

Understanding Consumer Ad Preferences & Online Data Regulation

PurchaseLoop Research UK Insights Study
March 2021

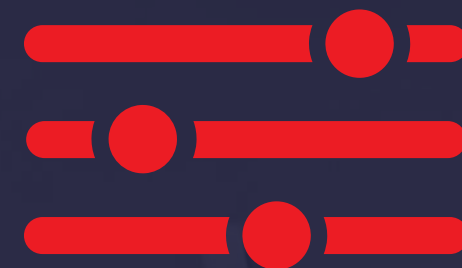
LoopMe™

INTRODUCTION

With consumer identity at the forefront of digital advertising and becoming increasingly important as we navigate a post-cookie and post-identity reality, LoopMe is monitoring consumer sentiment in our UK pulse report. By using our proprietary PurchaseLoop Research platform, LoopMe surveyed 3,395 consumers across the UK from 2 March, 2021 to 7 March, 2021.

We explored two key areas: Ad Preferences and Ad Regulation to understand the consumer point of view when it comes to advertising, data collection and subsequent impact on non-targeted ads. We also analysed how consumers feel about security of their online data, and their level of understanding of current ad regulations.

As the ad industry continues to roll out new protocols around online data and consumer privacy, our aim was to uncover whether consumers felt their data was safer due to these new protocols. Continuing to put the consumers' thoughts front and centre, we looked at how consumers value advertising both in exchange for content and in helping them make smart purchasing decisions.



AD PREFERENCES



AD REGULATION

Survey Methodology

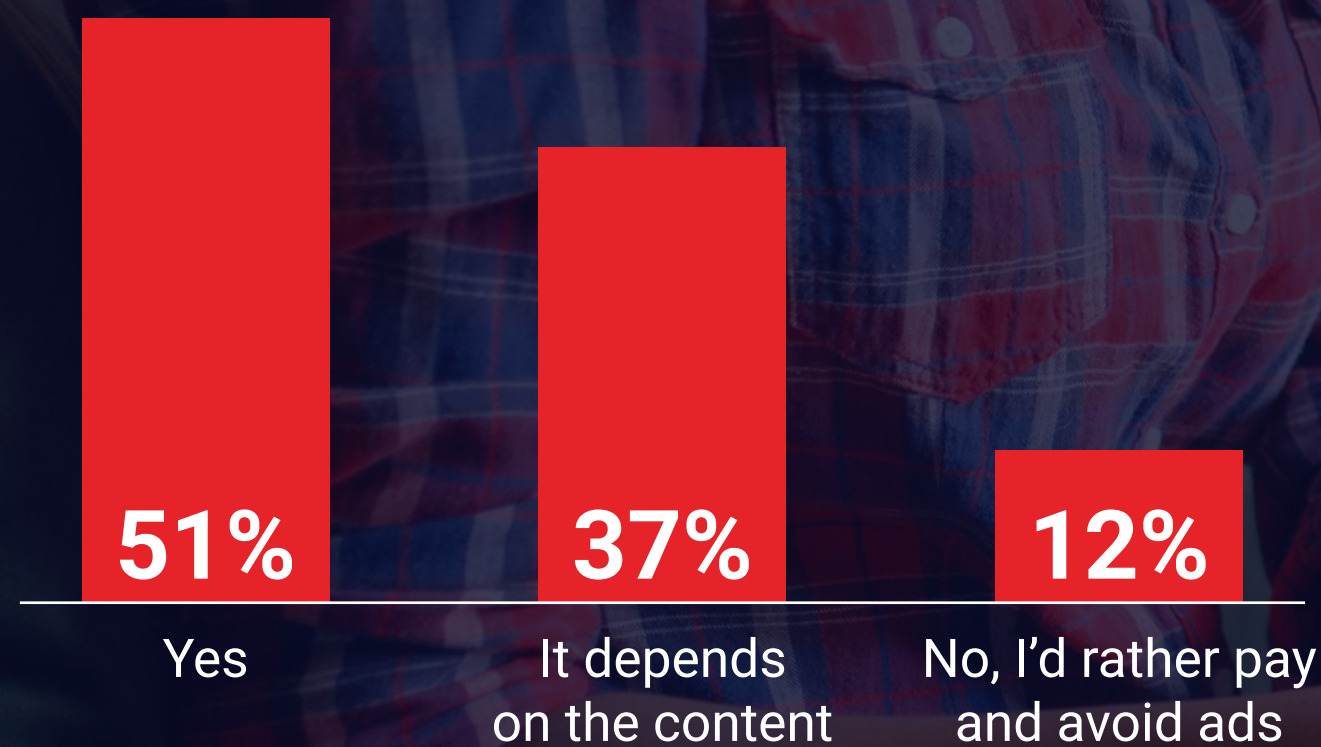
LoopMe's opt-in GDPR compliant research study was delivered to 141,605 UK consumers via their mobile devices, resulting in 3,395 respondents. All surveys were non-incentivised. The data was then normalised by geographics and gender to best represent the UK population.

