

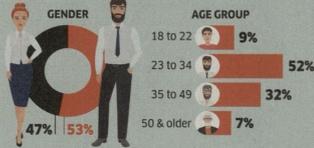
News monitored for: Adobe

# What Makes Content The King Of All Time?

Interactivity, accuracy, and engagement, states 2019 Adobe Brand Content Survey

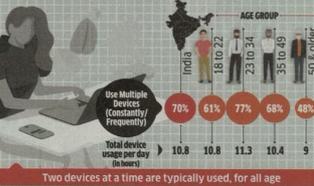
## Who participated in the survey

The survey was conducted with participants aged 18+ who own a digital device (be it a smartphone or a tablet or a computer)

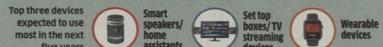


## Over two-thirds of Indians use two devices at the same time constantly or frequently, with over 10 hours of daily usage across all devices

Overall daily usage and the likelihood to 'multiscreen' declines with age, particularly among those 50 and older

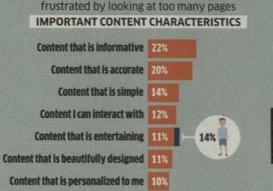


## Users of all ages are expected to use smart speakers, TV streaming and wearable devices more over the next five years



## Most consumers are looking for content that is informative and accurate. They find content that is slow to load and spam e-mails most frustrating

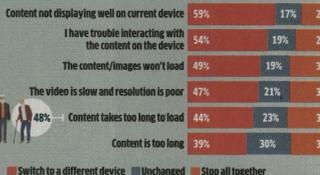
Females find entertaining content more important than males, and 18 to 22 year olds are least frustrated by looking at too many pages



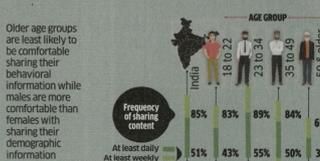
## MOST FRUSTRATING EXPERIENCES

## Consumers of all ages are most likely to switch to a different device if they encounter issues viewing content on their devices, particularly for content that is not displaying well or when they are having trouble interacting with the content

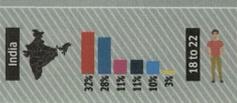
Consumers who are 50 and older are more likely than younger age groups to stop what they are doing if the content is taking too long to load



## The majority of Indians share content on a weekly basis with more than half of 23 to 34 year olds sharing on a daily basis. The majority are also comfortable sharing at least some of their information with brands to improve the recommendations they see



## Consumers of all ages generally trust social media channels with YouTube and Facebook being the most trusted overall



## BE EXCLUSIVE

Sunder Madakshira, head of marketing, Adobe India, gives an exclusive peep into the key findings of 2019 Brand Content Survey

Fast paced, significant advances in the realm of technology coupled with increasing internet penetration and mobile access have contributed to a massive customer demand for experiences that enrich their journey across spectrums. Therefore, it is critical for a modern-day marketer to tailor near-perfect experiences for her consumers in this hyper-competitive era, and content is the building block of tailoring such experiences.

With the recently conducted survey, we delved deeper into the new age, tech savvy Indian users' expectations from the content being served to them and how that is definitive in their engagements and journey with brands they deal with. One of the most insightful, critical findings of the survey was an enhanced preference for personalized content from brands, a sentiment echoed by two-thirds of the participants as they expressed their likelihood to make an unplanned purchase if the content being served to them is personalized. However, there is a thin line to toe for brands there - the need to respect privacy. Personalization should not be misconstrued as an invasion of customer privacy. Consumers, today, specifically millennials and Gen X, have a high level of trust for the brands that respect their privacy.

The survey also revealed a multi-device, multi-channel approach the Indian consumer has adopted to purchase products, with the online market place emerging as the most preferred medium. The rapid proliferation and adoption of smart, voice-controlled devices also points to a potential new area for marketers to engage with their consumers. As consumers are increasingly engaging with content on different wearable, voice enabled devices, an explosion of engaging content formats is expected over the next few years. As digital takes precedence, social media continues its meteoric rise and has fast emerged as the preferred medium for users to engage and consume content. With the new medium, we've seen an emergence of new opinion makers - YouTube celebrities, as most trustworthy influencers for consumers aged 18-34 years, with their word being preferred over that of family and friends. With customer expectation at an all-time high, only content that is sharp, swift and incisive will be the one that makes the cut, something that is reflective in almost a third of Indian consumers indicating that they would stop the engagement with a brand if content was too slow and not relevant. Customer Experience Management (CEM) today is shaping to be not only about fulfilling consumer needs, but addressing them moment to moment, at scale, across channels in real-time. The key for marketers therefore is to streamline a customers' omni-channel experience by basing them on unified profiles, consequently enabling the delivery of exceptional, yet personalized and real time experiences across the board.



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GRAPHIC: BHAVIN GAJJAR