

The Reality Report:

Consumer Attitudes Towards
Mobile Marketing 2019

01

02

03

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Privacy & Data

Mobile Marketing
& Advertising

Conclusion

Overview

The world's largest research of its kind



Overview

#1 - People are not the same as they were a year ago. Neither is mobile.

Any organization wanting to grow and thrive today needs to engage consumers on mobile. Technology is changing rapidly. And humans are fickle. So it's important to stay up-to-date with how humans feel right now.

this kind survey between 2,000 to 4,000 people. Some extend to 6,000. Or at a real push, 10,000. Seems fair. But when 4.7bn people own a mobile phone, that's a pretty weak sample.

So it's time to get a more accurate view. With the type of insights worthy of your attention.

How many people took part in this survey?

287,000 people, from 6 different countries.

Respondents answered 9 key questions about their feelings towards mobile marketing, advertising, privacy, and data. Sharing their honest, anonymous and non-incentivized opinions.

This represents the world's largest research study of its kind, by a considerable margin.

Split into two key sections: Privacy & Data and Marketing & Advertising, it provides exclusive insights into the minds of consumers on mobile, today.

#2 - The Cambridge Analytica and GDPR era.

High profile scandals involving tech giants over the last year have made consumers cynical. They're aware that their data has value, and that they should have a choice. With new privacy laws introduced to protect them, any research that came before is historical.

And here's the clincher...

#3 - This is a world first. (We surveyed a LOT of people).

Most credible and bonafide research studies of

This is not the first piece of research to study consumer attitudes towards mobile marketing.

Nor is it the first to unearth opinions about digital advertising.

It's probably not even the first to measure user feelings towards privacy and data on mobile.

So why should you read on? You're busy. What makes this research worthy of your time?

There are three reasons.



287,000

people
surveyed

Now we really know
how consumers feel about
mobile marketing.

Let's go.

01

Overview

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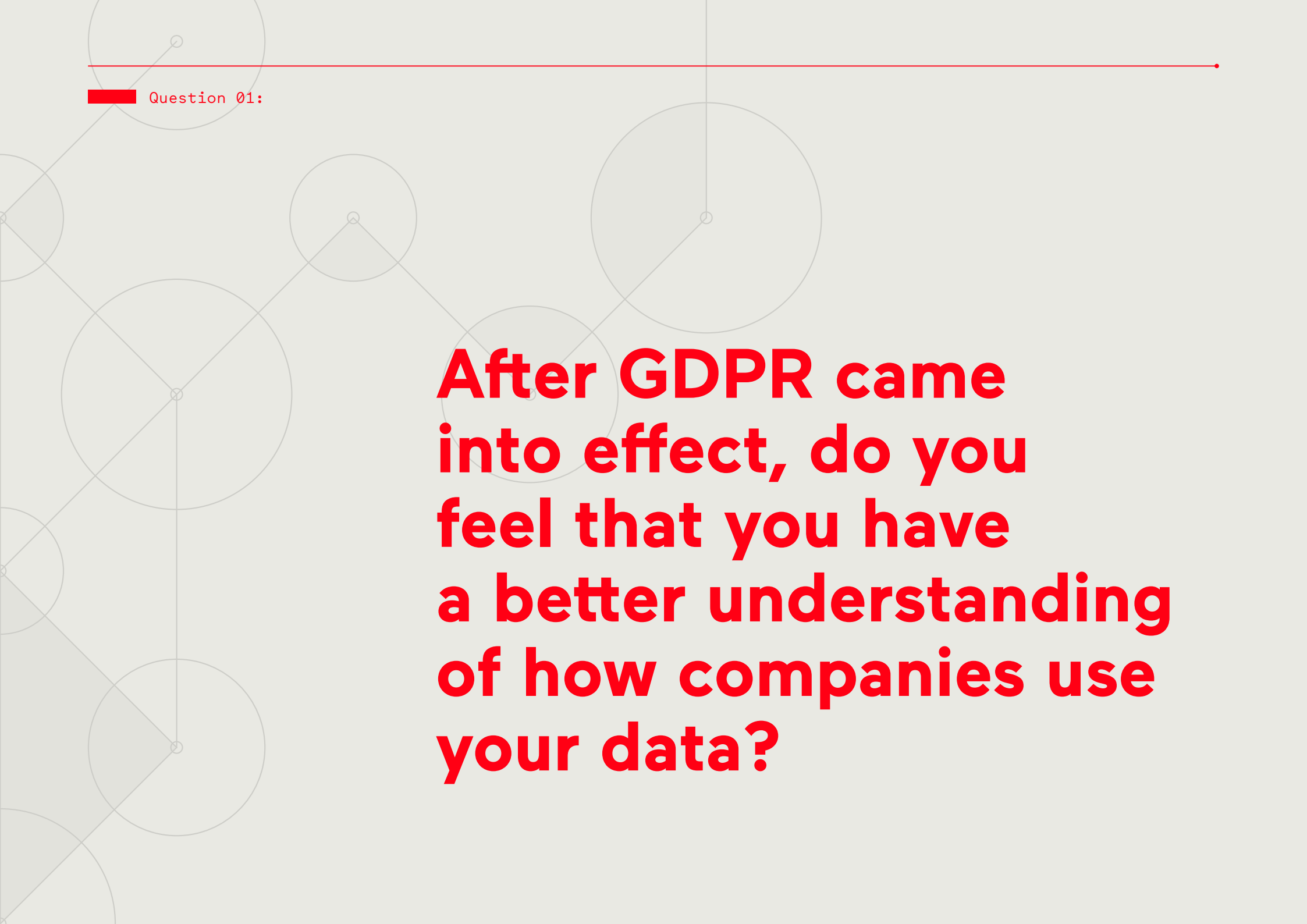
Mobile Marketing
& Advertising

04

Conclusion

Privacy & Data

How consumers really feel

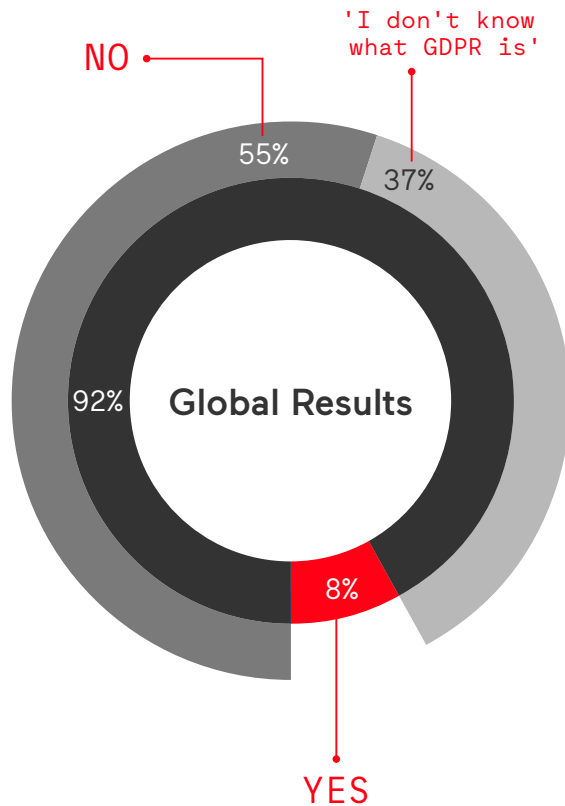


Question 01:

After GDPR came into effect, do you feel that you have a better understanding of how companies use your data?

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GDPR, still a long journey ahead.

One year on from GDPR, only **8%** of consumers claim to have a better understanding of how their mobile data is being used by the organizations that collect it.

