

# A Visual Guide to Building Strong Relationships

Every story has two sides. It's no different with brand-customer relationships. Are businesses considering consumers' needs, desires and pain points when creating brand value propositions and marketing strategies?

## BRANDS + CONSUMERS ARE ALIGNED IN THEIR PURPOSE

According to a Forrester Consulting survey of marketers and Vericast's study of consumer preferences, both agree on what makes a more relevant and satisfying marketing experience.

### BRANDS

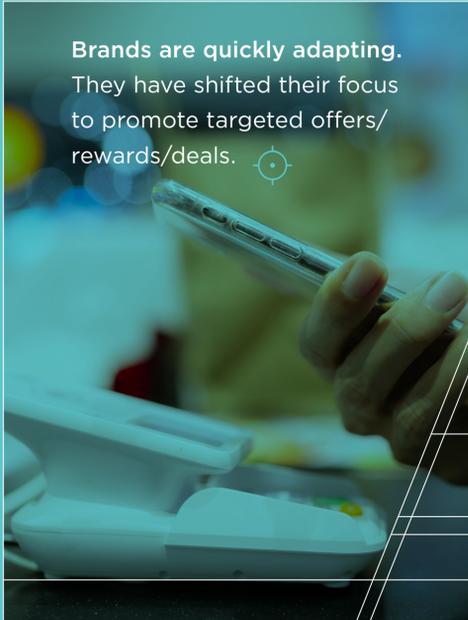
Economic challenges have impacted consumer brand marketing strategies >

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67% Created more targeted promotions/deals

52% Released more promotions/deals

Brands are quickly adapting. They have shifted their focus to promote targeted offers/rewards/deals.



### CONSUMERS

Consumers agree with new strategies. They want to receive offers that >

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49% Help save money

42% Reward loyalty

40% Save time/make life easier



Gen Z has a slightly different and unique perspective. They want offers that >

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35% Describe flexible payment options

33% Are more empathetic

30% Showcase diversity and inclusion

## SWEETENING THE REWARDS POT

Brands realize the value of rewards programs for promoting their products and services, attracting consumers and building loyalty, and creating meaningful engagement >

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67% Increasing overall ad presence

62% Making changes to loyalty/rewards programs

62% Providing promotions/deals for customers



01 / A Forrester Study Commissioned by Vericast

Consumers enjoy the recognition, incentives and savings of top rewards programs >

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70% Looking for ways to cut expenses everywhere they can

66% In the current economy, coupons & discounts are more important than ever

63% Looking for more coupons, discounts, and deals to offset higher prices

When receiving a coupon or discount, consumers said they >

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42% Feel more positively about the brand/store

41% Are more likely to make a repeat purchase

33% Are more loyal to the brand/store

02 / Vericast's Awareness-to-Action Study

## BRANDS + CONSUMERS AGREE

The importance of savings offers and discounts to help offset rising prices and a struggling economy are essential and beneficial to both. Brands that dive into the data and respond to consumers' needs with offers that support their well-being and gain trust and loyalty, while also achieving their business goals.

### INSIGHTS & FINDINGS SHARED IN THIS INFOGRAPHIC ARE BASED ON TWO STUDIES

01 / Forrester Consulting, commissioned on behalf of Vericast, surveyed 316 marketers responsible for advertising strategy at U.S. companies to gauge their concerns about marketing in our ever-changing geopolitical climate. Base: 216 consumer brands, 100 financial services companies, September 2022

02 / Vericast's Awareness-to-Action Study surveyed 1,842 consumers across generations and various financial statuses to learn their attitudes, goals, and mindsets heading into 2023. September 2022, n=1,842

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INSIGHTS

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