

# REMARKETING: SUPPORTIVE OR STALKER-ESQUE?



Advertisements follow consumers all over the internet. Whether related to a product they've been shopping for or a topic that they've researched, their past cyber activities follow them to their future ones. As this practice has become commonplace, we wondered what consumers thought about it, and how it affects their perception of the brands participating. We found that ads on the periphery can be helpful, but consumers are quick to get annoyed if the ads are omnipresent or intrusive to their browsing experience. Although this tactic has proven to be effective, marketers must use it wisely, as it can negatively impact consumer perceptions of their brands.

## QUIT IT. NOW.

The constant barrage of digital ads can cause consumers to view the brands advertising as bullies. The ads interrupt consumers' web surfing experience, may be for products they've already purchased or lost interest in, become repetitive and dull, and keep them from researching potential gifts (as the ad would give away the surprise).

*"Just because I glance at something doesn't mean I'm interested in getting a sales pitch for that item. If I want to look at it, I will pull up a site and look at it. I don't like being force fed advertising."*

– Male, 40-64



*"Sometimes it is OK and helpful. But it is quite annoying for them to show up for 6 months after I've already made the purchase and am no longer looking or interested. Ask me if I'm still interested before showing me garden fountains for half a year or more, please!"*

– Female, 65+

36.8%

## SOMEONE IS FOLLOWING ME.

Consumers think the practice is creepy. It makes them feel paranoid, like they are being tracked. They feel like the companies are spying on them, which leads them to be suspicious of the brand and may drive them away from making purchases in the future.

*"I am not a fan. I know they need to advertise, but I feel like it is an invasion of my privacy for companies to track my internet use and then try to get me to buy a product that I may have had only a passing curiosity about."*

– Female, 65+



*"This practice makes me feel like I have no privacy anymore and it keeps other advertisers from reaching people with anything new."*

– Male, 18-39

28.1%

## WHAT ADS?

As long as it doesn't become too omnipresent or intrusive, consumers are unphased by this tactic. Cookies and digital ads are simply viewed as a part of the internet, and these consumers tend to be blind to, or simply ignore, their presence.

*"It does not impact me at all, I just ignore when the ads show up on websites. So, I have no feeling about the companies, they all do it."*

– Female, 65+



*"I tend to ignore those ads. I know companies use cookies to monitor which websites we visit, and that's how they 'know' which products to put in such ads. However, I prefer to do my own research and find products I want to buy."*

– Female, 18-39

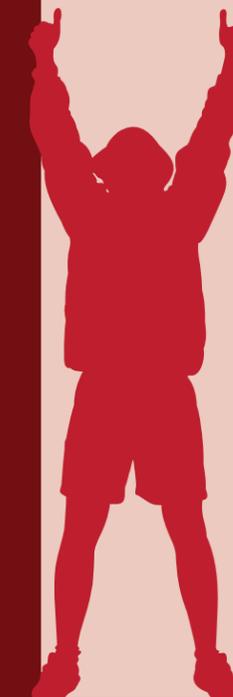
24.6%

## THANKS FOR THE HAND!

Although in the minority, these consumers comment that the practice reflects positively on the brand as having smart marketing and being helpful.

*"It can be helpful if it's an item I am still looking for. However, if it is an item I have already purchased it is annoying and can be really irritating."*

– Female, 18-39



*"I do not mind the ads. Sometimes it can help you figure out just which item to buy. Or you can ignore them. Usually there are ads anyway, why not have something that you are interested in show up."*

– Female, 40-64

10.5%

## METHODOLOGY

We asked N=1,882 people to answer the following open-ended question: "When people view products and services online, ads for those and similar items will often start showing up on websites they visit in the future. In as much detail as possible, please describe how this impacts the way you feel about companies that employ this practice." We analyzed the feedback with (iM)merge analytics, allowing us to uncover the main themes and the share that each represented within the data set.