



# **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



75% of consumers said they prefer a world with fewer, but more personalized ads, with 71% preferring ads that are tailored to their interests and shopping habits

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

87%

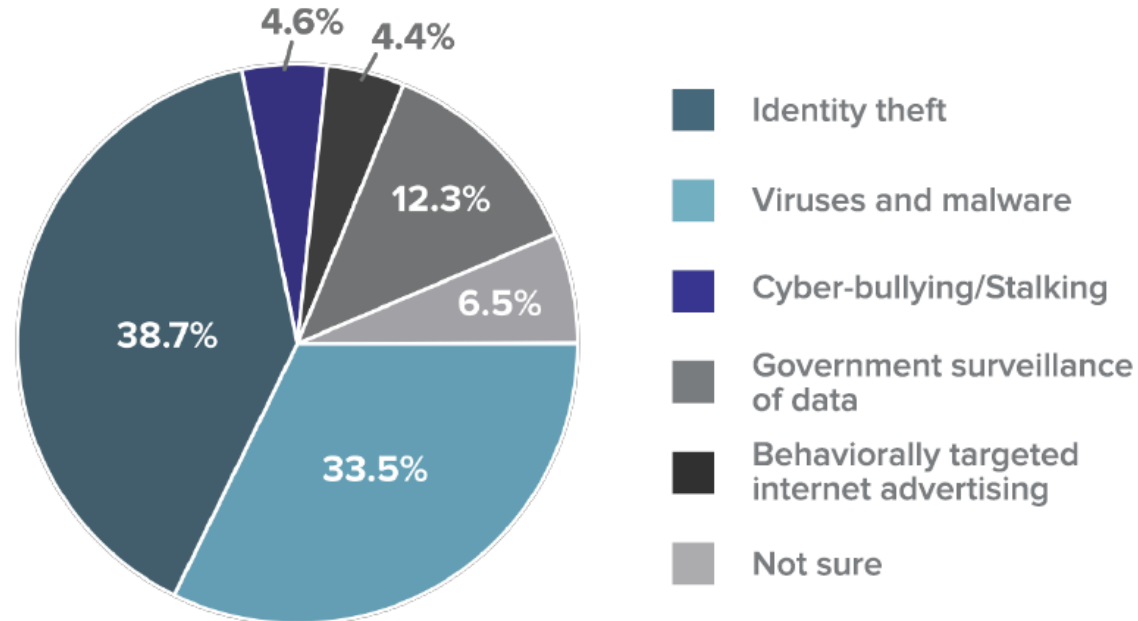
Consider personalized ads to be targeted based on their online shopping behaviors

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?



Source: Zogby Analytics and DAA, Apr. 2013.

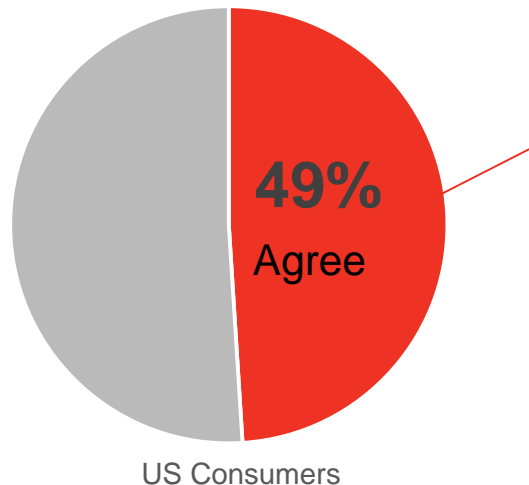
Survey of 1000 US consumers

#### 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

# Consumers on Targeted Ads

## In Their Own Words...

*“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.”*

Sources: IAB Who Blocks Ads, Why and How to Win Them Back, 2016. GutCheck Research, Apr. 2015

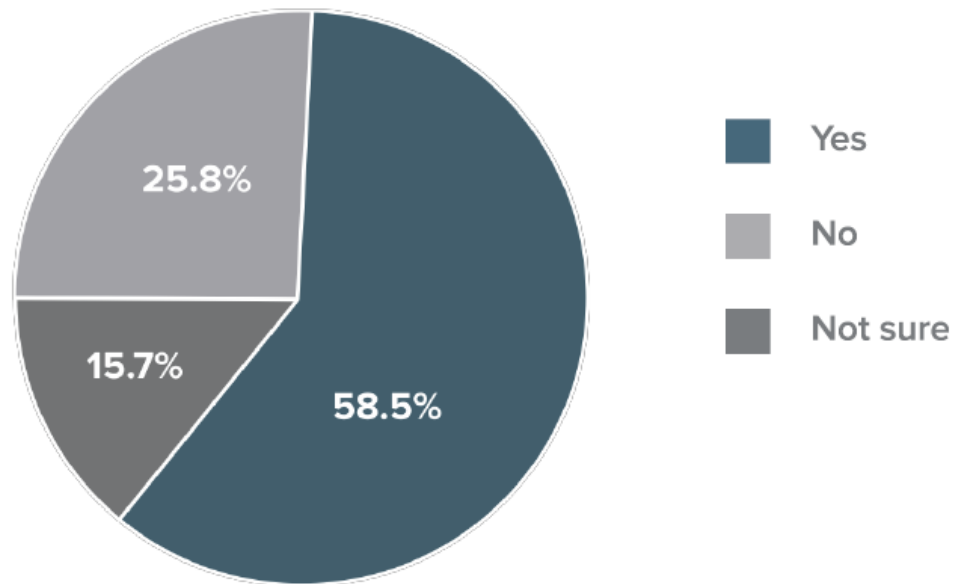
## Value of Online Ads

# 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?



Source: Zogby Analytics and DAA, Apr. 2013.

