Consumer **Engagement** Report

How Consumers Interact With The Brands They Love

MessageGears™

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Introduction

We hear it constantly: consumers today expect much more from brands' digital marketing efforts and are no fools. With the rise of digital technologies and the increasing use of mobile devices, consumers now have access to a wealth of information and seek a more personalized, seamless, and authentic brand experience. Today's consumers are more informed, savvy, and selective in the brands they engage with – but that's not bad news. (We promise.) Brands that prioritize their digital marketing efforts and are strategic in their approach to building lasting relationships with their target audience can thrive in this new landscape.

In this report, we explore the changing expectations of consumers when it comes to digital marketing and how brands can meet those expectations through the latest technologies and marketing strategies. It's likely that you already have a lot of what you need in your toolkit! Once you understand the needs and wants of consumers, your brand can create tailored and effective digital marketing campaigns that deliver meaningful results and help to build strong, long-lasting relationships with your target audience.

Methodology

The MessageGears Consumer Engagement Survey was a research study aimed at understanding the behavior and preferences of online shoppers. The survey was conducted in Q3 2022 and targeted 1,000 individuals who reported making an online purchase at least once per month on average. The methodology involved gathering data through self-reported surveys, which were analyzed to gain insights into consumer engagement patterns and preferences in online shopping. This research provides valuable information for companies looking to improve their online customer engagement strategies.

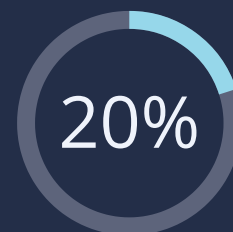## How often do consumers report making purchases online?

2-3 times a month

34%

About once a week

25%

Few times a week

20%

About once a month

20%
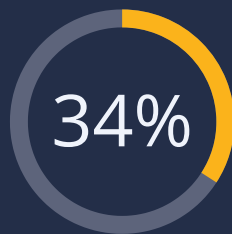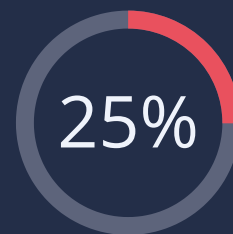
Devices
& Channels

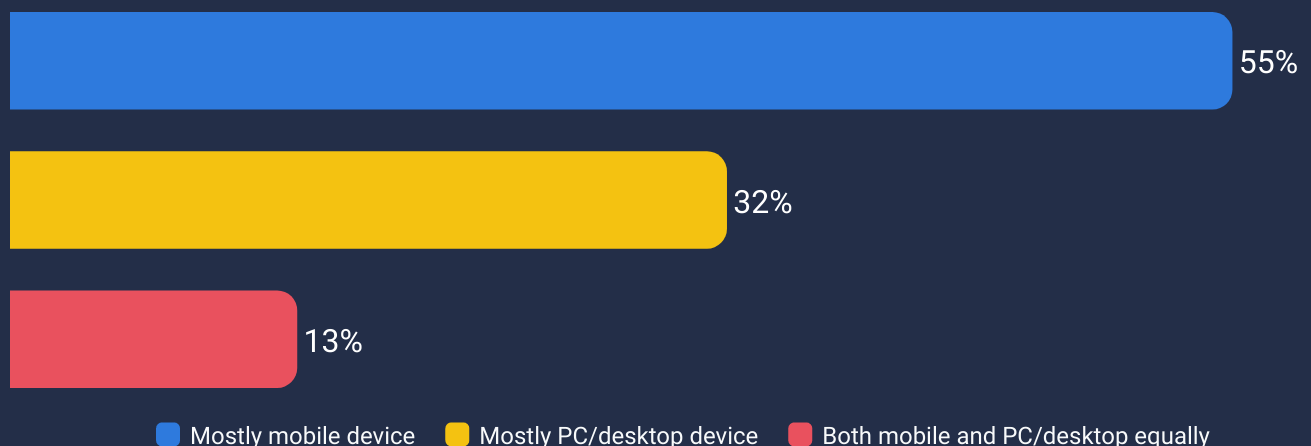Consumer Engagement Report

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Devices
& Channels

Look down at your side. Is your mobile device in view? (We're not trying to shame. Just pointing out the truth…) Mobile devices have become integral to our lives in today's digital age. Mobile shopping makes buying online easy and convenient and consumers are increasingly turning to their smartphones to make purchases.
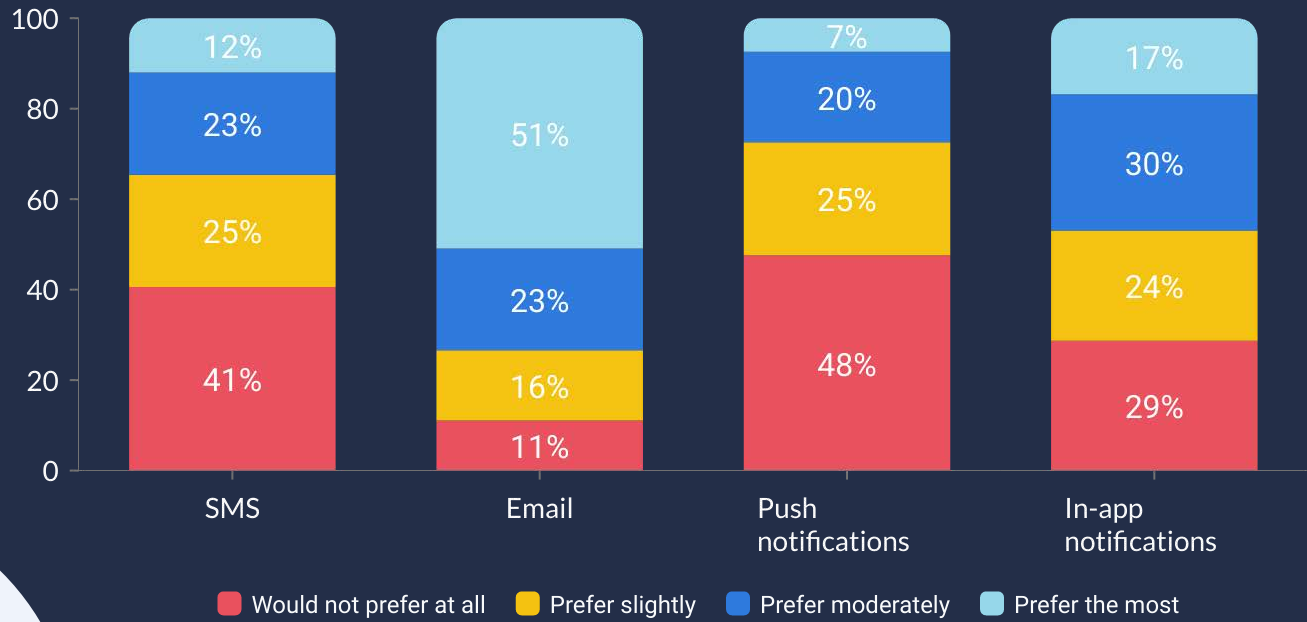
Don't count email out of the game though! It remains the preferred mode of communication for most consumers regarding brand marketing and promotional communication. Email marketing allows brands to provide personalized and targeted promotions to consumers, making it an effective tool for driving sales and building brand loyalty. Plus, consumers can easily access and refer to email promotions at their convenience, making it a preferred choice over other forms of marketing communication.
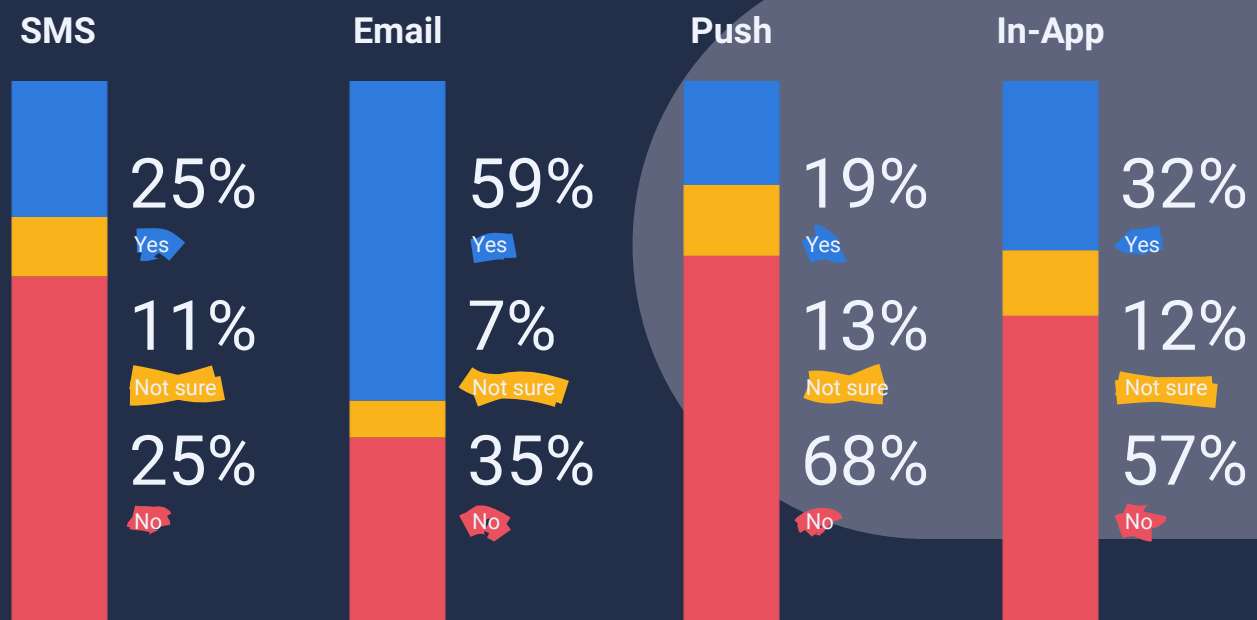
Where do consumers place the most online orders?

