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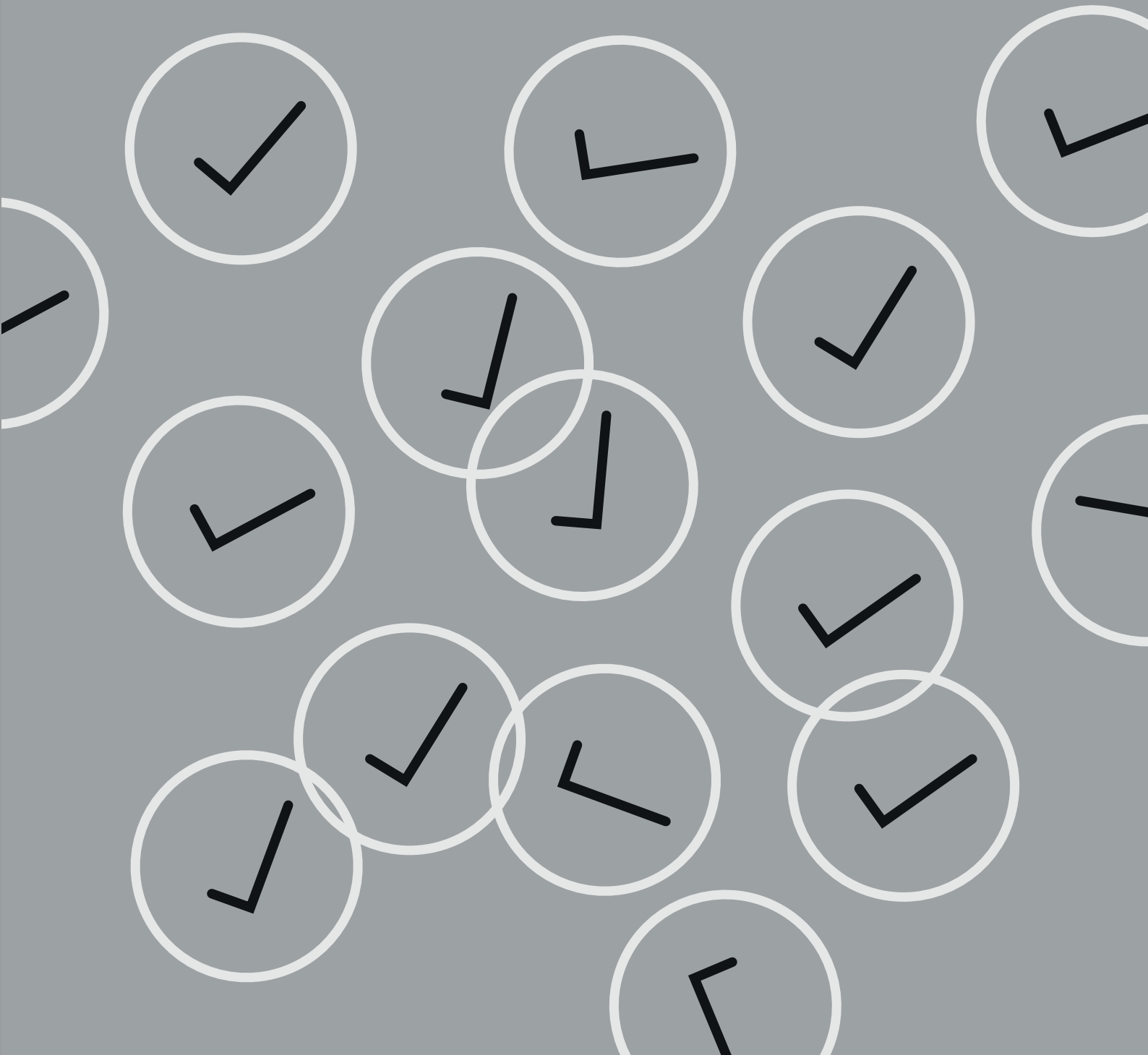
2023 Consumer Marketing Fatigue Survey – Less is More

Executive Summary

The Optimove 2023 Consumer Marketing Fatigue Survey underscores that marketers are more invasive than helpful when interacting with consumers. Our survey of 450 US consumers fielded in January 2023 shows that consumers feel inundated with marketing messages. The message to marketers from consumers is that "less is more."