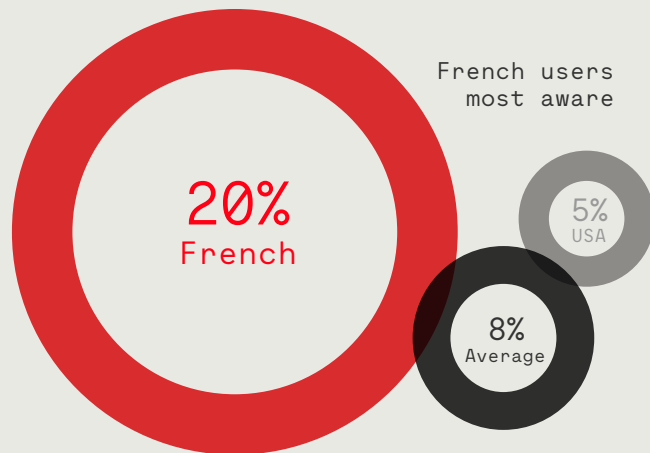
92% of global survey respondents stated that they either had no better understanding of how companies use their mobile data since GDPR came into law or knew what the GDPR was at all.

These might be disheartening numbers for lawmakers and regulators, who will have no doubt hoped for a far greater level of understanding from the very consumers that GDPR is designed to protect. But marketers

should similarly take heed of this admission by users that the message is not getting through in sufficient numbers. Given the harsh punishments for organizations that misuse data or fall outside of compliance standards, it pays to have a user base who are completely in-the-know regarding what they are signing up for when opting in for data collection.

A deeper look into Q1 results

French users are most aware of how companies use their data post-GDPR.



Considering the activism of the CNIL (the regulator responsible for enforcing GDPR adoption in France) it's no wonder that French consumers were the best informed about data usage after GDPR. **20%** of those polled stated that they now had a better understanding of how their data was used by companies.

Consumers in the USA had the lowest understanding overall, with only **5%** claiming to have a better knowledge of data use after GDPR, perhaps accounting for the legislation's European focus.

Younger consumers are less likely to be aware of GDPR.

Amongst the age groups studied, the youngest cohort of 18-24 year-olds were least likely to have heard of GDPR, with **43%** claiming to not know of it. The most informed age group of those studied were aged between 25-34. Only **33%** of this group claimed to not be aware of GDPR.

18-24
year
olds

43%
Do not know

25-34
year
olds

33%
Do not know



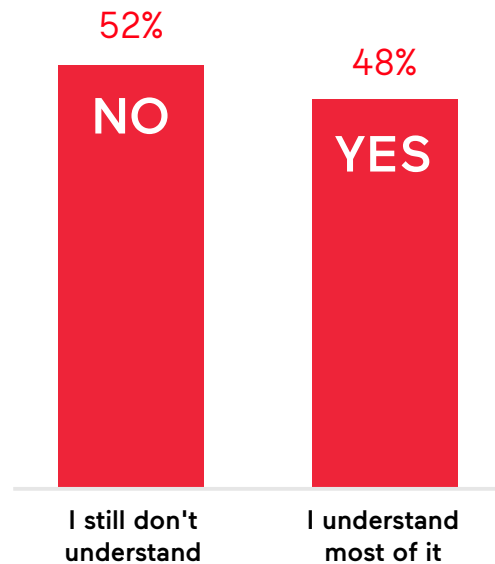
 Question 02:

**After reading
consent forms and
privacy policies do
you understand how
companies use
your data?**

Question 02:

After reading consent forms and privacy policies do you understand how companies use your data?

Global Results



Consent notices are failing to help most users understand how their data is used by advertisers.

Privacy laws such as GDPR and the California Consumer Privacy Act (CCPA) exist to encourage greater transparency and fairness from organizations over how they collect, use, and store consumer data.

Consent forms are an imperative part of this. They are an agreement, a contract, a handshake between consumers and organizations. Their purpose is to inform the reader, making them aware (if they consent) of exactly what data they are agreeing to share and how their data will be used. Consent notices should empower users with all the information required to make an informed choice. To that extent, they must use **'clear, plain language that is easy to understand.'***

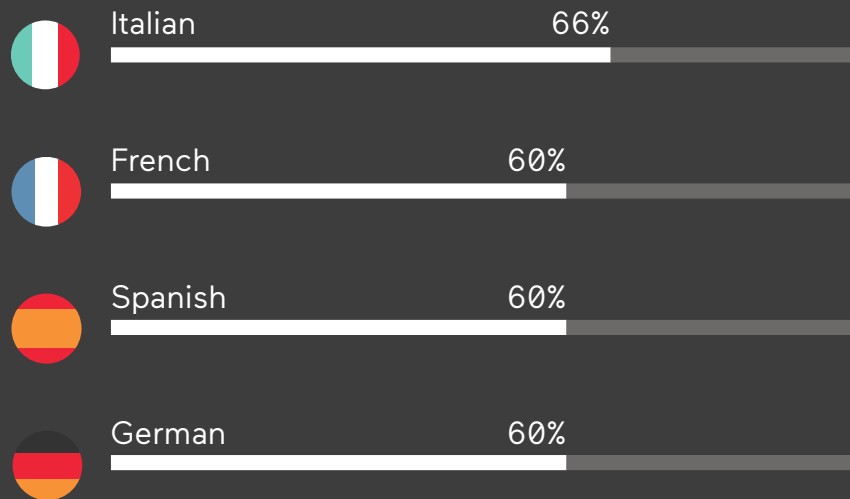
However, the global survey results reveal that even after reading consent notices, **more than half** of consumers still don't understand how their data will be used.

Although consent notices require legal legitimacy, if consumer trust towards privacy and data is to be earned by the industry, consent notices need to be easier to understand. Because today, the notices and opt-in forms used to obtain consent are failing to inform the majority of consumers.

A deeper look into Q2 results

European users are most in the dark over how companies use their data.

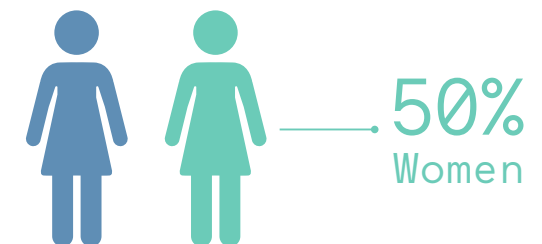
I still **DON'T** understand how my data will be used



Among all the countries studied, Italian respondents demonstrated the highest level of confusion towards consent notices, with **two-thirds** stating that they do not understand how their data will be used. German, Spanish, and French users showed a marginally better understanding, but not by much. **60%** state that they are no better informed after reading a consent notice.

Women have a better understanding of how their data will be used after reading consent forms, compared to men.

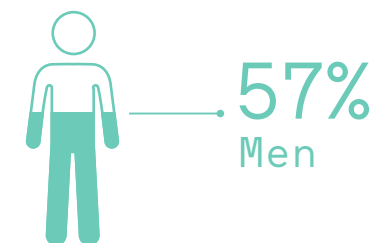
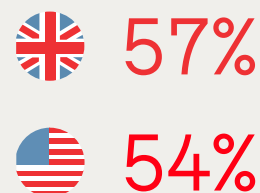
One in two female respondents globally said they understand how companies use their data after reading consent forms and privacy policies.

