

# Marketers plan to shift to new marketing channels post ePrivacy

A Mailjet research study



April 2018

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## The research

In March 2018, Mailjet commissioned a new piece of research conducted by Morar Consulting to understand the effect that ePrivacy will have on marketing strategies and ROI following its implementation. The professional survey was taken by 400 marketers and marketing decision makers from both B2B and B2C companies across the UK and France.

## Executive summary

New research reveals that 'cookie law' could see brands lose more than 40% of web traffic. GDPR is not the only new regulation on the minds of marketers in the UK. A new international study commissioned by email service provider Mailjet has found that marketers plan to shift to new marketing channels post ePrivacy.

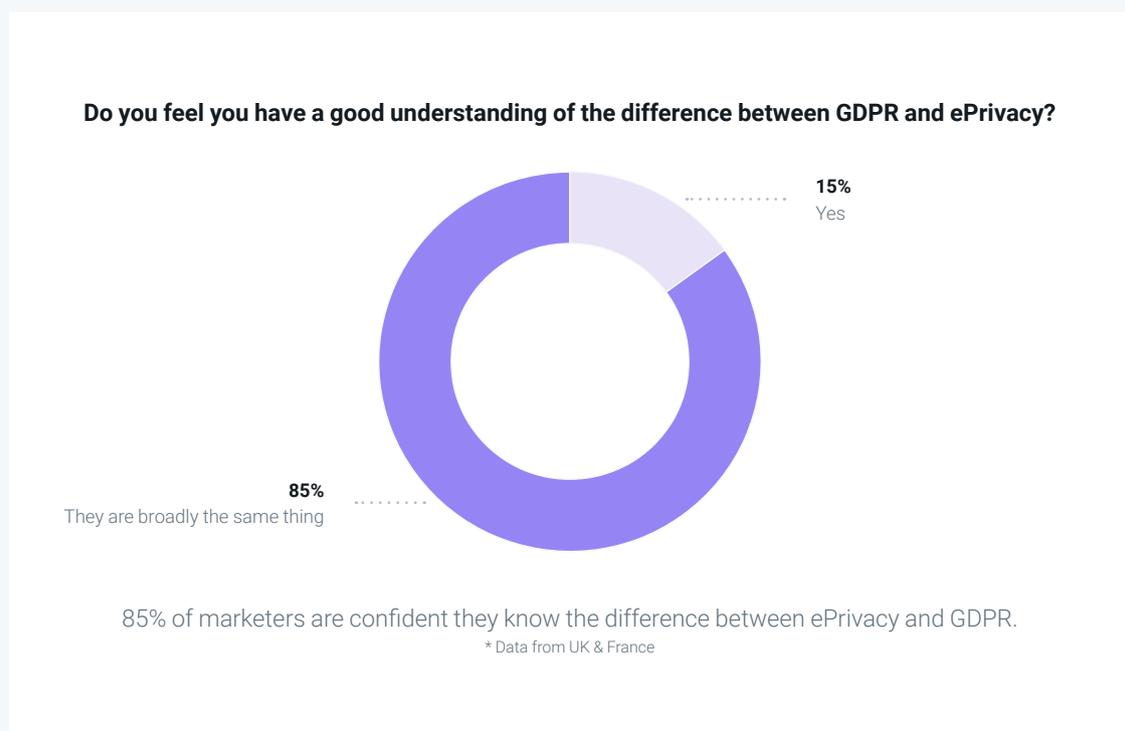
91% of marketers expect that the implications of ePrivacy will directly cause a loss in global web traffic. Likely more concerning for marketers is the decreased ability to extensively track the actions users take on their website. With 31% of marketers in the UK stating that the most important information they collect via cookies is Google Analytics data, there is good reason to be worried.

As marketers look to find new means of procuring data, they are instinctively looking to change their channel priorities. 30% plan to reduce the amount of cookie-based display, paid search and retargeting they carry out while 79% of marketers predict they will use email marketing more as a channel post ePrivacy.

Surprisingly, despite the potential fallout, overwhelmingly marketers feel ePrivacy will be a good thing for their company in the long term. Marketers will rely less on tactics like retargeting ads and build more qualitative data insights to build campaigns that resonate with new consumers (57%).

[Have you thought about how ePrivacy and GDPR will affect your business?](#)

