

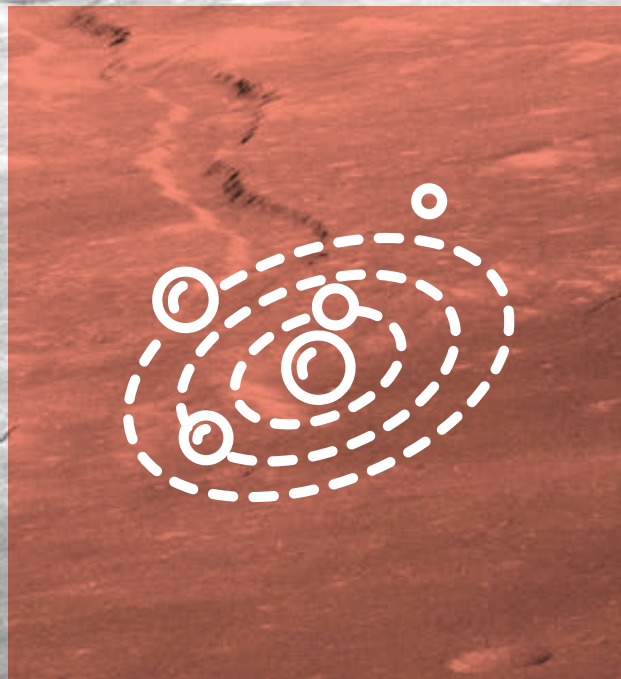
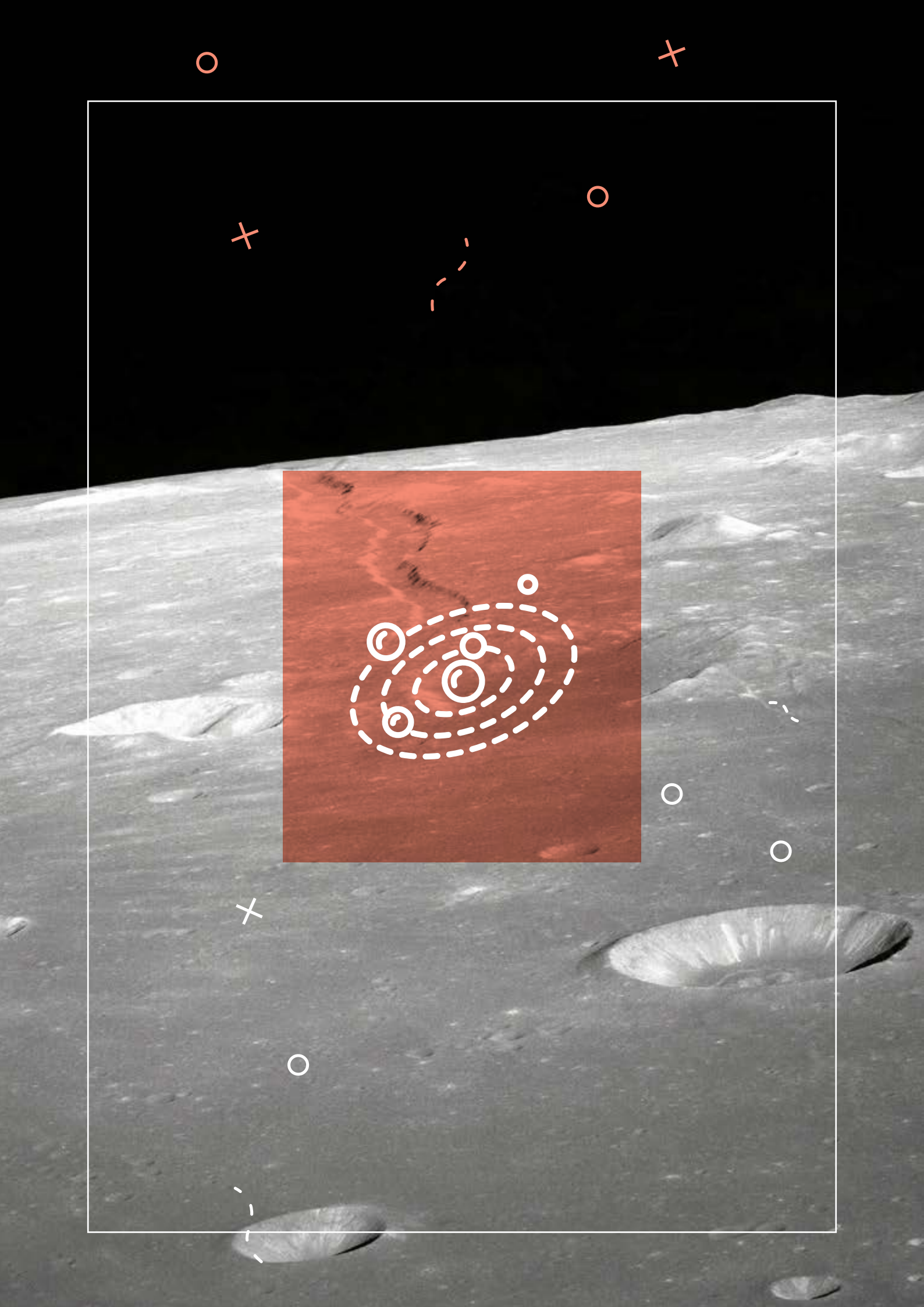
A person's hands are shown holding a smartphone. The phone screen displays a page for 'OFF FESTIVAL' with a logo and some text. The background is a blurred image of a person's legs and feet, suggesting an outdoor setting.

