



Personalised Email key to deliver meaningful Customer Experiences in India

New Delhi, India; 19 November 2019: The biggest trends in marketing today, are defined by 'exciting' channels such as social, voice, and augmented reality as the means for reaching today's modern audience. And while each plays an important role in the customer journey, a new research from Adobe finds that a more traditional form of marketing—email—is very much holding its own among newer channels and technologies, especially in India.

According to the **2019 "Adobe Email Usage Study"**, Indians spend almost 10 hours a day checking email for work as well as personal use. Users today are refreshing their inboxes multiple times and places too, creating a host of opportunities for meaningful engagement with brands across the spectrum.

Email Offers: A big opportunity for brands

According to the study, email is the most preferred way to receive offers (40% work, 38% personal) significantly more than other mediums like direct mail, or social media etc. Yet only one-third of email offers from brands are interesting enough to open. Frequency of brand led email communications is the leading cause for annoyance across both work and personal emails, according to respondents. Other issues cited include offers to buy an already-purchased product, incorrect marketing data about the recipient and poorly written or wordy messages.

Consumers emphasised that personalization in email marketing is important to them. Broken down by generations, 77% of Millennials want personalization, as do 76% of Gen X and 48% of Baby Boomers when it comes to work related emails. Three-fourth millennials and those belonging to Gen-X (75% each) said they want personalized email communications from brands, followed by 57% of Baby Boomers when it comes to personal emails.

Respondents also said that they are most frustrated by email recommendations that don't match up to their interests— 25% for work emails and 26% for personal emails.

Sunder Madakshira, Head of Marketing, Adobe India, said *"Email continues to be one of the most preferred and well integrated mediums when it comes to brand communications. It becomes all the more important in the Indian context, given the high frequency at which consumers check emails for both work and personal correspondence. Consumers, today are looking for personalised experiences across touchpoints and while brands are fast evolving to adopt evocative means to keep them engaged, it's equally important to leverage the vast potential of email as a key cog in the wheel of delivering meaningful customer experiences."*

"To succeed today, brands need to work on exciting content that hinges on creativity, leverages data led insights and is delivered at the time and medium preferred by the end consumer" he further added.

Work-Life Balance- Or Not

According to the study, respondents across all age groups frequently check their work emails outside of office. 88% of Indian workers check work email before they arrive at the workplace, with more than half checking before they leave home. Over one-third (37%) consider checking email in the morning as productive and something that's important for them to organize their to-do list. Amongst different age groups, while millennials are more likely to check email in their bed, baby boomers won't check work email before getting to their workplace.

Over 90% of respondents in India across age groups check work & personal emails even on vacation with millennials checking emails the most during their time off. Despite most people checking work emails



outside of the office, there is a growing trend to resist this urge, driven by millennials. Overall, two-thirds of respondents (67%, decreased from 75% in 2018) feel that the time they spend checking email is "just right".

When it comes to personal email, 69% of respondents check their inboxes before leaving for work, 28% check their personal emails during their commute to work while only 7% will access their personal emails when at work- overall, personal email is checked less often while at work, but still more than in past year.

Compared to email, social media, which has become a key medium to consume content and information today, is checked by 59% before they leave for work with 30% access social media channels before they get out of bed. 21% of the respondents check social while on their way to work and 13% access it while on a break at work. Only 7% use social media while at work.

On behalf of Adobe, Advanis surveyed 999 adult consumers in India in July 2019. All consumers surveyed were mainly working aged, with most in managerial roles spread across three key demographics: Millennials (born 1977-1995), Gen X (born 1965-1976) and Baby Boomers (born 1946-1964).

See the complete 2019 "Adobe Email Usage Study" report [<here>](#).

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/in