

# Understanding Consumer Ad Preferences & Online Data Regulation

PurchaseLoop Research U.S. Insights Study  
March 2021

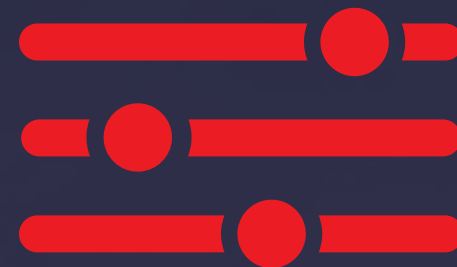
*LoopMe™*

# 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 U.S. pulse report. By using our proprietary PurchaseLoop Research platform, LoopMe surveyed 2,410 consumers across the U.S. from March 2, 2021 to March 7, 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 analyzed how consumers feel about the 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 center, 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 142,976 consumers via their mobile devices, resulting in 2,410 respondents.

All surveys were non-incentivised. The data was then normalized by geographics and gender to best represent the U.S. population.

# CONSUMERS PREFER THE VALUABLE EXCHANGE OF ADS FOR CONTENT

Depending on the content, **85%** of consumers prefer the value exchange of ads for editorial content or video viewing.

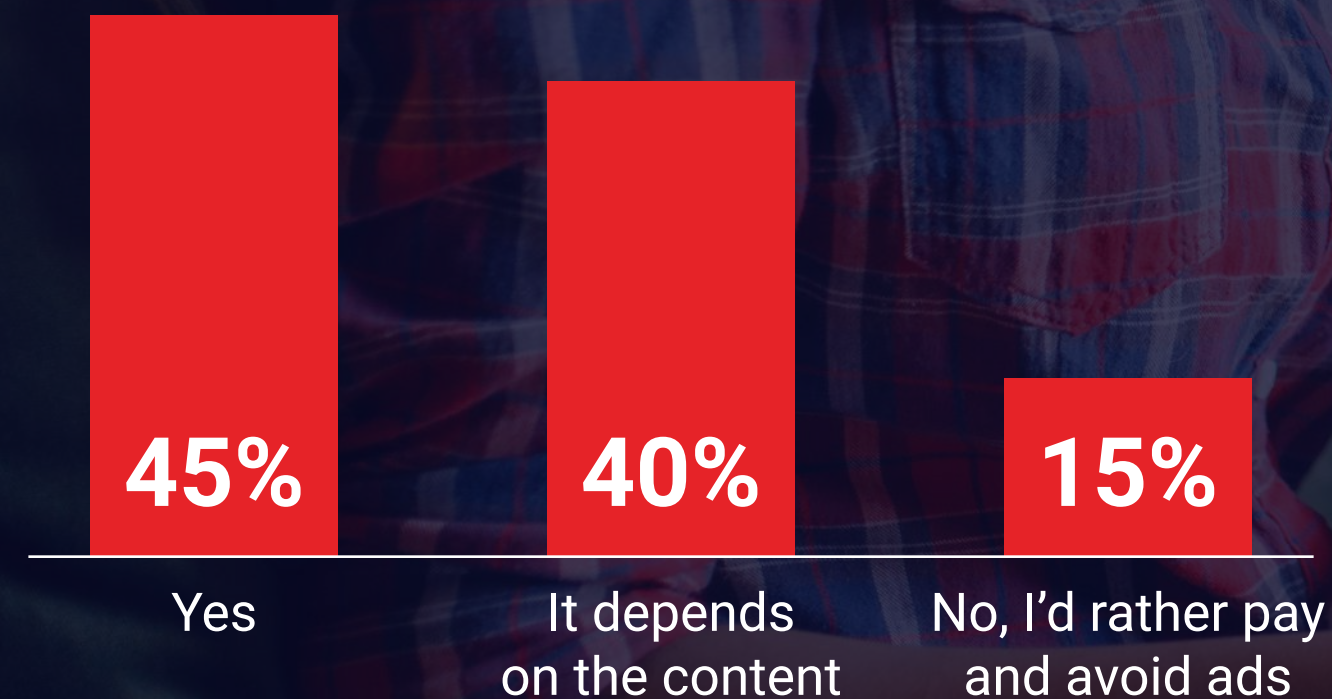
The good news is that the majority of consumers still value advertising in exchange for content, versus paying for content which is ad-free.