OMETRIA

**What consumers  
really think about your  
email marketing.**



**THE OMETRIA CONSUMER CENSUS 2016**





# CONTENTS

Introduction .....	4
The Ometria Consumer Census 2016 .....	5
How to fix your email marketing .....	12
Conclusion .....	17
Additional resources .....	18



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# INTRODUCTION

Ever since I was young, I wanted to build a space company, find life on Mars and help the human race take the truly revolutionary step of becoming a multi-planetary civilization.

But as the years have gone by, I realised more and more that I first needed to understand people, and help them right here on Earth, before trying to conquer a whole new world.

So instead of intergalactic discovery, I decided to focus on customer insight and marketing automation - its endless possibilities enough to ground my youthful ambition. Because while space discovery is enjoying a golden age, marketing is still stuck in the dark.

Our study revealed that 46% of UK customers will abandon even their favourite brands that don't understand them - with 46% of our respondents already feeling misunderstood.

Retailers are failing to use the data they collect on their customers to provide tailored content, products and services, and to create exceptional customer experiences that keep people coming back again and again.

The mass-consumer society has been delivering insincere, impersonal and irrelevant messages for too long, and consumers are calling for change. We know, because they've told us.

We're on a mission to help retail marketers herald in a new, personal age. Join us on this journey, or get left in the dark.

***Ivan Mazour, CEO & Founder, Ometria***



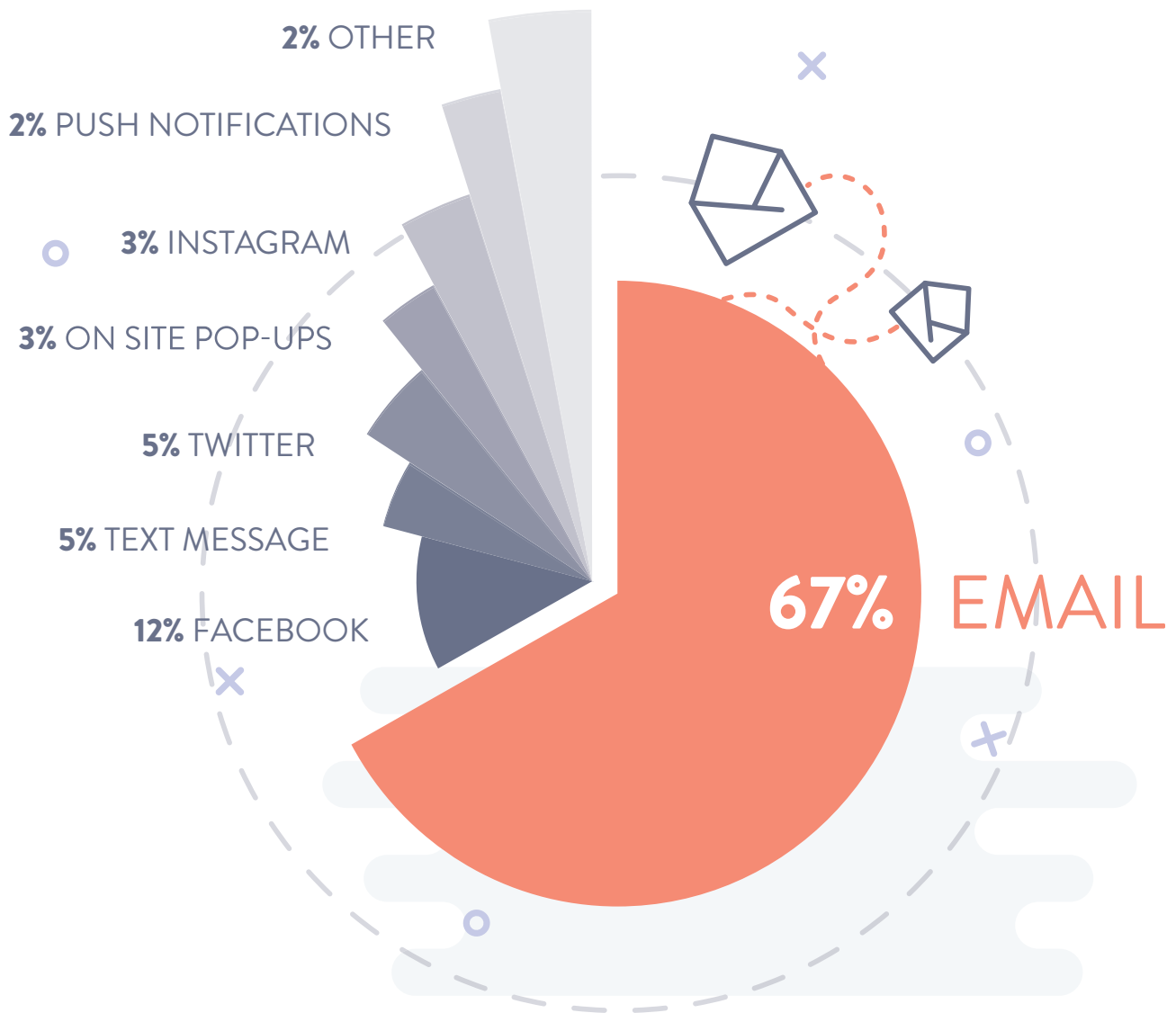
## THE OMETRIA CONSUMER CENSUS 2016

# THE RESULTS

After surveying over 2,000 UK adults we arrived at one categorical conclusion: consumers will abandon brands that don't send relevant, timely and personal messages.

Although email still reigns supreme above all other marketing channels, it's broken.

