

What Motivates Consumers to Click on Mobile Ads?

Author : Ayaz Nanji

Date : September 14, 2016



Different generations engage with mobile **advertisements** in very different ways, [according to](#) recent research from [Nielsen](#).

[The report](#) was based on data from a 2Q16 survey of 8,000 consumers in the United States.

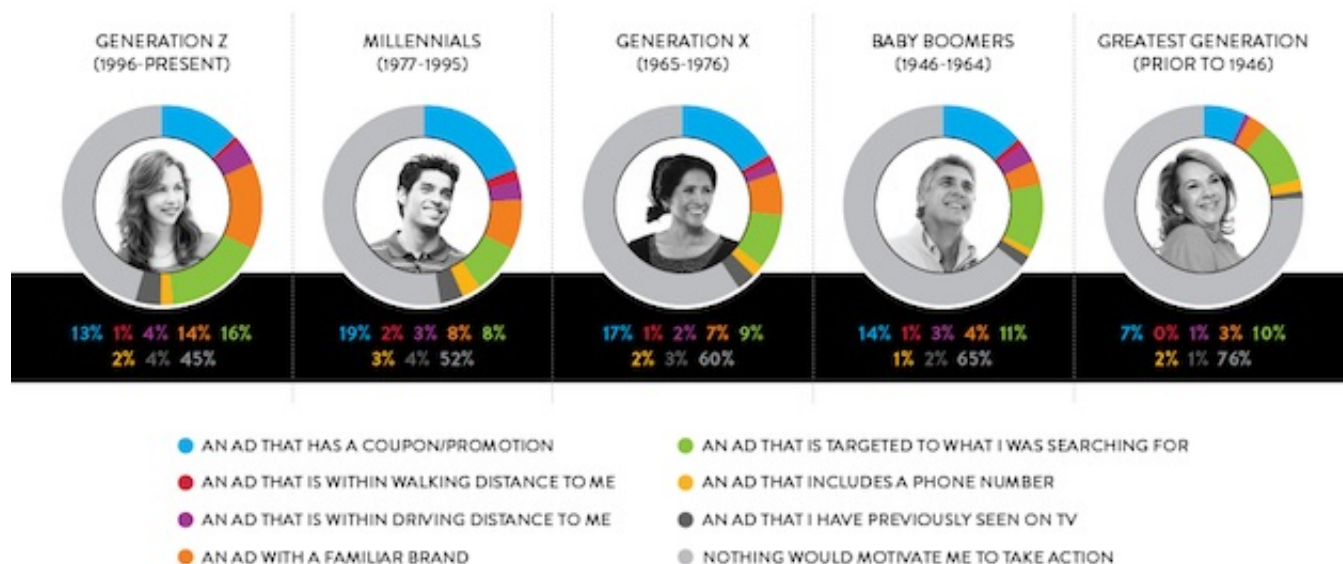
Some 55% of Generation Z and 48% of Millennial respondents say they are willing to click on a mobile ad if given the right mix of **branding**, convenience, and promotional offering.

However, most Generation X, Baby Boomer, and Greatest Generation consumers say they will not click on a mobile ad no matter what the content.

Some 19% of Millennial, 17% of Generation X, and 14% of Baby Boomer respondents say viewing an ad with a coupon or promotion is the thing that would motivate them most to click on a mobile unit.

For Generation Z, the top motivator is an ad from a familiar **brand**.

REASONS FOR TAKING ACTION ON A MOBILE AD ON A SMARTPHONE Q2 2016



Read as: In Q2 2016 13% of Generation Z would take action on a mobile ad on a smartphone if they had had a coupon or a promotion.
 Source: Nielsen's Mobile Connected Device Report. The Connected Device Report was conducted online in English.

Copyright © 2016 The Nielsen Company

About the research: [The report](#) was based on data from a 2Q16 survey of 8,000 consumers in the United States.

This article first appeared in www.marketingprofs.com