CONSUMERS PREFER THE VALUABLE EXCHANGE OF ADS FOR CONTENT

Depending on the content, **88%** of consumers prefer the value exchange of ads for editorial content or video viewing.

The good news is that the majority of consumers still value advertising in exchange for content, versus paying for content which is ad-free.

Do you view ads in exchange for free video or editorial content?



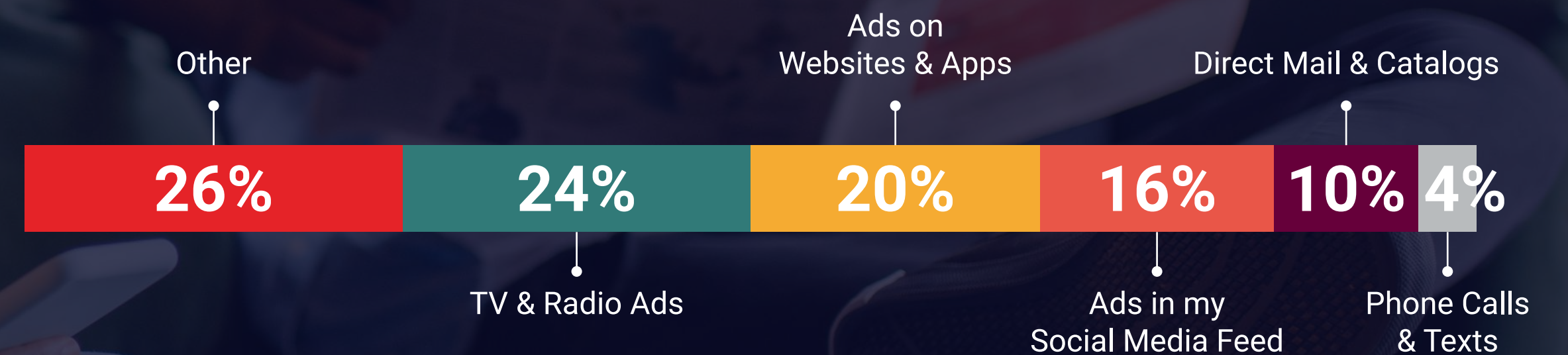
Source: LoopMe, 2021

24% of consumers are most comfortable receiving ads the way they've been delivered for decades, via TV and radio.

1 in 5 consumers are most comfortable receiving ads on websites and apps and prefer this type of advertising to receiving ads via their social media feed.

The majority of consumers, **68%** find unsolicited calls and texts the most intrusive experience.

Which type of advertising are you most comfortable receiving?



