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NEW STUDY: TRADITIONAL MARKETING FAILS TO GAIN CONSUMER TRUST

By [Helen Langan](#) On September 29, 2015 · [Add Comment](#) · In [Press Room](#)

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company is somewhat to extremely skilled in every marketing tactic listed in the survey, yet their confidence and priorities do not line up with what consumers respond to, showing marketers may not understand what really impacts buying decisions.

“Consumer trust is the most powerful asset marketers have when working to influence purchases, yet trust in traditional marketing tactics is overwhelmingly low. It’s vital that brands engage with customers in ways that build trust instead of breaking it down,” said Stockham.

To see the methodology and full survey results [click here](#).

About Experticity

[Experticity](#) has built the world’s largest community of influential category experts and connects them with more than 600 of the world’s top brands to create a new breed of buying experience — one that is informed, genuine and mutually beneficial. Experticity’s community of more than one million experts is comprised of industry professionals, category opinion leaders and influential retail sales associates that are actively sought out for trusted recommendations on what to buy. Experticity is based in Salt Lake City and led by Tom Stockham, a CEO with an impressive track record of championing companies like [Ancestry.com](#) and Ticketmaster. To learn more about Experticity and how its rapidly growing community of brands and experts are transforming today’s buying experience, visit [experticity.com](#).

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