**49%** of consumers are most comfortable receiving ads the way they've been delivered for decades, via TV, radio and direct mail.

Consumers are far more comfortable receiving ads on websites and apps than via their social media feed.

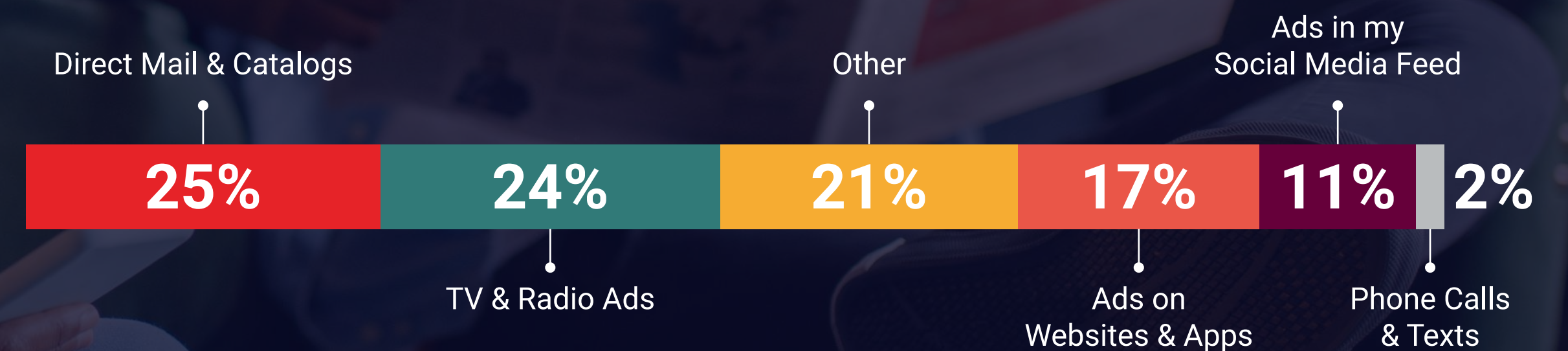
The majority of consumers, **76%** find unsolicited calls and texts the most intrusive experience.

