

Consumers dislike online pop-up ads the most, print ads in newspapers and magazines the least

MarketingSherpa conducts research with 1,200 consumers about 13 types of ads

JACKSONVILLE, Fla., March 21, 2017 /PRNewswire/ -- MarketingSherpa asked 1,200 U.S. consumers, "In general, which type of ads do you most dislike? Please order the following ad types from most disliked (1) to least disliked (13)."

Of the 13 ad types consumers were asked about, online pop-ups were the most disliked, with an average rank of 4.52 (1 is most disliked, 13 is least disliked), and print advertising in newspapers and magazines was the least disliked, with an average rank of 9.01.

MarketingSherpa published the data for all 13 ad types — include mobile phone ads, search engine ads, TV ads and direct mail — in the article ["Advertising Chart: The types of ads consumers dislike the most \(and the least\)."](#)

"Traditional channels were all disliked less than digital channels. So, what is a digital marketer to do? Learn from least disliked print advertising. Add credibility to advertisements. Increase the value and decrease the cost of the ad itself by, for example, increasing the joy the ad brings and decreasing its annoyance. And, most importantly, put the customer first with advertising. When you don't practice customer-first marketing, they notice," said Daniel Burstein, Senior Director of Editorial Content, MarketingSherpa.

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, 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. Consumers were also asked about companies they were satisfied and unsatisfied with in general, and about general marketing topics like which ad types they dislike. 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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