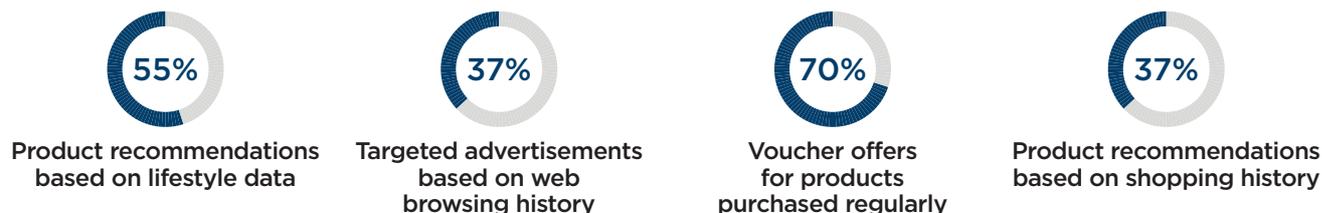


MARKETING NIRVANA

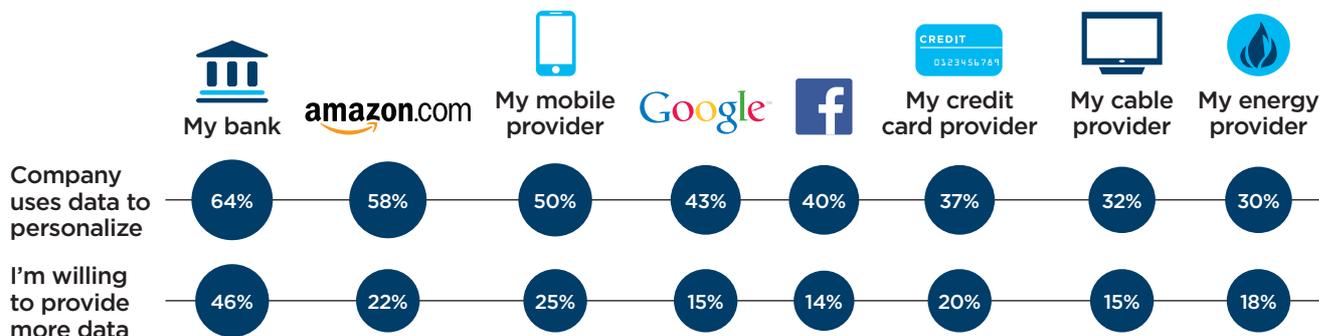
The most optimistic scenario in our four futures is the future of Real Relationships, in which marketers use data to build long term engagement in an environment of permission and trust. Our Digital Loyalty Survey supports the notion that consumers are ready and willing to connect with brands, and will share data with those that deliver relevance and value back through the time and place of their choosing.

A majority of consumers are happy for marketers to use lifestyle and shopping data to deliver more relevant offers.

Q. How happy are you for companies to use information about you in the following ways? (% happy/very happy):



While millennials are more open to location-based offers, consumers overall are much less willing to provide more data to Facebook and Google.



To build lasting relationships, marketers must recognize and act upon customer preferences.



While Millennials are more open to location-based offers, consumers are much more likely to respond to them once they've had a successful personal experience with one.

Q. Percent likely to respond to a location-based offer:

