👉 Users are rethinking US tech — a strong angle for publishers

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Proton
Privacy by default

Hi Michael,

Hope your week is going well!

This week we're sharing **new research on shifting attitudes toward US Big Tech in Europe**, plus a quick recap on the continued momentum of our **$1 / €1 campaign** for Mail and Drive.

Here's what you can leverage 👇

📊 New research: Europeans turn away from US tech

Proton has released new survey data (1,000 respondents per country) examining how people in the **UK, France, and Germany** view Europe's reliance on US-based technology companies — and whether geopolitical tensions are influencing consumer behavior.

🇬🇧 UK key findings:

- **74%** believe Europe is reliant on US apps and services
- **74%** are concerned about that reliance
- **76%** have followed US–Europe political/economic tensions
- **55%** say the news cycle makes them more likely to prefer European services
- **57%** would choose a European alternative if price/features were comparable
- **42%** say their concern about using US apps has increased in the past year

Across France and Germany, concern levels are even higher in some areas — showing this is not isolated to the UK.

Why this is a strong editorial hook:

- Digital sovereignty is moving from policy debate to consumer behavior
- Trust in US platforms is being reassessed in light of geopolitical tensions
- Security (92%) and privacy (88%) rank as the top considerations when choosing apps

There is also a major awareness gap: **67% of UK respondents had not heard of European alternatives** for common services like mail or cloud storage — despite strong stated preference for them.

This opens multiple angles:

- The rise of European digital sovereignty

- How geopolitics influences tech choices

- The mismatch between perceived privacy and technical reality (e.g., 57% consider Gmail at least somewhat private)

- Why privacy-first European alternatives are gaining traction

👉 **Read the full article here**

🚀 $1 / €1 campaign recap: strong momentum continues

Our **$1 / €1 first-month campaign** for Proton Mail and Drive continues to perform really well, particularly among first-time users who had been hesitant to switch.

Quick recap:

- **Monthly plan:** $1 / €1 for the first month
- **12-month plan:** 40% off the annual price
- **Campaign period:** January 12 – March 31

This campaign pairs especially well with the sovereignty narrative above, as it lowers the barrier for users who are curious about European alternatives but haven't taken action yet.

🎨 **Campaign visual assets:**

- Mail: link
- Drive: link

As always, let us know if you'd like help shaping an angle for your audience or reviewing content before publishing.

Thanks for the continued partnership 🚀

— The Proton Affiliate Team