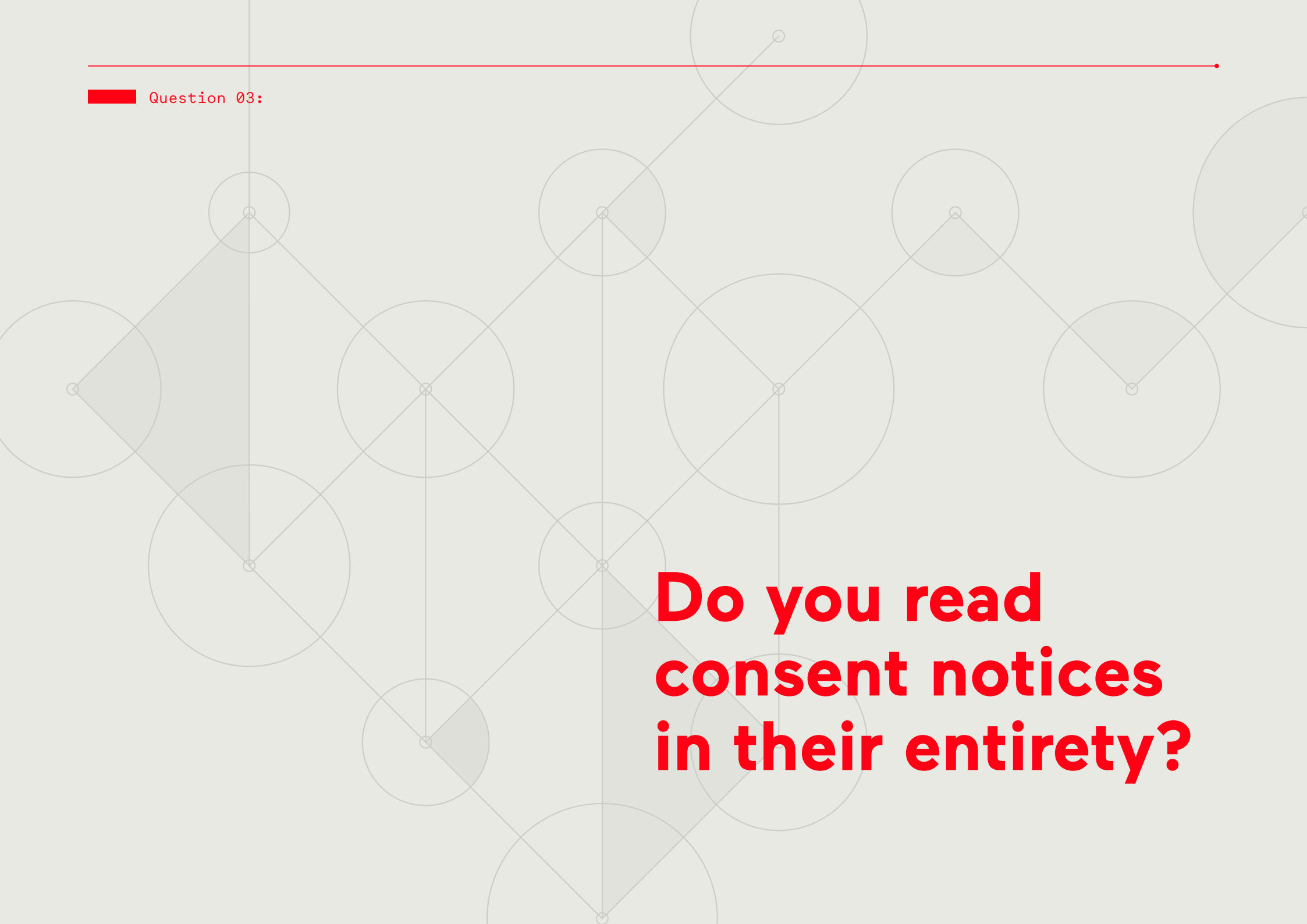


Of male respondents from all countries studied, **57%** stated that they 'still don't understand' how their data is used.

I **DO** understand how my data will be used.

While the majority of respondents in continental Europe feel overwhelmed by the complexity of the consent notices, the reverse is true for the UK and USA. **57%** of UK consumers claim to understand how their data will be used after reading them. Those in the USA were not far behind, with **54%** claiming to understand how their data is used.



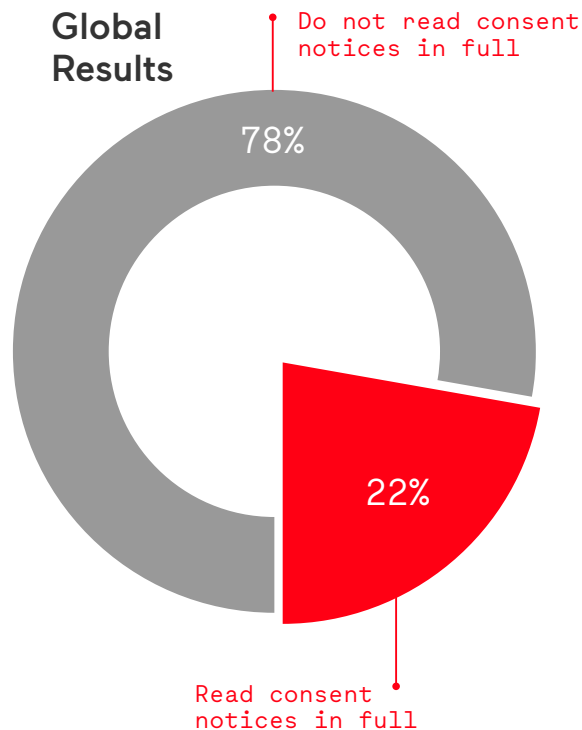


Question 03:

**Do you read
consent notices
in their entirety?**

Question 03:

Do you read consent notices in their entirety?



Results demonstrate that consent notices are still too inaccessible for the overwhelming majority of consumers.

The majority of consumers do not read consent notices in their entirety. They need to get shorter and clearer.

78% of all users polled simply do not read consent notices in their entirety. Meaning, at best, over three-quarters of consumers skim read the opt-in forms they are presented, or more likely disregard reading them altogether.

GDPR and similar legislation such as CCPA, are very positive for both users and organizations as we move towards a safer, more transparent and trustworthy digital marketing ecosystem. All constituents have a responsibility to make it work. Consumers must be conscious of their duty when it comes to understanding their own data privacy rights and take time to consume relevant information. But, organizations have the ultimate responsibility to make consent notices accessible and easy to consume if they really want to help consumers.

Only **22%** of consumers read consent notices in full. This is bad enough, but as discovered in Question 2, of that 22%, **over half** still don't have any greater understanding of how their data will be used, even after they've read them. A change is required to remedy this.

There is an entire profession dedicated to user experience when it comes to digital products, software, apps, and interfaces. The goal? To make sure they are joyful and intuitive to use. The same consideration needs to be adopted regarding the presentation of consent notices. They should not feel like a hindrance. They should not need a law degree to decipher. And they should not disrupt user experience.

Just because they are a legal necessity, does not mean they need to be fundamentally complex or off-putting for consumers. This paradigm shift needs to be driven by the companies who present them; combining expertise from legal, product and UX teams alike.

Nearly all technology success stories have two things in common: complex under the surface, simple to understand and use.

