

Email & Domain Names

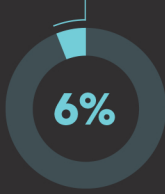
A review of how businesses use email & the importance for businesses to use domain name based email

75% of consumers perceive domain based email as professional



While other options are perceived very differently

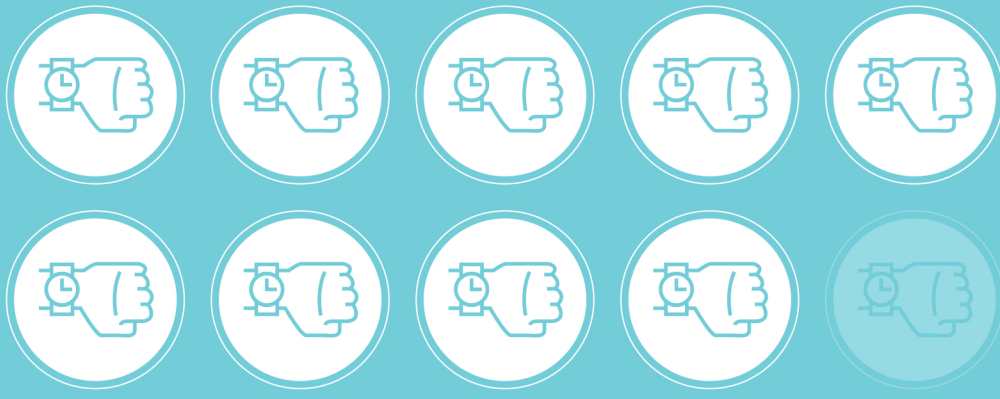
6% of consumers perceive free (Gmail) email domain addresses to be professional



10% of consumers perceive ISP (@xtra.co.nz) email domain addresses to be professional



If you are a business using email 9 out of 10 consumers expect a response within 2 working days.



So what type of email do businesses use?

40%

Have a domain name for their email

35%

Use ISP (eg: xtra.co.nz)

20%

Use free (eg: gmail.com)

5%

Don't use email

Why do so many still use ISP or free options?

20%

BUSINESS IS TOO SMALL

15%

COST

14%

EASIER

10%

DON'T WANT TO CHANGE

Why have a domain based email?



It's your brand, not someone else's



You can change email providers and keep your address



You are seen as more professional and trustworthy



are you showing your best side?



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Source: Colmar Brunton Research
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