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



Source: LoopMe, 2021

*Which type of advertising are you most comfortable receiving?*



Source: LoopMe, 2021

# WEBSITES AND APPS HELP CONSUMERS MAKE THEIR SMARTEST PURCHASING DECISIONS

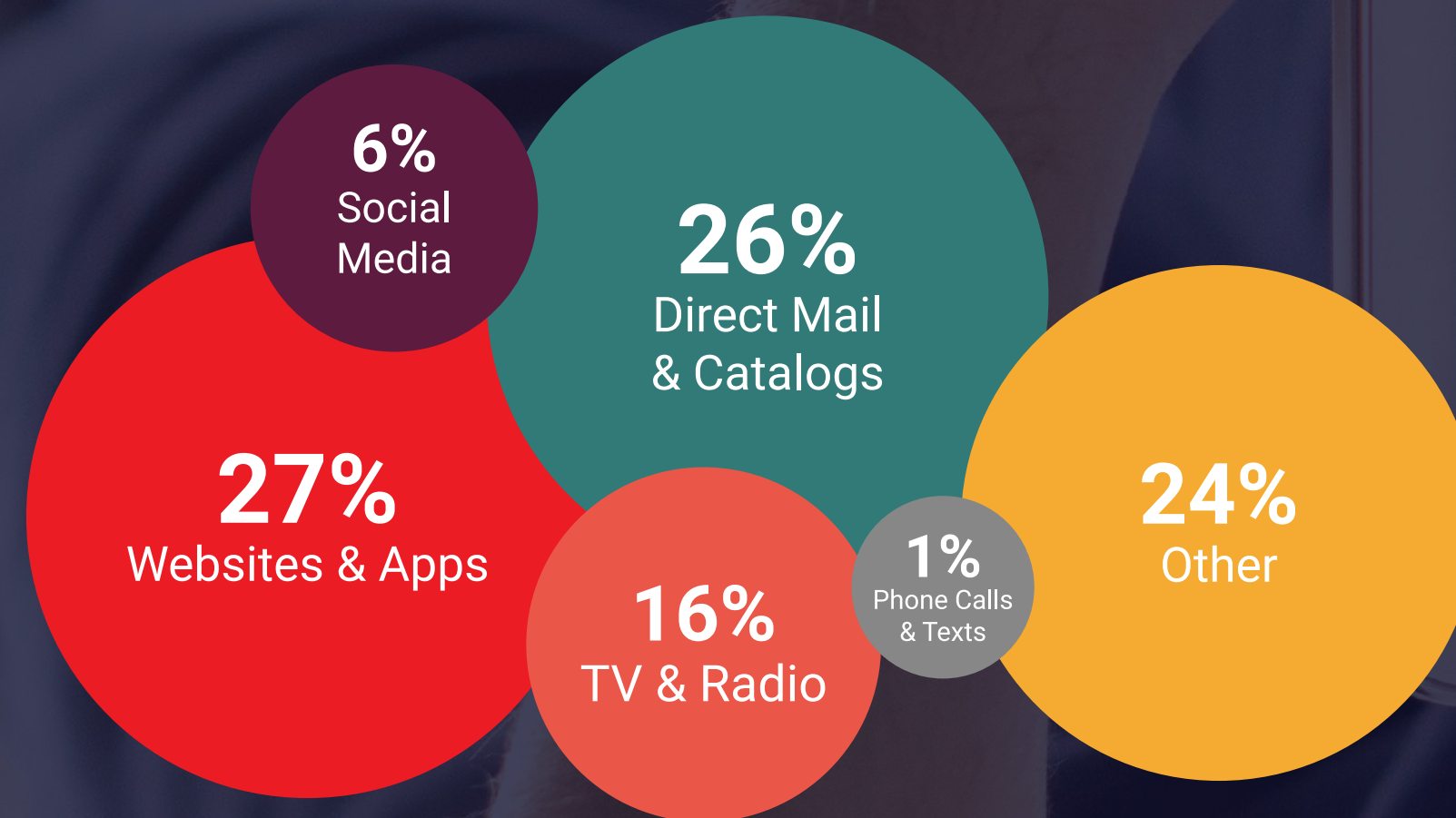
**27%** of consumers find websites and apps the most helpful in making their smartest purchasing decisions, above all other types of advertising.

Consumers are more than **4X** as likely to benefit from ads on websites and apps than their social media feed.

Consumers find ads for the same products over and over the most off-putting. With **1 in 2** consumers disengaged with repetitive creative messaging, there is an opportunity for advertisers to improve consumer experience with creative frequency control and more effective targeting strategies.