Source: LoopMe, 2021

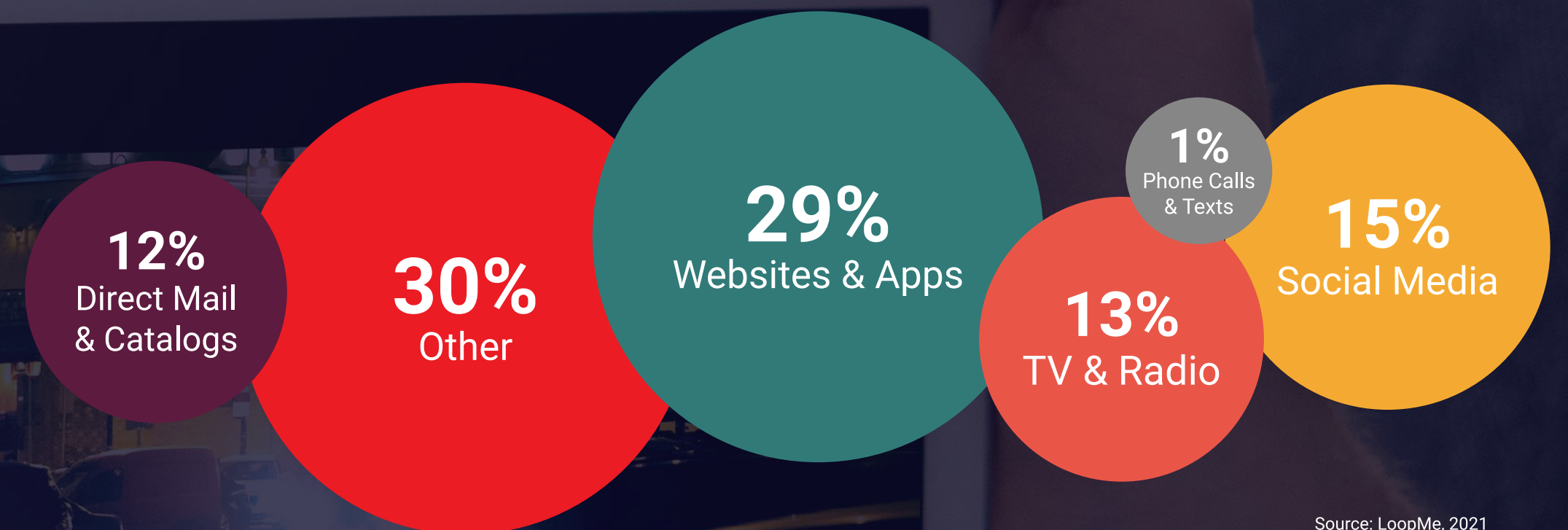
WEBSITES AND APPS HELP CONSUMERS MAKE THEIR SMARTEST PURCHASING DECISIONS

Which type of advertising helps you make the smartest purchasing decisions?

29% of consumers find websites and apps the most helpful in making their smartest purchasing decisions, above all other types of advertising.

Consumers value digital mediums the most to help them make smart purchasing decisions, with both websites and apps as well as social media favoured over traditional media.

Whilst TV and radio ads ranked high among consumers for comfortability, they are less effective in helping consumers make smart purchasing decisions.