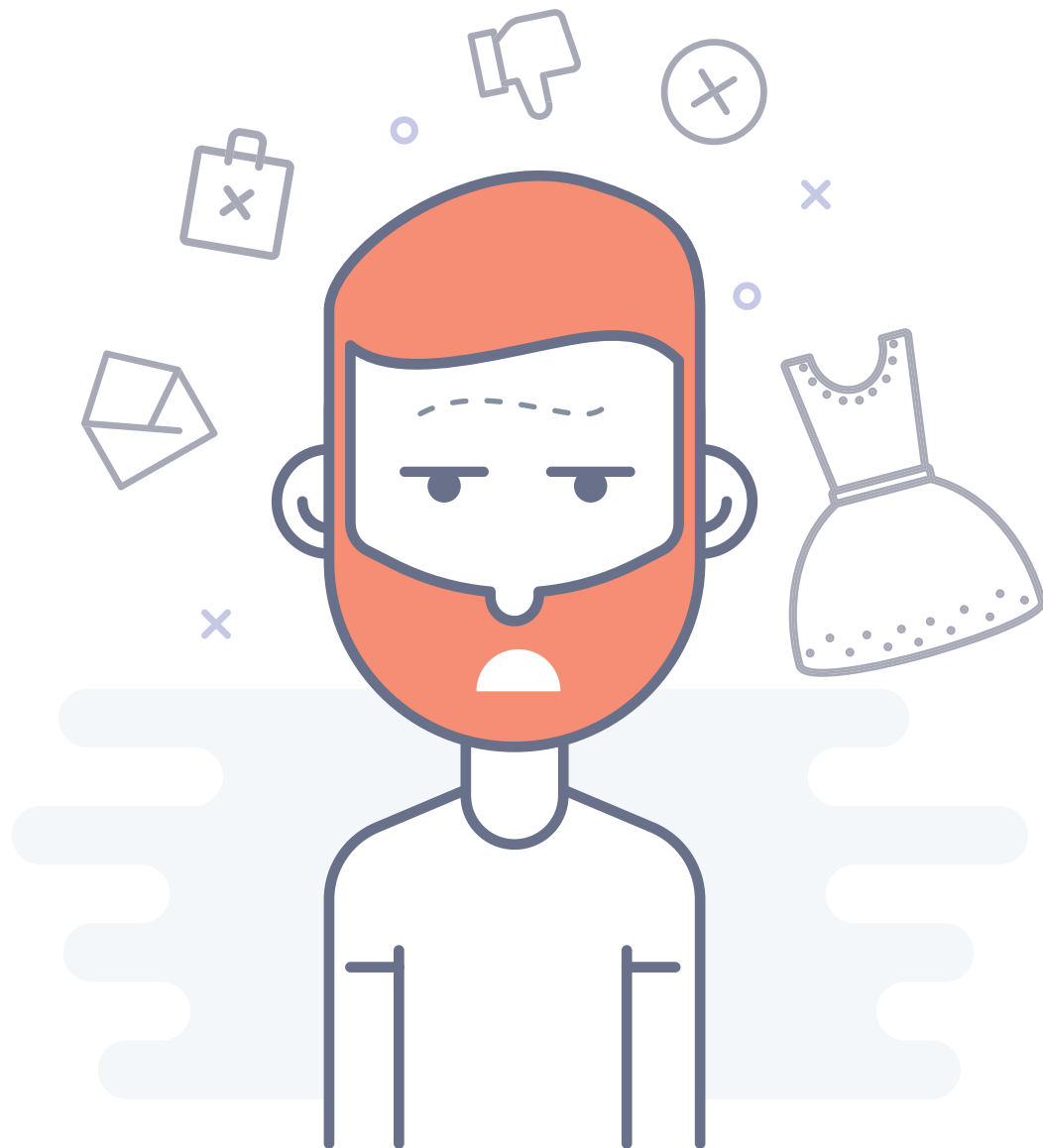
**Explore our research to find out why...**



## EMAIL IS STILL ON TOP

What channels did those surveyed say they prefer to be contacted on by brands?

- Email: 67%
- Facebook: 12%
- Text message: 5%
- Twitter: 5%
- Onsite popups: 3%
- Instagram: 3%
- Push Notifications: 2%
- Other: 2%



## TOP CONSUMER FRUSTRATIONS WITH EMAIL MARKETING

Although email still leads the pack, the factors consumers said frustrated them the most about the brands that email them are:

- **Too many emails:** 84%
- Emails with products that are **out of stock:** 82%
- Emails with products that are **not of interest:** 72%
- Emails that aren't **segmented by gender:** 59%
- Emails featuring products **already purchased:** 57%
- Emails **without recommended items** that match personal taste: 54%





## FEELING UNDERSTOOD

Every time you send a customer or potential customer a marketing message that isn't relevant to them, they're less likely to connect with your brand, less likely to open or click on your emails and less likely to buy from you.

**46% think most companies that email them don't understand their needs or tastes.**

How can brands make consumers feel like they understand them? Here are the top three ways, cited by our respondents:

1. Being rewarded for being a loyal customer with promotions and perks not offered to everyone else
2. Only being contacted with promotions and product launches that are of interest
3. Being sent personalised product recommendations that are tailored to personal taste



## PERSONALISATION

People will respond better and bring greater value to your business when they feel their needs and interests are being specifically addressed.