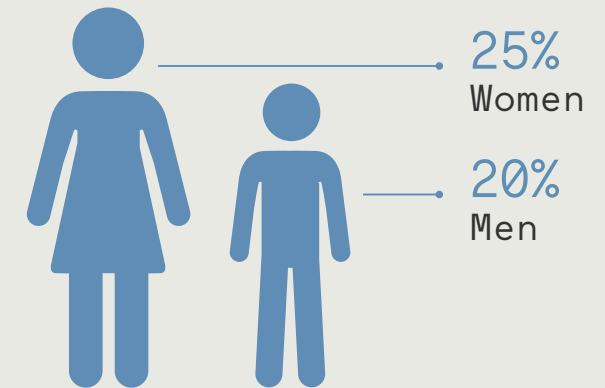
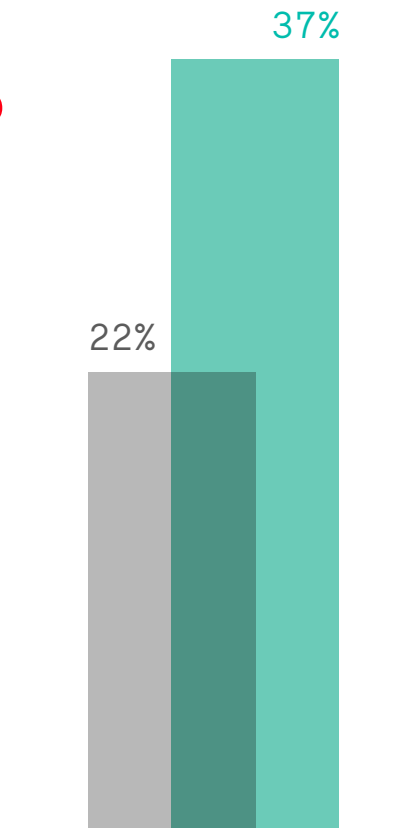
If consent notices are to be understood, trusted and valued by consumers, they should be no different.

■ A deeper look into Q3 results

German users are most likely to read consent forms or privacy policies in full.

Germany has a long-established reputation for a pioneering focus on user privacy rights and legislation. Perhaps unsurprisingly, therefore, German respondents indicated the highest commitment to reading consent notices in their entirety - with **37%** stating they do so (almost double the global average).

■ Global Average
■ Germany



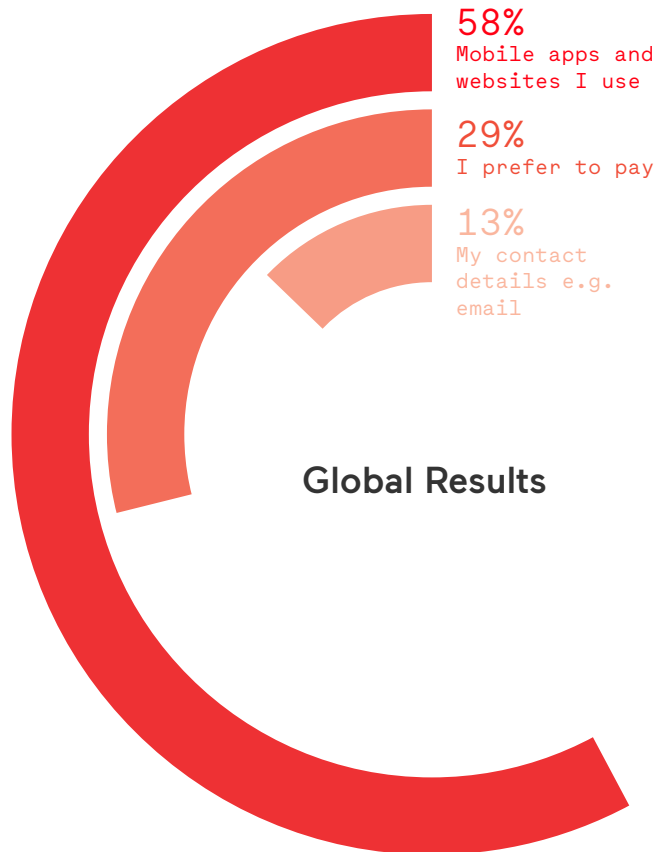
Women are more diligent than men when reading consent notices.

Across the globe, a quarter more women read consent notices compared to men.

**What type of data
would you be prepared
to share to avoid
paying to view content
or to use apps?**

Question 04:

What type of data would you be prepared to share to avoid paying to view content or to use apps?



Consumers would rather share data to access content than pay with money.

A lot of content is consumed on mobile. Up to five hours per day in fact. And most of it is free. With the exception of certain subscription services such as Netflix and Spotify - and perhaps the occasional paid app - 'free', is the default expectation.

But just because content is *free*, doesn't mean it hasn't been paid for. Not with standard currencies such as dollars, euros, and pounds - instead, with data and attention.

Sometimes the transaction happens knowingly, with the help of a clear and simple consent notice (i.e. the right way). Sometimes it happens unknowingly, without permission, through forced or ambiguous means (i.e. the corrupt way).

The former is what we refer to in this question, of course.

So how do users *prefer* to pay for access to content?

Our research shows that when given a clear and fair choice, **71%** of people prefer to share their data instead of paying a monetary fee.

The most favored type of data-as-a-currency is mobile navigation data. **58%** of all respondents said they would be happy to share the websites and apps they use across mobile, in order to consume content without reaching for their wallets. They consider this to be a fair value exchange.

When it comes to *personal* data however, the story is different. Globally, only **13%** of users would rather share their contact details (such as an email address) to access free content, over sharing mobile journey data or paying with money.

Aside from data, **29%** of global respondents stated they would 'prefer to pay' for content and apps with money rather than share their data. This represents consumer protectiveness and caution towards data, and there are many reasons for this. For example, the recent high-profile scandals over the misuse of personal data, which are still fresh and sore in the minds of consumers. Giving users this option to pay for content with money without sharing data is one route to providing choice and gaining trust, while respecting users' desire to have control over their data.

Results are consistent across the USA and Europe. And across gender.

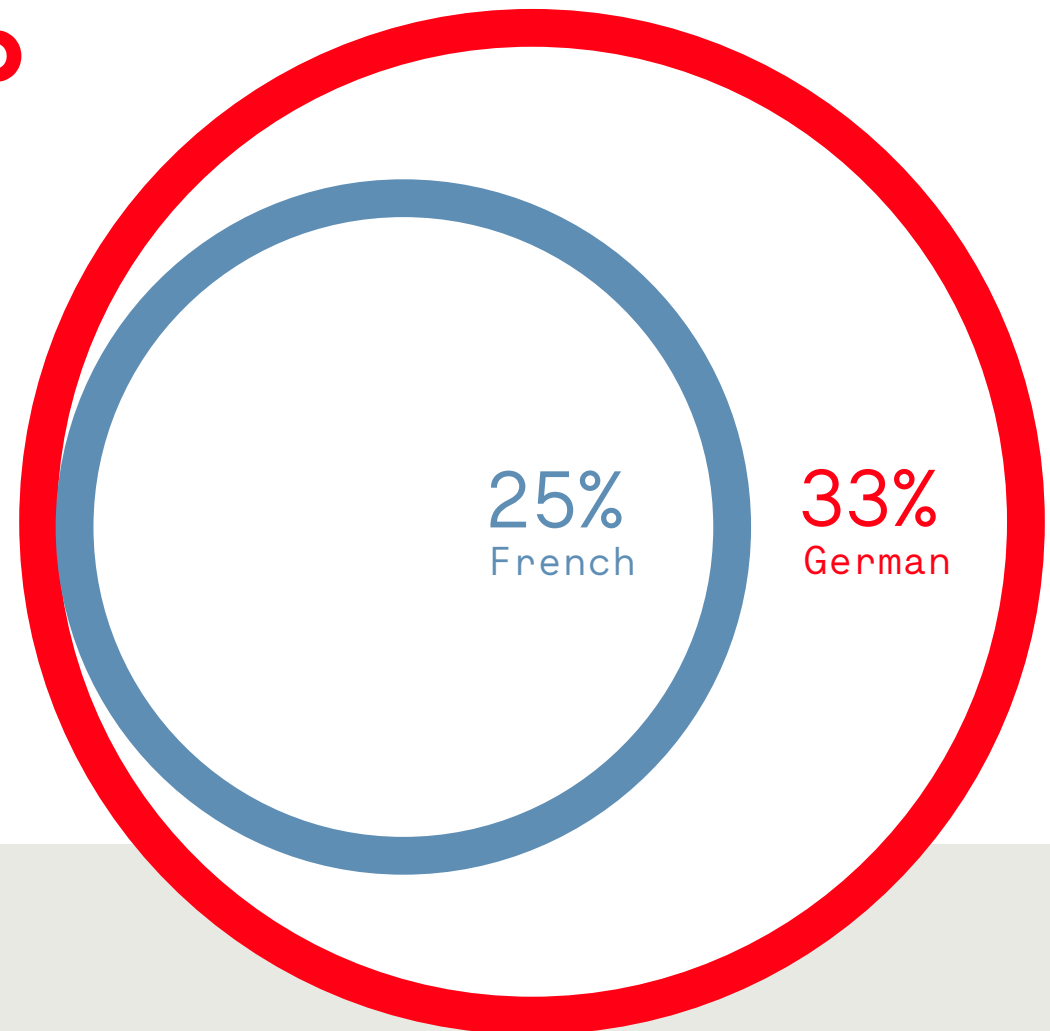
■ A deeper look into Q4 results

33% of German consumers prefer to pay a fee to access content on mobile.