## Marketers clearly understand the difference between ePrivacy & GDPR

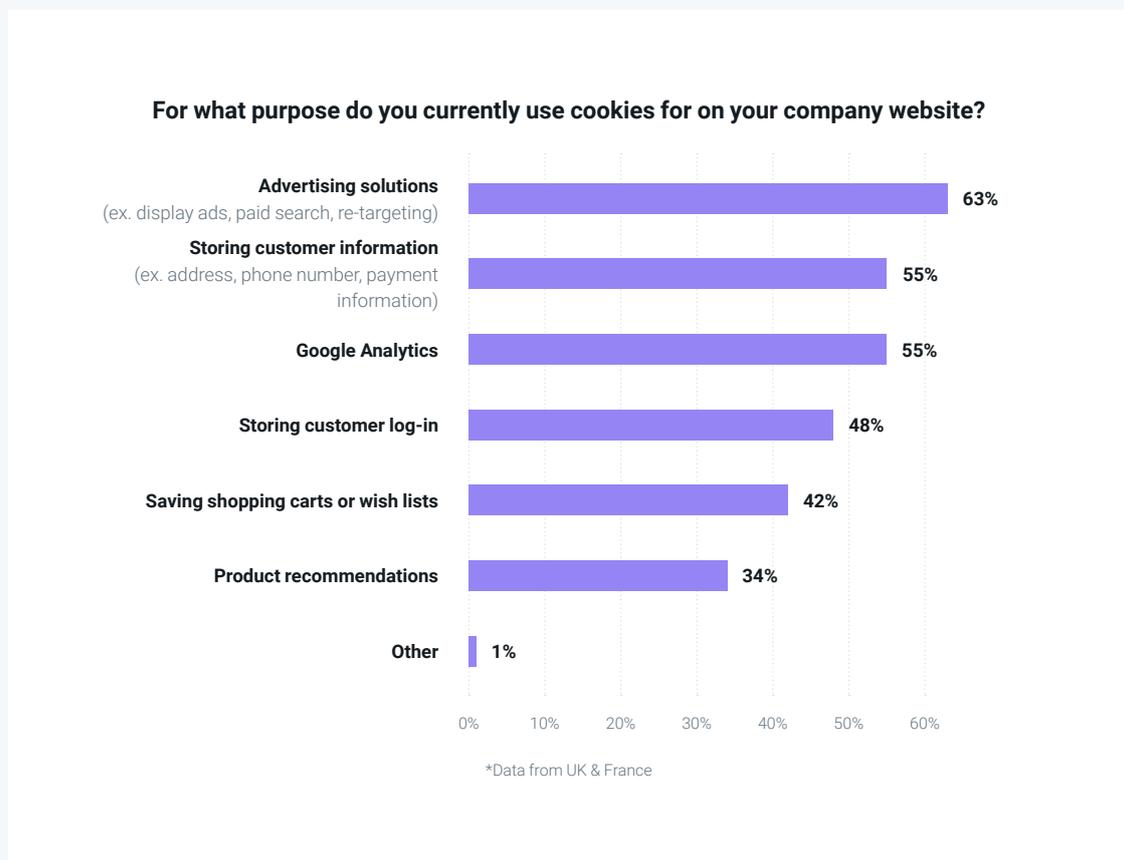




*“ePrivacy will impact marketers across the world in many different ways. Immediate concerns will likely centre on the loss of data fuelling customer experiences and revenue, the longer term opportunity of browser-level cookie approval means both B2B and B2C brands will have to focus strategically on how they can grow and maintain the most valuable customer insights that really drive their business forward.”*

Michyl Culos, Head of Marketing Communications at Mailjet

## Top reason marketers use cookies: Advertising

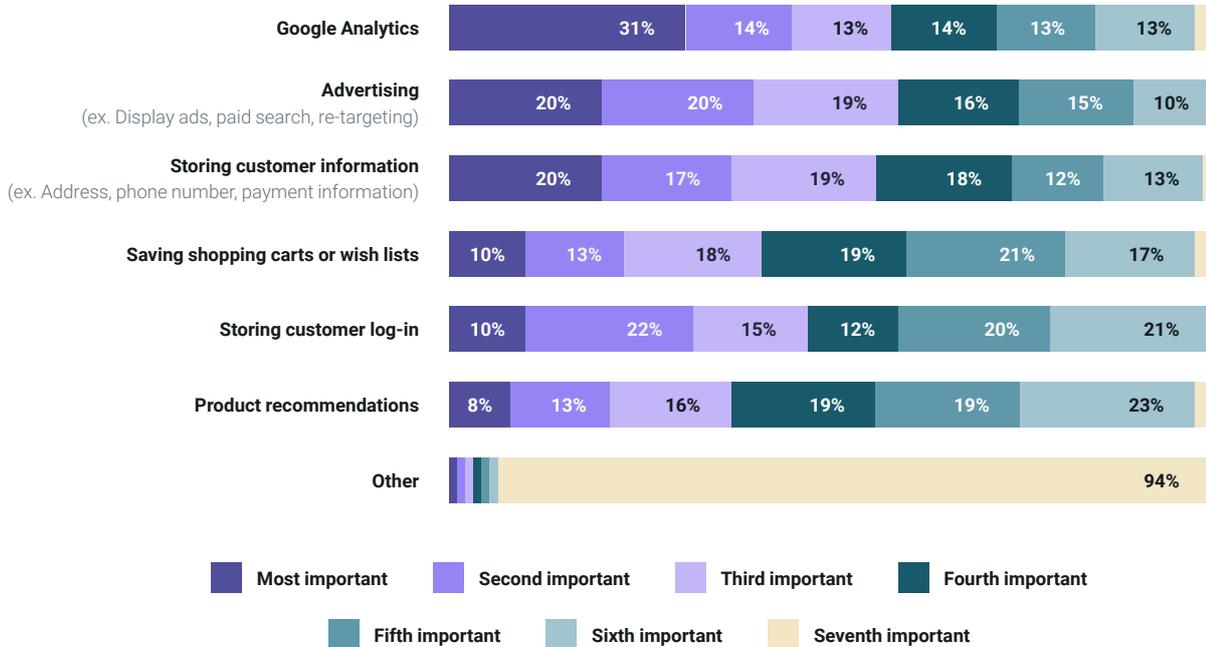


93% of companies are still using cookie-based advertising to reach their customers.