- **59% of customers are bothered** when brands email information on products, news and offers that **don't match personal tastes**.
- **70% of 18-24 year olds** say brands that **fail to personalise** their marketing will **lose them as customers**.



## WHAT MAKES CONSUMERS MORE LIKELY TO BUY?

The top three factors that consumers highlighted would make them more likely to buy are:

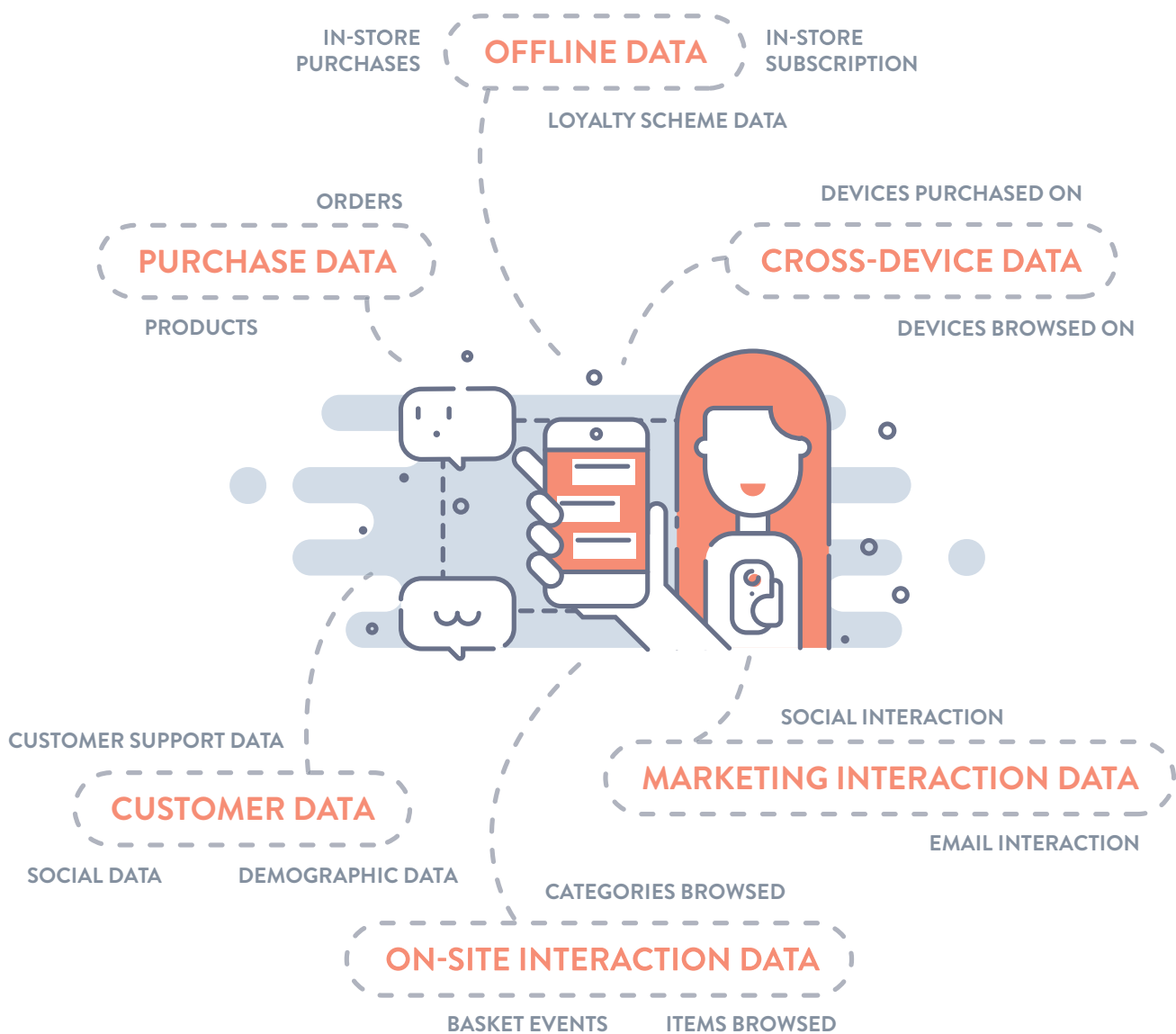
1. Emails that offer coupon codes, special offers or discounts: 72%
2. Emails that offer special treatment as a loyal customer: 62%
3. Email content more tailored to the types of products that are of interest: 56%



# HOW TO FIX YOUR EMAIL MARKETING

From our research, one thing's for sure: brands that fail to create personalised email experiences and continue to send the same, undifferentiated messages to their entire database risk losing customers, and fast.

