

GET THE MESSAGE?

ANSWER EMAILS AND HELP
KEEP 30% OF YOUR ONLINE
FOLLOWERS CONNECTED

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When you send an email or message to a family member, friend or business colleague, you expect a response. If you don't get one, you can always send out a "Did you get my message?" email. When people send a message to a brand, whether they actually expect a response from the brand or are delighted by the surprise of one, 30% of online brand followers say that email responses help them stay connected to the brand. Marketers, get the message?

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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