**1 in 5** consumers find the most off-putting ads are those for products they do not need.

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



Source: LoopMe, 2021

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

For the same products over and over

**50%**

For products I don't need

**20%**

For products I've mentioned in private

**17%**

Other

**9%**

For products I've already purchased

**4%**

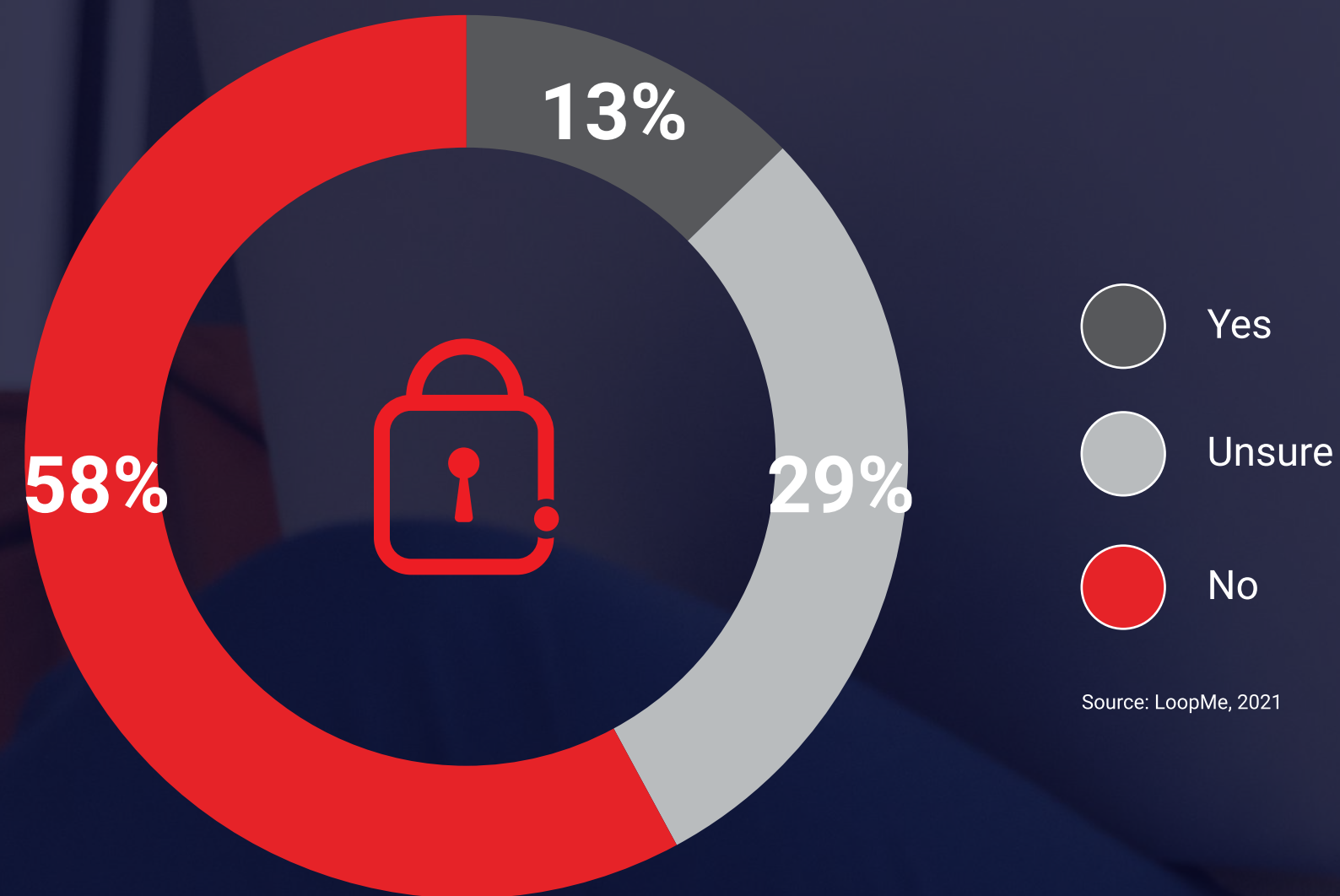
