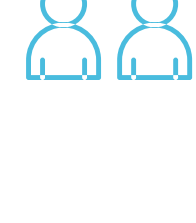




2020 has been one for the record books. As our “new normal” continues to evolve, so do consumer lifestyles, habits, and actions. To better understand the current consumer mindset and personalization preferences, **InnovLD commissioned a study of over 1,000 U.S. adults in July 2020.**



Our findings **explore consumer preferences on personalized advertising**, and sheds light on how marketers can engage the “now consumer.” Read on for full survey findings that brands can use to **develop a more tailored, omni-channel marketing strategy.**

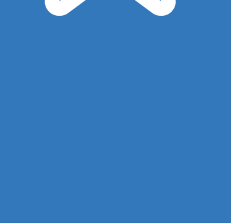
1

## Consumer Receptivity to Personalized Ads is at an All Time High

Consumers want to be seen, understood, and shown advertising that **matches their mindset** in the moment and beyond.

43%

of consumers agree it is **important** that ads are personalized



32%

of consumers **like** personalized ads



30%

of consumers like brands **more** when they personalize ads



Consumers **pay the most attention** to personalized social ads, followed closely by video and TV.

18%

Social Ads

17%

Video Ads

17%

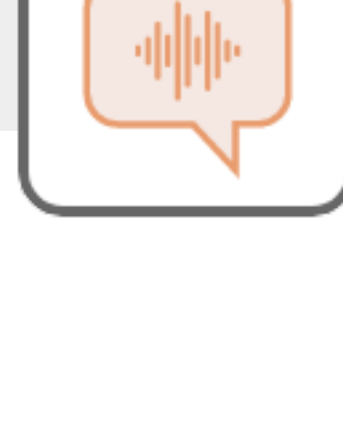
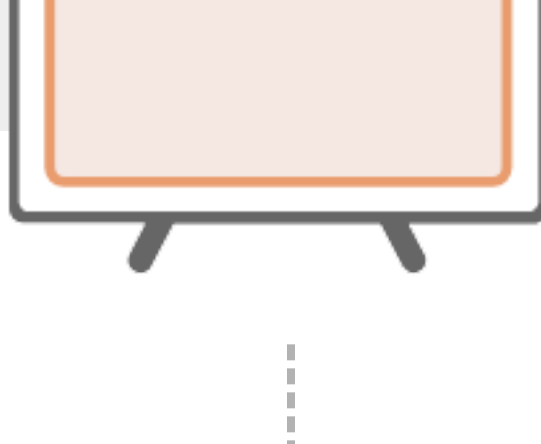
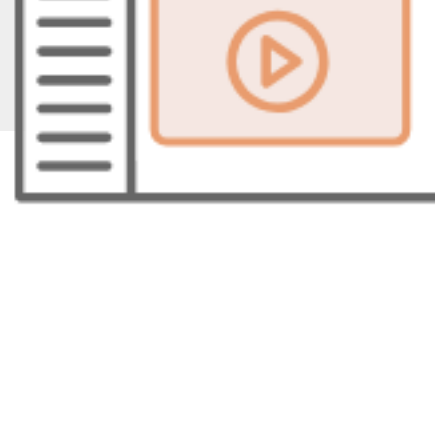
TV Ads

13%

Banner Ads

2%

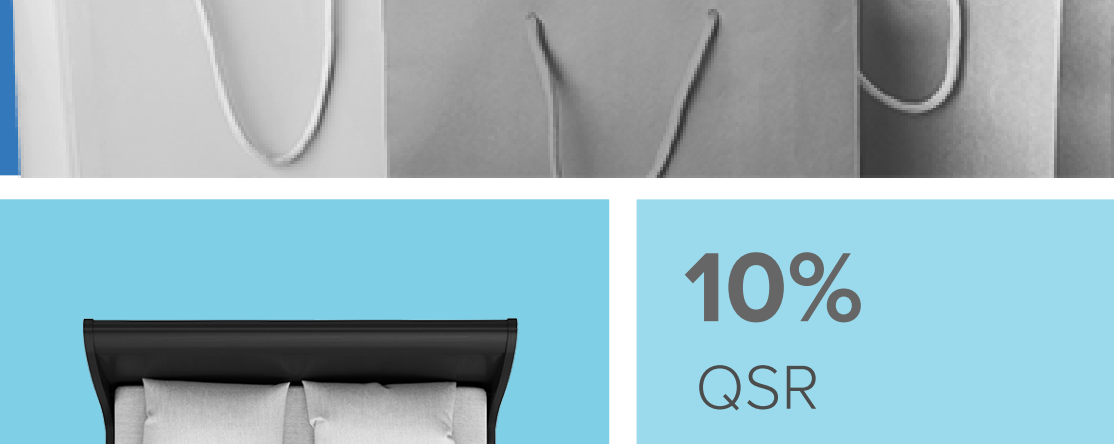
Audio Ads



Consumers are **most receptive** to personalized ads in retail.