## Google Analytics data collected via cookies is critical to marketers

### Which cookie information is the most important for you in order to conduct business?



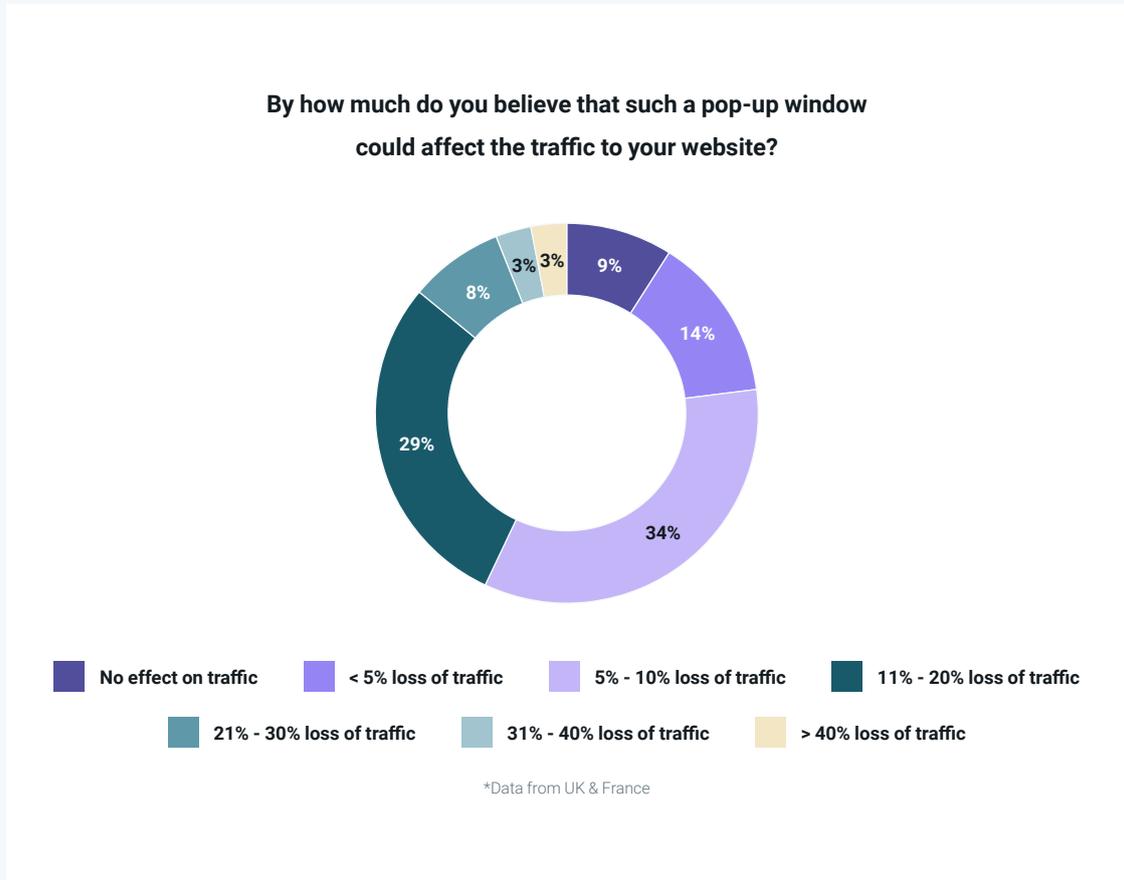
\*Data from UK

31% of marketers in the UK stating that the most important information they collect via cookies is Google Analytics data.



## ePrivacy will cause a loss in web traffic

Under ePrivacy, when entering a website, if users have not already set their cookie consent preferences in their internet browser, they will encounter a pop-up window which blocks access to the site until they have either accepted or rejected cookie consent.