55%

32%

13%

■ Mostly mobile device   ■ Mostly PC/desktop device   ■ Both mobile and PC/desktop equally

How do consumers want to receive marketing/promotional messages from brands?

	SMS	Email	Push notifications	In-app notifications
Prefer the most	12%	51%	7%	17%
Prefer moderately	23%	23%	20%	30%
Prefer slightly	25%	16%	25%	24%
Would not prefer at all	41%	11%	48%	29%

■ Would not prefer at all ■ Prefer slightly ■ Prefer moderately ■ Prefer the most

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Consumers share some of the ways they've made an online purchase directly from a marketing/promotional message:

SMS
25% Yes
11% Not sure
25% No

Email
59% Yes
7% Not sure
35% No

Push
19% Yes
13% Not sure
68% No

In-App
32% Yes
12% Not sure
57% No

Consumer
Expectations

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Consumer
# **Expectations**

It can be a conundrum. Consumers tell us they're generally satisfied with the customer experience they get from large brands. Still many brands struggle to stand out in a crowded field. To differentiate yourself, your brand has to create surprise and delight moments that don't come often enough today. But while personalization and relevance are important for brands who want to stand out, they're not the only things your customers want from you. A lack of personalization can lead to decreased relevance and loss of revenue, but data security and timely communication are critical components of building trust and maintaining loyalty. Brands must learn to balance personalization and security, and prioritize being timely and helpful in customer interactions.

11% of consumers say the large brands they interact with exceed their expectations all the time

How often are consumers pleasantly surprised by a message they've received from a brand?

