

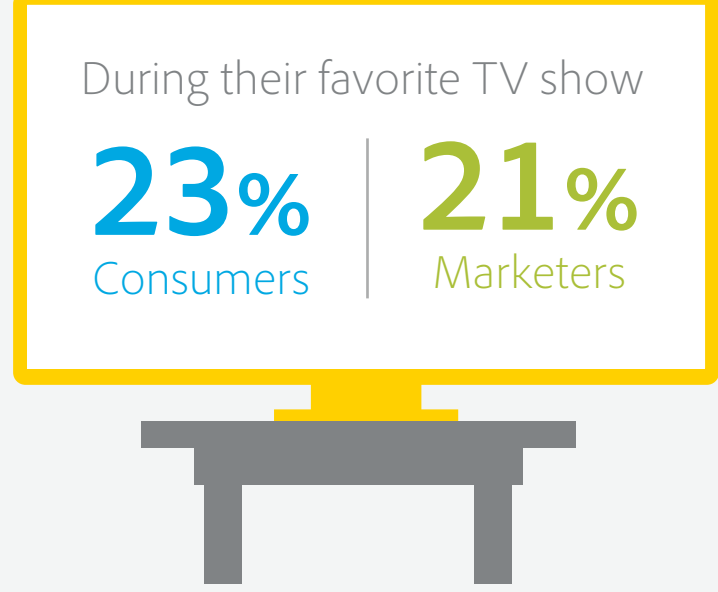
# Click Here: The State of Online Advertising

Huge opportunity to capitalize on digital marketing's impact – online and in social media

People prefer  
to look at ads...



In their favorite magazine  
**45%** Consumers | **55%** Marketers



**69%**  
of respondents  
use social media



**57%**  
have liked  
a brand



**53%**  
want a  
dislike button

**68%**

of Consumers find online  
advertising annoying

**54%**

of Consumers  
say banner  
ads don't work

**3%**

of Consumers  
prefer to view ads  
via social media

"Likes" drive consumers  
to check out products

**29%**

of the time...



but only

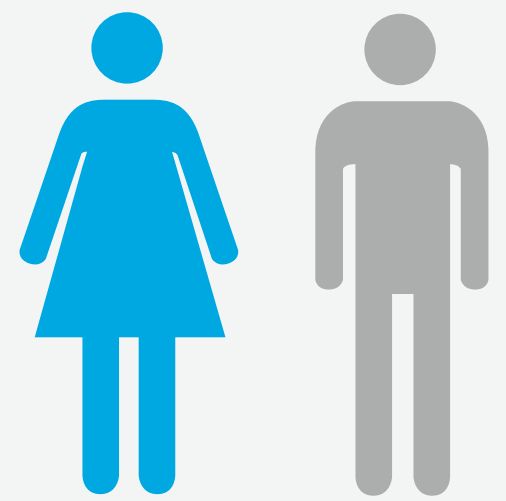
**2%**

say it makes  
them purchase



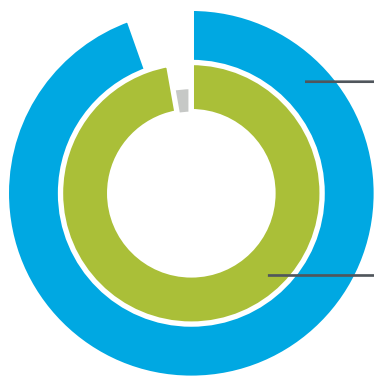
**44%**

of Consumers think  
advertising works  
better on women  
than men



When asked to consider the value of marketing...

more than 90%  
of Consumers and  
Marketers agree that it  
is strategic to business



**94%**  
CONSUMERS

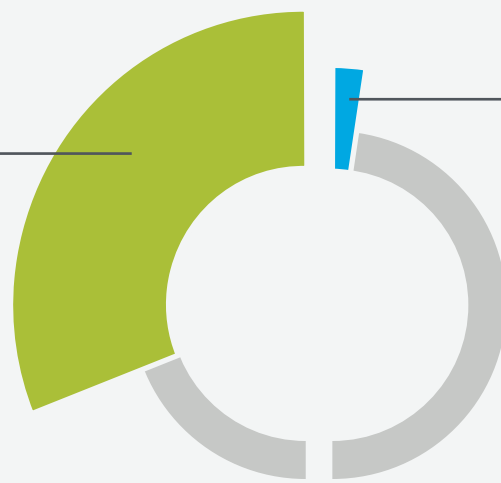
**98%**  
MARKETERS

nine out of ten also recognize that  
marketing is paramount to driving sales



**28%**

28% of Consumers find  
user-generated content  
to be the most effective  
advertising



**3%**

But only 3% of Consumers  
have created content on  
behalf of a brand

Consumers rate Advertising/Marketing  
among the least valuable professions

(Marketers don't rate them very highly, either)

■ Consumers  
■ Marketers

**92%**

**91%**



TEACHER

**88%**

**91%**



SCIENTIST

**32%**

**28%**



BANKER

**18%**

**16%**



POLITICIAN

least valuable professions

**13%**

**35%**



ADVERTISING/  
MARKETING

**13%**

**16%**



ACTOR

**13%**

**15%**



DANCER



**53%**

OF CONSUMERS AGREE

Source: Click Here: The State of Online Advertising, October 2012

Study based on interviews with 1,250 adults, including 1,000 general population and 250 Marketing Decision Makers in the U.S.