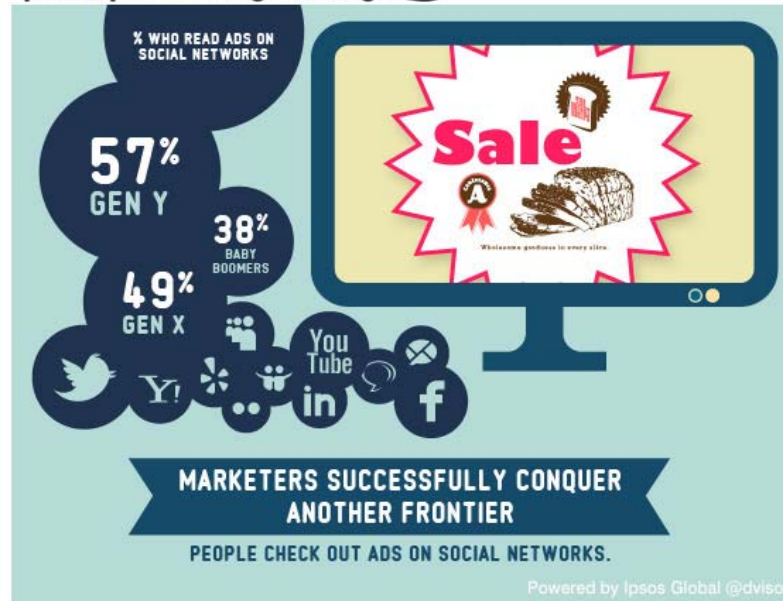


# socialogue™

Ipsos Open Thinking Exchange



Marketers checking click-through data about their online ads know that they are gaining views. The group most likely to read an ad placed on a social network is Gen Y, more than half of whom ( 57%) say they have. Reading ads on social networks declines with age: 49% of Gen X and 38% of Baby Boomers have read these ads. Looking at mobile phone ad readership, the generational pattern remains the same: 45% of Gen Y, 43% of the Gen X and 34% of Baby Boomers. The weakest click-through percentages relate to readership of emails from retailers viewed on mobile phones: 30% of Gen Y, 31% of Gen X and 25% of Baby Boomers. Bottom line to marketers: you are getting eyes, so keep giving them something to read!

#### About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at [ipsosopenthinkingexchange@ipsos.com](mailto:ipsosopenthinkingexchange@ipsos.com).

#### About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.