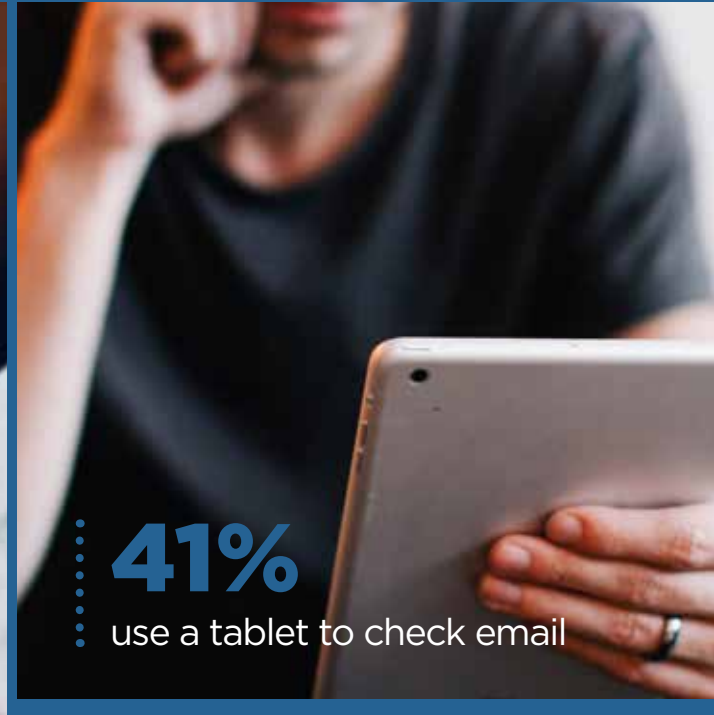




Wonder what today's consumers think about email? What about how they engage with it? We asked a panel of email subscribers those very same questions so you don't have to. Kick back, relax, and read on...

### DEVICE PREFERENCE



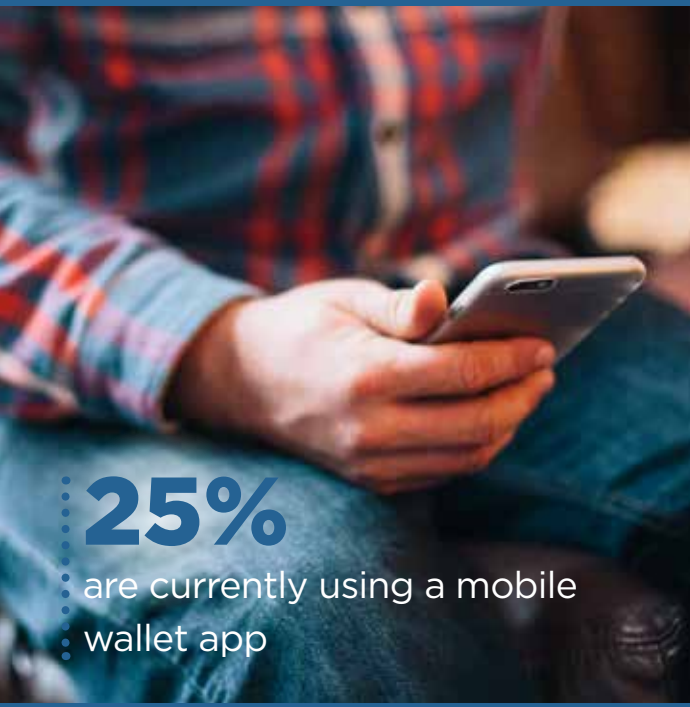
**41%**  
use a tablet to check email



When asked which device they use most often to check email

**72%**  
use a mobile phone to check email

**91%**  
of 18-24 year olds do



**25%**  
are currently using a mobile wallet app



**50%**  
will delete an email that doesn't render properly on their mobile phone or tablet (64% of those aged 55 to 64 will delete the email versus just 38% of 18 to 24 year olds)

