

MARKETING TO MEN



MARKETING TO MEN 2016

After receiving overwhelming interest in our recent “Marketing to Women 2016” report, we are pleased to release “Marketing to Men”, which shares the results of a recent survey of American men designed to better understand the impact of online and offline marketing channels on their purchasing decisions and how engagement varies across different age groups. We also compare some findings with the results in our companion “Marketing to Women 2016” report.

SOME OF THE KEY FINDINGS INCLUDE:

- Men engage with newer digital channels more often than women.
Men report following brands on social media, signing up for email newsletters and signing up for mobile notifications more often than women.
- Men are more susceptible to marketing.
Men are more likely than women to say that they were motivated to buy in response to every marketing channel that we asked about in the survey.
- Men are more likely to use mobile apps to make purchases.
Men are more likely to download mobile apps and make purchases with them than women.
- Men and women alike prefer gender-neutral advertising.
Both genders report seeing gender specific marketing at about the same rate and overwhelmingly (greater than 7 in 10) prefer gender-neutral messages.

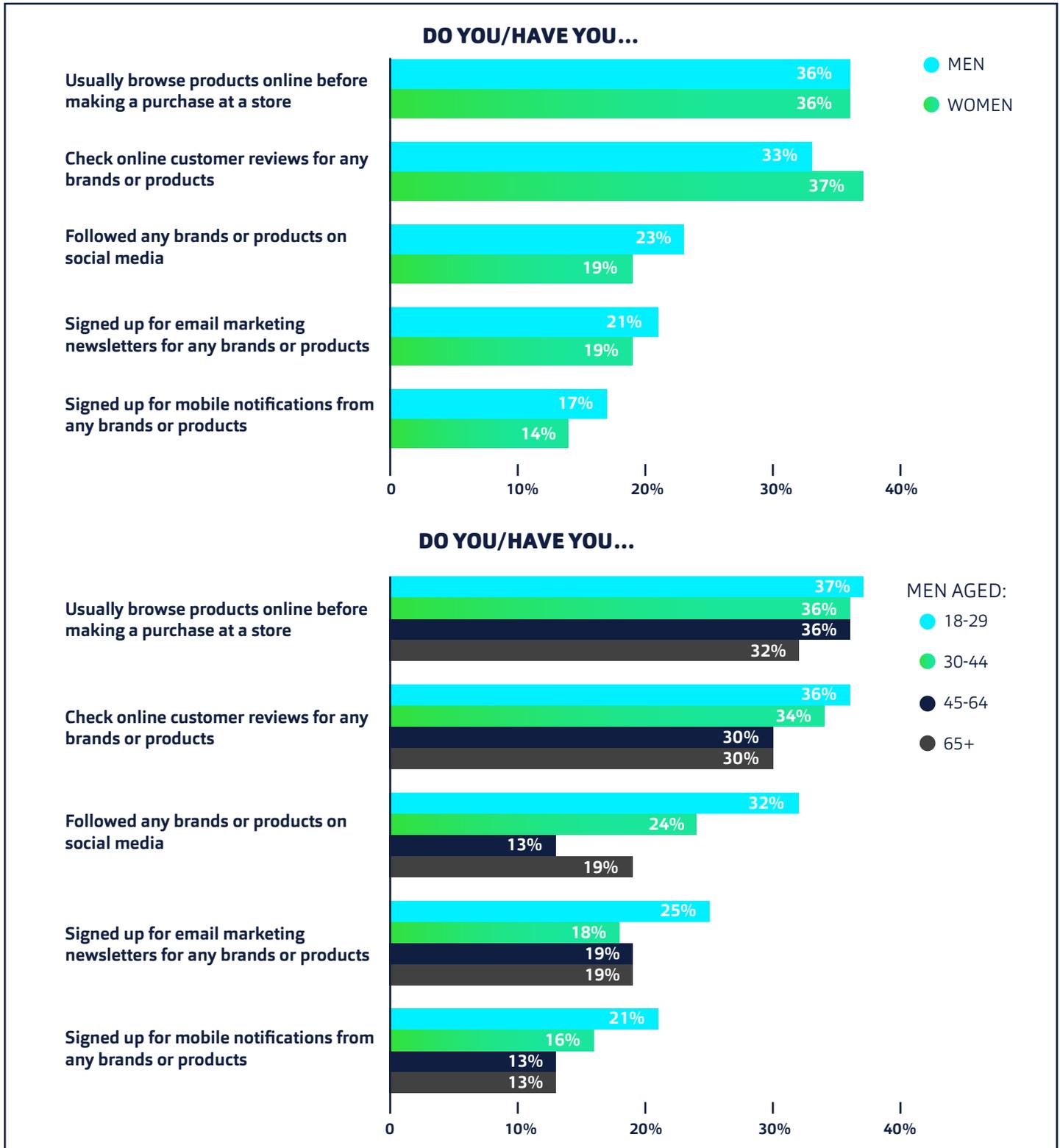
We hope that you will enjoy the report and welcome your feedback!

