

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



71%

unfollow brands on social channels



73%

close accounts

DELETE

60%

delete apps as a direct result of poorly targeted communications

HOWEVER, THESE CONSUMERS HAVE AN APPETITE FOR RELEVANT MARKETING MESSAGES



55%

share personal details to receive relevant offers



74%

are generally happy for companies to email them marketing offers

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