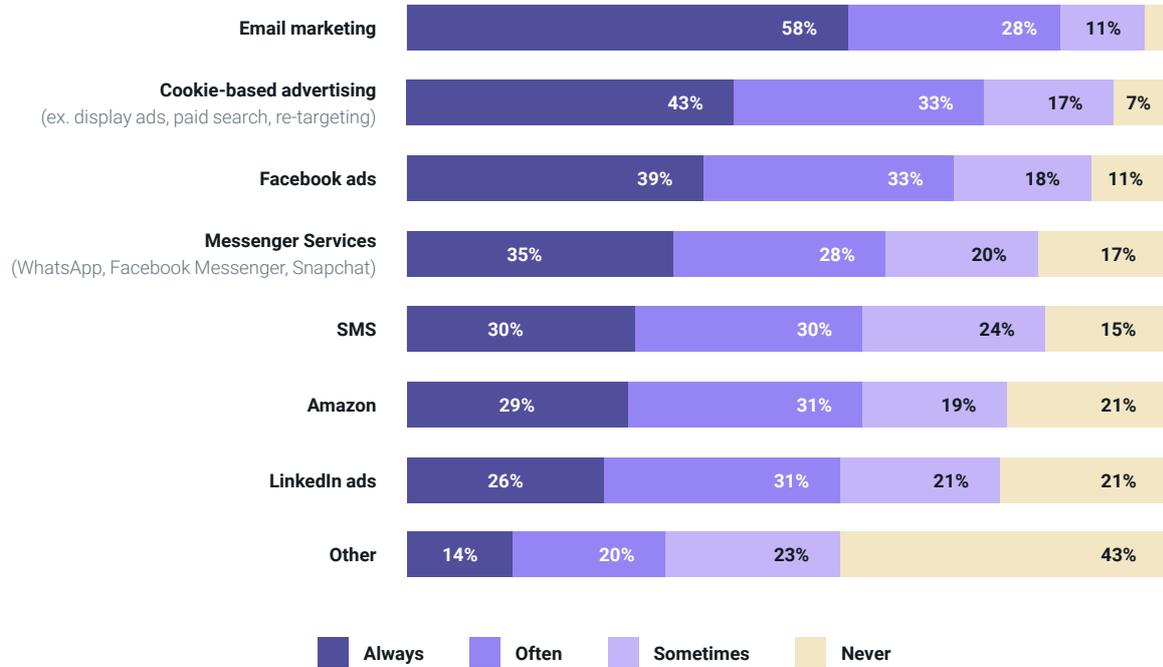


91% of marketers expect implications of ePrivacy to directly cause a loss in global web traffic, although 57% anticipate that this drop will be 10% or less.



## Email is the top channel to reach customers

Currently, how often do you use the following marketing channels to reach your customers?



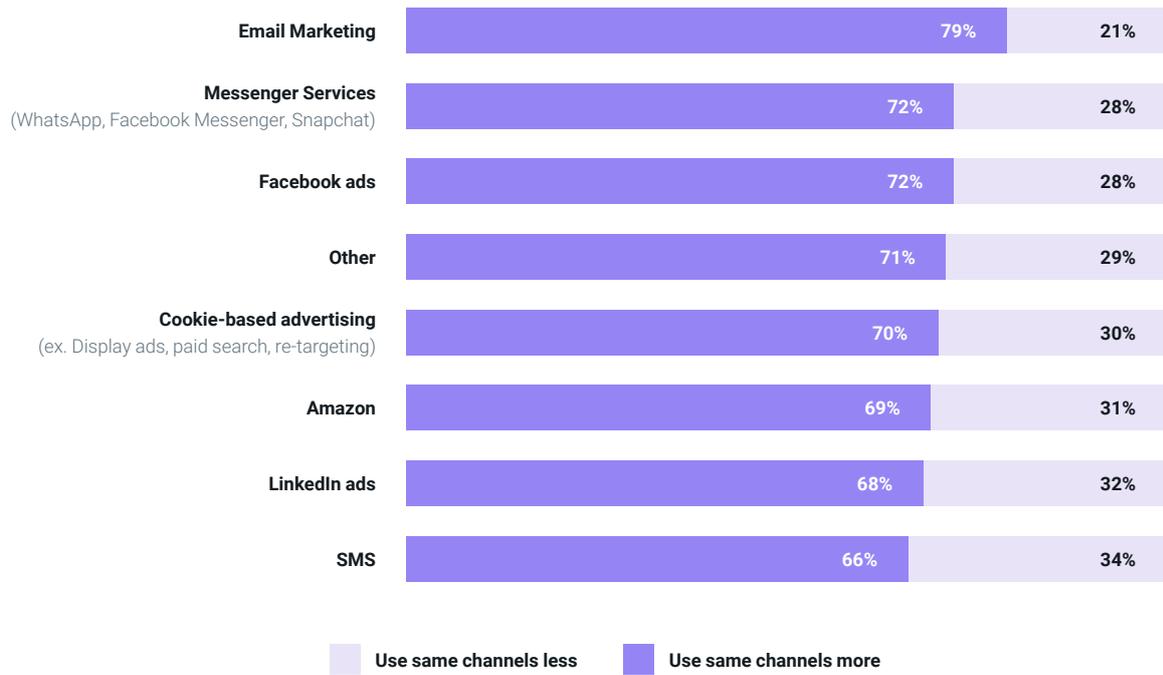
\*Data from UK & France

Currently, 58% of respondents state they use direct marketing always and 60% report they 'often' use SMS communications.



## Email will be the go-to channel post ePrivacy

Following the implementation of ePrivacy and the restrictions on collecting cookie data, do you plan to use these same channels more or less?