–The Fluent Research Team
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* US Census 2014 population estimate
(<http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>)

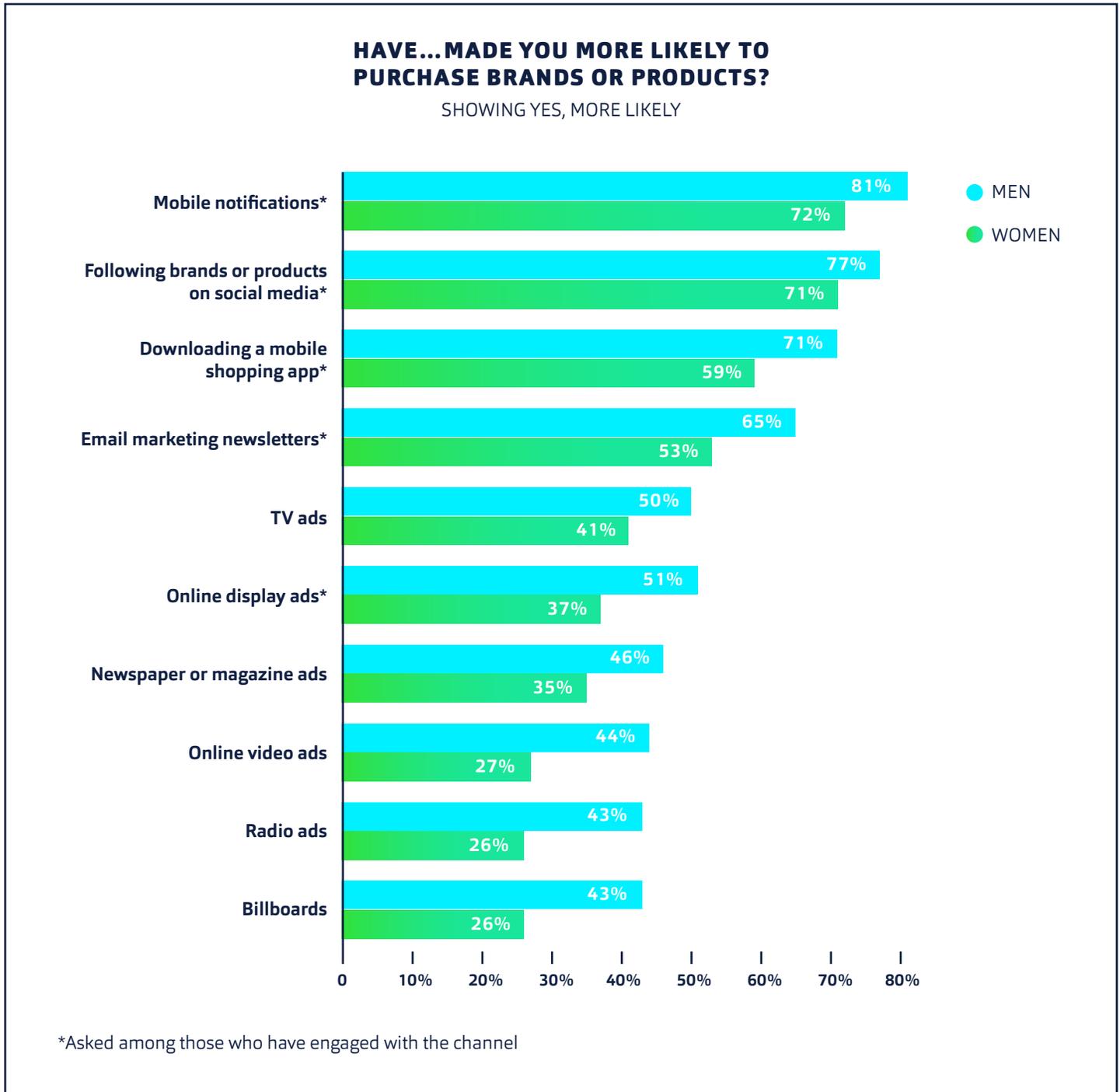
MEN ENGAGE WITH NEWER DIGITAL CHANNELS MORE OFTEN THAN WOMEN

- Men engage with social media, email newsletters and mobile notifications more frequently than women. Millennial men use these channels the most.
- Men are more likely to browse for products online than review customer reviews, in contrast to women who are more likely to check reviews.