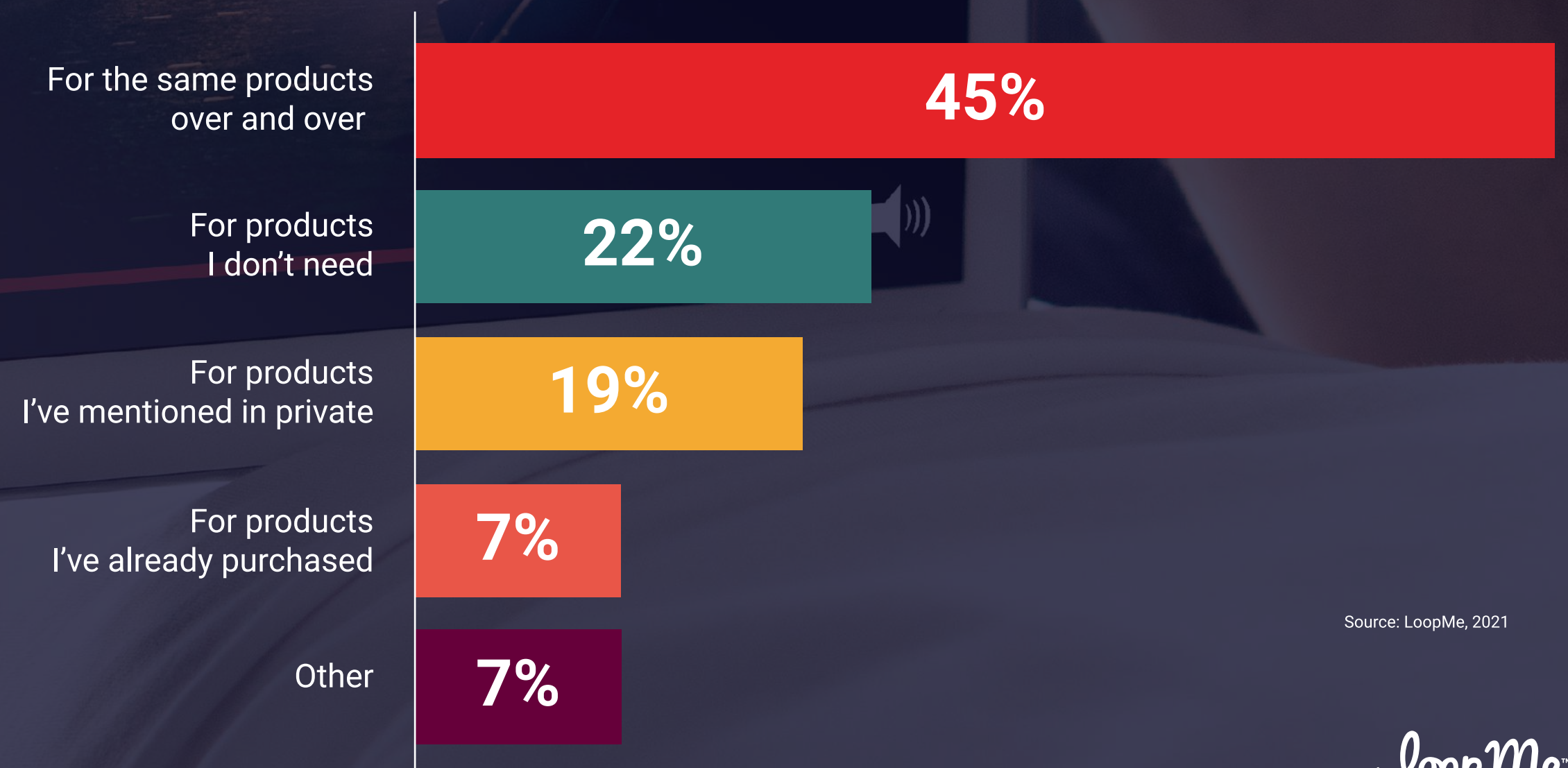
Source: LoopMe, 2021

45% of consumers find repetitive creative messaging the most off-putting form of advertising.

22% of consumers find the most off-putting ads are those for products they do not need.

There is an opportunity for advertisers to improve consumer experience with creative frequency control and more effective targeting strategies.

Which kind of advertisement do you find most off-putting?



