

# 52% of customers watch TV ads of companies they are satisfied with; most popular marketing channel of 12 surveyed

**Only 29% of customers watch TV ads of companies they are unsatisfied with  
Listening to podcast ads least popular channel; 59% of unsatisfied customers never or rarely listen to companies' podcasts**

JACKSONVILLE, Fla., March 2, 2017 /PRNewswire/ -- MarketingSherpa split 2,400 U.S. consumers into two groups. One group of 1,200 was asked, "Thinking about companies that you are generally satisfied with their products/services, how often do you do the following?" The other group of 1,200 was asked, "Thinking about companies that you are generally unsatisfied with their products/services, how often do you do the following?"

"Watch their ads on TV" was the most popular response from both groups. However, there was a marked difference in response, with over half (52%) of satisfied customers saying they watched those companies' TV ads and under a third (29%) of unsatisfied customers saying the same.

Podcasts have yet to reach mass adoption and were the least popular channel surveyed, with 59% of unsatisfied customers saying they never or rarely "listen to their ads in podcasts" and 44% of satisfied customers saying the same.

The MarketingSherpa article "[Marketing Charts: Why the value chain matters to the marketer](#)" includes data about all 11 surveyed channels — TV ads, email, direct mail, in-store circulars, print advertising in newspapers and magazines, online ads, radio ads, mobile apps, online videos, social media marketing and podcast ads.

In the article, Daniel Burstein, Senior Director of Editorial Content, MarketingSherpa, said, "Unsatisfied customers are much less likely to engage with messages in every type of media. For example, satisfied customers are 117% more likely to subscribe to email than unsatisfied customers. This is why the value chain is important to the email marketer. Following all of the email best practices is not enough — tactics like personalization or emails with big buttons and a lot of white space. The email marketer cannot live alone in a marketing silo; he or she must be actively engaged in the business to help create a satisfied customer. And that example is true for marketers utilizing all 11 channels we surveyed."

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 specific brand with which they are highly satisfied along with companies they were satisfied with in general. The other half (1,200) was questioned about a brand with which they are not satisfied and companies they are unsatisfied with in general. 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](http://MarketingSherpa.com/ConsumerStudy). For questions regarding the survey or its methodology, please contact Erin Donker at [erin.donker@meclabs.com](mailto: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.

For more information about MECLABS, visit <https://meclabs.com/>.

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For further information: Erin Donker / Pamela Jesseau, 1-800-517-5531, [press@meclabs.com](mailto:press@meclabs.com)

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