MEN ARE MORE SUSCEPTIBLE TO MARKETING

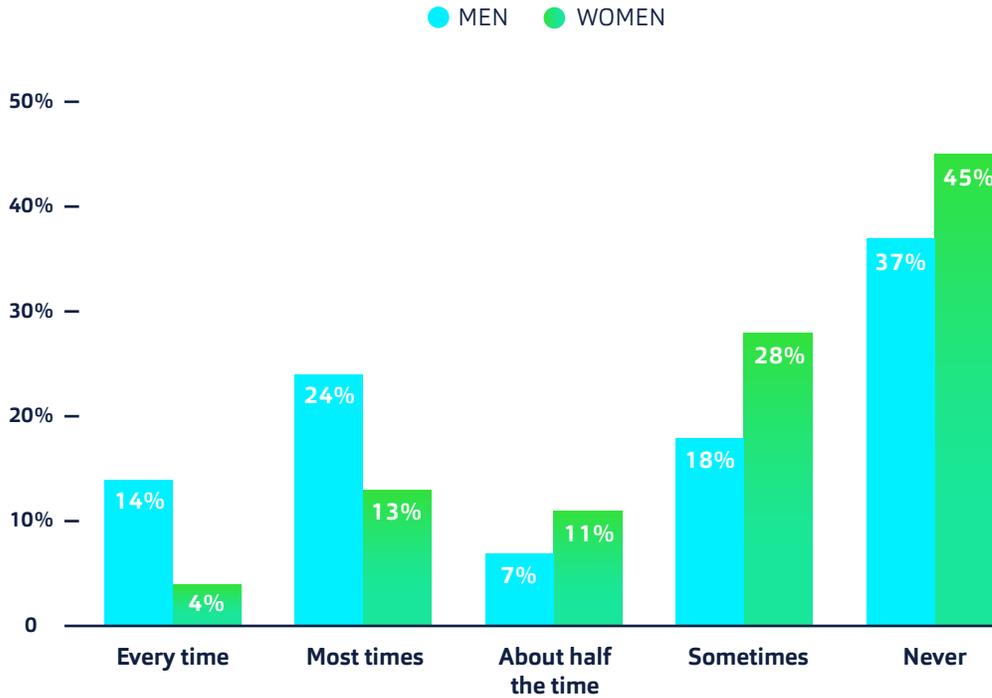
- Marketing has a greater impact on male purchase behavior than on female purchase behavior across every marketing channel we measured.
- Digital channels are more influenced than traditional channels.
- The largest gender gaps are on the least effective channels: men are much more likely to say they are influenced by billboards, radio ads, and online video ads.
- The smallest channel effectiveness gender gap is following brands on social media.



