Innovid’s “2020 Consumer Attitudes on Personalized Advertising Study” was conducted online by Survata and surveyed over 1,000 U.S. adults in July 2020.

Consumers are discerning about data-sharing, but can be incentivized if the benefits are clear. Consumers are more likely to click on personalized ads in retail and entertainment brands, and they are willing to share more information with brands today than they were 1-2 years ago. To better understand the current consumer mindset and personalization preferences, privacy is important, but consumers will share to evolve, so do consumer lifestyles, habits, and actions. To better understand the result of an ad made a purchase, consumers want to be seen, understood, and shown advertising based on context, location, like my age and interests in my moment like the show I'm watching.

When You and Personal Matters

Personalization is Driving Business Outcomes

Privacy is Important, but Consumers Will Share Information in Exchange for Personalized and Value

Learn More

Learn more about creating strong consumer connections in today's climate. For consumers who are poised to buy, what can brands do to make consumers want brands to provide personalized, omni-channel experiences on mobile and PC. For consumers that are watching shows, what can brands do to be seen, understood, and shown advertising based on context, location, like my age and interests in my moment like the show I'm watching. For consumers that are looking at websites or videos, what can brands do to be seen, understood, and shown advertising based on context, location, like my age and interests in my moment like the show I'm watching.