Germany has a long history as a standard bearer for championing consumer privacy and data protection, and upon deep-diving into European territories, the research results support that notion. A third of German respondents (**33%**) indicated that they would prefer to pay for access to content rather than share their mobile navigation data or contact details; the highest proportion amongst all geos studied.

French users were least likely to opt for monetary payment, with only **25%**.

Willingness to pay
for content



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Mobile Marketing & Advertising

The consumer perspective, at last



Question 05a:

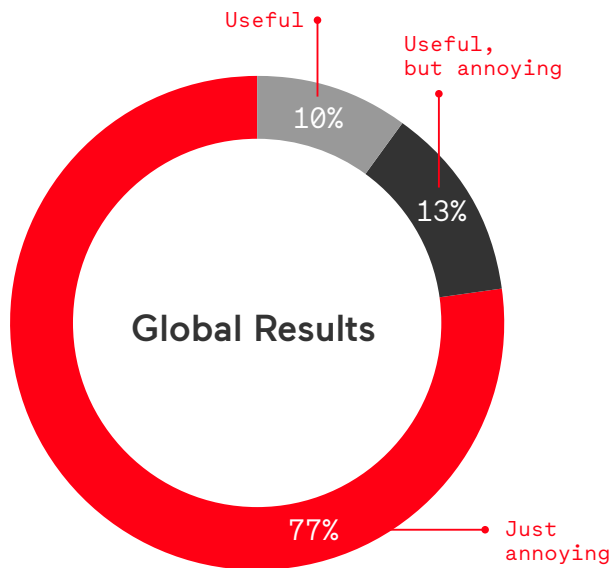
**Targeted marketing
messages that are
designed to show
products or services
that appeal to me are...?**

Question 05b:

**What is the most annoying part of
using your mobile device every day?**

Question 05a:

Targeted marketing messages that are designed to show products or services that appeal to me are...?



The long-held promise of mobile marketing is to leave behind the spray-and-pray tactics of the past and deliver ads and messages aligned to what consumers *really* want. Today, with over 7,000 marketing technology companies in existence, you'd be forgiven for thinking this should be achievable.

A combined 90% of all respondents agree that targeted advertising is 'annoying'.

However, the global survey results reveal that **9 out of 10** consumers *still* consider targeted mobile marketing to be categorically 'annoying'. Within that dominant portion, **13%** say marketing messages are indeed 'useful' - but - still consider them to be an irritant, i.e. annoying.

Despite the best efforts of marketers, consumers generally still don't feel they receive any *value* from targeted ads; with only **1 in 10** deeming them to be exclusively 'useful' (and not annoying). Clearly, there is still a lot of work to be done by the industry to change the perception of mobile marketing, and results suggest that current targeting technologies are not capable of delivering value.

For broader context, it's important to consider that the vast majority of all mobile ads are served by the walled gardens. It's no secret that these tech giants have a very comprehensive understanding of consumer behavior on mobile. Their business models rely on ad spend, and their targeting capabilities are advanced. Therefore, providing *useful* marketing messages that are *not* considered annoying should be attainable. But it's not manifesting this way.

So if the problem is not exclusively due to lack of data or shortfalls in technology, what else is causing it? Perhaps it's something altogether more human.

As seen in Question 4, consumers are happy to share their data for access to free content - **when given the choice**. They understand this data will be used to help advertisers & marketers. So if the industry focuses on asking **permission** from consumers, and gives them a fair choice regarding content access and marketing, not only will this result in more compliant data for marketers to leverage, but it also shifts the advertiser-to-consumer relationship dynamic. It becomes one of mutual understanding and trust.

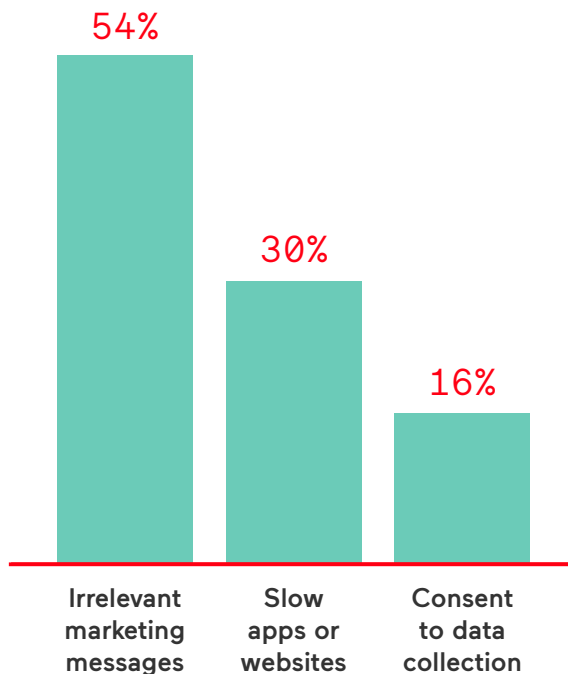
When consumers *choose* to share their data in exchange for free content, the **usefulness** of ads will be recognized above their annoyance based on the cognitive bias known as choice-supportive.

This is when a person post-rationalizes a decision, ascribing positive attributes to the outcome, to justify it to themselves.

Question 05b:

We have discovered that ads are conclusively annoying. But we wanted to find out what's the most annoying part of using a mobile device overall. So the second part of this question asked consumers the following:

What is the most annoying part of using your mobile device every day?




Irrelevant marketing messages cause more frustration than slow apps and websites.

Ads 'win' again. **More than half** of all consumers said that irrelevant marketing messages are the single most annoying part of using their mobile devices every day. Far outweighing the frustration caused by slow apps and websites.

A lot of work goes into increasing the speed and overall user experience of apps and websites. People are busy, they have endless options on mobile, and a slow app or website can deter them temporarily, or even repel

permanently from your product. Which is very bad for business. So speed and experience are considered to be a business priority.

But no matter the reactivity or intuitiveness of your app or website; from a consumer perspective, irrelevant ads are almost **twice** as annoying as a poor experience. And results are consistent across all age groups and countries.

The background features a series of overlapping red circles of various sizes. Some of these circles have sectors shaded in a light red color. Thin red lines connect the centers of several of the circles, creating a network-like pattern. A solid horizontal red line spans the width of the slide near the top.

Question 06:

**How would you prefer
to receive marketing
messages?**

Question 06:

How would you prefer to receive marketing messages?



Emails

41%

Mobile ads

41%

Phone alerts

18%

Consumers prefer mobile ads and email over phone alerts, in *almost all* countries.

There is no shortage of channels available for marketers to attract, reach and engage consumers. Each is typically selected based on the results it generates dependent on business objectives, campaign goals or persona dynamics.

