

Print ads in newspapers and magazines are the most trusted advertising channel when consumers are making a purchase decision

82% of Americans trust prints ads, followed by TV ads (80%) and direct mail (76%); online pop-ups least trusted (25%)

JACKSONVILLE, Fla., March 16, 2017 /[PRNewswire](#)/ -- MarketingSherpa asked 2,400 U.S. consumers, "In general which type of advertising channels do you trust more when you want to make a purchase decision? Please sort the options into 'Ads I trust' and 'Ads I don't trust that much' categories."

More than four out of five Americans (82%) trust print ads (newspaper, magazines), while 80% trust TV ads. Online pop-ups were only trusted by a quarter of Americans.

Of the 13 channels surveyed, the top five channels were all traditional channels, and the bottom eight channels were all digital channels. Search engine ads (Google, Yahoo!, Bing, etc.) were the most trusted digital channel (61%).

The MarketingSherpa article "[Marketing Chart: Which advertising channels consumers trust most and least when making purchases](https://www.marketingsherpa.com/article/chart/minimum-viable-vs-minimum-awesome)<https://www.marketingsherpa.com/article/chart/minimum-viable-vs-minimum-awesome>" includes the full data along with an analysis.

"This consumer attitude presents a challenge for digital marketers," said Daniel Burstein, Senior Director of Editorial Content, MarketingSherpa. "Some of the elements of digital marketing that make the channel so popular — its trackability, targeting and low cost thanks to greater inventory — are also its Achilles' heel compared to traditional advertising. While the vaunted New York Times features 'All the News That's Fit to Print,' digital content pretty much just stops at 'All.' There's very high value online content — even most print publications publish online as well — but that real value is drowning in a sea of mediocrity or worse, and as a whole, it damages consumers' trust."

"So digital marketers must be careful with their media buying. But they must also ensure their digital advertising has a credible value proposition and follows a customer-first marketing approach that attracts — instead of alienating — consumers."

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, and 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, and the other half (1,200) were 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. 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.

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

SOURCE MarketingSherpa

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

Additional assets available online:  [Video \(1\)](#)