

When asked about companies' marketing, 35% of unsatisfied customers say, "The company does not put my needs and wants above its business goals"

Data from research with 2,400 consumers reveals what satisfied and unsatisfied customers think of companies' marketing

JACKSONVILLE, Fla., Feb. 21, 2017 /[PRNewswire](#)/ -- MarketingSherpa asked 2,400 U.S. consumers about a specific company they were satisfied or unsatisfied with. In a follow-up question, consumers were asked, "Thinking about the marketing of [the chosen company] which of the following is true about your experience?"

The top response about companies' marketing from satisfied customers is: "I consistently have good experiences with it" (56 percent). However, the top response from unsatisfied customers is: "The company does not put my needs and wants above its own business goals" (35 percent).

Daniel Burstein, Senior Director of Editorial Content, MarketingSherpa, explained the disconnect in the MarketingSherpa article "[Marketing Chart: Does customer-centric marketing fall short of satisfying the customer?](#)"

"With our marketing, we build a relationship with a customer. And much like a marriage, there is a constant evaluation of if there is a fair and equal value exchange between the two parties," Burstein said. "People in happy marriages and unhappy marriages can see the same situation in a different way. For example, let's say a husband doesn't take out the garbage. In a happy marriage, this is usually a momentary, fleeting thought or annoyance. However, in an unhappy marriage, it can become much more. It ends up not being about the act itself, but rather the motivations behind the act."

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 brand with which they are highly satisfied, and the other half (1,200) were questioned about a brand with which they are not satisfied. 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.

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