

deployteq

# Email exposed: Debunking marketing myths & unveiling consumer's biggest secrets

Insights from the Email Benchmarking Report 2023

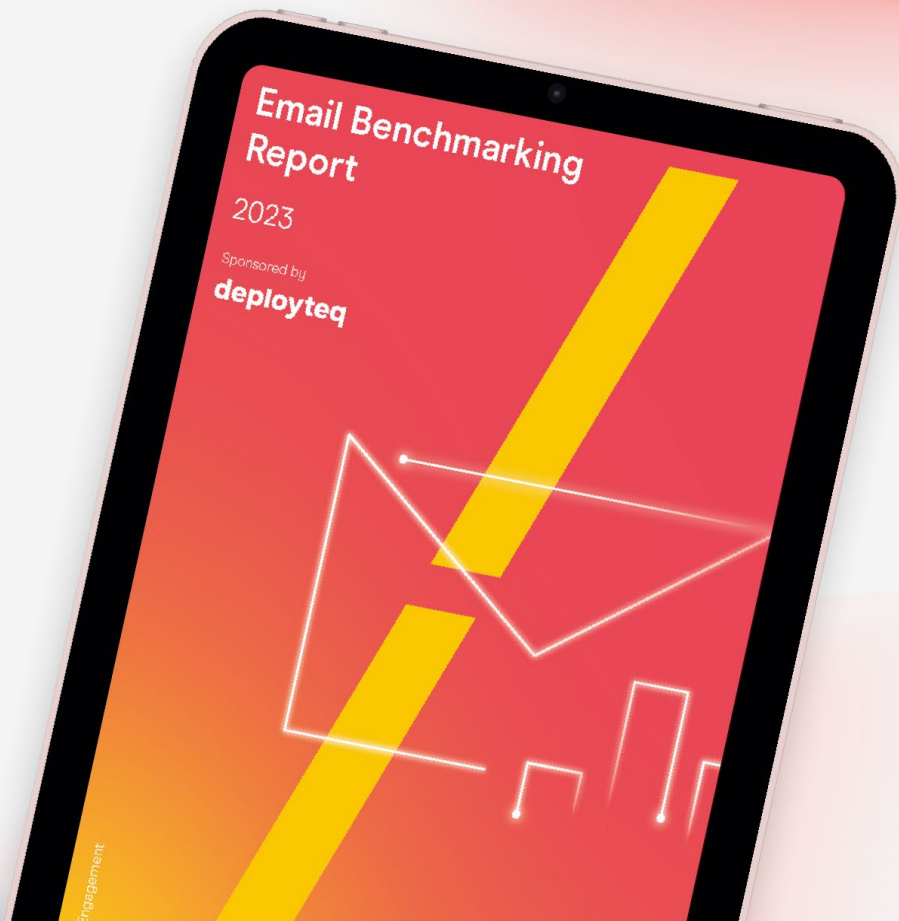
13.09.2023

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Deployteq

# Agenda

1. Introductions
2. Email Benchmark Statistics
3. Customer Loyalty
4. Panel discussion
5. Download your copy
6. Ask the audience



# 01 Introductions



# It's nice to meet you

## **Komal**

- Fractional CMO at Deployteq & Chair of the DMA Email Council.

## **Grace**

- Content marketer at Deployteq & lead of the NL annual Email Benchmark report and member of the DMA research hub.

## **Ian**

- Director of Insight at the DMA & creator of the Email Consumer Tracker.

## **Kate**

- Founder of eFocus Marketing consultancy, contributor to Smart Insights and trainer for the IDM and CIM.



