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# Targeted promotions will keep consumers spending

A **G2 Data Dynamics** product story

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**Research by G2 Data Dynamics has suggested that highly targeted promotions are the best form of marketing to keep consumers spending throughout the recession.**

Around 46 per cent of respondents said that aiming promotions specifically at them as individuals would be the most effective way of buying brands during the recession.

The survey was conducted among the UK-representative G2 Data Dynamics Viewpoint panel of 30,000 consumers, who were asked to choose from a list of reasons why they buy a product or service.

Almost half said that aiming promotions specifically at them as individuals would be the most effective way of buying brands during the recession.

While price was - perhaps understandably - the key factor for 68 per cent of people, promotions were close behind.

Leadership on quality in a particular brand category was the next most important factor (45 per cent).

Alan Thorpe, commercial and operations director at G2 Data Dynamics, said: 'The results of the survey prove that tailored offers breed brand loyalty.

'We are always hearing that people do not like being marketed to, but the preference for individualised promotions disproves that theory.

'It's also important for organisations to recognise that if they can build a two-way relationship with their consumers and give something back, the more likely they are to build long-term value with their target market.'

