The Value of Targeted Advertising to Consumers
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- 71% of Consumers Prefer Ads Targeted to Their Interests and Shopping Habits
- 3 out of 4 Consumers Prefer Fewer, but More Personalized Ads
- Only 4% of Consumers Say Behaviorally Targeted Ads Are Their Biggest Online Concern
- Half (49%) of Consumers Agree That Tailored Ads are Helpful
- Nearly Half Say the Greatest Benefit of Targeted Ads is in Reducing Irrelevant Ads
- Next greatest benefits of personalization are product discovery (25%) and easier online shopping (19%)
71% of Consumers Prefer Personalized Ads

- 71% Prefer ads tailored to their interests and shopping habits
- 75% Prefer fewer, but more personalized ads

87% believe personalized advertising means unique content based on their previous purchases or shopping behavior and delivered when they are looking to buy a product.

Consider personalized ads to be targeted based on their online shopping behaviors.

Source: Adlucent, May, 2016
Adlucent surveyed 1000 US consumers in 2016
Only 4% of Consumers Say Behaviorally Targeted Ads Are Their Biggest Online Concern

What is your biggest concern about the Internet?

- 38.7%: Identity theft
- 33.5%: Viruses and malware
- 12.3%: Cyber-bullying/Stalking
- 6.5%: Government surveillance of data
- 4.6%: Behaviorally targeted internet advertising
- 4.4%: Not sure

Survey of 1000 US consumers

About the Survey:
The Digital Advertising Alliance commissioned Zogby Analytics to conduct the survey of 1,000 U.S. likely voters nationwide from April 2-3, 2013. Slight weights were added to age, race, gender, region, party, education, and religion to more accurately reflect the population. The margin of error is +/- 3.2 percentage points.
Half of Consumers View Tailored Ads as Helpful

- Targeted ads help consumers quickly find the right products and services

“Advertising that is tailored to my needs is helpful because I can find the right products and services more quickly.”

Source: Gfk, March 2014
Gfk surveyed 1,000 people on their attitudes to targeted advertising in March, 2014
Nearly Half Say the Greatest Benefit of Targeted Ads is in Reducing Irrelevant Ads

Consumers list the greatest benefits to personalization to be:
- Helping reduce irrelevant ads (46%)
- Providing a way to discover new products (25%)
- Making online shopping easier (19%)

Source: Adlucent, May, 2016
Adlucent surveyed 1000 US consumers in 2016
“I don’t think ads are bad. I don’t think there are bad ads. I think there are less appealing ads. There are less relevant ads.”

“I like the ads that are relevant to me...those ads were appealing to me.”

“I think they are helpful—they save me time and money. I know some people feel that it is an invasion of privacy, but as long as they aren’t stealing my social security number and they save me money, I’m ok with it.”

Value of Online Ads

Value of Online Advertising to Consumers
59% of Consumers Say Ads Help Them Find New Products or Offers

Has an Internet ad ever helped you find an offer or product that you wouldn’t otherwise have known about?

- 58.5% Yes
- 25.8% No
- 15.7% Not sure


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50% of Consumers Say Ads Help Them Save Money or Time

Has an online advertisement ever helped you save money on a purchase or saved you time in finding it?

- 50.2% Yes
- 12.6% No
- 37.2% Not sure


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Only 16% of Consumers Prefer Untargeted Ads

Would you rather see Internet ads for random/generic products and services, or ads for products and services that reflect your interests?

- 40.5% I’d rather see ads directed towards my interests
- 27.6% I’d rather see ads for random products and services
- 15.8% Both
- 16.1% Not sure

Survey of 1000 US consumers

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