MOBILE APPS SUCCEED WITH MEN

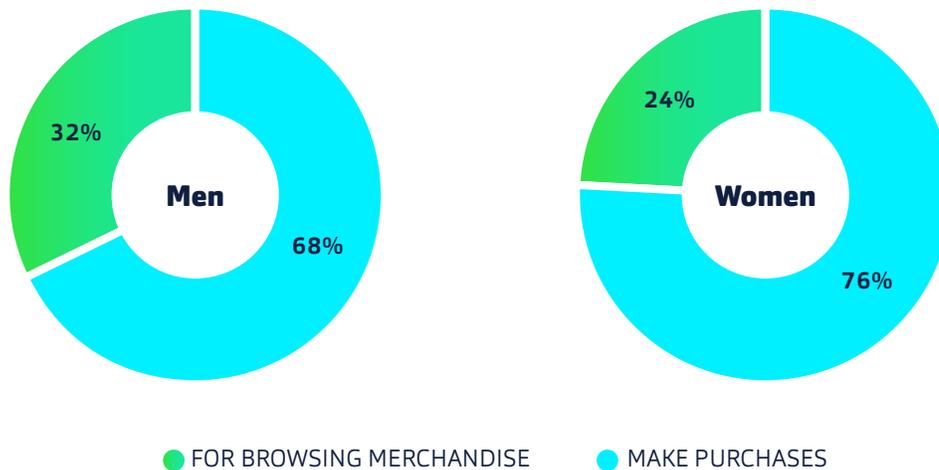
More than twice as many men than women say they download mobile apps “most times” or “every time” for stores they regularly visit (38% for men vs. 17% for women). Among those who download apps, men are more likely than women to use them primarily for making purchases (32% to 24%).

HOW OFTEN DO YOU DOWNLOAD MOBILE SHOPPING APPS FOR STORES THAT YOU VISIT REGULARLY?



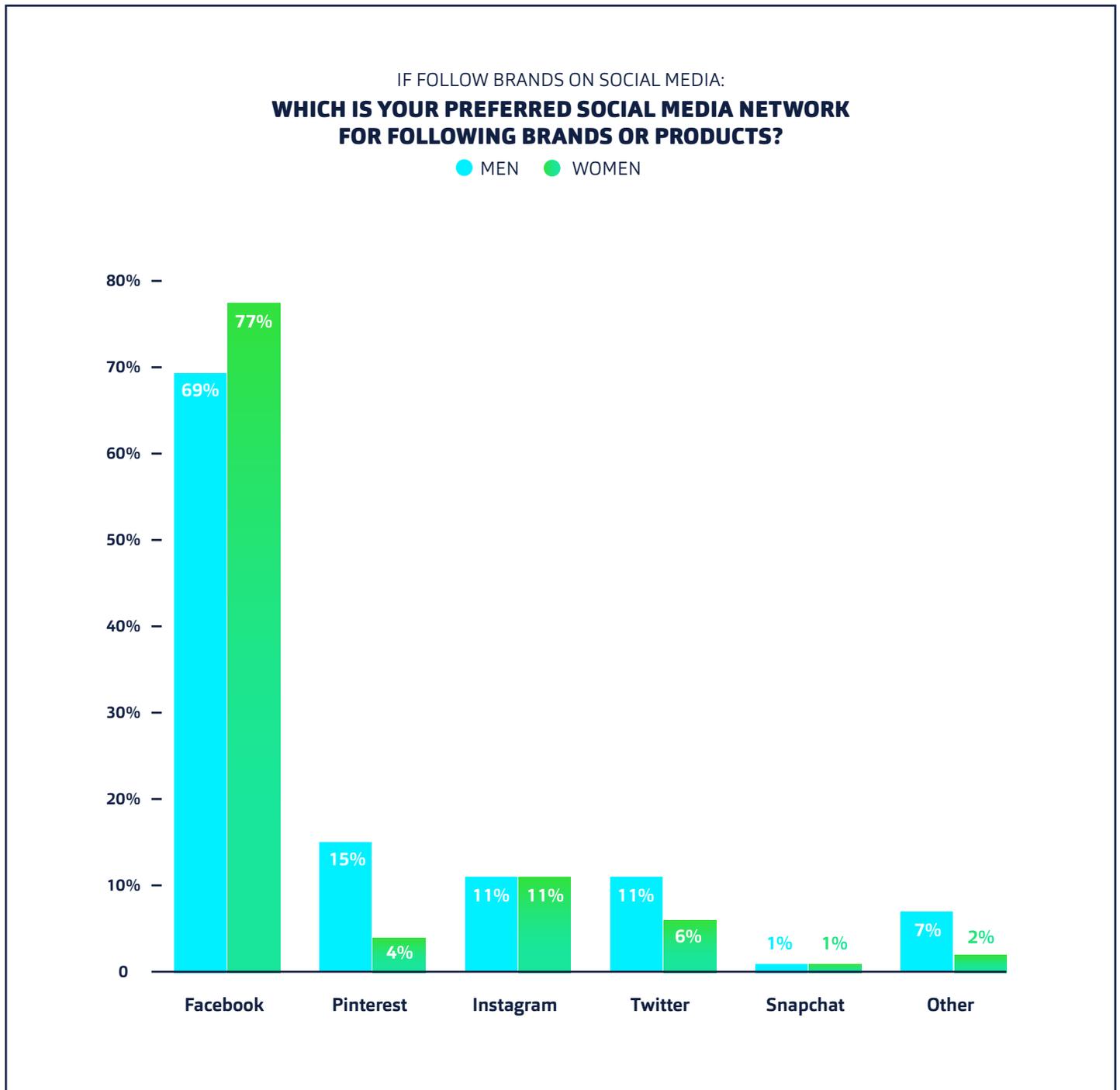
DO YOU PRIMARILY USE THESE APPS TO MAKE PURCHASES OR FOR BROWSING MERCHANDISE?

HAVE DOWNLOADED MOBILE APPS



FACEBOOK IS STILL KING, BUT LESS DOMINANT WITH MEN

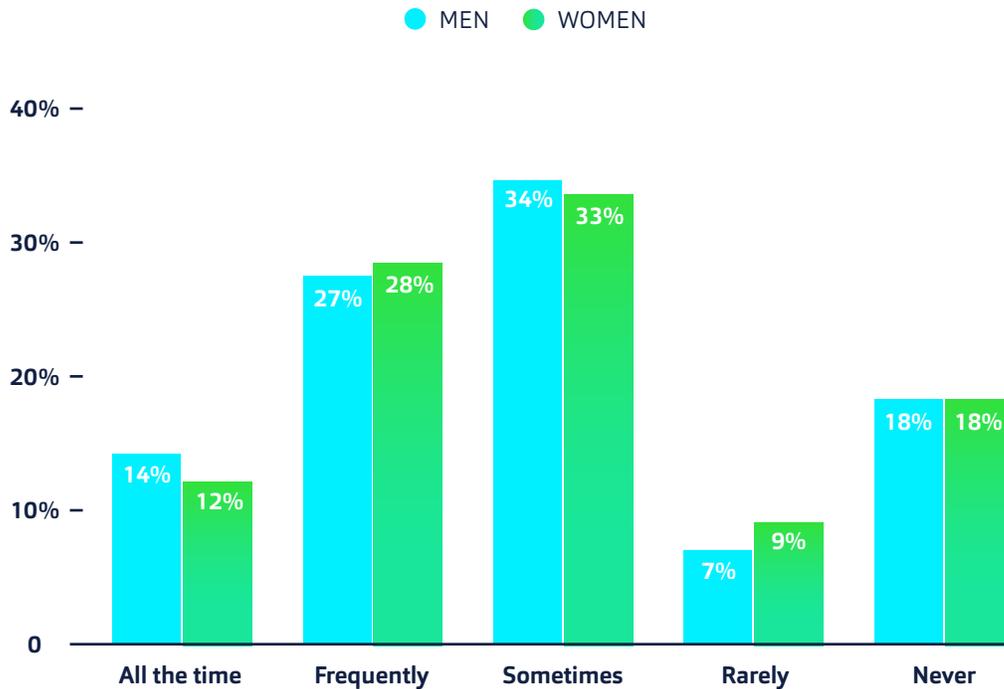
Facebook is most men's preferred social media network for following brands and products (69%), but is not quite as dominant as it is with women. Other networks are gaining steam with Pinterest, Instagram and Twitter all cracking 10% with men as the preferred network for following products.