Regardless of the *effectiveness* of each channel, consumers themselves hold an opinion as to how they *prefer* to receive marketing messages.

Somewhat surprisingly, at a global level, consumers have no dominant preference towards email or mobile ads, with both channels receiving exactly **41%** of the total vote. Phone alerts, such as push notifications and texts, were the least popular method amongst respondents. Just **18%** stated that they preferred receiving marketing messages this way.

There are some interesting distinctions between individual countries, however.

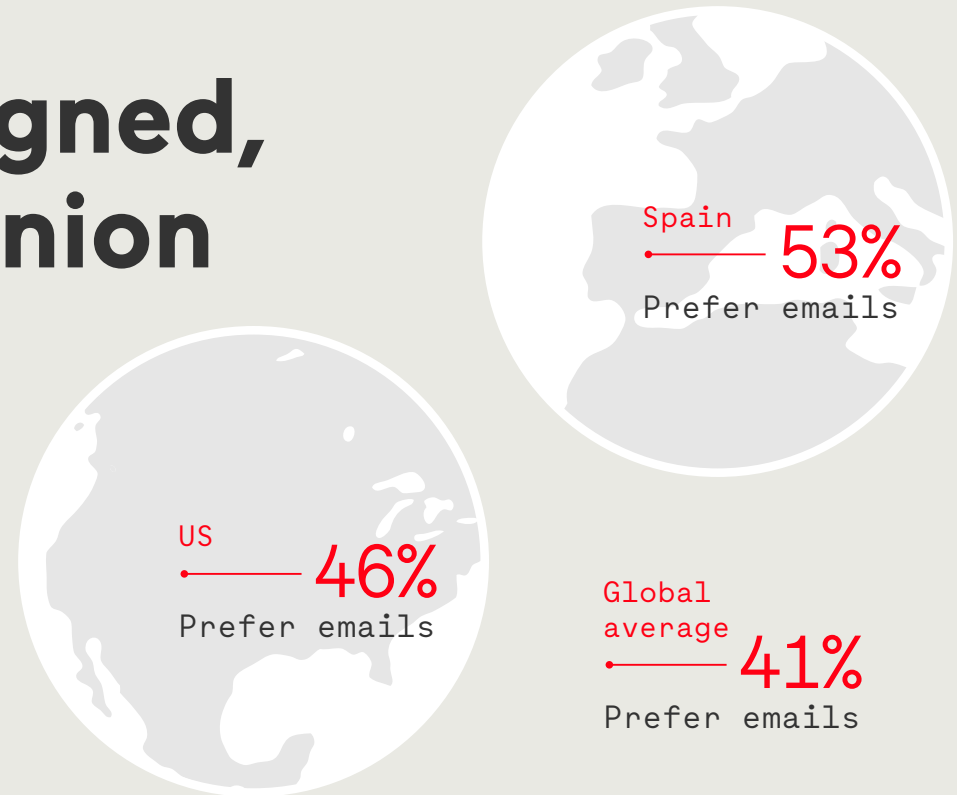
And from a macro perspective, it's important for marketers to be aware of them.

A deeper look into Q6 results

US and Spain are aligned, sharing a unique opinion about email.

Have you ever wondered what Spain and the US have in common in the digital world? They both prefer emails over mobile ads. Around 1 in 2 people in both countries state that they would rather receive marketing messages into their inbox than on their screen as ads or alerts.

These are the *only* two territories to show such a dominant preference for email. The rest of the European countries are all in agreement that mobile ads are their preferred option. Except one.



The French are the outliers, with phone alerts coming up trumps.

France is the only country to show such a strong preference towards phone alerts such as push notification and texts. All other countries list this as their least favorite option. But more than a third of French respondents rank phone alerts as their joint-first choice, in equal measure to mobile ads.

In stark contrast to the US and Spain, email is the least preferred channel to receive marketing messages in France.

Prefer to receive marketing messages by phone alerts:

34%
France

18%
Global



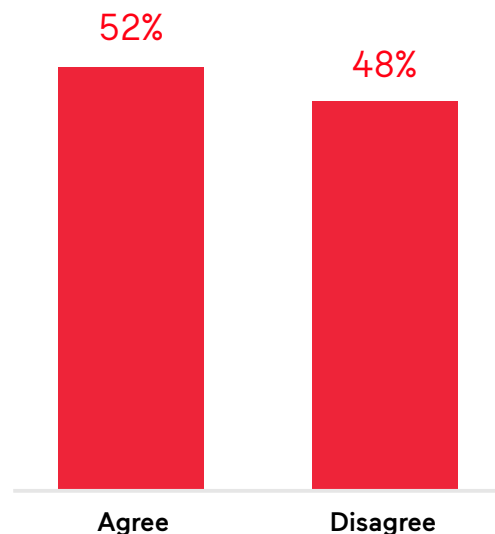
 Question 07:

**Annoying, intrusive
or irrelevant marketing
messages give me a
poor opinion of the
website or app that
hosts them.**

Question 07:

Annoying, intrusive or irrelevant marketing messages give me a poor opinion of the website or app that hosts them.

Global Results



Half of your business is at risk with irrelevant advertising.

Consumers are spoilt for choice when it comes to apps and websites on mobile. With infinite options available, there's far more supply than there is demand. Consumer attention is at a premium. And as anyone in publishing can attest, it's not easy to gain a commercial foothold in such a competitive space.

As such, most apps and websites offer content for 'free' (see Question 4), and design a business model that either in part or exclusively relies on advertising.

For this model to *work*, publishers need a user base to whom advertisers can market to. For this model to *thrive*, publishers need an engaged user base of consumers who come back for more.

Quality content and user experience play a big part in achieving this. And when a consumer visits an app or a website for free, the advertising they are subject to forms a fundamental part of *both* the content *and* the experience they associate with the publisher.

It stands to reason therefore, that **52%** of consumers agree that irrelevant or annoying advertising gives them a poor opinion of the app or website that hosts them.

Short-term commercial gain can be obtained by serving irrelevant ads to consumers from advertisers who pay big. But the negative impact to a brand, app or website is being felt by consumers. There are few (if any) organizations that would continue operating a business model that conclusively gives over half their customer base a bad opinion of them.

Drilling down further into the data reveals a range of different opinions across age groups, territories, and the sexes.

A deeper look into Q7 results

Women are overall less likely to forgive publishers for a poor advertising experience.

73%
Women Spain

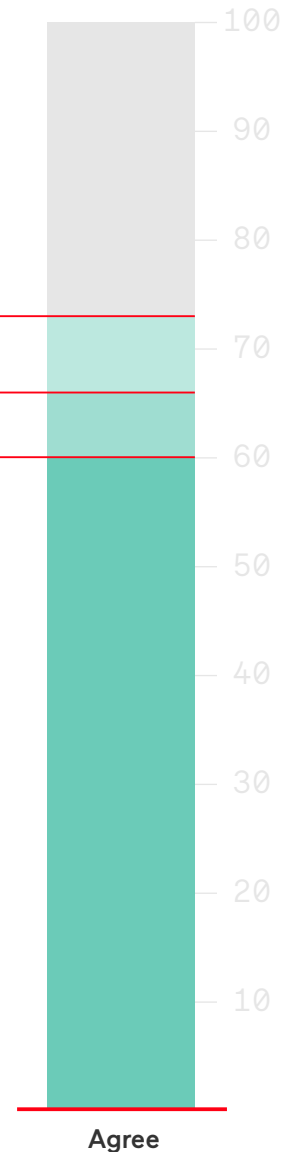
66%
Women US

60%
Women Global

60% of all female respondents agreed that irrelevant or annoying marketing left them with a poor opinion of the websites or apps that host them.