\*Data from UK & France

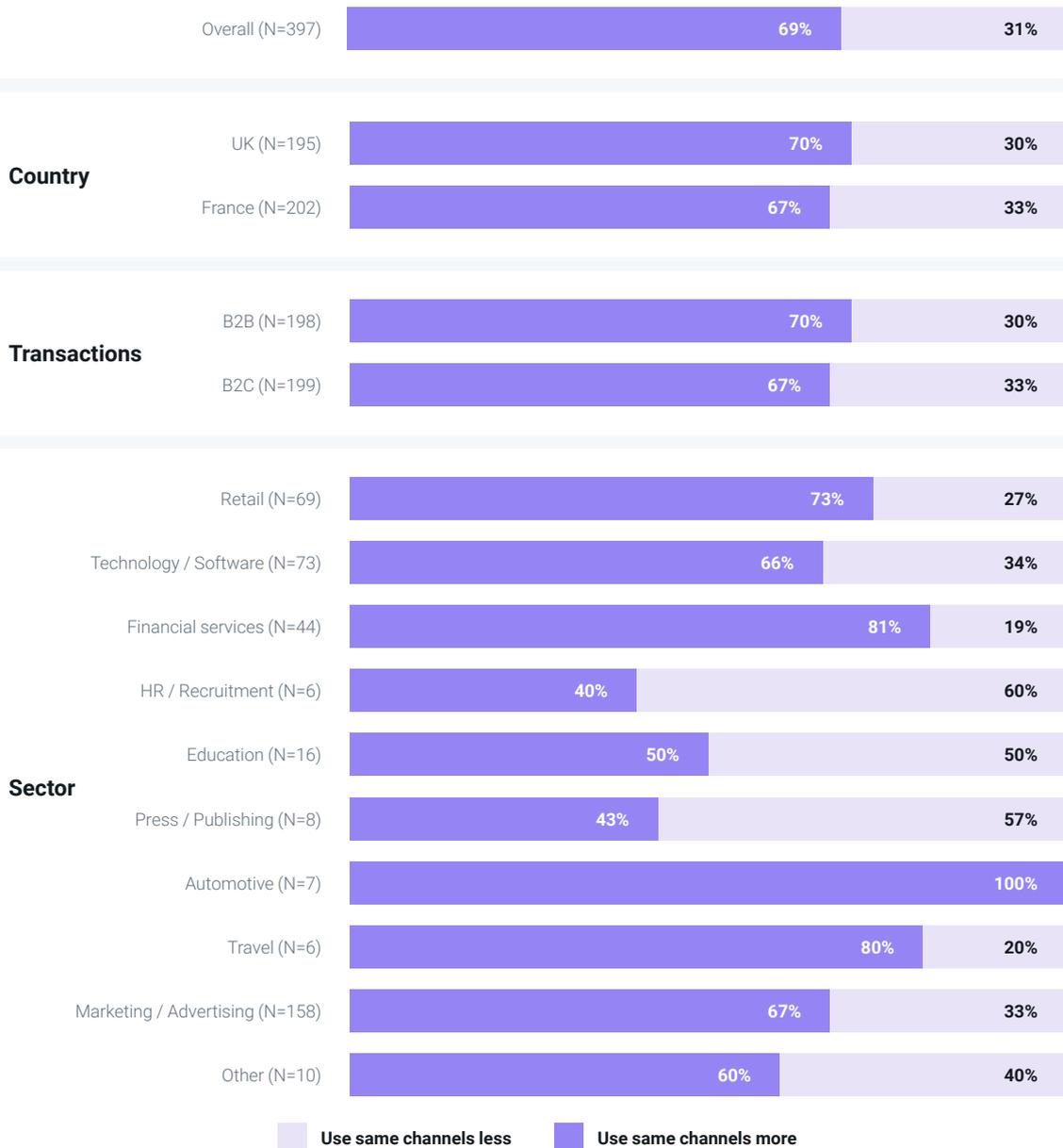
79% of marketers predict they will use email marketing more as a channel post ePrivacy.



## B2C marketers will increase interest in Amazon

Over two thirds (67%) of B2C marketers state they will use Amazon more.

### AMAZON: Following the implementation of ePrivacy and the restrictions on collecting cookie data, do you plan to use these same channels more or less?