4%
11%
11%
31%
43%

- All the time
- Most of the time
- Sometimes
- Rarely
- Almost never
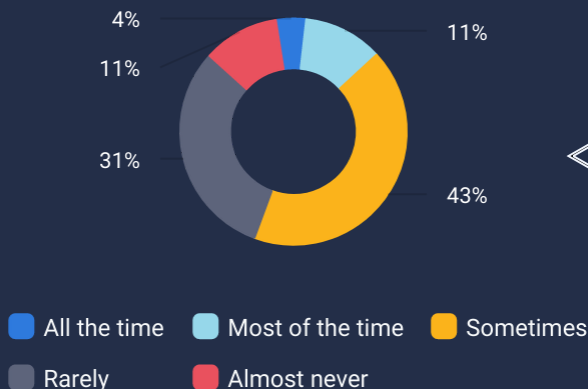
SURPRISE & DELIGHT MOMENTS
don't come often enough

Lack of relevance is bad for business

Half of respondents said they were **annoyed** when brands sent generic messages

Over 75% say they **unsubscribe** from brands that send too many irrelevant messages

How many customers say they feel annoyed when a large national brand communicates in a generic way that doesn't reflect how they're used to interacting with the brand?

17%	32%	31%	14%	6%

How many customers say they'll unsubscribe from brands that send too many/irrelevant messages

49%	28%	14%	7%	3%

■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree   ■ Somewhat disagree

■ Strongly disagree

How often do customers prefer to receive marketing/promotional messages from brands?

Weekly
30%

Every couple of months
12%

Monthly
21%

Daily
11%

Few times a week
16%

Never
10%

WHAT
consumers want
FROM YOU

Regarding brand communications, we asked consumers to rank the elements of the customer experience they find most important.

	5 - Least important	4	3	2	1 - Most important	AVERAGE RANKING
Keeping my data secure	4.8%	6.7%	10%	19.1%	59.4%	**1.78**
Timely and helpful responses to customer inquiries	5.9%	12.6%	22.7%	38.4%	20.4%	**2.45**
Communication being in sync across different channels	17.3%	26.2%	30.8%	17.4%	8.3%	**3.27**
Relevant product recommendations	23%	26.2%	23.1%	18.3%	9.4%	**3.35**
Personalized digital messages	49%	28.3%	13.4%	6.8%	2.5%	**4.15**

Customer
Experience

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Customer
Experience

Here's another conundrum: Personalization is a crucial factor in driving revenue for brands, but achieving the right balance can be challenging. Customers want personalized content but it needs to really resonate with them. For big brands, getting personalization right is especially important. While customers may not even remember subscribing to receive emails from a brand, they will appreciate and act on the messages if they feel relevant. This is where zero- and first- party data can help you create a more engaging experience for customers. But customers also say brands must be careful not to overstep their boundaries or appear too invasive when using customer data.

When done correctly, personalization can foster a sense of connection and loyalty between your brand and its customers. However, brands must strike the right balance between relevance and privacy, using customer data to enhance the customer experience rather than detract from it. Ultimately, personalization can improve customer satisfaction and loyalty – a win-win for both your brand and customers.

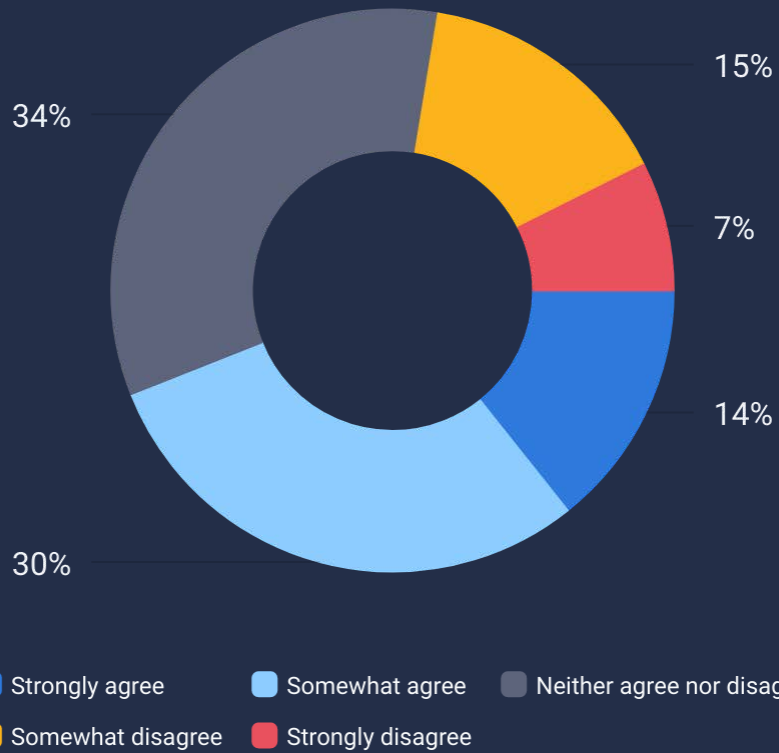## PERSONALIZATION DRIVES REVENUE *but* MOST MISS THE MARK

2/3

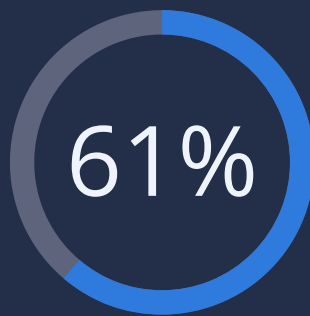Say that brands that create a personalized customer experience are more likely to get their business

87%

Feel that less than half of the brand marketing messages they receive are personalized

Are customers more likely to recommend brands to others if they receive personal messages from them?

15%

7%

14%

30%

34%

- 🟦 Strongly agree
- 🟦 Somewhat agree
- ⬜ Neither agree nor disagree
- 🟨 Somewhat disagree
- 🟥 Strongly disagree

66%

Say most of the time, they **don't remember opting in** for marketing messages

61%

Say they will open marketing messages that are **relevant** or from their **favorite brands**

Find out what actions customers say they take when receiving marketing/promotional messages from brands:

I only open the marketing/promotional messages that seem relevant to me

34%

I only open the marketing/promotional messages received by my favorite brands

27%

I unsubscribe from all marketing/promotional messages I receive

14%

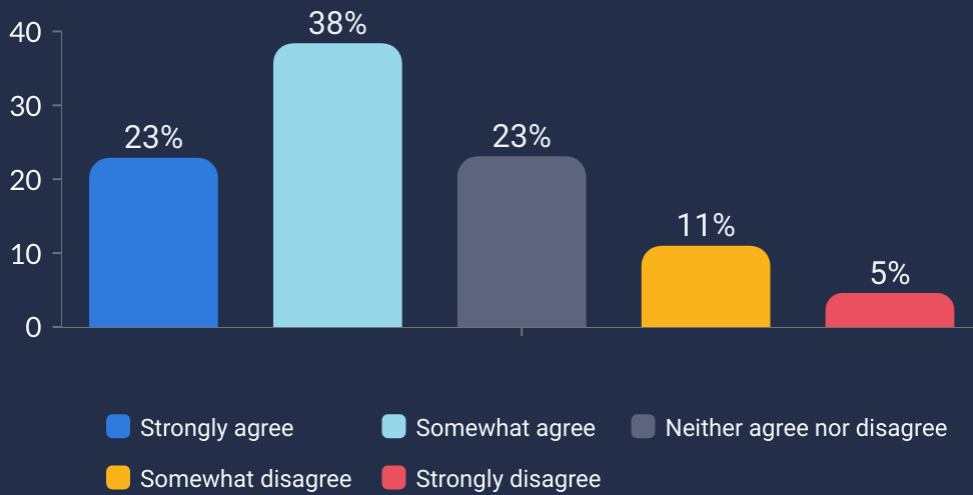**I delete/never check marketing/promotional messages irrespective of the offer/brand**

11%

I check all marketing/promotional messages, irrespective of the offer/brand

8%

All marketing/promotional messages are directed to my spam folder

7%

Do customers say they're more likely to willingly share information with a brand if they feel confident the brand will use it to improve future experiences with them?

