Press Releases

51% of unsatisfied and 43% of satisfied customers often or always skip online pre-roll ads

Unsatisfied customers more likely to disengage with 12 marketing channels, including newspapers and magazine ads, print ads or catalogs, and email marketing

JACKSONVILLE, Fla., Feb. 23, 2017 /PRNewswire/ -- MarketingSherpa split 2,400 U.S. consumers into two groups. One group of 1,200 was asked, "Of the companies with which you are generally satisfied, how often do you disengage with their marketing by doing the following?" The other group of 1,200 was asked, "Of the companies with which you are generally unsatisfied, how often do you disengage with their marketing by doing the following?"

Unsatisfied customers were more likely to often or always disengage with every channel they were asked about. For example, 33% of satisfied customers never or rarely unsubscribe from email, while 13% of unsatisfied customers said the same, which means a satisfied customer is 154% more likely to stay on a company's email list than an unsatisfied customer.

"This [data] means the successful marketer should think big,"Daniel Burstein, Senior Director of Editorial Content, MarketingSherpa, said. "Yes, following best practices is important, but they are not enough to keep customers subscribed. Use this data to justify marketing having a seat at the table for important business decisions. Don't just let marketing's role be to send email campaigns and work with advertising agencies."

Skipping online pre-rolls ads was one of the top ways customers disengaged overall; 51% of unsatisfied customers skipped this form of online video marketing (third most chosen response), while 43% of satisfied customers did (the most chosen response). Online ad blocking, which has become a major concern for the marketing and advertising industry, was the fifth-most frequently disengaged with channel (out of 12) according to consumers.

The MarketingSherpa article "Marketing Charts: The channels your customers are most (and least) likely to disengage with" includes data about all 12 surveyed channels — video pre-roll ads, newspaper and magazine ads, print circulars and catalogs, television advertising, online display advertising, podcast ads, email marketing, radio advertising, mobile apps, social media marketing, and YouTube.

In the article, Burstein said, "There's a commonality in the discoveries from this data. Whether it's working within your business to help satisfy customers or making sure you send only relevant information to those customers, putting your customers' interests first will mean less customers will disengage with your marketing."

The data is from the MarketingSherpa Customer Satisfaction Research study of 2,400 consumers, sampled to reflect a close match to the U.S. population's demographics, conducted in September and October 2016 during the planning of MarketingSherpa Summit 2017's content. Half of the respondents (1,200) were asked to reflect on their experiences with a brand with which they are highly satisfied, and the other half (1,200) were questioned about a brand with which they are not satisfied. The responses of these two groups were then compared and contrasted against each other. The respondents from each age group, the Silent Generation (71-93); Baby Boomers (52-70); Generation Xers (34-51); and Millennials (18-35); were nearly evenly split between the paired surveys.

View the entire study at MarketingSherpa.com/ConsumerStudy. For questions regarding the survey or its methodology, please contact Erin Donker at erin.donker@meclabs.com.

About MarketingSherpa Summit 2017
MarketingSherpa Summit 2017 is a showcase of inspirational stories of customer-first marketing. Building off Email Summit's heritage, the four-day 2017 Summit, taking place at the ARIA Resort in Las Vegas from April 10-13, 2017, will highlight some of the most successful digital marketing campaigns using email, data, mobile, social media and content, including award-winning case studies presented by brand-side marketers. There will be breakout sessions that offer interactive roundtables for marketing technology and messaging tips and advice from industry experts and brand-side marketers, as well as networking opportunities to exchange experiences. MarketingSherpa is a publishing subsidiary of MECLABS Institute.

For more information about Marketing Sherpa Summit 2017, visit http://marketingsherpa.com/summit2017.

About MECLABS Institute
Founded in 1997 and based in Jacksonville, Florida, MECLABS Institute is the world's largest research institute dedicated to discovering how people make choices.

MECLABS has been involved in direct Research Partnerships with companies throughout Asia, Europe and the Americas since 2001. As an institute focused on offer-response optimization particularly in the field of value exchange, the Institute is dedicated to taking an academic approach to improving the discipline of marketing by teaching its discoveries through workshops, online learning and a graduate-level program in partnership with the University of Florida.

MECLABS' two publishing subsidiaries – MarketingExperiments and MarketingSherpa – publish experiments and provide insights to the marketing community.

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