Constant Contact and Chadwick Martin Bailey Study: Three-Quarters of Consumers “Highly Likely” to Delete Emails They Can’t Read on Mobile Devices

Survey also finds that smartphones are now the primary device on which consumers under 30 read email

WALTHAM, Mass.--(BUSINESS WIRE)--Mobile email has become a “make or break” communication channel for marketers, according to the latest survey from Constant Contact (NASDAQ: CTCT) and research firm Chadwick Martin Bailey. The survey of 1,497 consumers found that 80 percent of smartphone owners say it is “extremely important” to be able to read emails on their mobile devices. The study also exposed what could be unfortunate results for marketers who have not yet taken mobile email display into consideration: 75 percent said they are “highly likely” to delete an email if they can’t read it on their smartphone.

Additional research revealed the positive benefits of well-planned mobile email campaigns. Among consumers who use smartphones and laptops/desktops to read emails, 79 percent say they are highly likely to reopen an email on a laptop or desktop after having originally opened it on a mobile device. Almost half (49 percent) of respondents said they are also likely to click on hyperlinks in emails sent from businesses to their mobile phone.

“The fact of the matter is that consumers are opening emails on their phones first with increasing regularity,” said Jim Garretson, mobile product manager at Constant Contact. “The great thing about mobile emails is that shorter content and fewer calls to action actually perform better than complicated and dense messaging. By simplifying email marketing campaigns, marketers can take an essential and effective step towards becoming mobile-friendly.”

Mobile Matters, Regardless of Age

The study also delved into consumer open rate habits among different age demographics. Eighty-eight percent of consumers between the ages of 18 and 30 open email on a mobile device, and over half say their smartphone has become the primary device on which they open emails. That percentage doesn’t change much among consumers ages 30 to 39, 85 percent of whom open emails on their mobile device; with almost half (48 percent) saying it’s their primary device to do so.

The majority of consumers aged 40 and up also open emails on mobile devices, though the percentage who says their smartphone is the primary device to do so falls below 50 percent. Of those aged 40 to 49, 74 percent read emails on mobile devices, with 35 percent claiming it as their primary reading device. For those between ages 50 and 59, the numbers are 71 and 26 percent, respectively; and for those over the age of 60, the numbers are 66 and 14 percent, respectively.

Key findings include:

1) 80% of consumers say it’s “extremely important” to be able to read emails on smartphones (tweet this)

2) 75% of consumers are highly likely to delete emails they can’t read on smartphones (tweet this)

3) 79% of consumers are highly likely to reopen an email on a computer that was originally opened on a smartphone (tweet this)

4) 49% of consumers say they are likely to click on hyperlinks in mobile emails (tweet this)

5) 88% of consumers between 18 and 30 years old read emails on their smartphones (tweet this)

6) 52% of consumers between 18 and 30 years old say their smartphone is now their primary email-reading device (tweet this)

7) 66% of consumers over 60 open emails on a mobile device (tweet this)

8) 82% of iPhone® owners open email on their mobile device (tweet this)

9) 72% of non-iPhone owners open email on their mobile device (tweet this)

“Mobile devices have made it necessary for email marketers to test and make sure their emails look great regardless of what device they are being viewed on – the data clearly shows that your audience will be opening and reading emails on a variety of devices,” said Garretson. “With the busy shopping season right around the corner, taking the time now to really learn about where your subscribers may view their emails will certainly be beneficial in the long run, yielding even higher returns down the road.”

Resources

- For a full report, please visit http://news.constantcontact.com/research
- Read and download previous reports on consumer behavior from Constant Contact and Chadwick Martin Bailey:
  - Restaurants the Most Searched Industry by Consumers on Mobile Devices
  - 10 Facts about Consumer Behavior on Facebook
  - 10 Facts about Consumer Behavior on Twitter
- From Constant Contact’s Blog
  - Your Top 10 Mobile Marketing Questions…Answered
  - What Happens When You Are Not Mobile Friendly?
  - How to Make the Change to a Mobile-Friendly Email

About Chadwick Martin Bailey

Chadwick Martin Bailey is a Honomichl 50 ranked custom market research firm who works with many of the most successful companies and best known brands in the world to help them acquire, maintain, and grow their customer base. Founded in 1984 by John Martin and Anne Bailey Berman, the company has corporate headquarters in Boston, Massachusetts, serving clients in more than 30 countries around the globe. Chadwick Martin Bailey focuses on using leading-edge research techniques to collect and translate the data into simple, business decision-focused deliverables.

About Constant Contact

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today’s socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company’s online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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