Source: LoopMe, 2021

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

**58%** of consumers do not believe their online data is more secure than it was a year ago.

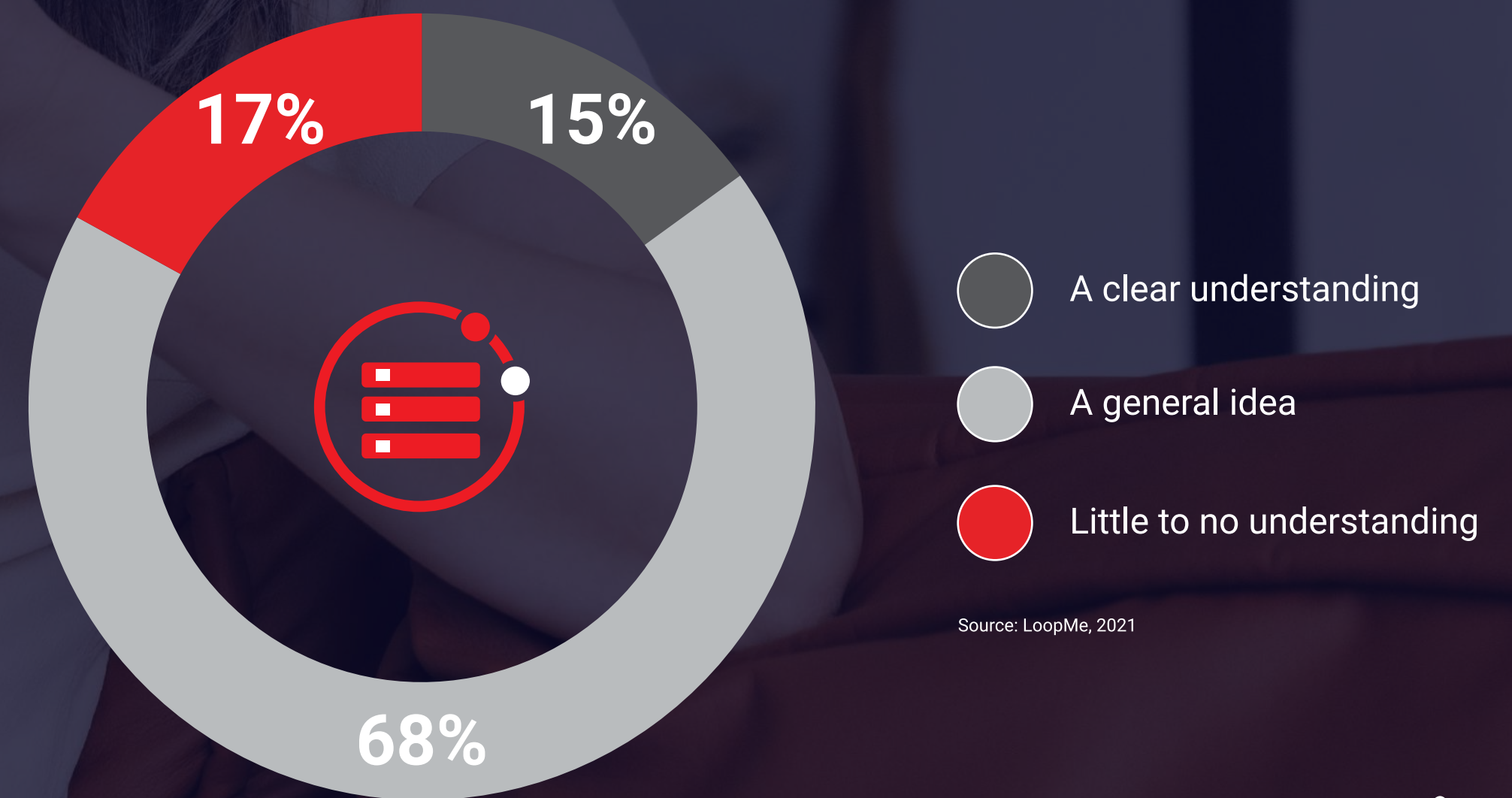
Only **13%** of consumers believe their data is more secure now than it was a year ago.

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



Just **15%** of consumers have a clear understanding around how companies use their online data for advertising.

