THE RISE OF THE 'DELETIST CONSUMER'

Aimia surveyed over 10,000 people globally in 2014 to get their view on communications. The results were eye opening. High volumes of poorly targeted, irrelevant messages from brands have led to the emergence of a tougher set of coping mechanisms among consumers as they bid to control the communication flow.



ANNOYED AND IRRITATED: CANADIAN CONSUMERS ARE RECEIVING TOO MANY IRRELEVANT MESSAGES FROM BRANDS



18% of Canadian consumers can't handle the volume of email communications they receive from brands





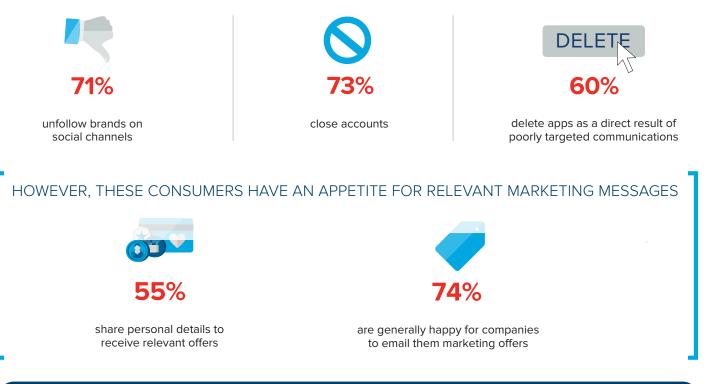
56% of Canadian consumers avoid brands because their emails annoyed them

CONSUMER ATTITUDES ARE HARDENING TOWARDS BRANDS

IN 2012, over a third of people were deleting or only reading the title of text messages and emails from companies.¹



TODAY, THESE CONSUMERS HAVE UNFORGIVING COPING MECHANISMS



IN AN ERA WHERE MARKETERS CAN EASILY COMMUNICATE WITH THEIR CUSTOMERS, THEY MUST ENSURE THAT COMMUNICATION IS PERSONALIZED, RELEVANT, AND ENGAGING.

¹Aimia Digital Consumers Research 2012

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