Source: LoopMe, 2021

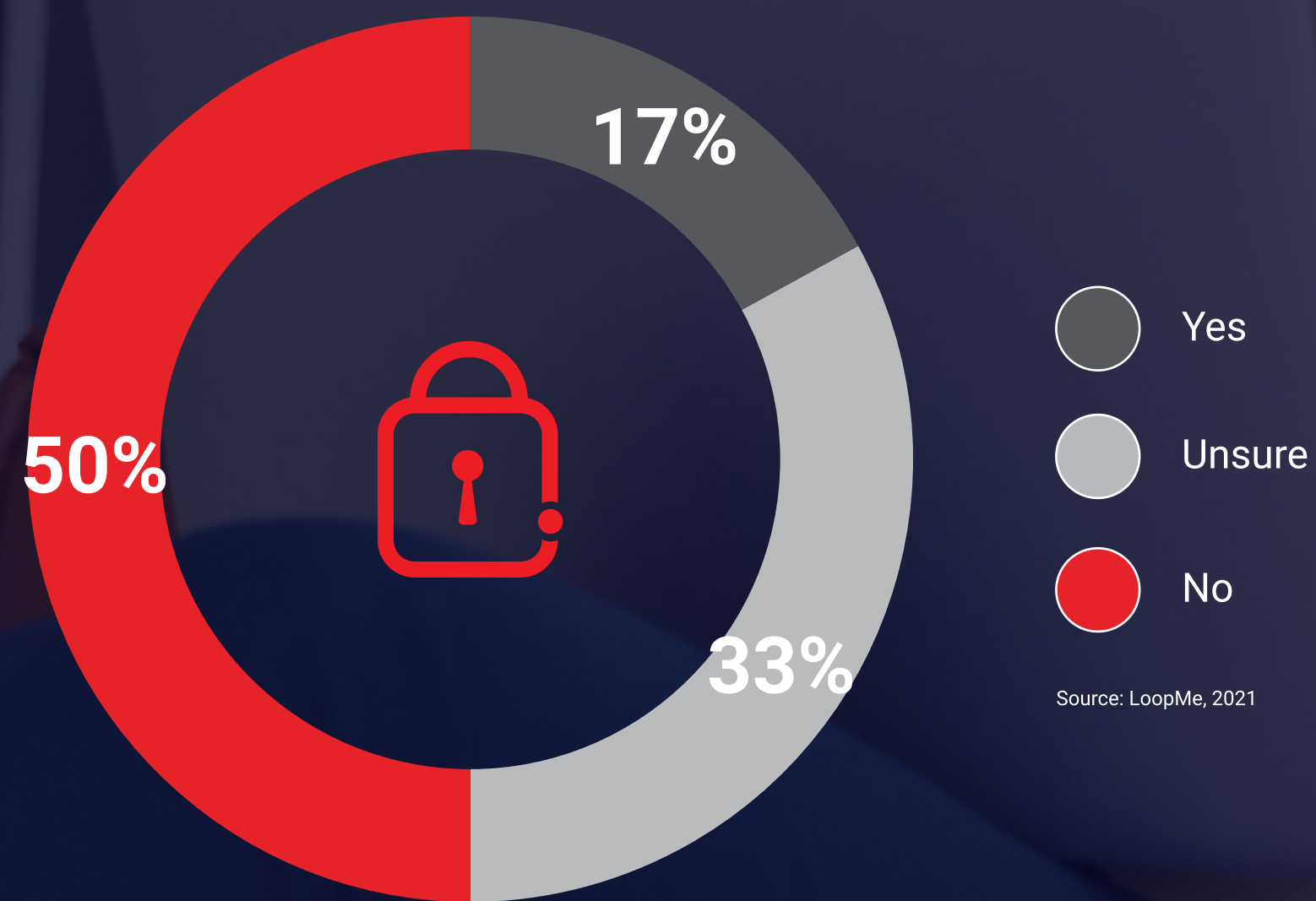
CONSUMERS DO NOT BELIEVE THEIR ONLINE DATA IS SECURE OR UNDERSTAND HOW IT IS USED

1 in 2 consumers do not believe their