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## CustomerStrategy

FOR CUSTOMER-FOCUSED LEADERS IN SERVICE, SALES, MARKETING AND IT

### E-mail best marketing channel for consumers

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Despite email marketers regularly facing media claims of spamming, some 57 per cent of consumers agree that email is their preferred channel of communication, with 60 per cent of men veering towards email compared to 54 per cent of women. The survey was conducted among the G2 Dynamics ViewPoint panel of 30,000 UK consumers.



Post was the second most popular choice of marketing communication with 34 per cent of respondents opting for traditional mail over its online equivalent. In fact, 18 to 24-year-olds seem to prefer a combination of email and postal communications, with almost half (47 per cent) of respondents in this age group favouring each of these channels.

In contrast to this, consumers still find home telephone, mobile phone and text messaging too invasive, with only 3 per cent of respondents preferring this method.

Alan Thorpe, commercial director, G2 Data Dynamics, comments: "The combination of shifting consumer preferences and the lower cost of email provides marketers with some good news during the current downturn: happier consumers and lower communication costs.

"However, marketers should not neglect the need for a multi-channel approach to get their message across via a mix of channels. For example, 18 to 24-year-olds enjoy receiving post just as much as emails."

