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## 67 Percent of Consumers Lose Trust in Brands When Websites Take Too Long to Load, According to Neustar's Latest Research

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*Top Three Reasons to Distrust a Brand Stem from Inaccurate Marketing Content, Website Downtime, and Overly Simple Authentication*

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced the findings of new research in collaboration with the Ponemon Institute, explaining the factors that build or erode trust in a brand's digital presence. The report affirms a truth long predating the Internet: trust is earned as a direct result of experience.

According to respondents, the three main reasons to distrust an online experience are inaccurate content (91 percent), website downtime (88 percent), and overly simple identity and authentication procedures (75 percent). Overwhelmingly, respondents were dissatisfied with digital storefronts they found to be flawed in their marketing content, overly simple in authentication, or altogether unavailable. These all reflect the converging role that a brand's Marketing, IT and Security groups play in delivering a seamless customer experience.

Additional report highlights by group include:

### **Marketing:**

- More than 90 percent of consumers distrust brands with inaccurate online content
- 55 percent find ads that interfere with the page's content unacceptable
- 52 percent find ads that redirect them to other sites unacceptable

### **Information Technology:**

- 78 percent worry about a company's security when website performance is sluggish
- 69 percent of respondents have left a website due to security concerns
- 67 percent of consumers lose trust in a brand when the website takes too long to load

### **Security:**

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- 63 percent distrust brands whose data has been breached
  - 50 percent continue to have a negative view of a brand even one year after its breach
  - 55 percent distrust websites that do not have security safeguards such as two-factor authentication

“In our always-on, always-connected world, a brand’s digital storefront may be the first and only touchpoint a customer has with a company,” said Lisa Joy Rosner, chief marketing officer at Neustar. “Discerning customers expect a brand’s website to offer them accurate, real-time information, whenever and wherever they want it. On top of that, customers demand that all of the information they share with a brand is retained in a safe and secure manner,” she added.

As consumers spend vastly more time and money online, a trusted digital brand becomes indispensable. As Neustar’s report confirms, brands that do not integrate their Marketing, IT, and Security programs will face an uphill battle as they devote countless resources to building seamless customer experiences without a meaningful result. In the words of Mark Tonnesen, chief information and security officer at Neustar, “delivering an exceptional brand experience not only depends on a company’s marketing plans; every employee who touches the digital property becomes a steward of the brand.”

Neustar’s full report on *What Erodes Trust in Digital Brands* can be viewed [here](#).

#### About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time.

More information is available at <https://www.neustar.biz>