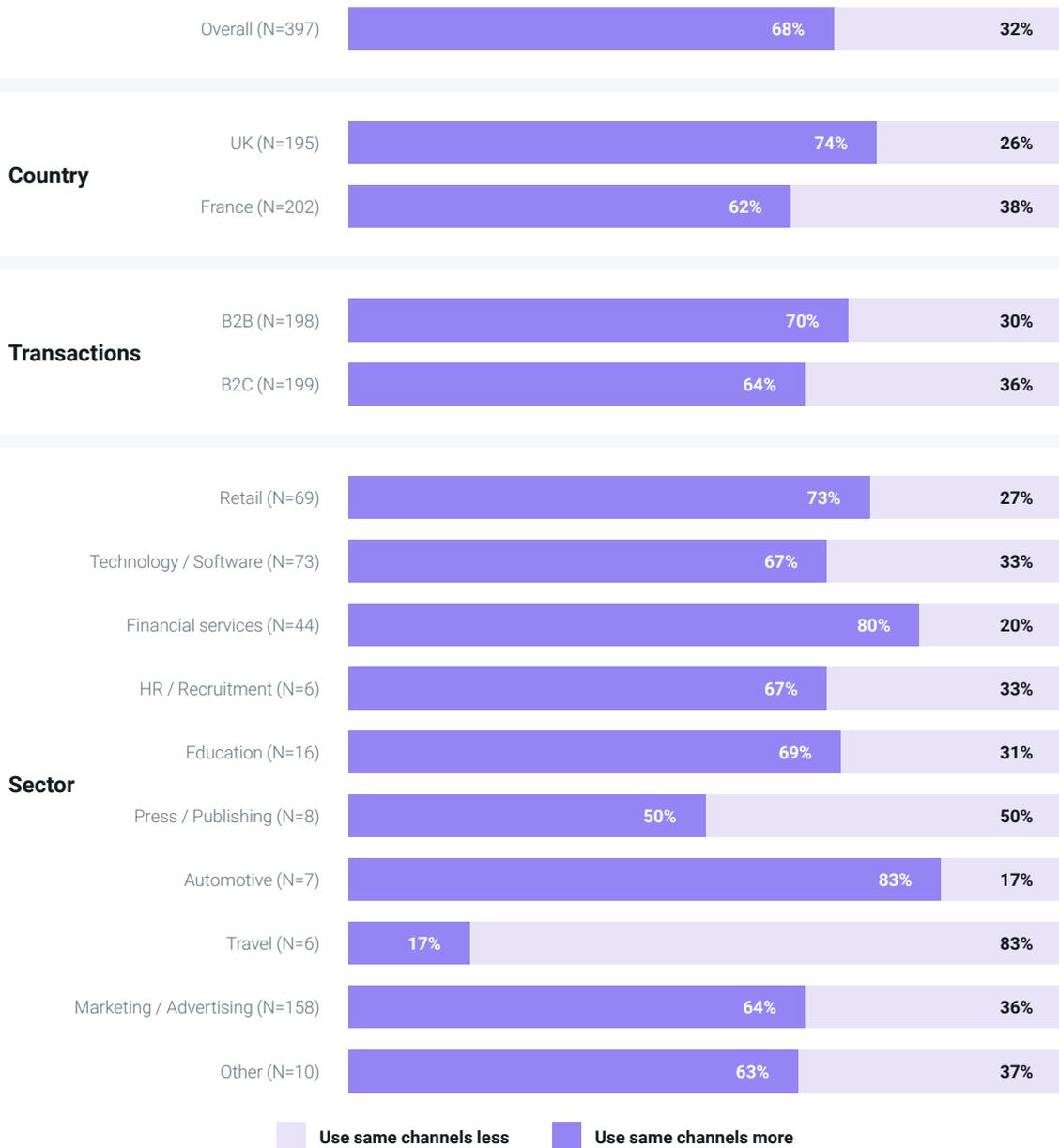
\*Data from UK & France. Specifically for Amazon.



## B2B Marketers will increase interest in LinkedIn ads

70% of B2B marketers perceive their spending on LinkedIn ads will increase as a direct result of ePrivacy.

### LINKEDIN ADS: Following the implementation of ePrivacy and the restrictions on collecting cookie data, do you plan to use these same channels more or less?

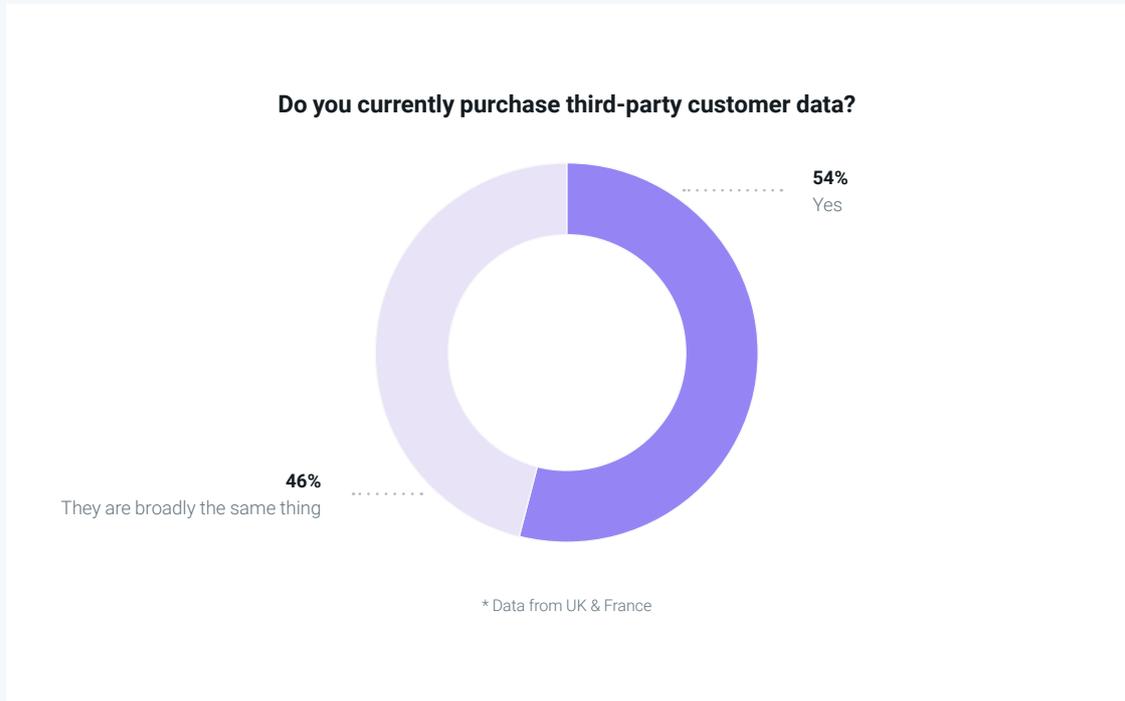


\*Data from UK & France. Specifically for LinkedIn Ads.