# 02 A bit about Deployteq

# Deployteq: No code marketing automation

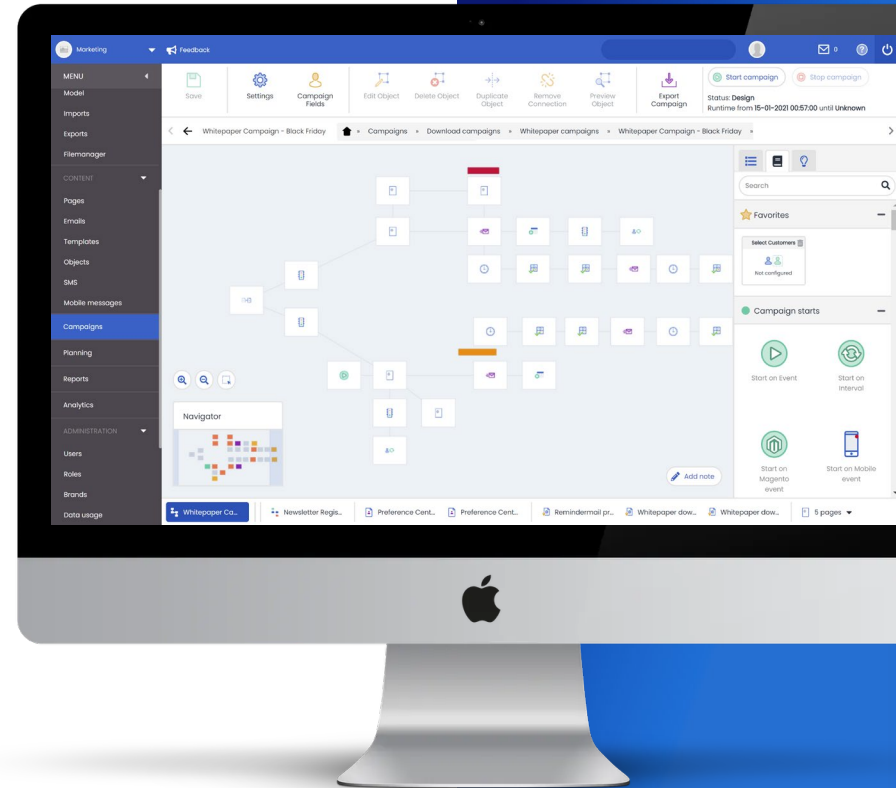
Our world-class work-from-anywhere, AI-enabled, user-centric Multichannel Orchestration Technology.

## + Complete & powerful

Deployteq offers a comprehensive suite of tools to supercharge your campaigns.

## + Maximise results:

Achieve optimal outcomes from all your campaigns with Deployteq's robust features.





# Technology and professional services expertise

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## Professional services

1

For over 20 years, we have managed the build and execution of digital journeys through all the major marketing automation platforms.

2

Through our expertise in CRM and marketing automation we support brands such as Renault, Mattel and Wickes.

3

Our experience led us to develop our own enterprise marketing automation software – a platform that competes in power and usable features with the other marketing-leading platforms.

## Deployteq

1

Deployteq has all the features our customer need, with usability at the core of its design.

2

Over 200 clients use the system themselves to get the right message to the right customer at the right time. Other clients license the software, but with our services department to manage campaigns.

3

We wholly own Deployteq. The development roadmap is focused solely on the requirements of our clients.

# The brands we work with





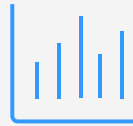
# 03 The origin

# Where do the statistics come from?



**2.8 billion emails**

From January 2022 to  
December 2022



**Collected &  
Analysed by  
DMA**

From 8 household  
names



**Reviewed by the  
Research Hub**

Ensuring relevancy to  
the current state of email

**“With Deployteq’s growth into the UK market, statistics like these really help us to understand our audience and give a realistic view on what our success looks like.”**

Pauline Buil – Marketing Director Deployteq

# 04 Key figures

# Email Benchmarking Report 2023

**97.90%**

Average accepted rate (AR)

**0.07%**

Unsubscribe rate

**0.71%**

Average soft bounce rate

**31.80%**

Average open rate (OR)

**4.40%**

Average click to open (CTO)

**0.11%**

Average hard bounce rate

**1.50%**

Average click through rate (CTR)

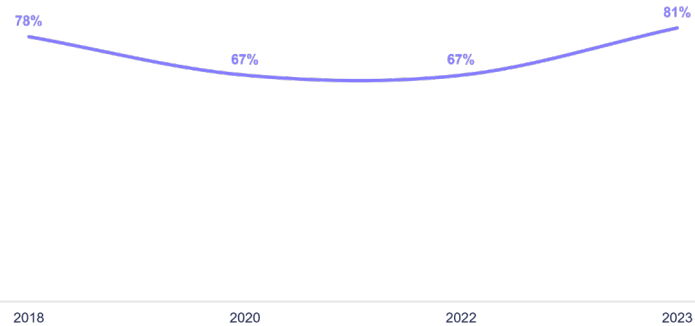
[deployteq.com/whitepaper-email-benchmarking-reports-2023/](https://deployteq.com/whitepaper-email-benchmarking-reports-2023/)

# **05** **Winning back customers & (re)building loyalty**

# Cost-of-living-crisis

Consumers are becoming more savvy.

