

ALWAYS-ON MARKETING

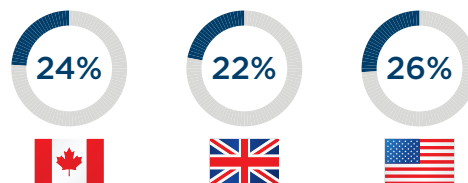
Thanks to such emerging digital platforms as browser-based behavioural targeting, mobile devices, location-based targeting, and social media, marketers can now reach consumers anywhere, and at any time. But just as with many advances in science, our ability to do something often outpaces our understanding of whether we should do it. Our survey shows that marketing fatigue is a real phenomenon amongst consumers – and if we don't address this concern, we may find ourselves in the Offer Anarchy future.

One in five consumers express regret for liking a brand online, while up to one in four regret registering with a company or brand website.

Q. Regretted liking a brand:



Q. Regretted signing up online:



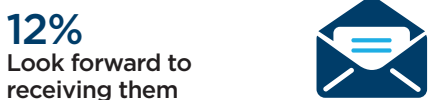
Consumers are unenthusiastic about the digital communications they receive.

A majority of consumers consider receiving 20 or more emails a week as “too many.”

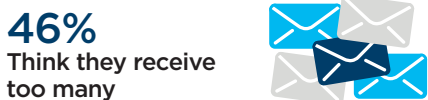
Emails:



BUT ONLY



AND



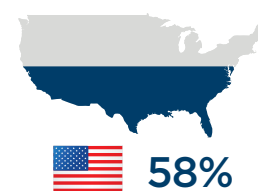
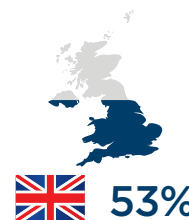
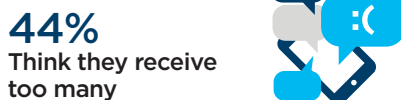
Texts:



BUT ONLY



AND



Consumers delete more than one third of emails and texts from brands without reading more than the title.

Q. Action taken when receiving messages from companies:

