

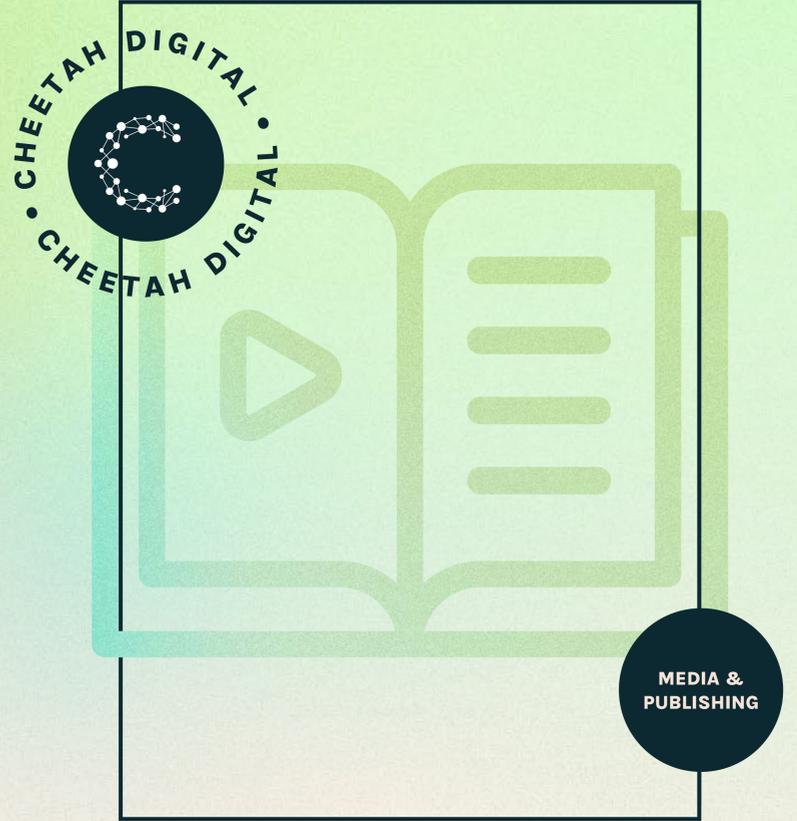
10 Stats Every Media & Publishing Marketer Needs To Know

Global Guest Attitudes and Trends in Personalization, Privacy, Messaging, Advertising and Brand Loyalty

In conjunction with **Econsultancy**

The rise in online consumption has forever changed the media and publishing landscape we experience today. The expectation for free content at the click of the button, contrasted with the sharp rise in ad-blocking software, declining print sales, and citizen journalism means pressure is growing while margins get tighter. As consumer trends evolve, traditional business models are losing out.

The exclusive data in this infographic has the ability to significantly impact your revenue goals in both the short and long term, but it may require a willingness to adopt a new marketing mentality that empowers media and publishing marketers to deliver consumers' growing demand for more personalization, more privacy and a deeper relationship with the media and publishing brands they know and trust.



93%

A huge 93% of consumers will share personal and preference data with your media and publishing brand if you offer the right value exchange

108%

When it comes to driving subscription sales, email outperforms SMS, banner ads, paid and organic social advertising by up to 108%

74%

Personalization is the cornerstone of loyalty, with 74% of consumers citing a favorite media and publishing brand as it treats them like an individual

62%

Yet it should only be from data a guest has proactively shared with you. Almost two thirds of guests think retargeting ads derived from cookie tracking are creepy, not cool

57%

The overwhelming majority of guests are prepared to pay more to book with a preferred travel brand

49%

of consumers felt frustration when they received irrelevant content or offers

35%

But there's work to do. Only 35% of consumers trust media and publishing brands to use their data to provide personalized marketing and services

37%

of consumers have gone to the trouble of installing ad blocking tech

31%

In the last year almost a third of consumers have switched away from a media and publishing services brand they previously were a loyal customer to

24%

of consumers have made an online subscription purchase from a media and publishing brand in the last six months