Attitudes towards price and deals (% Agree NET)



When making an important purchase decision I tend to spend time comparing prices

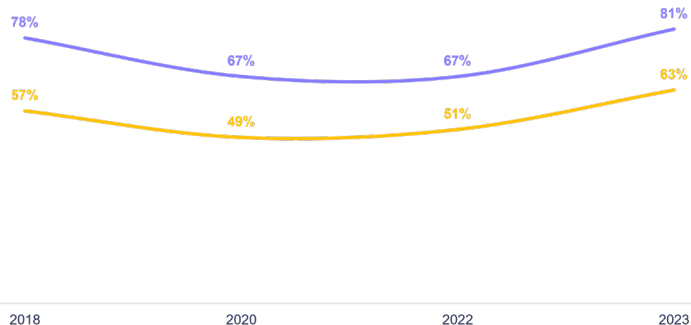
B1. (Agree NET) First of all, how much do you agree or disagree with the following statements?  
Base: 2,497 UK nationally representative adults 16+

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

# Cost-of-living-crisis

Discounts and offers play a big part in this.

Attitudes towards price and deals (% Agree NET)



When making an important purchase decision I tend to spend time comparing prices

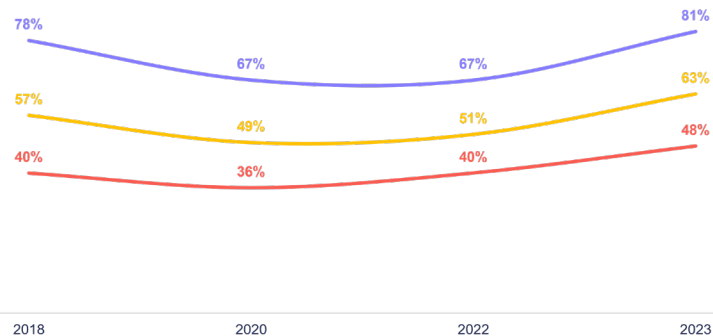
When shopping, I often change my mind about what brands/shops/sites to use as a result of deals/offers

B1. (Agree NET) First of all, how much do you agree or disagree with the following statements?  
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# Cost-of-living-crisis

Are we creating more price sensitive consumers?

Attitudes towards price and deals (% Agree NET)



When making an important purchase decision I tend to spend time comparing prices

When shopping, I often change my mind about what brands/shops/sites to use as a result of deals/offers

If a brand/shop/site I like stopped offering deals I would stop buying from them

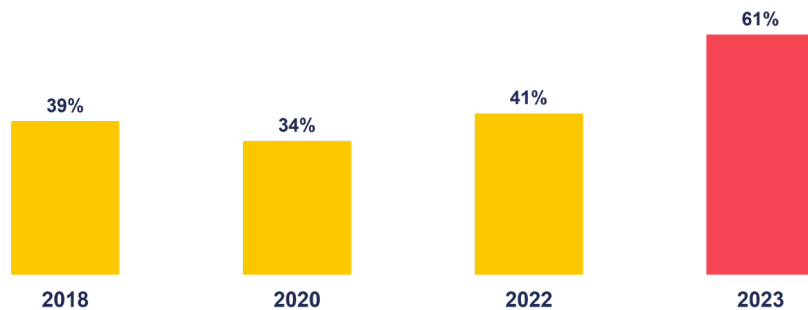
B1. [Agree NET] First of all, how much do you agree or disagree with the following statements?  
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# Loyalty

Consumer loyalty is rapidly declining.

% agree "I feel I am less loyal to brands and companies now than a year ago"

