

WINNING

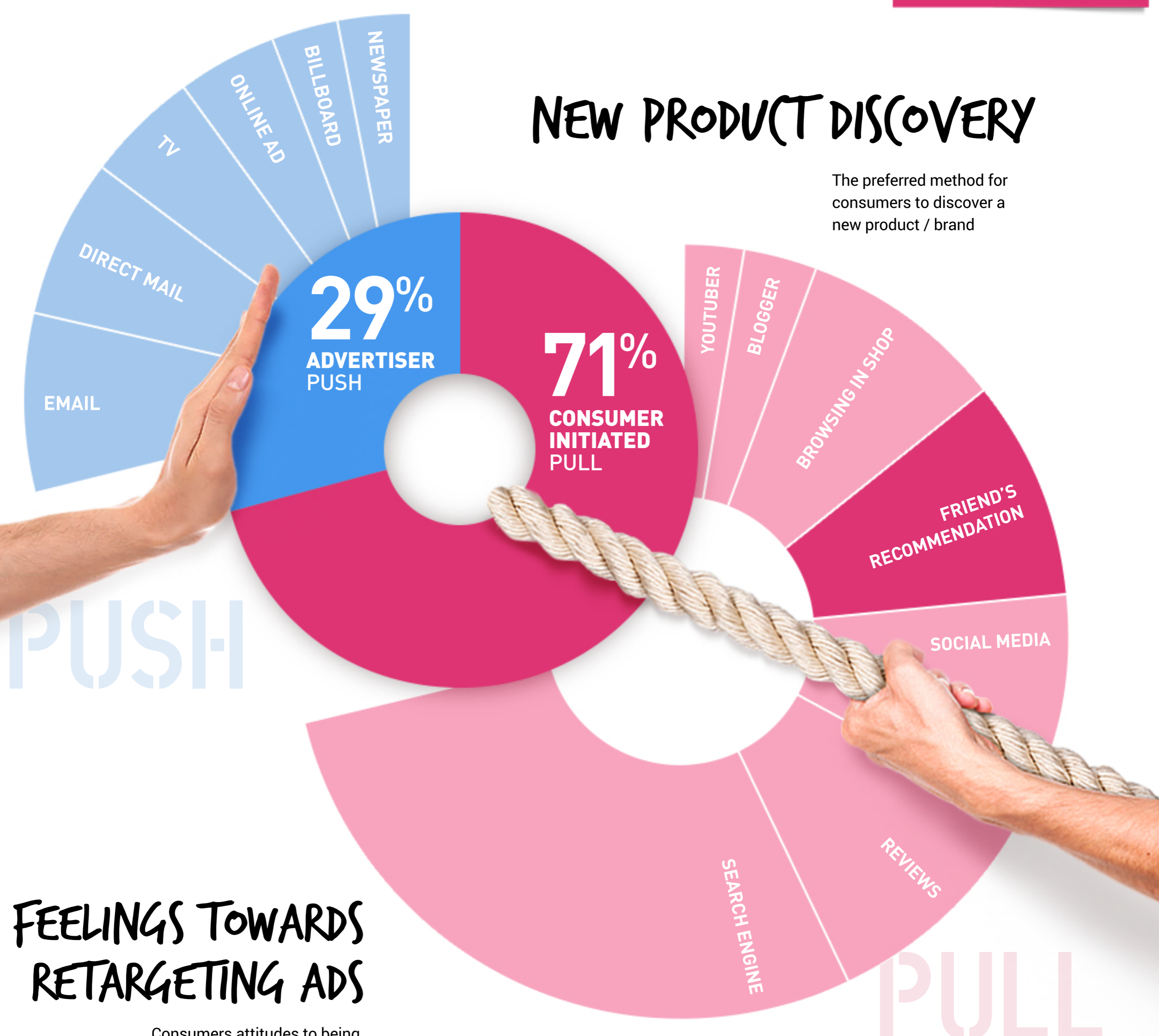
THE RACE FOR TRUST IN MARKETING: PUSH VS PULL

With trust in traditional media at an all-time low, do retailers need to take a new approach to advertising? The referral marketing experts Mention Me look at consumer preferences for push vs pull techniques when discovering new products and services.

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NEW PRODUCT DISCOVERY

The preferred method for consumers to discover a new product / brand



FEELINGS TOWARDS RETARGETING ADS

Consumers attitudes to being retargeted with advertising



TOP ENDORSEMENT MEDIA

Media typically seen as endorsing a product / brand



MOST POPULAR SOURCE OF NEW PRODUCT DISCOVERY (BY SECTOR)