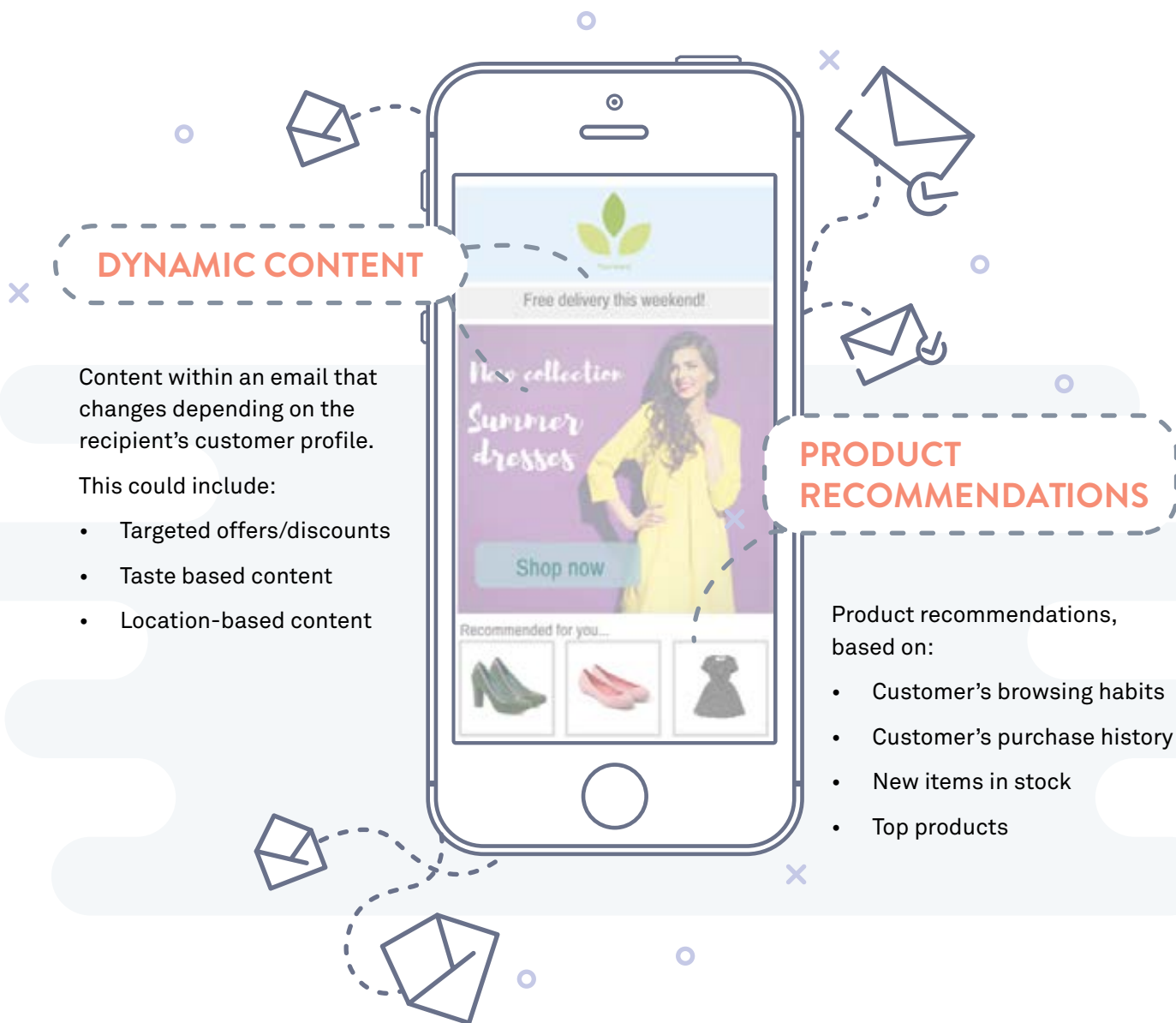
Armed with this insight into consumers' email marketing likes and dislikes, how can ecommerce marketers start to improve their customer experience?



