

## How consumers want to get their advertising

**Author :** Carrie Cummings

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### **Infographic: Consumers Know Exactly How They Want to Be Marketed To And they don't, in fact, hate advertising**

A common refrain among consumers is that they are inundated with **marketing** messages for things they don't want or need. Of course, it has been argued that it's the **advertising** being created that consumers really find so annoying.

**Marketing** research firm [MarketingSherpa](#) asked consumers how they would prefer to receive communications from **brands** and retailers, and its insights suggest people don't actually hate **advertising**. Only 8 percent of respondents said they didn't want to receive **marketing**, while each respondent cited a preferred way of discovering new products. Most interestingly, more than one-third of those surveyed said they preferred to get email from **brands** on their smartphones.

"This may be somewhat surprising to some, as when mobile **marketing** is talked about, email is sometimes not included," said MarketingSherpa director of editorial content Daniel Burstein. "Buzzier topics like location-based **marketing**—iOS iBeacon, for example—and apps tend to get the most attention."

54  
Receive in the mail

49  
Subscribe to receive emails at a frequency I choose

20  
Follow on social media

24  
Receive to receive emails at a pre-determined frequency (chosen by the brand)

9  
Attend local events

15  
Download a mobile app

8  
I prefer not to receive any company updates or promotions

17  
Receive via text messages

20  
Follow on social media

28  
Receive at the physical store

20  
Follow on social media

17  
Receive via text messages

2  
Some other way

Source	Percentage
In-store browsing	59
Word-of-mouth from friends, family, colleagues	57
Using a search engine	47
Articles in print magazines/newspapers	34
Through offline advertising	27
Through online advertising	26
Customer reviews on the company's site	22
Professional reviews through social media accounts of friends, family, colleagues	20
In-store recommendations from a salesperson	18
Through online content directly from the company	16
Through outside online content	15
Other articles	14
Automated personalized product recommendations on an e-commerce site (e.g., "you might also like")	10
Talk with a customer service representative at an e-commerce site	6
Other	5

Advertising Method	Percentage
In-app ads	4%
Transit ads	5%
Push notification from a company's app	6%
Other	6%
Location-based promotions and information	9%
Company's mobile app	12%
In-person conversations	15%
None	15%
Billboards	17%
Text message	20%
Radio ads	20%
Email on my smartphone	20%
Print ads	20%

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