## How consumers want to get their advertising

**Author:** Carrie Cummings

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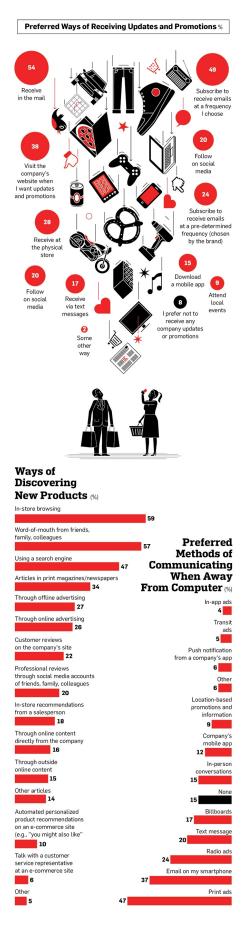
Infographic: Consumers Know Exactly How They Want to Be Marketed To And they don't, in fact, hate advertising

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 <u>MarketingSherpa</u> 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."

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Source: MarketingSherpa

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