## SINGLE CUSTOMER VIEW

Having a single view of each customer's interactions and transactions with your brand enables you to:

1. Manage the number of messages that you're sending to each customer, and which channels you're sending them on.
2. Ensure you're not sending customers messages containing products they've already bought.
3. Create personalised marketing messages tailored to each customer, based on a complete view of their interactions with your brand (rather than a single channel).



## DYNAMIC CONTENT

Content within an email that changes depending on the recipient's customer profile.

This could include:

- Targeted offers/discounts
- Taste based content
- Location-based content

## PRODUCT RECOMMENDATIONS

Product recommendations, based on:

- Customer's browsing habits
- Customer's purchase history
- New items in stock
- Top products

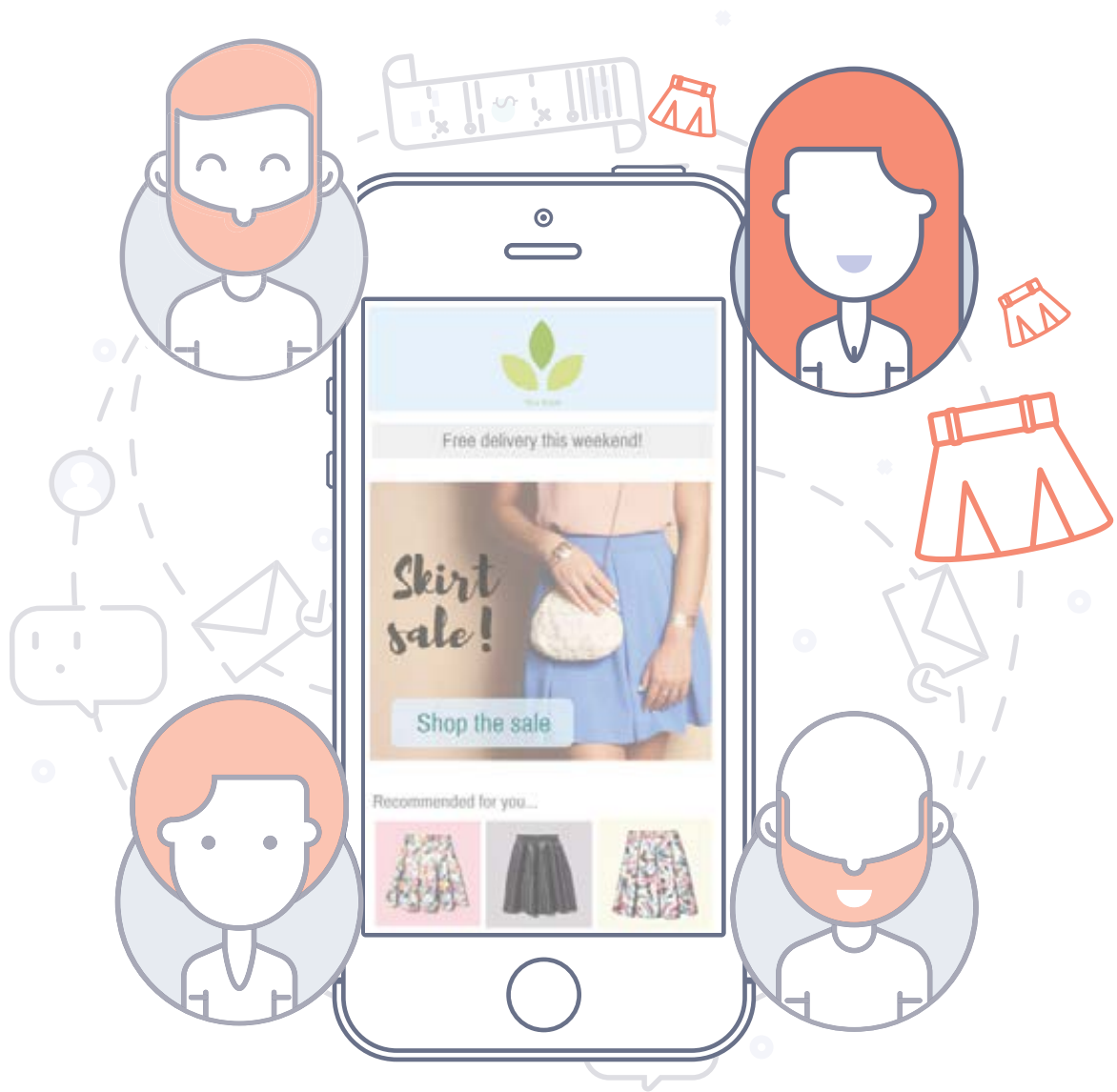
# PERSONALISATION

Personalising the content of the emails you send - whether they're your regular newsletters or automated messages - enables you to target customers and prospects with products and messages you know they're likely to engage with.

Two key ways of personalising your emails involve using:

**Product recommendations** - inserting content blocks containing products that are likely to be of interest to the recipient, based on their customer profile.

**Dynamic content** - inserting blocks with other types of content - such as images, promotional banners and offers - that are relevant to the recipient's profile.



## TASTE PROFILING & SEGMENTATION

Segmenting your customers using criteria such as product affinity or the point they are at in the customer journey is a great way of tailoring your messages and making them feel 'understood', while also increasing engagement and conversion rate:

**Taste profiling:** if you're launching a product or category-specific promotion, creating a segment of customers that have demonstrated an affinity with that item or category, and targeting your emails specifically at those customers.

**Lifecycle marketing:** segmenting your customers according to the stage they're at in their relationship with your brand, and automating the messages you send them to make them more relevant and contextual:

- Subscribers who have not yet purchased
- First-time purchasers who you'd like to encourage to make a follow-up purchase
- Those who have just made a purchase
- Lapsing or lapsed customers who you'd like to win back