BOTH GENDERS AGREE: GENDER-NEUTRAL MESSAGES ARE PREFERRED

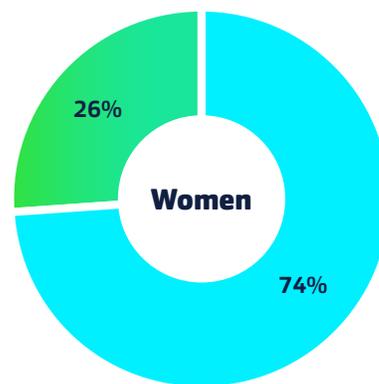
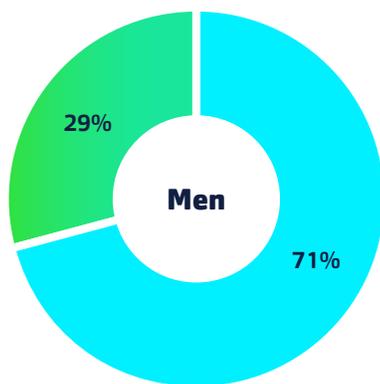
- Men receive gender-specific messages in similar frequency as women.
- Both genders overwhelmingly prefer gender-neutral marketing messages.

HOW OFTEN DO YOU RECEIVE MARKETING MESSAGES DIRECTED SPECIFICALLY TO MEN/WOMEN?



DO YOU PREFER MARKETING MESSAGES DIRECTED SPECIFICALLY TO (WO)MEN OR DO YOU PREFER THEM TO BE GENDER NEUTRAL?

● GENDER NEUTRAL ● TO MEN/WOMEN



RECOMMENDATIONS

DON'T IGNORE YOUR MALE AUDIENCE!

Across all channels studied, more men said they were more likely to purchase products as a result of marketing communications received through the channel. They may control less of the household budget*, but they are more susceptible to marketing.

FOCUS DIGITAL MARKETING PROGRAMS ON YOUNGER MEN

Millennial men (ages 18-29), are the most likely male age cohort to follow brands or products on social media, sign up for email marketing newsletters, and sign up for mobile notifications. Furthermore, millennial men are even more likely to engage in these digital activities than millennial women.

PRIORITIZE MEN FOR MOBILE APP DOWNLOAD CAMPAIGNS

Men are more apt to download these apps than women and once they have downloaded them, they are more likely to make purchases directly from mobile apps.

SURVEY METHODOLOGY

This survey was conducted online within the United States by Fluent, LLC on April 21, 2016 among 2,291 American smartphone and tablet owners including 868 men and 1,443 women. Respondents were randomly selected, and the margin of error of the findings for smartphone or tablet owners at the 95% confidence level is +/- 3.3% for men and +/-2.6% for women. Fluent's proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this study.



ABOUT FLUENT

Fluent, LLC, a cogint company (Nasdaq: COGT), is an industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Leveraging a massive reservoir of proprietary audience data, as well as millions of real-time survey interactions with consumers every day, Fluent enables advertisers to more effectively target and acquire their most valuable customers, with precision, at a massive scale. The company is headquartered in New York City. For more information visit www.fluentco.com.

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