This sentiment is exacerbated in the USA, where **66%** of female respondents said the same. It worsens further among Spanish women - with almost **3 out of 4** admitting to having a poor opinion of a publisher due to irrelevant marketing.

Men were more divided on the issue, with results across all territories reflecting the overall total average of **52%** who agree and **48%** disagree.



Older users are less forgiving of websites and apps that display irrelevant marketing messages.

Amongst the youngest age group studied, aged 18-24, **54%** stated that intrusive ads gave them a poor opinion of the host website or app. However, this sentiment was more pronounced amongst older age groups. **65%** of those aged 45 and over felt that marketing campaigns that were poorly optimized to their tastes left them with a negative overall opinion of the sites and apps that they used.

Spanish and German users feel very differently towards outlets with 'irrelevant' marketing.

Opinions over the negative impact of irrelevant ads range considerably across Western European users. In Spain, **61%** of respondents state that they hold a poorer opinion of websites and apps with irrelevant ads. In Germany however, only **35%** feel the same way.

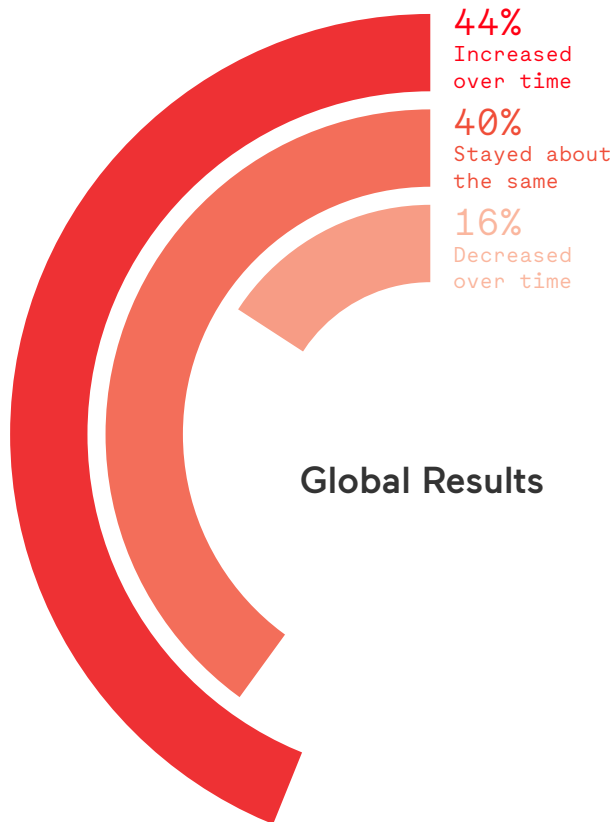


Question 08:

**The number of
irrelevant marketing
messages shown to
me on mobile has...?**

Question 08:

The number of irrelevant marketing messages shown to me on mobile has...?



Nearly 1 in 2 consumers find the problem with advertising to be worsening. It's bad and it's not getting any better.

Mobile advertising spend is expected to exceed all traditional media types combined by 2020*. Does this mean the *volume* of campaigns that consumers are exposed to will only increase over time? Probably not. But if their relevance doesn't improve, all results from previous questions will not either; consumers will continue to be disappointed.

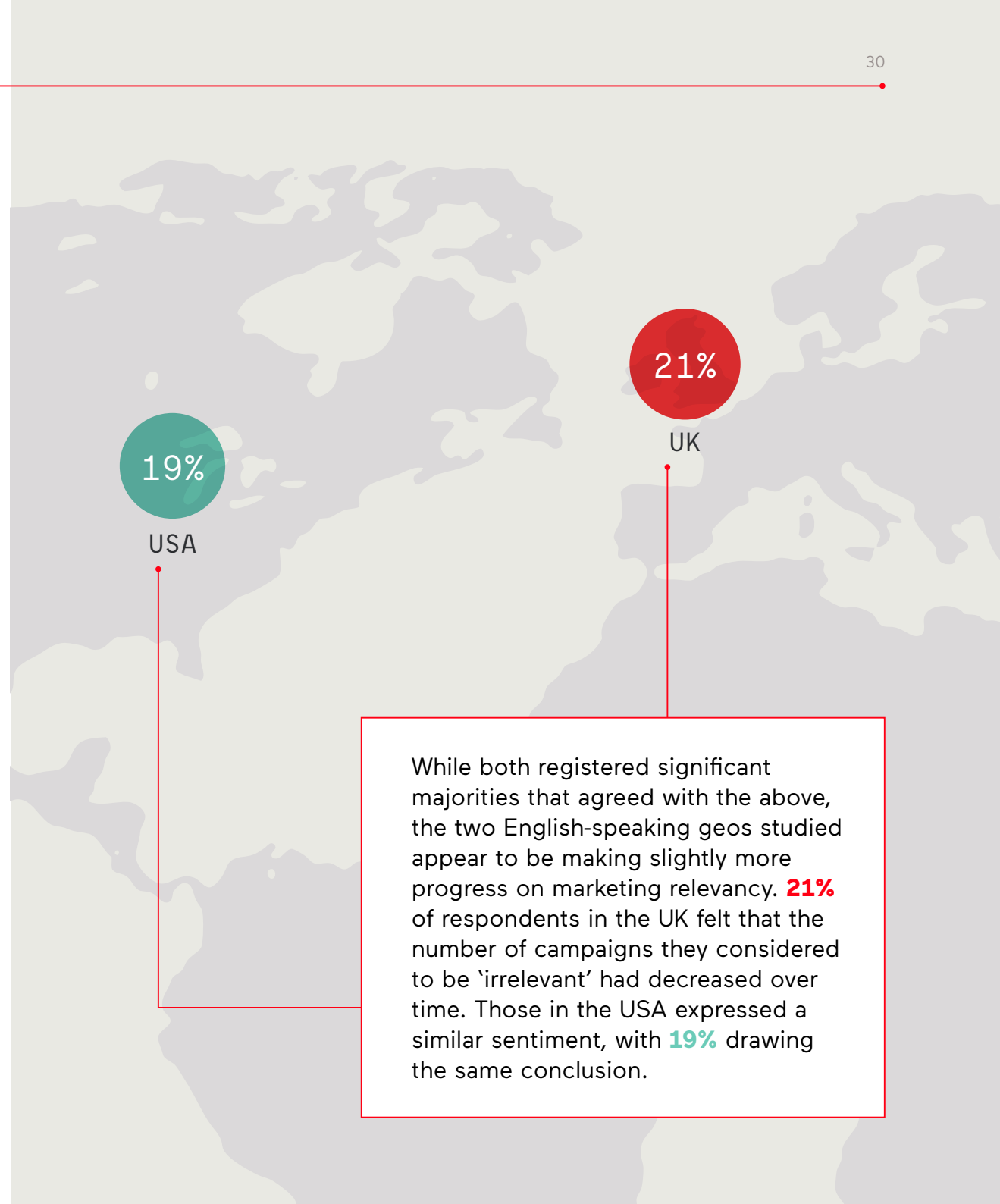
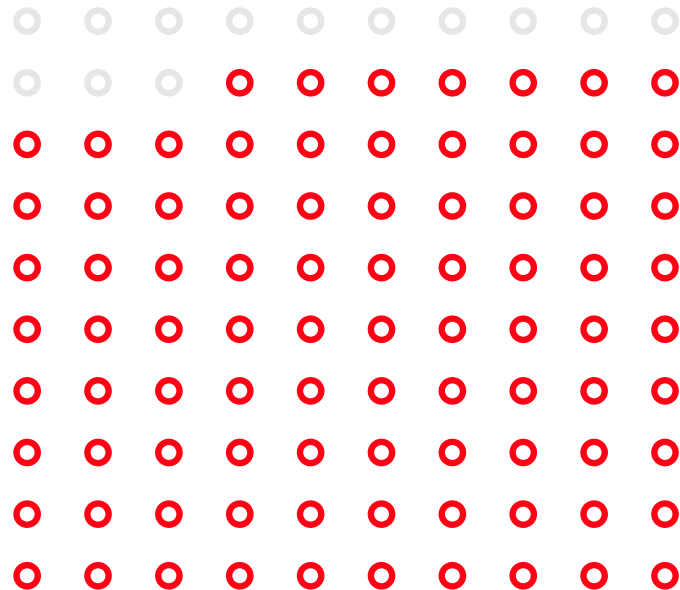
The global survey results reveal that a combined **84%** of consumers feel that the number of marketing messages shown to them that they deem 'irrelevant' has either **increased** or at least stayed the same, in their view.