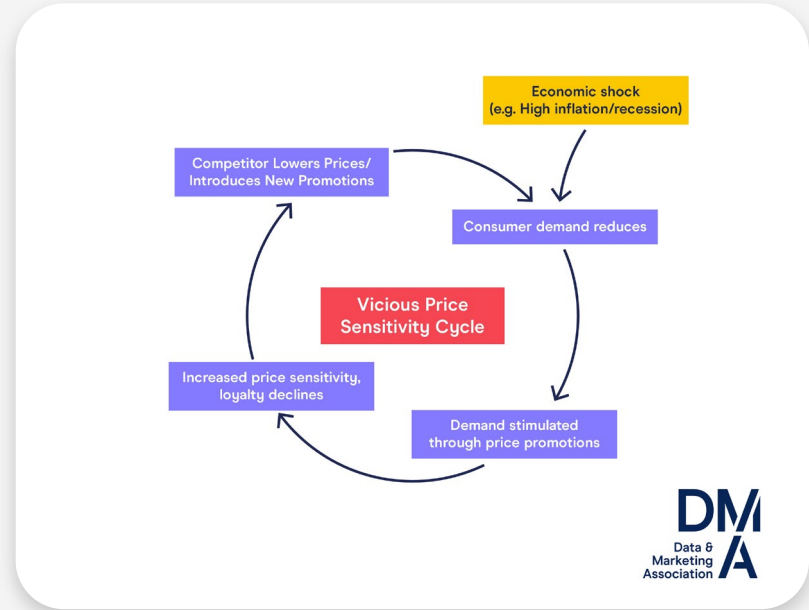


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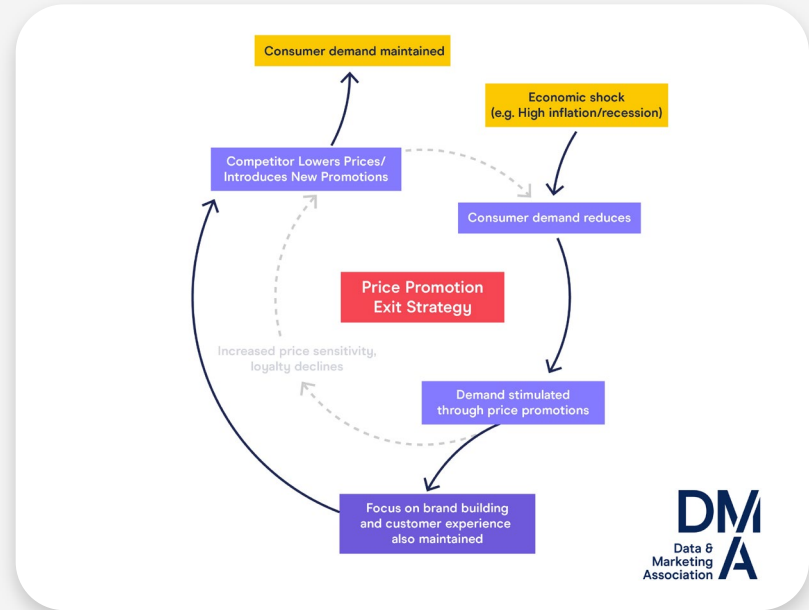
# Discounts & promotions

Why weaning ourselves or price promotions is so important.



# Discounts & promotions

Do you have a cost-of-living crisis exit strategy?



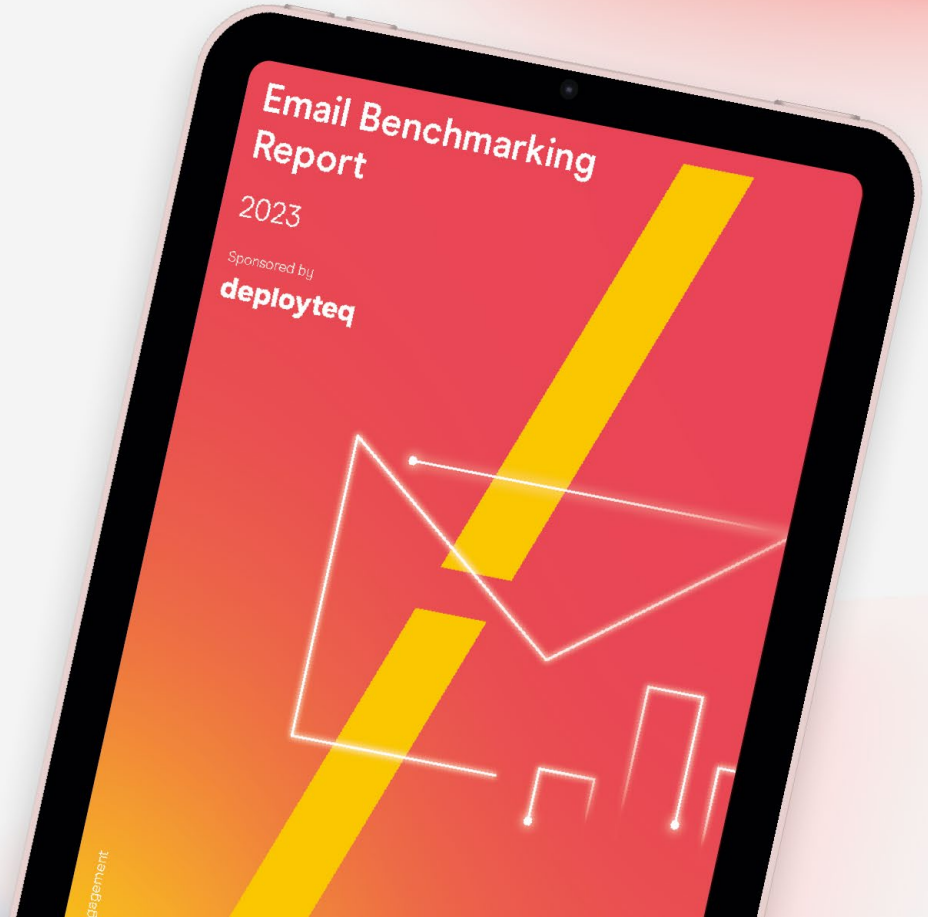
# 05 Panel discussion

# 07 Download your copy

# See the stats for yourself



SCAN TO GET  
INSPIRED



# 06 Questions?

**That's a wrap :)**