**56%**  
most frequently use a desktop or laptop

**38%**  
say it's a smartphone

**6%**  
say it's a tablet

### EMAIL FREQUENCY



**33%**  
check email continuously throughout the day

**28%**  
check 4-10 times

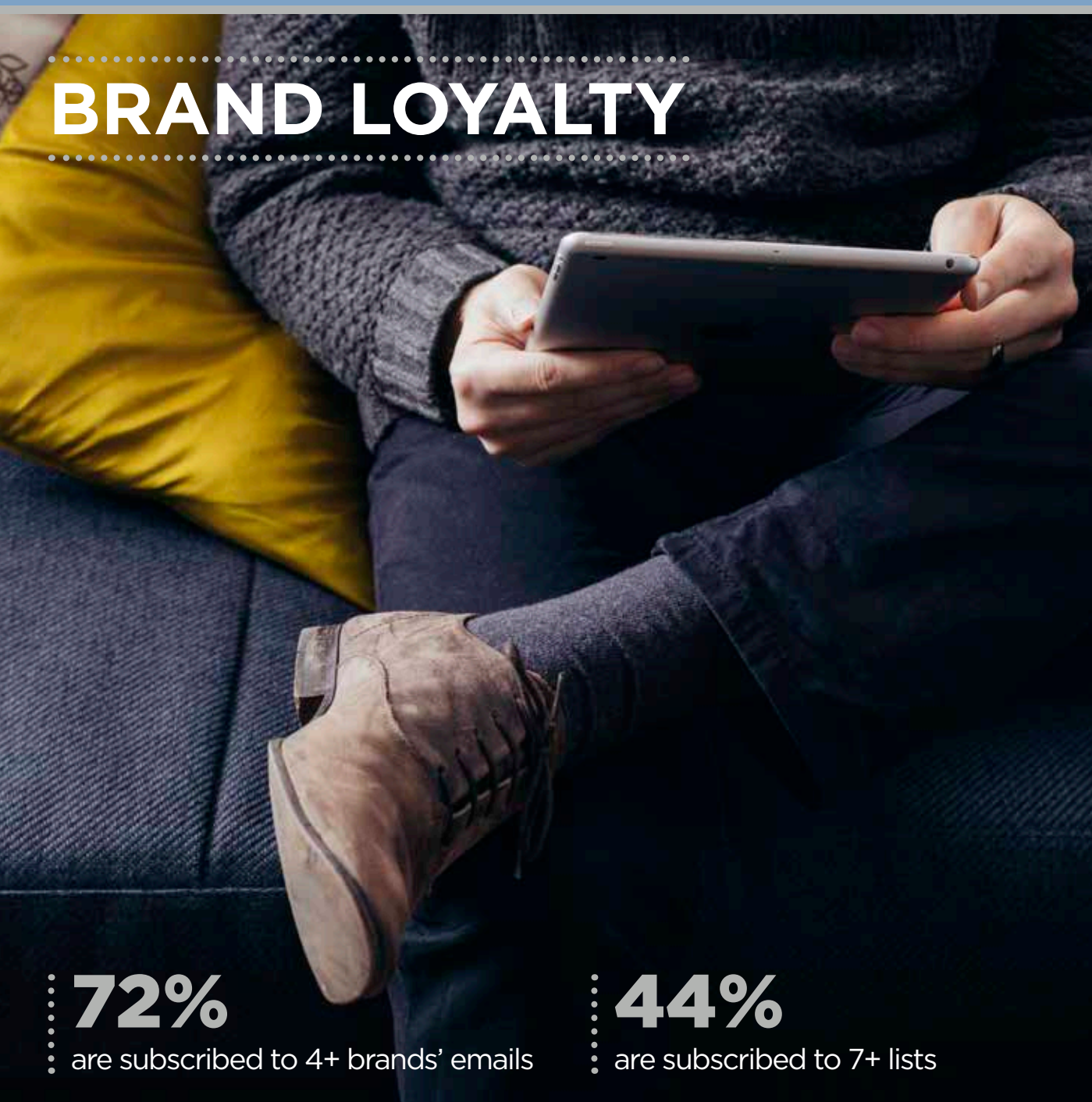


**41%**  
prefer a weekly email frequency

**8%**  
prefer daily emails



### BRAND LOYALTY



**48%**  
of Millennials would subscribe to a brand's emails just because they love the brand (37% of non-Millennials would do that)



**72%**  
are subscribed to 4+ brands' emails

**44%**  
are subscribed to 7+ lists

**77%**  
expect their emails to be personalized based on interests they've given in their profile



**70%**  
buy products and services from emails at least once a month



**60%**  
say marketing emails influence their purchase decisions (46% of those said they purchase more often because of email)

**76%**  
based on past website purchases

**62%**  
based on website browse behavior

### KEY TAKEAWAYS

#### PRIORITIZE MOBILE

It's a mobile world and marketers must focus their efforts on assuring their email programs and strategies reflect this. At a minimum, email should be optimized for mobile-device viewing and interaction, but the overall mobile experience, from email to site to purchase, has to be seamless and engaging.

#### GET PERSONAL

Consumers expect personalized email experiences. Your marketing emails are no exception. Include triggered programs based on a variety of lifecycle-related data points, and leverage data about your consumers to improve segmentation and offers in ad hoc or calendar-based emails.

#### THE NEXT GENERATION OF SUBSCRIBERS

Millennials require a different approach than other generations when it comes to interacting with them through marketing emails. Return their love of your brand by including engaging content that tells stories, shares ideas, and gives them experiences that they appreciate.



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