group of consumers who regularly check their email. Including responsive design techniques such as using large call-to-action buttons and formatting images to render properly on mobile devices ensures emails look good on every screen.



**DON'T WEAR OUT YOUR WELCOME.** A majority of email users say they get way too many emails and that is the top reason they unsubscribe from email lists. It's critical to aim for a "sweet spot" with your email marketing – frequent enough to spur purchases and brand awareness, but not so often that consumers unsubscribe.



**CAREFULLY TAILOR YOUR MESSAGE TO THE RIGHT AUDIENCE.** With email overload driving many to unsubscribe from marketing lists, it is critical to customize your offers so they are relevant enough to engage your customers. Relevant emails drive sales and traffic to your website and are the antidote to consumers unsubscribing from your list.



**EMAIL MARKETING IS ESPECIALLY EFFECTIVE WITH MILLENNIALS.** Email users aged 18-29, a most sought-after demographic, are easier for email marketers to reach and convert into customers. Millennials are less likely to think they receive too many emails, less inclined to unsubscribe from email lists, and most importantly, more likely to make purchases spurred by marketing emails.



**CONTINUE TO INVEST IN EMAIL, BECAUSE IT'S NOT GOING AWAY ANYTIME SOON.** Over 80% of email users say they will continue to use email about as much, or more than they currently do, in five years.

### SURVEY METHODOLOGY

Fluent conducted a survey of 1,948 American adults (age 18+) who have email addresses. The survey was fielded between October 20th to 21st. Respondents were randomly selected, and the findings are at a 95% confidence level with a margin of error of +/- 2.2%. Due to rounding, percentages may not always add up to 100%. Fluent's proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this study.



### ABOUT FLUENT

Fluent, LLC, a cogint company (Nasdaq: COGT), is an industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Leveraging a massive reservoir of proprietary audience data, as well as millions of real-time survey interactions with consumers every day, Fluent enables advertisers to more effectively target and acquire their most valuable customers, with precision, at a massive scale. The company is headquartered in New York City. For more information visit [www.fluentco.com](http://www.fluentco.com).

[fluentco.com](http://fluentco.com) | [sales@fluentco.com](mailto:sales@fluentco.com) | 646.647.2966