online data is more secure than it was a year ago.

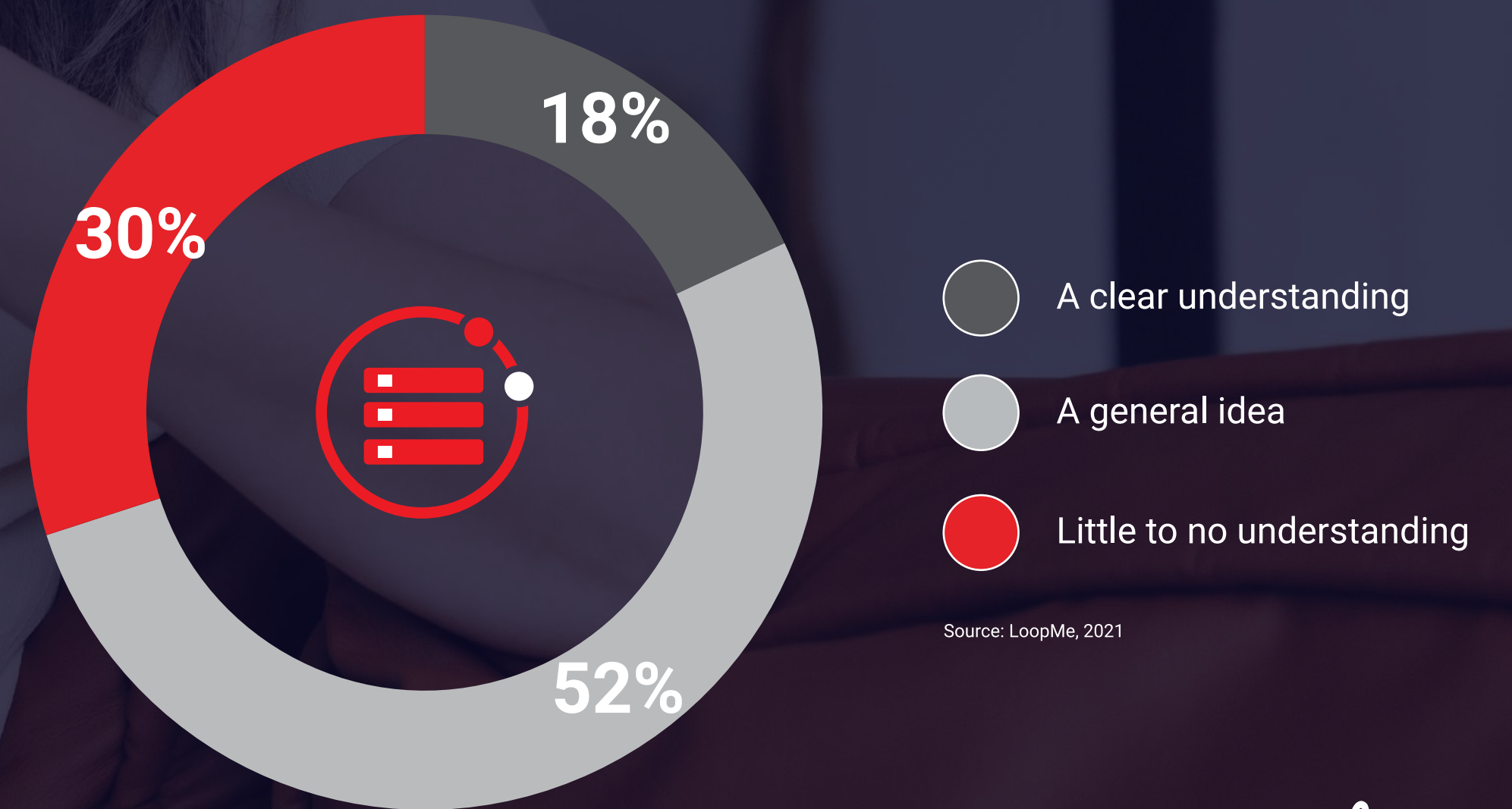
Only **17%** of consumers believe their data is more secure now than it was a year ago.

