A Closer Look
VOLUME 1

Customer Satisfaction Research Study

A closer look at GENERATIONAL DIFFERENCES in perception of marketing and advertising channel trust

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Customer-First Marketing Discoveries
January 2017

How different are Millennials and Baby Boomers?

In September and October of 2016, MarketingSherpa conducted a customer satisfaction research study with 2,400 U.S. consumers. We've already published a [54-page report with 28 charts about our discoveries](#), but we wanted to take **a simple look at the difference age makes when it comes to satisfaction and trust.**

The next few charts explore the similarities and differences of Millennials, Generation X, Baby Boomers and the Silent Generation.
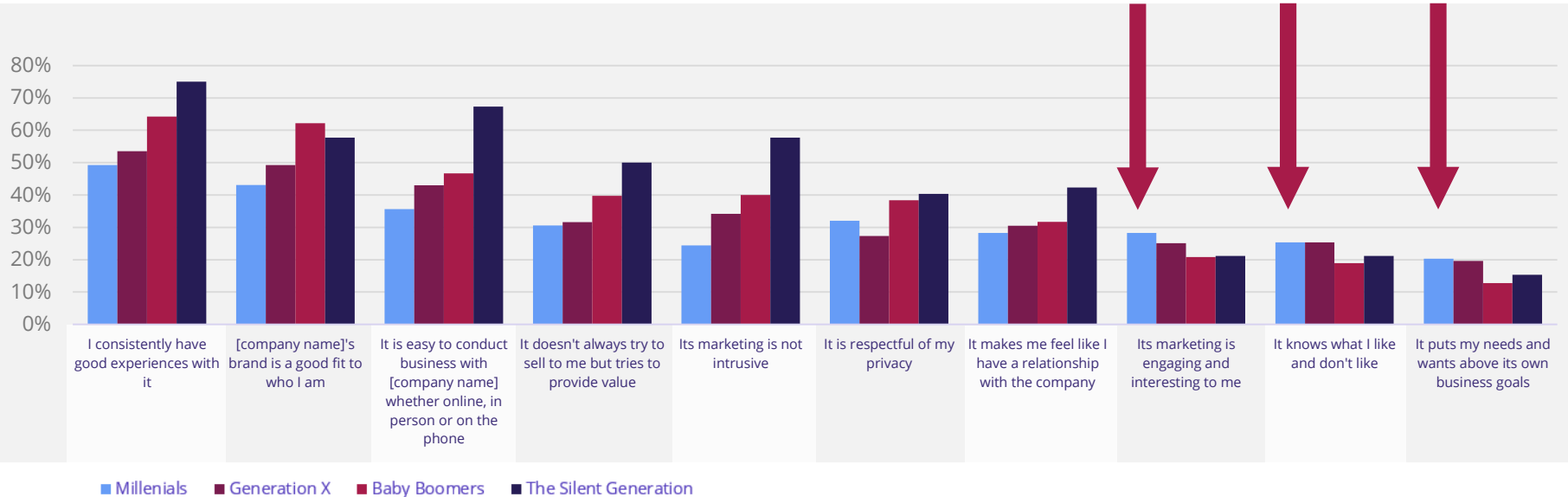
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How age affects customer satisfaction with marketing
Millennials have fewer reasons to be satisfied than any other generation.

Chart 8.1
N=1,200

Q. Thinking about the marketing of [company name] which of the following is true about your experience? Select all that apply.

While Millennials have fewer reasons to be satisfied, they were more likely to recognize engaging, relevant and customer-first marketing.
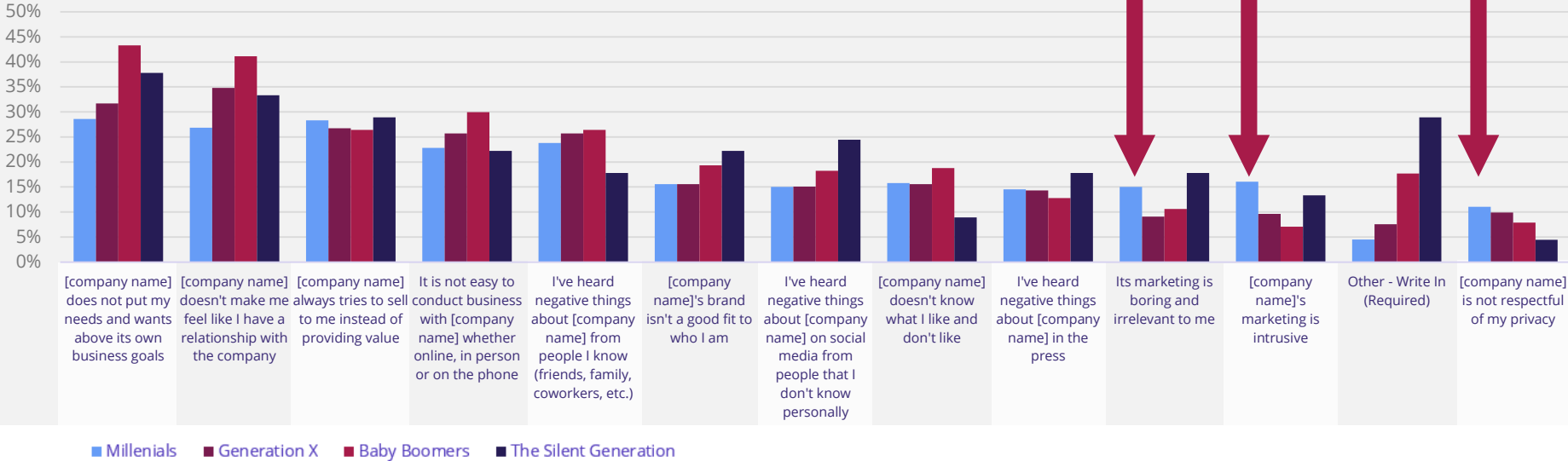
	Millenials	Generation X	Baby Boomers	The Silent Generation
I consistently have good experiences with it	49%	53%	64%	75%
[company name]'s brand is a good fit to who I am	43%	49%	62%	57%
It is easy to conduct business with [company name] whether online, in person or on the phone	35%	43%	46%	67%
It doesn't always try to sell to me but tries to provide value	30%	31%	40%	50%
Its marketing is not intrusive	24%	34%	40%	57%
It is respectful of my privacy	32%	27%	38%	40%
It makes me feel like I have a relationship with the company	28%	30%	31%	42%
Its marketing is engaging and interesting to me	28%	25%	20%	21%
It knows what I like and don't like	25%	25%	19%	21%
It puts my needs and wants above its own business goals	20%	19%	13%	15%

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Why different generations are unsatisfied with marketing

Millennials also have fewer reasons to be unsatisfied. They could simply be less passionate about or engaged with companies than other generations.

Chart 8.2
N=1,200

Q. Thinking about the marketing of [company name], which of the following have you ever experienced that makes you unsatisfied? Select all that apply.

While Millennials have fewer reasons to be unsatisfied, they we are more likely to be critical of boring, irrelevant, intrusive and invasive marketing.

Source: MarketingSherpa

Legend: ■ Millenials ■ Generation X ■ Baby Boomers ■ The Silent Generation

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Traditional channels were most trusted by every generation

While TV ads skewed younger, and print ads and direct mail skewed older, the most trusted channels were the same for every age group.

Q. In general which type of advertising channels do you trust more when you want to make a purchase decision? Please sort the options into "Ads I trust" and "Ads I don't trust that much" categories."
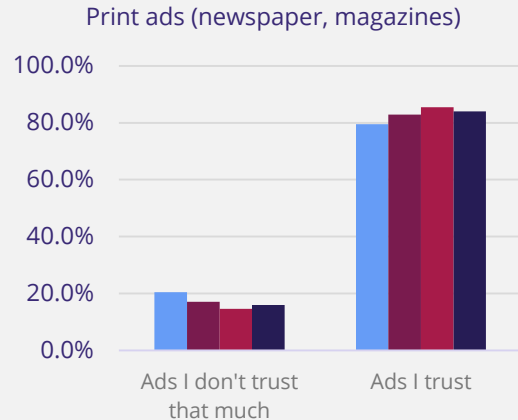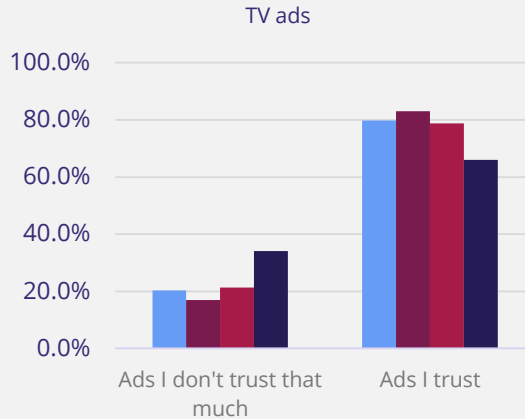

Chart 8.3 — N=1,085 — Print ads (newspaper, magazines)
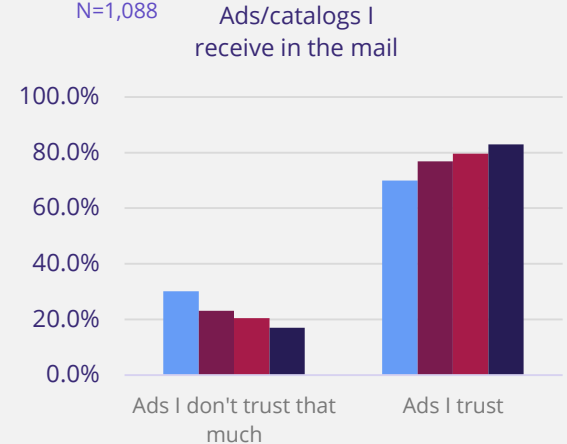
Chart 8.4 — N=1,097 — TV ads

Chart 8.5 — N=1,088 — Ads/catalogs I receive in the mail

Legend: Millenials, Generation X, Baby Boomers, The Silent Generation

Source: MarketingSherpa

Least trusted channels by every generation

There was more differentiation in the least trusted channels, with older cohorts much less likely to trust these digital channels than younger generations.

Q. In general which type of advertising channels do you trust more when you want to make a purchase decision? Please sort the options into "Ads I trust" and "Ads I don't trust that much" categories.
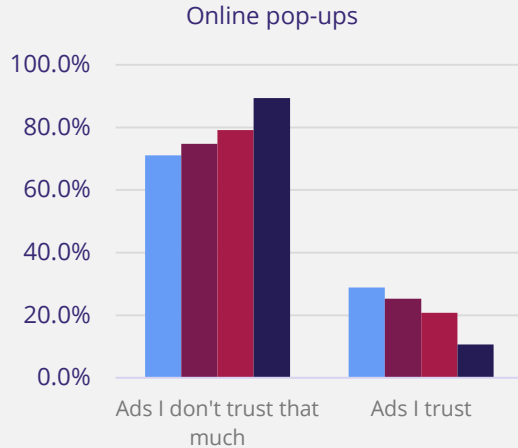