This report uncovers overall consumer preferences regarding message tactics used by marketers. Based on those findings, we suggest what marketers can do to get the right frequency and relevancy of messages to improve customer loyalty.

Top line findings:

Consumers feel bombarded by marketing messages: the message to marketers is, "less is more." Key results show that email and text are crucial in marketing programs. These two channels are the ones that consumers rely on the most, yet these channels are the most abused by marketers. For marketers, it is a question of balance.

Cold, irrelevant marketing emails and texts get the cold shoulder from consumers. Relevancy is paramount in a brand's ability to connect with the consumer. The right message in the right channel at the right time is the difference between hassling and helping a consumer.

Consumers are on a predetermined shopping destiny most of the time. Marketers need to know the specific journey a customer is on – and marketers need to be part of it. But consumers are not 100% predestined. Each is willing to try new

brands/products on occasion. Again, for marketers, finding those occasions means connecting with the consumer to understand preferences and make relevant offers.

Relevancy is most relevant. Consumers clearly noted that relevant messages are crucial to assuring that brands don't overstay their welcome with consumers. Irrelevant messages actually make the brand irrelevant to the consumer. Consumers also require personalized messages so they know the brand knows them.

The survey also points out that online marketing is still developing. Marketers still tend to think that more messages will deliver more results.

In fact, fewer right messages at the right time may deliver equal or better results. If brands get this right, they can spend less on marketing and connect with consumers rather than burn them out. It is an opportunity to optimize marketing budgets.

Clearly, we still have a long way to go to truly connect with consumers so brands can create loyalty for life.

Methodology

The Optimove 2022 Consumer Trust of Online Retailers Survey queried 450 U.S. citizens in January 2023. Respondents were18-plus, 49% male/51% female (no respondents were non-binary or declined to answer), and household incomes were $75,000-plus.

Survey Results

1. **Consumers feel bombarded by marketing messages: the message to marketers, "Less is more"**

Two-thirds of consumers (66%) want fewer marketing messages, and 27% feel they are bombarded by marketing messages. When asked if they would like to receive fewer marketing messages in 2023 versus 2022, 73% noted they wanted fewer messages.

The message to marketers is that "Less is more."

80% Unsubscribe: Almost eight in ten consumers (79%) say they unsubscribed from retail brands in the past three months. In addition, 61% of consumers responded they have unsubscribed from three or more retail brands due to too many marketing messages, with 29% cutting the cord with six or more.

Additionally, 76% of respondents unsubscribed from marketers because they receive an offer repeatedly that shows up elsewhere on the web – it devalues the offer.

Text is the most annoying channel. More than half (53%) of respondents said that text messages are the most annoying and invasive, followed by email at 21%. Conversely, email and social media are the least annoying when receiving messages.

Consumers were asked what channel is the most irritating when they are "bombarded by marketing messages." Text messages and email were tied as the most irritating at 39% each.
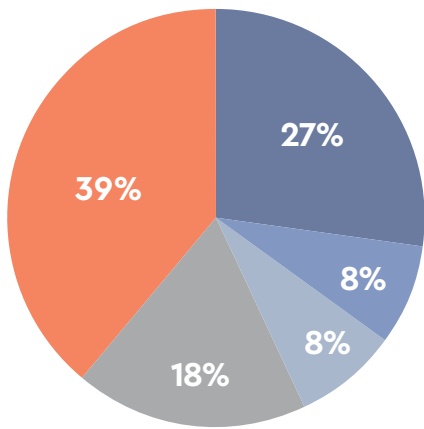
How do you feel about the number of marketing messages you get from brands?

- 🟠 I wish I could get a few less, many times they are irritating
- 🔵 I feel I am bombarded by them and often shut them off
- 🔵 A few more than I get now could be useful
- 🔵 I would like to get many more, they are often helpful
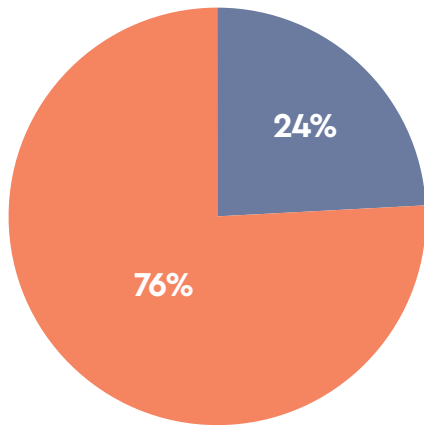- ⚪ I get just the right amount
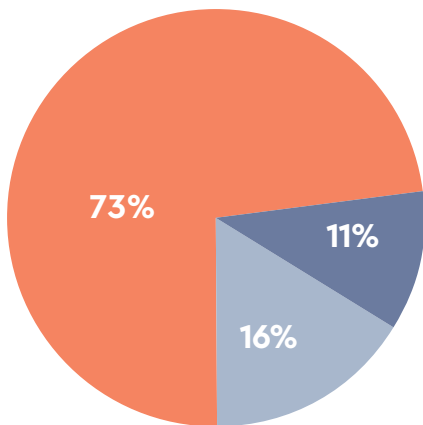
Would you like to receive more, less, or the same volume of marketing messages in 2023?
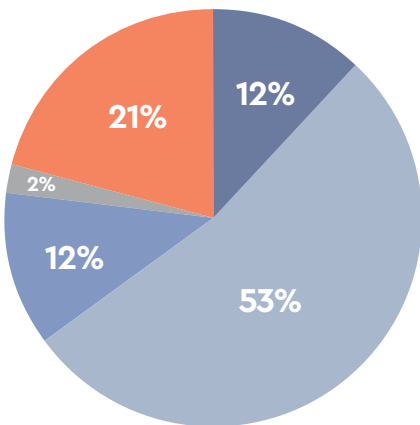
- 🟠 Less
- 🔵 More
- 🔵 The same
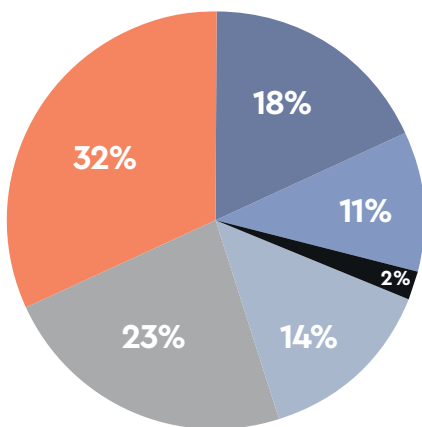
How many retail brands have you unsubscribed from in the past 3 months due too many marketing messages/offers?

- 🟠 3–5
- 🔵 6–9
- 🔵 More than 10
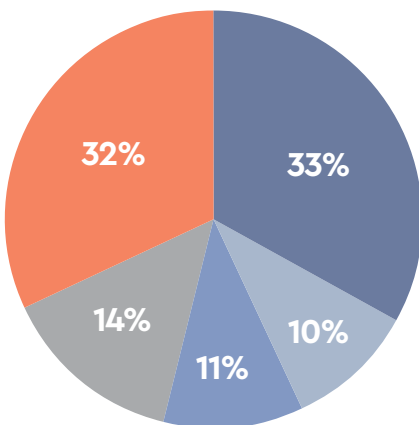- ⚫ I never unsubscribe from brands
- ⚪ Zero
- ⚪ 1–2

Do you ever unsubscribe because a brand sends you offers over and over – and you know you will see the offer elsewhere on the web?
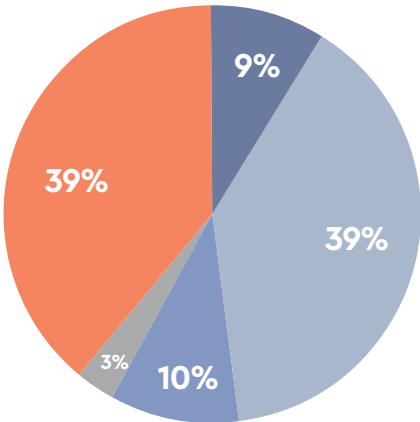
- ● Yes
- ● No

What channel do you find the MOST annoying when receiving lots of marketing messages?

- ● Email
- ● Social media ads (Facebook, Twitter, etc.)
- ● Text
- ● Mobile/web ad
- ● None

What channel do you find the LEAST annoying when receiving lots of marketing messages?

- ● Email
- ● Social media ads (Facebook, Twitter, etc.)
- ● Text
- ● Mobile/web ad
- ● None

When a marketer bombards you with offers to the point that you can't take it anymore and you unsubscribe – what channel is the most irritating?

- Email
- Social media ads (Facebook, Twitter, etc.)
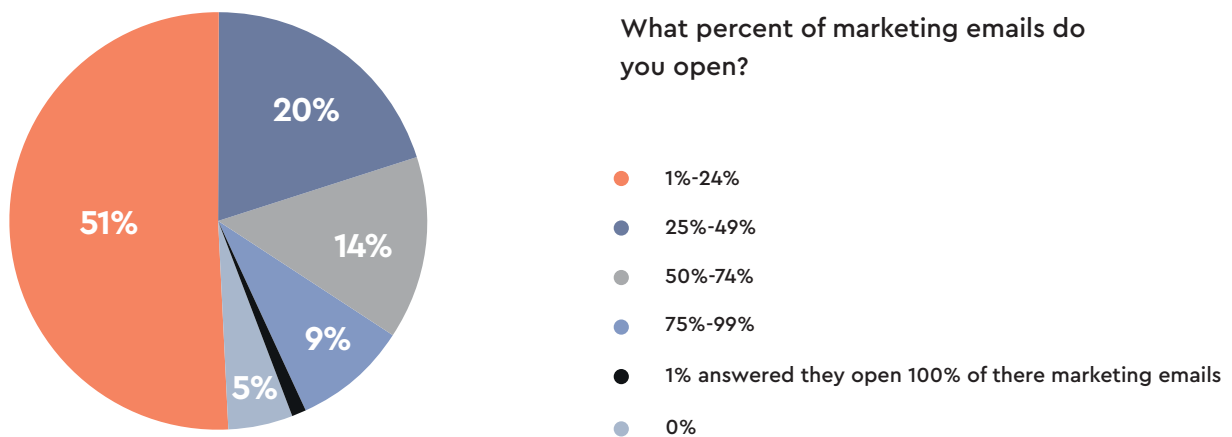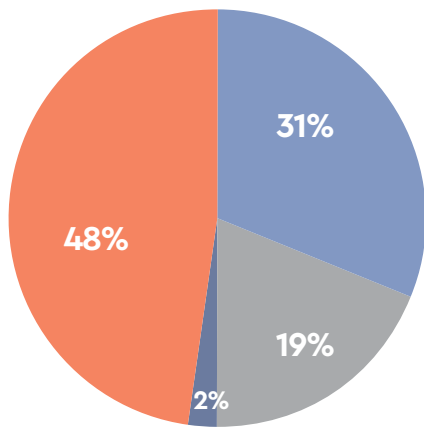- Text
- Mobile/web ad
- None

2. Cold, irrelevant marketing emails and texts get the cold shoulder from consumers

Only 9% of respondents open more than 75% of marketing emails. Plus, more than 50% of respondents open fewer than one in four. In addition, about eight in ten (79%) noted that they receive marketing emails from brands they have "no recollection of signing up for."

However, by far, the relevancy of a marketing message determines the likelihood of a consumer opening a marketing message. Sixty-two percent of respondents (62%) say "relevancy" is the number one factor in opening an email, followed by "identity of the brand" (14%), "personalized to me beyond my name" (8%), and "catchy subject line" (5%). It should be noted that 11% of respondents will never open marketing emails.

However, if a consumer is loyal to a brand, 41% want the brand to send them reminder texts and emails about offers. Still, thirty-seven percent (37%) do not want them, and 22% are unsure if they want to receive reminders. For brands to break through, they must find a way to create a relationship with the consumer, or the brand gets the proverbial "cold shoulder."


What percent of marketing emails do you open?

- 1%-24% (51%)
- 25%-49% (20%)
- 50%-74% (14%)
- 75%-99% (9%)
- 1% answered they open 100% of there marketing emails
- 0% (5%)

How often do you receive marketing emails from brands you have no recollection signing up for?

- 31%
- 48%
- 19%
- 2%

- 🟠 Often
- 🔵 Very often
- ⚪ Rarely
- 🔵 Never
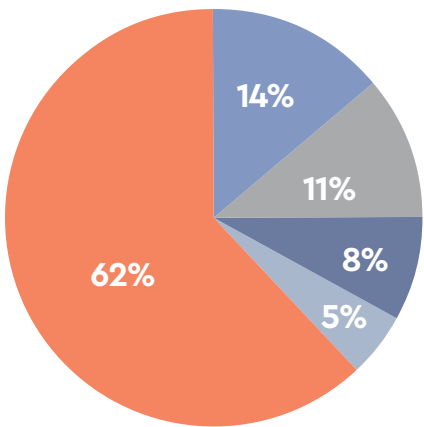
What is the #1 thing that will make you open a marketing email?

- 14%
- 11%
- 62%
- 8%
- 5%

- 🟠 Relevancy – an offer of a product I am interested in at the time
- 🔵 Identity of the brand
- ⚪ Absolutely nothing
- 🔵 Personalized to me beyond just my name
- 🔵 Catchy subject line
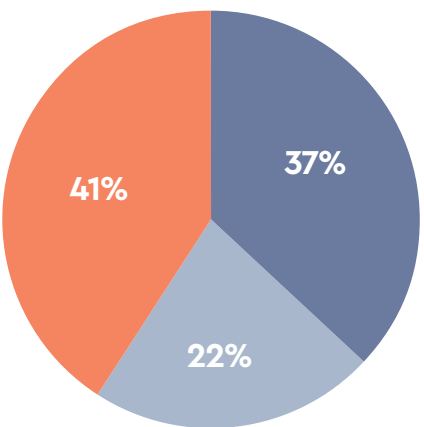
Of brands that you are loyal to, do you want them to send you marketing deals and reminder emails/texts about offers in order to purchase from them again?

- 41%
- 37%
- 22%

- 🟠 Yes
- 🔵 No
- 🔵 Not sure

Source: Optimove 2023 Marketing Fatigue Survey

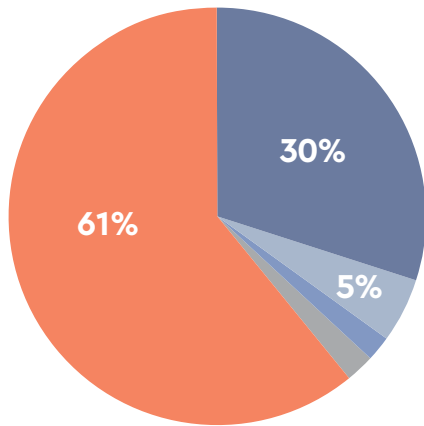### 3. Consumers start on a predetermined shopping destiny

A whopping 96% of consumers typically predetermine where they will shop online, with 49% saying "usually" and 35% "sometimes" plus 12% "always."

Yet, respondents said they have some willingness to try new brands. Thirty-seven percent (37%) of respondents are willing to try new brands at least half the time, while 61% try new brands less than a quarter of the time. Two percent will never try a new brand.

For marketers, it means there is a chance to break through to consumers, but it clearly needs to be the right message at the right place and time. In fact, the top motivators to get consumers to act are the following: "a great price of sale" (46%), "a timely offer" (20%), and "a new product" (18%).

Email and social media are the two channels *most likely* to catch a consumer's attention – and text and social media are the two channels *least likely* to grab attention.

When shopping online, do you pre-determine where you will shop before going online and buying?

- Usually
- Sometimes
- Always
- 3% Rarely
- 1% Never

49%
35%
12%

How often do you try new brands versus shopping at sites/online stores you have shopped at previously?

- I try new brands less than 25% of the time
- I try new brands about half of the time
- I try new brands about 75% of the time
- 2% I Always try new brands
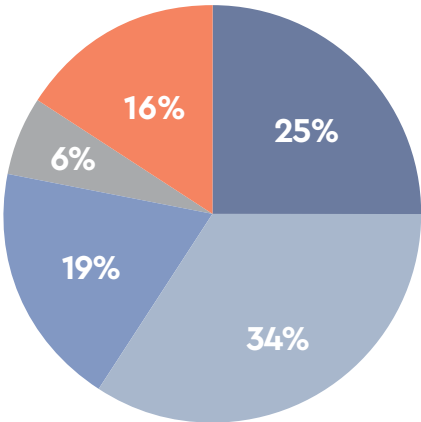- 2% I Never try new brands
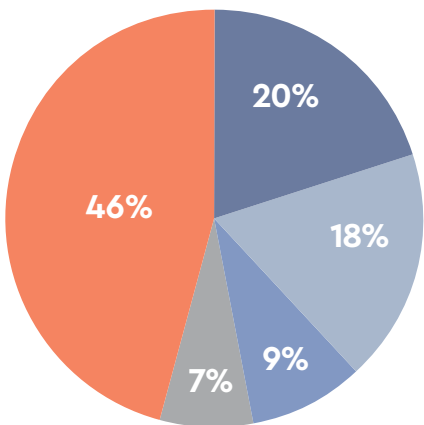
What motivates you to shop on a new site you are not familiar with?

- Price/sale
- A timely offer that I see while shopping
- A new product
- It is fun/I like to try new things
- Great service
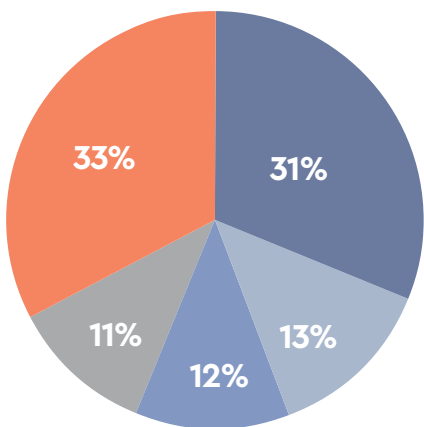
What channel is MOST likely to catch your attention as you shop online?

- Email
- Social media ads (Facebook, Twitter, etc.)
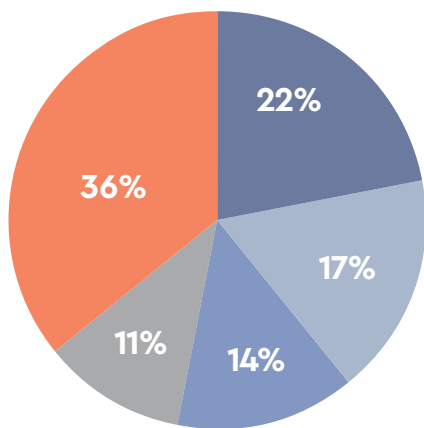- Text
- Mobile/web ad
- None

What channel is LEAST likely to catch your attention as you shop online

- ● Email
- ● Social media ads (Facebook, Twitter, etc.)
- ● Text
- ● Mobile/web ad
- ● None

4. Relevancy is the most relevant

Almost three quarters of respondents (72%) said that the relevancy of an offer is important, with 36% saying it is "extremely" or "very important." In addition, 67% of respondents noted that personalization is important.

Marketers who reach consumers with a personalized, relevant offer increase the odds of a sale. But most of all, it increases the likelihood of a loyal customer.

How important is the relevancy of an offer from a retailer?

- Somewhat important
- Very important
- Not so important
- Extremely important
- Not at all important
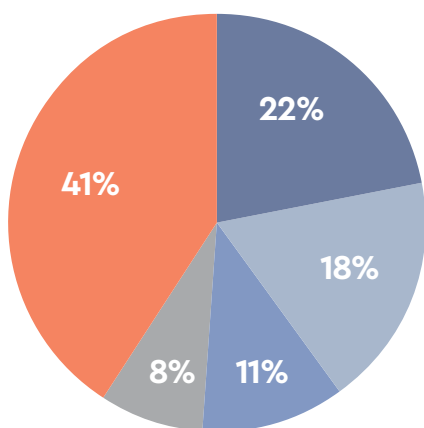
How important is personalization in your shopping from a retailer?

- Somewhat important
- Not so important
- Very important
- Not at all important
- Extremely important

What can marketers do to win consumers versus exhausting them with marketing messages?

When two-thirds of consumers feel exhausted by marketing messages, yet about one-third are willing to try new brands, it means that marketers need precision in their messages and offers to consumers.

Clearly, relevancy is crucial in the time and place marketers reach consumers. And the key components to relevancy are 1) knowing the customer's likes and dislikes, 2) knowing when a customer needs something and offering it to the customer in the customer's preferred way, and 3) being there to help, not hassle.

It is having online marketing act like the best salesperson at any store. That best salesperson calls you when something arrives you might like, instinctively knows when to let you browse on your own, yet comes at the moment you need help. Those great salespeople help solve the customer's problems or fulfill desires and needs.

Online marketing's ability to mimic that great salesperson is clearly in its infancy. But with AI and deep customer data, marketers can go a long way to helping, not hassling consumers with messages.

It means putting each customer first, so marketing starts with the customer – their needs and desires. Great brands, like great salespeople, learn about each customer through their actions.

In addition, breakthrough marketers go beyond segmenting customers into broad groups to responding to customers individually. These brands know how to break

down their VIP customers into sub-groups based on shopping preference, loyalty behavior, and more. It empowers the brand to give consumers what they want when they want it.

To connect with thousands, even millions of customers on an individual basis, here is what these great marketers have in place:

1. Instant access to unified historical, real-time, and predictive customer data to discover valuable customer insights that can be then leveraged for campaign personalization.

2. The ability to go beyond simple rule-based automation to determine the next-best-action while catering to changes in customer behavior in real-time.

3. Synchronized marketing communications across all touchpoints and channels to deliver a holistic experience throughout the customer journey.

4. Dynamic personalization of content in real-time, leveraging AI models that determine the most impactful content to each customer, whether they interact with a website, mobile app, or any outbound marketing channel.

With the infrastructure in place, marketers can personalize each customer's shopping journey. A marketer can read the customer's overt and covert communication. Rather than blasting marketing campaigns based on rules, where, for example, all customers get the same Black Friday offers, effective marketing is based on the next-best-action based on each customer's actions and feedback. So, all promotions and offers are relevant to the customer. It is personalization at scale, meeting the customer with the right product/promotion on the right channel at the right time.

Personalized marketing drives business results

A customer-led marketing platform that empowers marketers to drive measurable growth by planning, orchestrating, and optimizing marketing programs that start with the customer instead of a campaign or product, delivers proven results. An independent December 2022 analysis of the total impact of Optimove by Forrester revealed the following measurable benefits to marketers:

Marketing improvements:

- 578% return on investment (ROI)
- 88% campaign efficiency improvement – campaigns are created faster
- 50% improved reporting efficiency – reporting is done faster and more in depth
- The payback period after implementation of Optimove is less than six months

Business improvements:

- 10% Improvement in customer retention rates
- 15% Improvement in customer order value
- $182,000 cost reduction over 3 years by phasing out existing point solutions – reduced Total Cost of Ownership (TCO).

Other Qualitative benefits of using Optimove:

- Increased visibility of overall marketing plan and campaign orchestration
- Improved quality of marketing decisioning
- New segmentation capabilities allowed companies to be more effective across channels, for example, being more selective in sending out direct mail to high-value customers
- Increased the granularity of customer journeys to deepen customer understanding and engagement
- Ability to have a 360-degree view of the user base

About Optimove

Optimove is the first Customer-Led Marketing platform. Its solutions ensure that marketing always starts with the customer instead of a campaign or product. Customer-led marketing has been proven to deliver brands an average increase of 33% in customer lifetime value.

It is the only customer-led marketing platform powered by the combination of 1) rich historical, real-time, and predictive customer data, 2) AI-led multichannel journey orchestration, and 3) statistically credible multitouch attribution of every marketing action.

Optimove provides industry-specific and use-case solutions for hundreds of leading consumer brands including BetMGM, SodaStream, Pennsylvania Lottery, Papa John's, and Staples.

For more information go to Optimove.com