Just **18%** of consumers have a clear understanding around how companies use their online data for advertising.

Do you believe your online data is more secure now than it was a year ago?



What best describes your level of understanding around how companies use your online data for advertising?

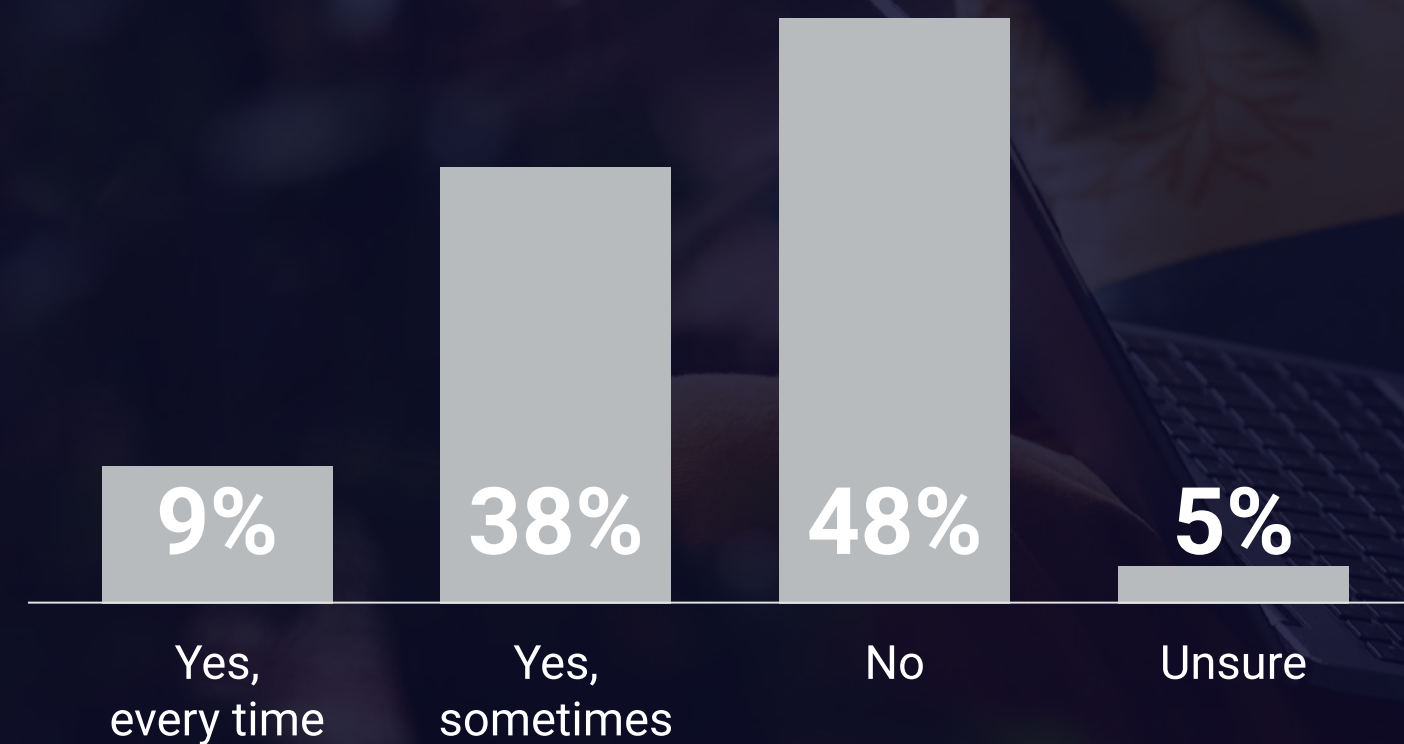


CONSUMERS FEEL CURRENT ADVERTISING REGULATIONS ARE NOT WORKING

48% of consumers do not read website cookie and privacy policies before continuing with content browsing or video viewing.

Just **9%** of consumers read website cookie and privacy policies each time before continuing with content browsing or video viewing.

Do you read app & website cookie/privacy policies before continuing with your content browsing or video viewing?