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

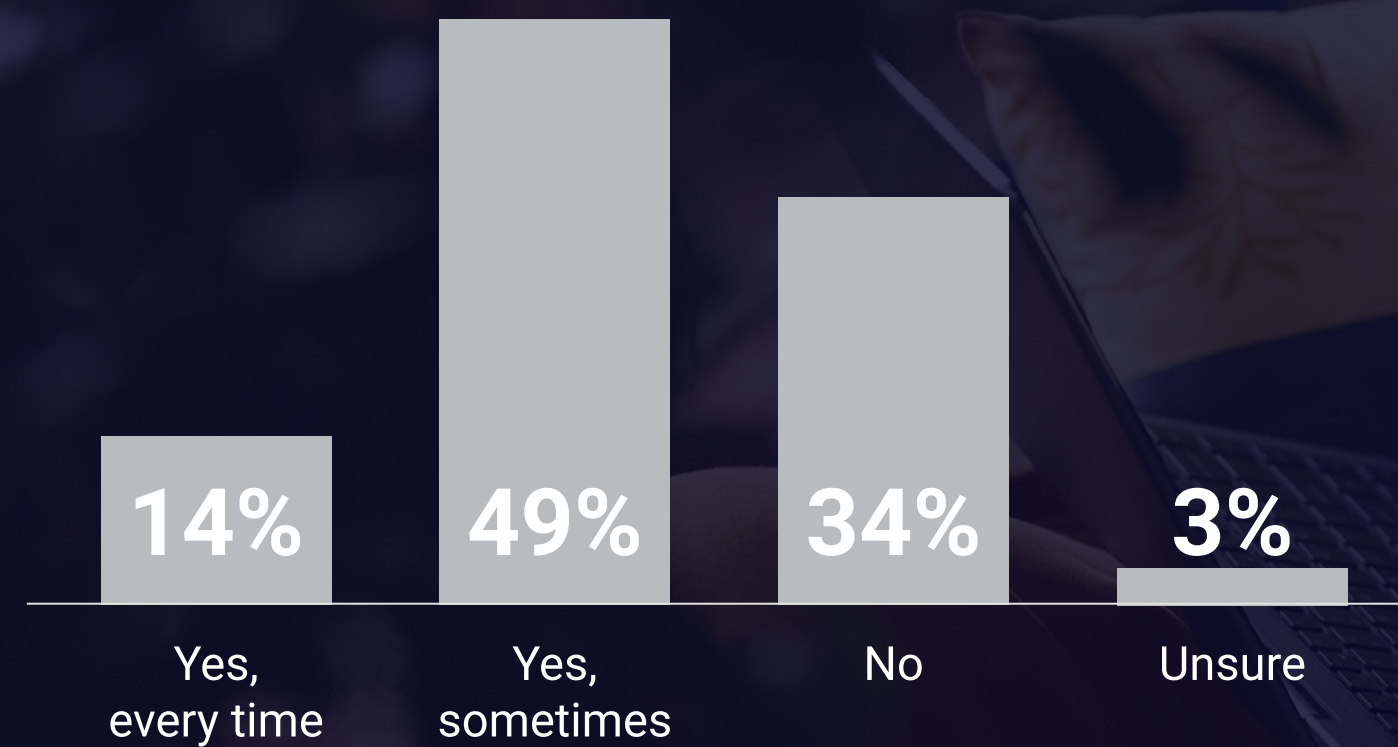


# CONSUMERS FEEL CURRENT ADVERTISING REGULATIONS ARE NOT WORKING

**34%** of consumers do not read website cookie and privacy policies before continuing with content browsing or video viewing.

Of consumers that read cookie/privacy policies, **25%** of consumers accept and **24%** of consumers reject or leave the page.