# CONCLUSION

Travel back a hundred years or more, and commerce was all about the personalised customer experience. High street businesses would thrive from knowing each individual customer who came through the door and tailoring their service based on that knowledge.

Armed with the single customer view, modern brands now have the means of bringing back the personalised experience for every customer and prospect who interacts with them. The scale and seemingly impersonal nature of the online world

is no longer an excuse to offer an unpersonalised experience.

Our research proves that giving your marketing messages the personal touch is no longer just a perk or 'nice-to-have'; it's an entrenched expectation of the modern consumer, and brands who continue to send the same, undifferentiated messages to each of their customers risk losing them.

***Get personal, or fail.***

A woman with her hair in a bun, wearing a white long-sleeved shirt with small black polka dots, is looking down at a tablet computer she is holding. She is in a clothing store, with racks of clothes and shelves in the background. The lighting is warm and focused on her.

# OMETRIA

Send relevant marketing  
messages to your customers

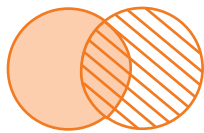
Customer insight and marketing  
automation for retailers

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# OMETRIA

Ometria combines powerful **customer insight** with a retail-focused **marketing automation** platform, enabling you to send each customer **personalised messages**.

## HOW OMETRIA WORKS



### Data

Ometria brings all your data sources together to create a detailed profile of each customer.



### Insight

With all of your data in one place, our platform provides key insight, relevant metrics and instant reports into your customer base.



### Action

Use these insights to send customers and prospects relevant, automated marketing campaigns, all from within the Ometria platform.

## Finisterre

**1000%** REVENUE INCREASE  
PER EMAIL

With strong loyalty and brand recognition, cold water surf company Finisterre called upon Ometria to help increase revenues from its existing customer base.

## Swoon Editions

**400% ROI**

Swoon Editions uses Ometria to target abandoning browsers with dynamic product recommendations, achieving a revenue per email sent of £5, and an ROI of 400%.

Customer insight and marketing  
automation for retailers

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