

PRESS RELEASE

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MACH Strategy now with podcasts and e-mail marketing

Zurich, November 9, 2023 - Today, WEMF published this year's edition of the MACH Strategy intermedia study, which includes various new features. From now on, podcasts and four different types of email marketing can be evaluated.

The aim of MACH Strategy is to cover all relevant media genres in the analog and digital sectors. The two new media genres, podcasts and e-mail marketing, supplement the intermedia comparison in the digital sector.

Podcasts particularly popular with young people

Ever since the pandemic, if not before, the range of podcasts has been steadily expanding, and there are a wide variety of formats that reach listeners. As a result, MACH Strategy now also analyzes the use of podcasts in addition to streaming groups in the audio segment. While the digital market is otherwise dominated by images, podcasts often position themselves with a broad audience through longer formats. Overall, podcasts reach around 11.9 % of the Swiss population on a regular basis. People aged 14 to 34 in particular indicate that they listen to podcasts at least several times a week (see Figure 1). These people have a high level of education and demonstrate a high affinity for using audio content as a source of information for vacations, entertainment electronics or further education.

Newsletter as a source of information

E-mail marketing offers the possibility of personalized communication of information and advertising to individuals or groups of people. MACH Strategy now surveys four different types: business e-mails, newsletters of media offerings, newsletters with offers or promotional e-mails and advertisements.

In particular, the two newsletter types are regularly viewed by at least half of the over 35-year-olds in their age group. This genre can also be compared as a source of information for different product categories. Thus, addressed advertising emails about clothes and shoes attract the most attention both among users of newsletters of media offerings and those of newsletters with offers.

Wide-ranging intermedia comparison

As a tool for strategic planning, MACH Strategy enables a targeted analysis and implementation of the optimal media mix of press, cinema, TV, radio, websites, social media, streaming (audio / video), podcasts, out-of-home, DOOH, digital signage, public transportation, direct mail and e-mail marketing. MACH Strategy 2023 was published today with the innovations mentioned above. These are part of the intermedia study and can be analyzed with the well-established WEMF data portal NEXT>LEVEL. MACH Strategy Upgrade Social Media can be purchased for an additional fee.

Another innovation concerns the definition of the population of the MACH universe. This has been

slightly adjusted. Since the autumn 2023 publication, the MACH universe now includes the population group of non-linguistically assimilated persons. The purpose of this adjustment is to harmonize the MACH universe with that of other Swiss currency studies, making the intermedia comparison simpler and fairer. You can find more information at wemf.ch/universe

WEMF AG für Werbemedienforschung

As a neutral and independent industry research organization, WEMF AG für Werbemedienforschung ensures transparency in the media and advertising market. It provides market players with relevant data that allows them to make smarter decisions. The WEMF studies are currency-setting for the media genres press and cinema. WEMF publishes the intermedia studies MACH Total Audience and MACH Strategy, thus taking into account the market development towards allmedia. It publishes MACH Consumer, the largest annual consumer media study in Switzerland. In addition, WEMF carries out the circulation certification of Swiss press media, certifies DOOH and collects various marketing-relevant statistics. Its MedienDB provides the market with a platform for efficient advertising planning. Furthermore, WEMF offers software for data analysis as well as for the processing and management of advertising campaigns and is active as a service provider for software development projects and for the hosting of third-party data sets.
For more information: www.wemf.ch

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Appendix

Figure 1: Affinity to podcasts according to gender and age