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

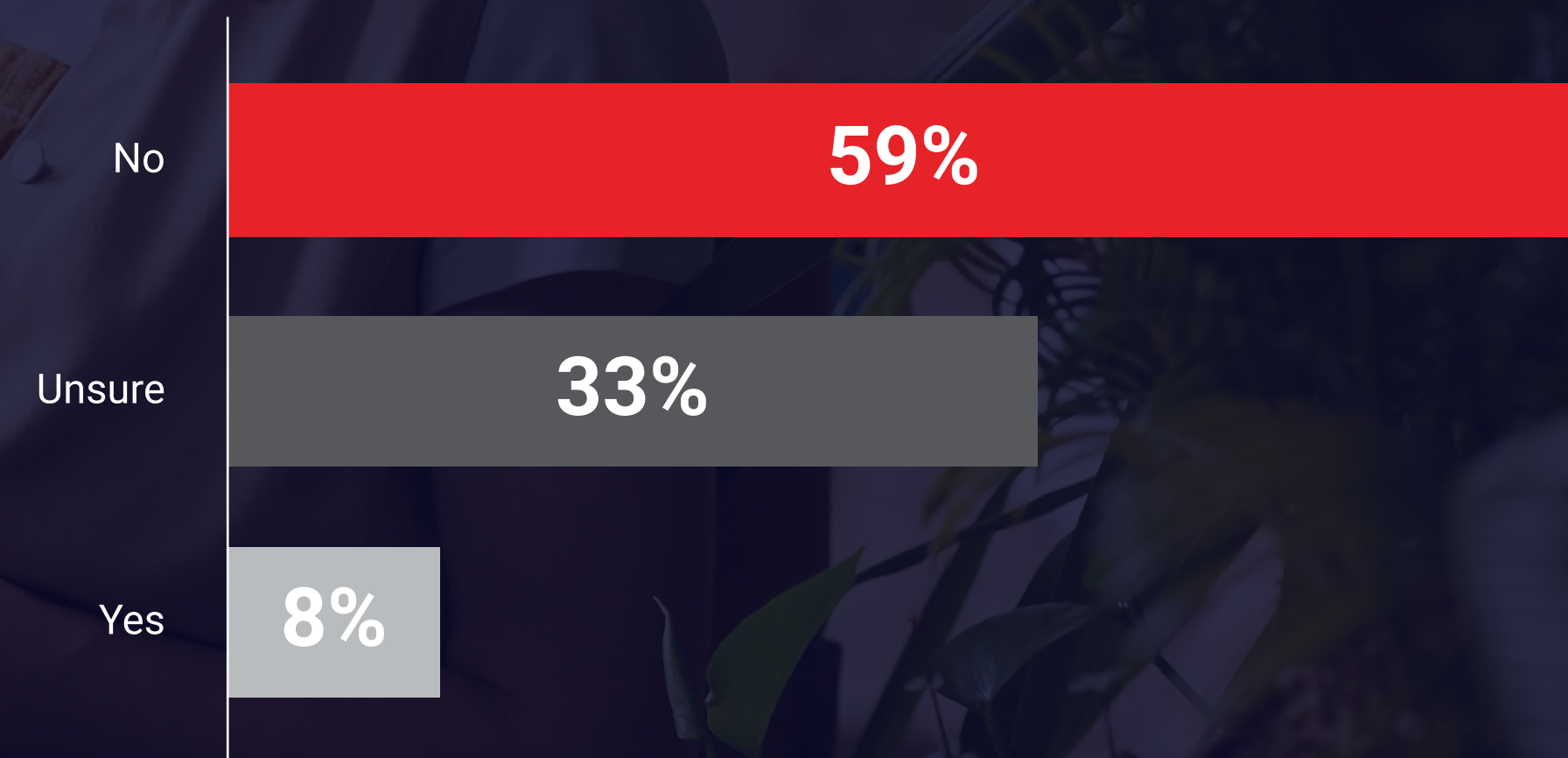


Source: LoopMe, 2021

**59%** of consumers feel current advertising regulations are not working, with a further **1 in 3** consumers unsure.

Just **8%** of consumers feel current advertising regulations are working effectively.

*Do you feel the current advertising regulations are working?*



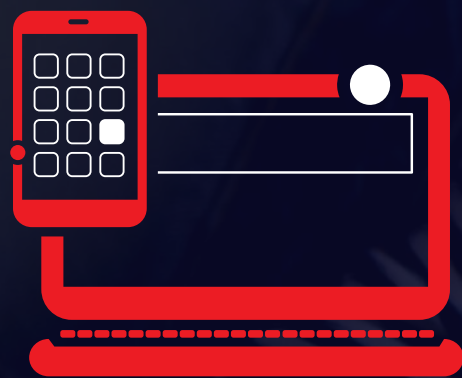
Source: LoopMe, 2021

# CONCLUSION



## Consumers prefer the exchange of ads for free content

- **85%** of consumers view advertising in exchange for video or editorial content
- **49%** of consumers are most comfortable receiving ads the way they've been delivered for decades, via TV, radio and direct mail
- **76%** consumers find unsolicited calls and texts the most intrusive experience



## Websites and apps help consumers make their smartest purchasing decisions

- **27%** of consumers find websites and apps the most helpful in making their smartest purchasing decisions, ranking highest above all other types of advertising
- **1 in 2** consumers find repetitive creative messaging the most off-putting form of advertising
- **1 in 5** consumers find the most off-putting ads are those for products they do not need



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

- **58%** of consumers do not believe their online data is more secure now than it was a year ago
- Only **13%** of consumers believe their online data is more secure now than a year ago
- Just **15%** of consumers have a clear understanding around how companies use their online data for advertising



## Consumers feel current advertising regulations are not working

- **34%** of consumers do not read website cookie and privacy policies before continuing with content browsing or video viewing
- **59%** of consumers feel current advertising regulations are not working, with a further **1 in 3** consumers unsure
- Just **8%** 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](http://www.loopme.com)** or contact us at **[solutions@loopme.com](mailto:solutions@loopme.com)***