



Cold prospecting slumps as consumers warm to email

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The third CCBfastmap/PM MarketingGAP tracking study reveals that, while 57 per cent prefer not to be contacted 'cold', a quarter of the rest (26 per cent) prefer email contact and 16 per cent prefer direct mail. The remaining 1 per cent have no favourite medium.

In 2006, email was the preferred cold contact medium for 21 per cent of consumers. However, people are far more receptive to communication from companies they already deal with. Of the 1,516 people who have completed the CCBfastmap/PM realtime survey so far, only 18 per cent want no communication. Nearly half (45 per cent) prefer email contact, 28 per cent direct mail, 4 per cent telephone and 1 per cent are happy to receive an SMS message or a mobile phone call, as long as it is from a company they have a relationship with.

"Although 35.5 per cent of adults now prefer marketing contact to be by email, direct mail remains a powerful medium," says David Cole, managing director of CCBfastmap. "The physical presence of a mailed communication gives it a unique tactile advantage and authority.

"However, what is becoming clear is that a marriage between online and mailed marketing can bring tremendous advantages by driving affordable improvements in the targeting, creative diversity and response levels of mailed pieces."

The results show the further consolidation of email as consumers' favourite marketing medium from companies with which they have a relationship, up to 45 per cent from 30 per cent in 2006.

The full 2007 CCBfastmap/ PM Tracking Study results will appear exclusively in the November 30 issue of Precision Marketing.

The research is being conducted this month in realtime among a panel of consumers selected to mirror the UK population profile and marketers comprising Precision Marketing's readers plus a panel of 200 marketing professionals.

Source: Precision Marketing (Online), Gemma Humerstone

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