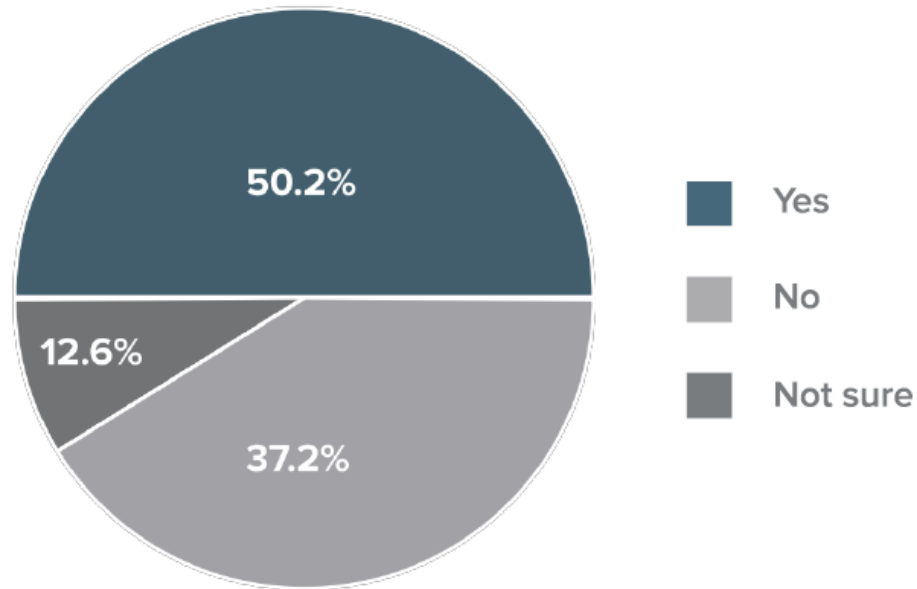
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# 50% of Consumers Say Ads Help Them Save Money or Time

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



Source: Zogby Analytics and DAA, Apr. 2013.

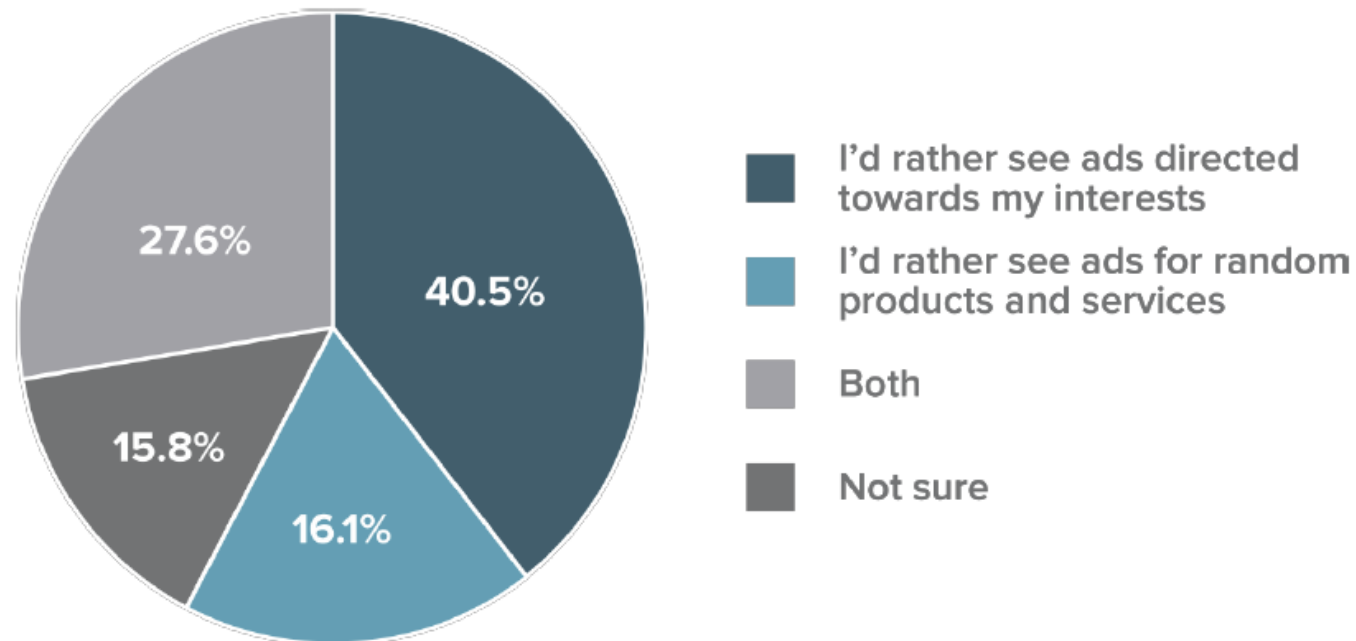
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# Only 16% of Consumers Prefer Untargeted Ads

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



Source: Zogby Analytics and DAA, Apr. 2013.

Survey of 1000 US consumers

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Questions?

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