## Buying third-party data is still common practice

Third-party data is information (usually purchased) about consumers with whom you don't have a direct relationship with. Third-party data is acquired from data sales houses or other large site and system operators.



More than half of marketers (54%) admit they currently purchase lists of third-party data from data sales houses or other large site and system operators.



## Practice differs between B2B vs B2C

Third-party data is information (usually purchased) about consumers with whom you don't have a direct relationship with. Third-party data is acquired from data sales houses or other large site and system operators.

The practice is marginally (15%) more common in France than the UK, however it has become almost routine among B2B respondents from the financial services sector (76%) and technology sector (61%).

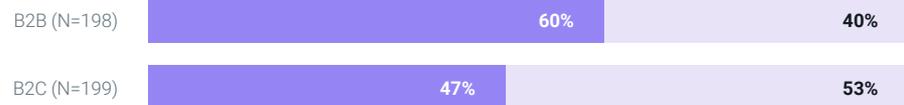
### Do you currently purchase third-party customer data?



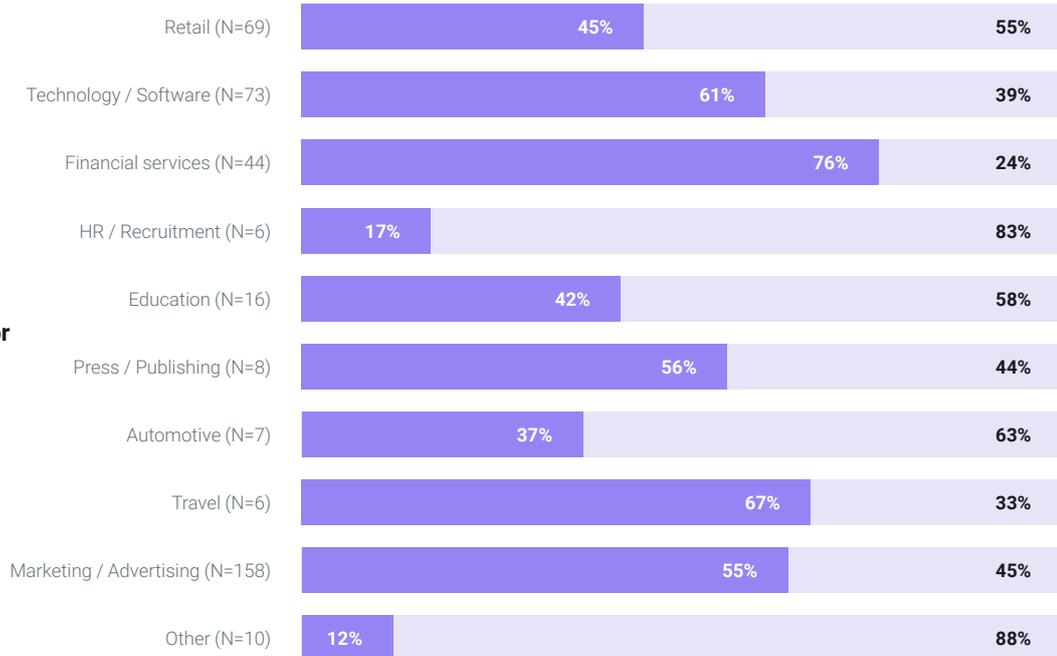
#### Country



#### Transactions



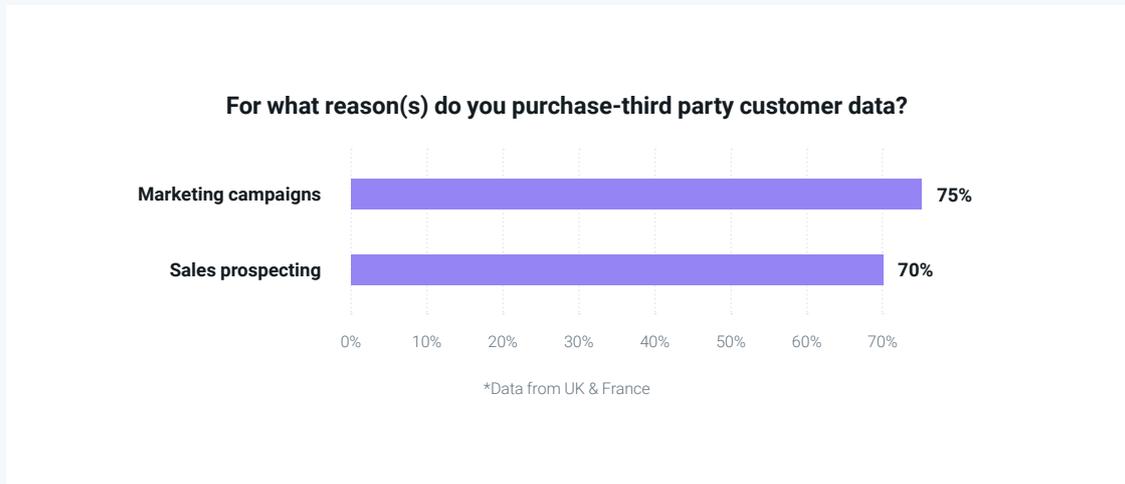
#### Sector



Use same channels less
  Use same channels more

\*Data from UK & France. Specifically for LinkedIn Ads.