Chart 8.6
N=1,085

Online pop-ups
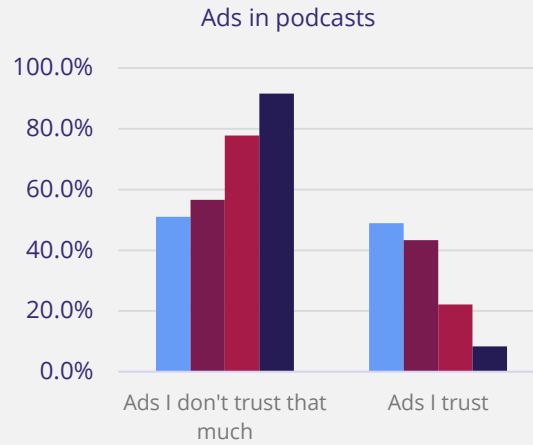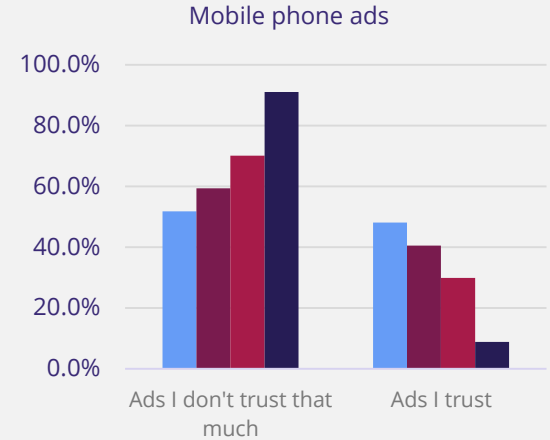
Chart 8.7
N=1,075

Ads in podcasts

Chart 8.8
N=1,076

Mobile phone ads

Source: MarketingSherpa

■ Millenials ■ Generation X ■ Baby Boomers ■ The Silent Generation

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ACTION ITEMS | **FURTHER RESEARCH**

Putting these discoveries into action

Download the full Research Study for free

What Makes Customers Satisfied? Discoveries found through research from 2,400 customers about how companies are pleasing (and alienating) their customers every day

Download this 54-page report with 28 charts to learn:

- What contributes most to a customer's satisfaction with a company
- Which advertising channels customers trust most when making a purchasing decision
- What the top reasons customers unsubscribe from emails, block online ads and delete apps are

Download the full Customer Satisfaction Research Study

Putting these discoveries into action

Marketing leaders and marketing managers can attend [MarketingSherpa Summit 2017](#) to learn from Dan Briscoe, Ginger Shimp and other case studies filled with inspirational stories of customer-first marketing to give them ideas for improving their own marketing efforts.

How a construction software company increased revenue 53%

" Simply put, to get over ourselves. That was our key transformational lesson. To quit the sales and marketing obsession to focus only on our company, to talk only about ourselves, and to quit trying to show how innovative our products are and how beloved our customer support is across the industry. Nobody really cares, and when they do care, they don't want to hear it from us. "

– **Dan Briscoe**, *VP of Marketing, HCSS Software*

How SAP built $50 million of marketing-touched pipeline

" We understand the importance of putting our customers at the forefront of our success and truly believe that by helping our customers run better, we help the world run better. I hope our story will inspire others to do the same. "

– **Ginger Shimp**, *Marketing Director, SAP America*

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Learn more about the Conversion Heuristic

THE MECLABS CONVERSION INDEX

$$C = 4m + 3v + 2(i-f) - 2a^{©}$$

Motivation of the user

Clarity of the Value Proposition

Incentive

Friction

Anxiety

Visit: MECLABS.com/Heuristic

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Three ways to support your marketing objectives

MarketingSherpa Summit 2017

Get proven, actionable marketing education through customer-first, brand-side case studies and interactive learning activities

Get more information at:
MarketingSherpa.com/Summit17

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UF Graduate Certificate Program

Get the only graduate certification in MECLABS Institute's patented methodology

Get more information at:
MECLABS.com/UF

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METHODOLOGY

How this research study was conducted

Research Study Methodology Summary

- After conducting an academic review, in September and October 2016 MarketingSherpa surveyed **2,400 consumers**, sampled to reflect a close match to the U.S. population's demographics, to help business leaders and marketers get a better understanding of the impact of customer-first marketing on American consumers
  - **1,200 consumers** completed a survey telling us about their experiences with a brand with which they were **highly satisfied**
  - **1,200 consumers** completed a survey telling us about their experiences with a brand with which they were **NOT satisfied**

Get the complete methodology by downloading the full Customer Satisfaction Research Study.

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