Despite promises of AI revolutions, technology wars and feature battles from tech giants; the numbers suggest that marketers have their work cut out to counter any negative perceptions amongst users, and prove that mobile marketing can offer users real value in exchange for their data.

A deeper look into Q8 results

European consumers are suffering the most from the volume of irrelevant marketing.

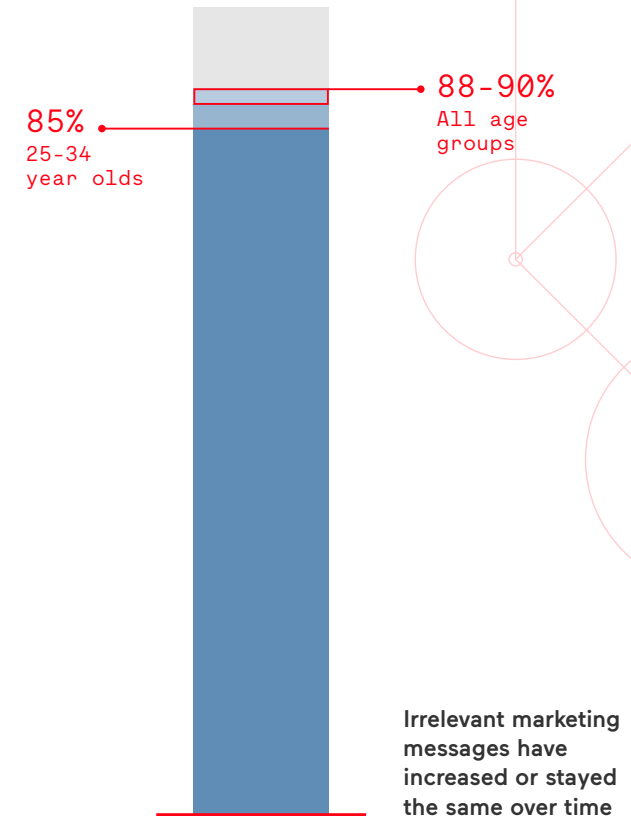
Marketers in Europe have the most work to do in order to convince users of the relevancy of mobile marketing. **87%** of European users (combining all European territories studied) held the view that irrelevant marketing had either 'increased over time' or 'stayed about the same'. In Germany, only **6%** felt that the number of irrelevant marketing messages had 'decreased over time'.



■ A deeper look into Q8 results

All age groups and genders are largely in agreement over the volume of irrelevant marketing messages.

Amongst all age groups consulted, between **88%** and **90%** of respondents felt that the amount of irrelevant marketing shown to them had either stayed the same or increased over time. The one marginal exception is amongst 25-34 year-olds, where a combined **85%** expressed this sentiment.



89%
Women

85%
Men

89% of all female respondents globally stated that they believed the volume of irrelevant marketing shown to them has either 'increased over time' or 'stayed about the same'. This is marginally higher than their male counterparts, who registered **85%** with the same opinion.

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Three macro discoveries
from 287,000 opinions



Conclusion

287,000 people have had their say. You've now seen the results. Many of the findings are surprising. Some are enlightening, and some less so. Overall, we've gained a set of important new perspectives that reflect consumers' opinions today.

Here are the top three:

Conclusion

#1 - Navigational data: the currency of choice for consumers, and the future of mobile for marketers.

When given the option, consumers are happy and willing to share their data in exchange for content. They would categorically prefer to do so rather than paying with money. Specifically, navigational data is the preferred currency.

This is positive news for organizations. The insights within navigational data and mobile user journeys reveal individual human preferences, behaviors, and intentions. This data offers a greater opportunity to deliver ads that are useful to the consumer, and effective for the marketer. All gleaned from data that consumers are willing to share. So there's potential for a genuine win-win dynamic here.

#2 - Addiction is evident on device: the paradox of opinion vs action.

In the current ecosystem, no-one has more access to such a vast scope of navigational data than that of the walled gardens. They have a very good understanding of where users spend their

time on mobile due to the sheer volume of users they have, and the amount of attention people expend on their platforms. That's one of the reasons why they control over two-thirds of all digital ad spend in the US alone*.

But here's the paradox. A resounding 90% of consumers find mobile marketing annoying. In fact, it's deemed the single most annoying part of using a mobile device every day. More so than slow apps and websites. And from a consumer perspective, the problem is getting worse. Irrelevant marketing messages are becoming more and more frequent. Ads are generally not considered to be useful. And opinions of the publishers who serve them are increasingly poor.

Consumers are frustrated by mobile marketing. Yet they continue to consume content en masse from the advertising giants who serve the majority of ads. This shows that an unusual alliance has been formed between consumers and the players who control their attention. They dislike the impact, but can't stop using - just like addiction.

#3 - The future: A pledge to permission and fair choices.

One year on from GDPR, despite the media publicity and all the similar laws being passed around the world, consumers still don't understand how their data is being used. They still don't trust the internet.

It's not all doom and gloom; the new wave of privacy legislations represents a necessary step in the right direction for the digital world. But consent notices today are not helping consumers understand how their data is used by advertisers - they're failing the very people they are designed to protect.

That's not to say consumers need a better education about GDPR (or similar). They don't care about GDPR; they care about clarity and fairness of choice.

They're aware of the value their data holds for marketers. And they are willing to share it to access free content. But unless they're given a fair choice, there will always be an underlying resentment towards the ads they are shown. Because no matter how 'relevant', they act as a constant reminder that their data is being used to make money, without their permission.

The industry needs to take note.

One year on, the fun could be over. Sanctions will start taking place soon. Surely?

We'd love to know your opinions about the findings of this research, and welcome any questions you might have.

Please feel free to email research@ogury.com

Methodology

How was this survey conducted?

The survey was conducted using Ogury's own proprietary technology that is integrated into over 10,000 apps across the world. The survey was shown to a randomized sample of Ogury's 400M+ opted-in users, across six countries; USA, UK, France, Germany, Italy, and Spain. All questions were translated into appropriate local languages, with the correct versions of terms such as 'GDPR' where necessary. For example, 'RGPD' for France and 'DSGVO' for Germany.

The survey group was an equal balance of male and female, from age groups that ranged from 18-24 to 65+. The survey was carried out in the seven-day period from 12 February to 18 February 2019. The total number of respondents was 287,571.

All questions were shown to respondents as full-page interstitials, with multiple choice answers. No incentive was offered or given to users to answer the questions presented, other than the chance to take part in an important piece of research. Results were processed and analyzed by Ogury's data and insights teams.

About Ogury

Founded in 2014, Ogury provides the most advanced Mobile Journey Marketing Solution, where organizations can access the integrated data and technologies necessary to understand the mobile user journey across apps and websites, and market across it. In full compliance with GDPR, and with a sharp focus on operational simplicity, Ogury MJM Solution delivers unmatched user engagement and mobile asset revenue to 900 brands and 3500 publishers across the globe.

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