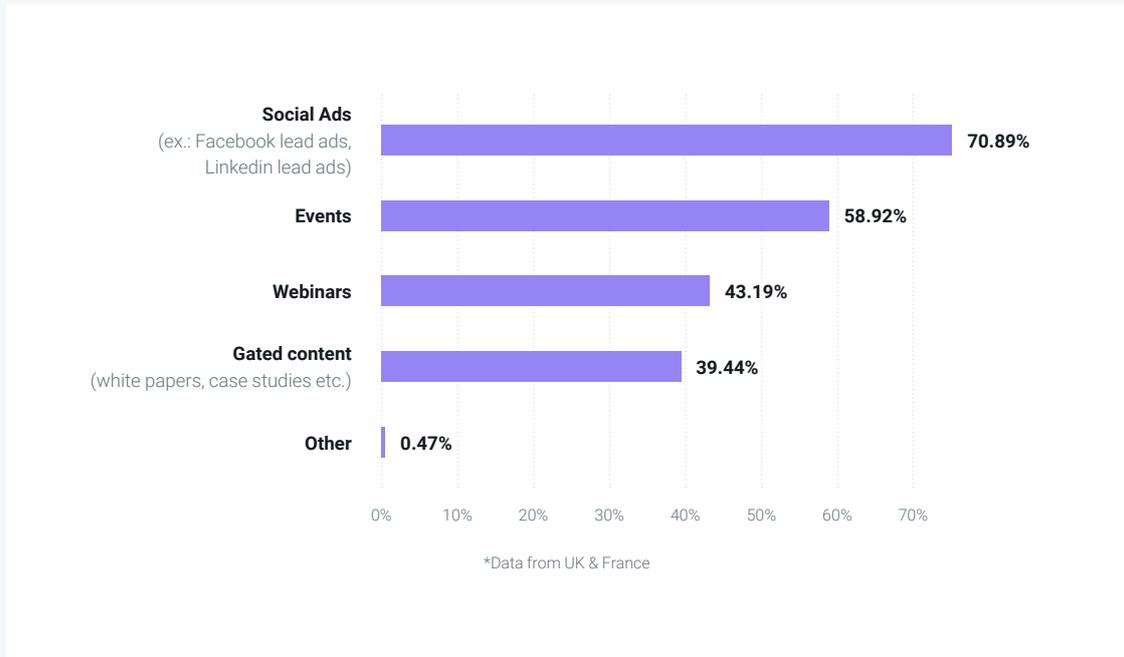
## Sales & Marketing both use third-party lists



Predominantly brands buy lists for both sales prospecting (70%) and marketing campaigns (75%), a practice which puts them at risk of breaching various GDPR requirements, i.e. the principle of transparency, use of data without clear consent or other legal basis.



## Social ads to become a new lead generation method



What methods do you plan to use in the future to increase your base of potential prospects (without purchasing Third Party Data)?

Overwhelmingly, marketers feel ePrivacy will be a good thing for their company in the long term. Marketers will rely less on tactics like retargeting ads and build more qualitative data insights to build campaigns that resonate with new consumers (57%).



## Marketers feel ePrivacy will be good in the long term

### In your opinion, can ePrivacy bring benefits to a company?

**59.39 % - Yes: More Trust** - by being more transparent about the customer information we track on our website, customers will view us as more trustworthy.

**56.81 % - Yes: Better Marketing** - Marketers will now rely less on tactics like re-targeting advertisements and focus on more qualitative marketing tactics to attract new consumers.

**42.25 % - Yes: Better Experience** - ePrivacy will reduce the amount of annoying pop-up banners asking for cookie-consent which is a better user experience (since most consumers will set their cookies preferences at browser level).

**9.86 % - No: Less Retargeting** - losing the ability to use re-targeting advertisements on some of the consumers who visit our website will hurt the revenue of our business.

**8.45 % - No: Less Tracking** - losing the ability to track the actions of some consumers who visit our website will hurt the revenue of our business.

**0.47 % - Yes: Other**

**0.23 % - No: Other**

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\*Data from UK & France.





More than 40,000 companies around the world use Mailjet by Sinch to strengthen connections with customers and subscribers while building their businesses through email marketing. Brands like Microsoft, Kia Motors, and Toast trust Mailjet to send billions of emails every year. Mailjet combines an intuitive, drag-and-drop email campaign builder with easy-to-use deliverability features to help businesses create and send beautiful emails without touching a single line of code.

Founded in Paris in 2010, Mailjet has offices in tech hubs around the globe, including the UK, US, Spain, Germany, and France. Mailjet is proud to be part of **Sinch**, a leading Communication Platform as a Service (CPaaS) provider, offering messaging, voice, and video communication solutions to a large global customer base. Mailjet is both ISO 27001 certified and GDPR compliant, offering its clients the highest levels of data security and privacy.

For more information, please visit [mailjet.com](https://mailjet.com).