Chart data:
- Strongly agree: 23%
- Somewhat agree: 38%
- Neither agree nor disagree: 23%
- Somewhat disagree: 11%
- Strongly disagree: 5%

Legend:
- ■ Strongly agree
- ■ Somewhat agree
- ■ Neither agree nor disagree
- ■ Somewhat disagree
- ■ Strongly disagree

👏 Round of Applause 👏

Consumers say these brands are top of mind for sending personalized and relevant messages they look forward to

amazon • chewy • SEPHORA • TARGET • Walmart • THE HOME DEPOT • macy's • GAP • BEST BUY • ebay • DICK'S SPORTING GOODS • NIKE

Summary

Consumers today expect a lot from the brands they do business with. They demand personalized and relevant marketing messages that are tailored to their needs and preferences.

So what can you do to stand out?

1 Be relevant.
Collect, analyze, and activate customer data so that your targeted messaging resonates with each individual consumer.

2 Take care of their needs.
Customers expect brands to care for their needs and provide great experiences at every interaction. Your brand must provide top-notch customer service, easy-to-use digital platforms, and positive in-person experiences.

3 Take care of their data.
Be a good steward of customer data. To gain and maintain customer trust, your brand should be transparent about data practices, safeguarding personal information, and using data to improve the overall customer experience.
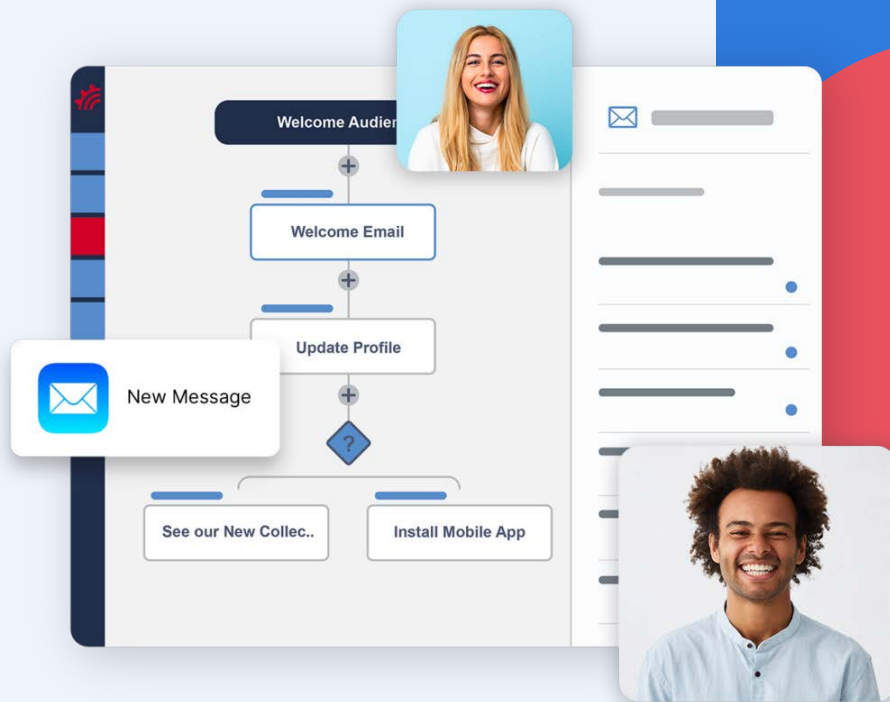
Customer data is the key to **delivering great experiences** across every touchpoint.

MessageGears is the only data-connected customer engagement platform built for today's enterprise. By directly accessing your data, instead of relying on cloud data syncs, MessageGears eliminates the data latency, inflexibility, and other limitations that enterprise brands face when using any other marketing cloud.

Learn more and get started today at MessageGears.com

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