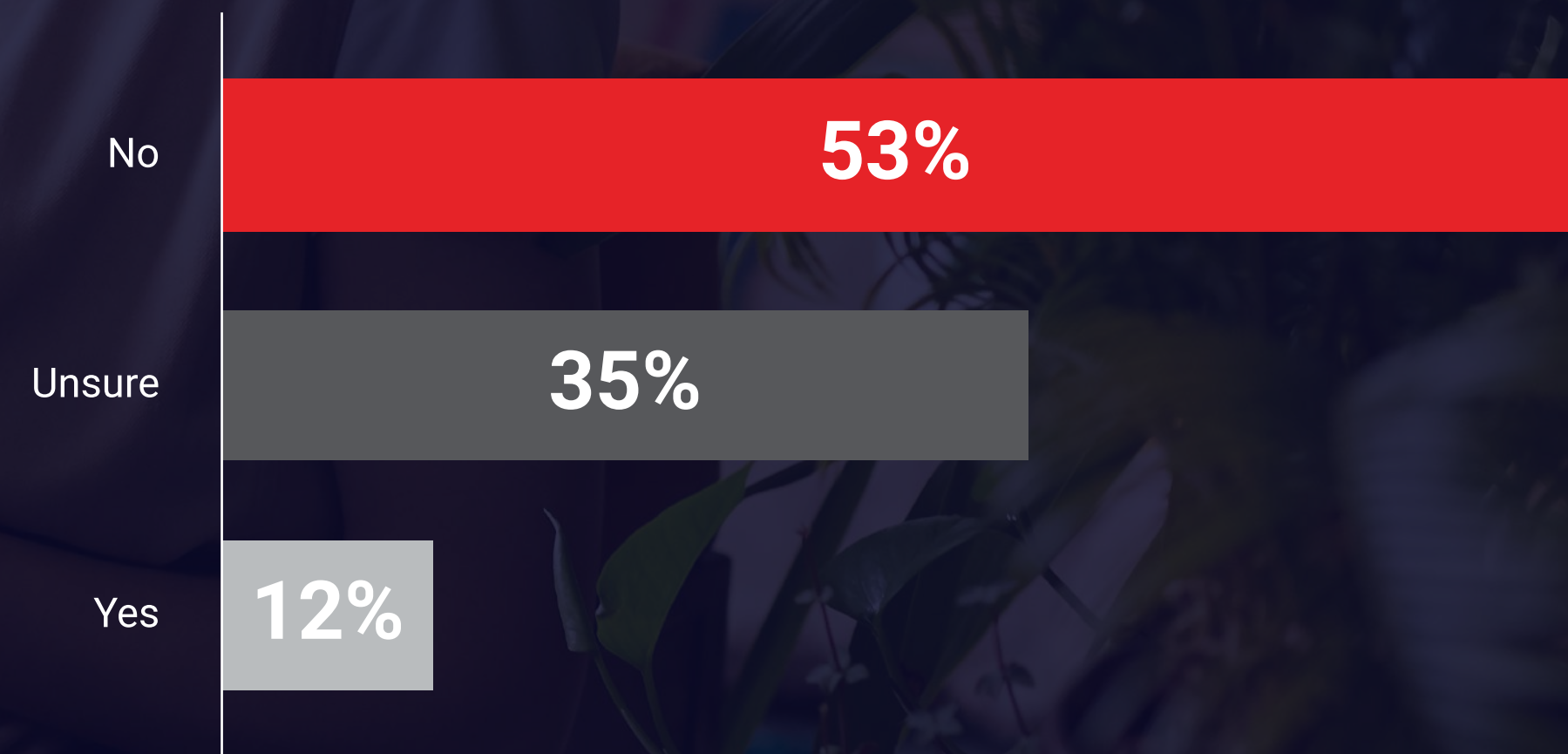
Source: LoopMe, 2021

Consumers are **2X** more likely to not read website cookie and privacy policies before accepting than read them.

More than half of consumers (**53%**) feel current advertising regulations are not working, with a further **1 in 3** consumers unsure.

Just **12%** of consumers feel current advertising regulations are working effectively.

Do you feel the current advertising regulations are working?



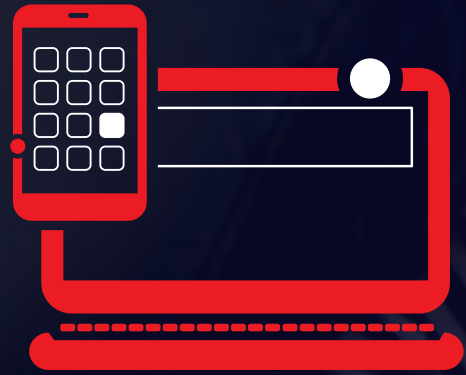
Source: LoopMe, 2021

CONCLUSION



Consumers prefer the exchange of ads for free content

- **88%** of consumers view advertising in exchange for video or editorial content
- **1 in 5** consumers are most comfortable receiving ads on websites and apps
- **24%** of consumers are most comfortable receiving ads via TV and radio



Websites and apps help consumers make their smartest purchasing decisions

- **29%** of consumers find Websites and apps the most helpful in making their smartest purchasing decisions, ranking highest above all other types of advertising
- **68%** of consumers find unsolicited calls and texts the most intrusive advertising experience
- **45%** of consumers find repetitive creative messaging the most off-putting form of advertising



Consumers do not believe their online data is secure or understand how it is used

- **1 in 2** consumers do not believe their online data is more secure than it was a year ago
- Only **17%** of consumers believe their online data is more secure now than it was a year ago
- Just **18%** of consumers have a clear understanding around how companies use their online data for advertising



Consumers feel current advertising regulations are not working

- **48%** of consumers do not read website cookie and privacy policies before continuing with content browsing or video viewing
- Consumers are **2X** more likely to not read website cookie and privacy policies before accepting than read them
- Just **12%** of consumers feel current advertising regulations are working effectively



CLOSING THE LOOP ON DIGITAL ADVERTISING

LoopMe, the leading outcomes-based platform, closes the loop on digital advertising. By leveraging AI to optimize media delivery in real-time, we drive measurable uplift for business outcomes and more effective advertising across online and offline marketing goals, including brand lift, purchase intent, consideration, foot traffic and sales.

LoopMe's core business helps brands and agencies achieve better advertising results powered by our AI-platform and flagship product PurchaseLoop. LoopMe's marketplace powers more effective supply and demand connections, rooted in programmatic delivery. LoopMe's robust data and analytics measurement suite, including its proprietary household and device graph, brings deep insights to various companies within the advertising industry including podcasting, out-of-home, connected TV, mobile and more.

LoopMe was founded in 2012 with the mission to create better consumer experiences through innovation, powered by data, in order to bring people and brands together.

For more information on how we can help your business please visit www.loopme.com or contact us at solutions@loopme.com