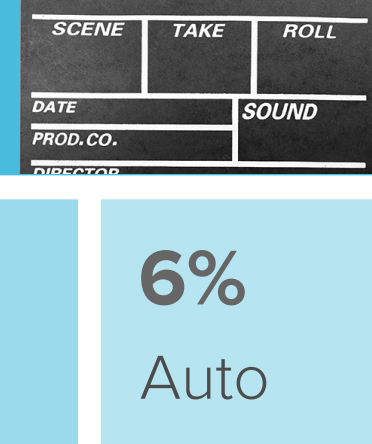
26%

Retail



18%

Entertainment



14%

CPG



11%

Hospitality



10%

QSR



6%

Auto



2%

Telco



2%

Finance



2

## Events, Offers, and Products of Interest Gain Traction

Consumers are **more likely to click** on these ads if personalized:

41%

Events that interest me

38%

Offers on products I've shown interest in

34%

New products or services I may like

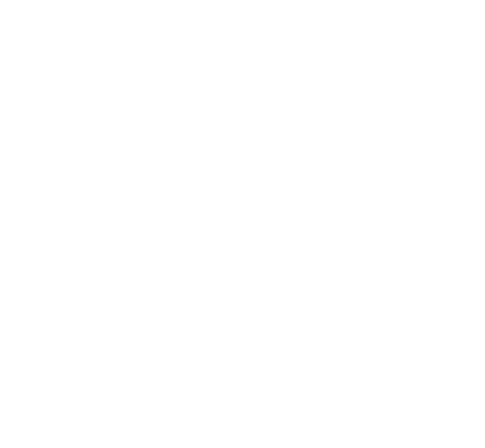
26%

Ads about my local community or businesses

21%

Learn more about a relevant topic or subject

**Contextual personalization** is most appealing.



39%

**Contextual**

Ads that understand and address the context of my moment like the website I'm on or what show I'm watching.



31%

**Demographics**

Ads that incorporate general demographic information about me like my age and location.



29%

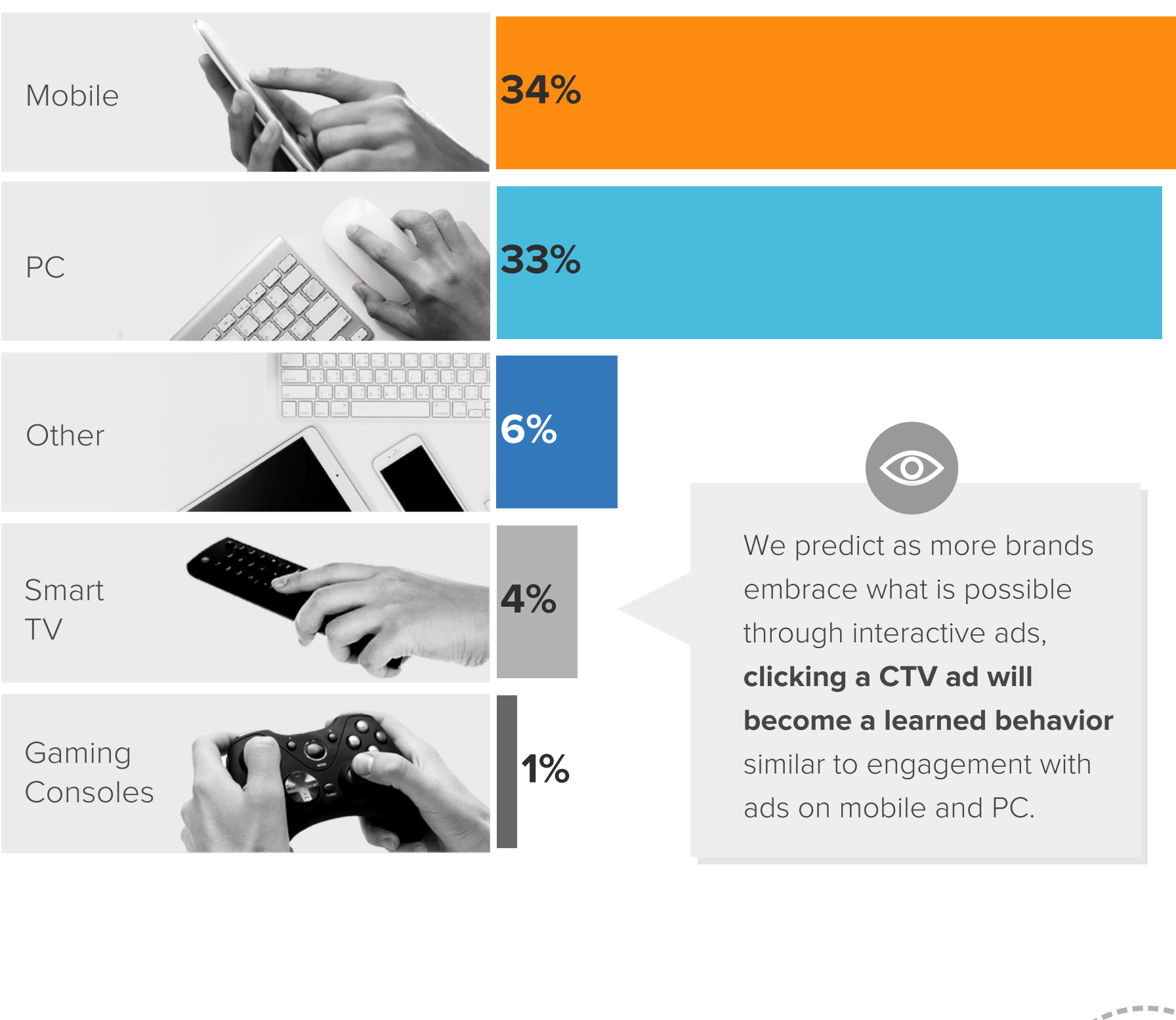
**Behavioral**

Ads that understand and address my online activity and preferences including search and click history.

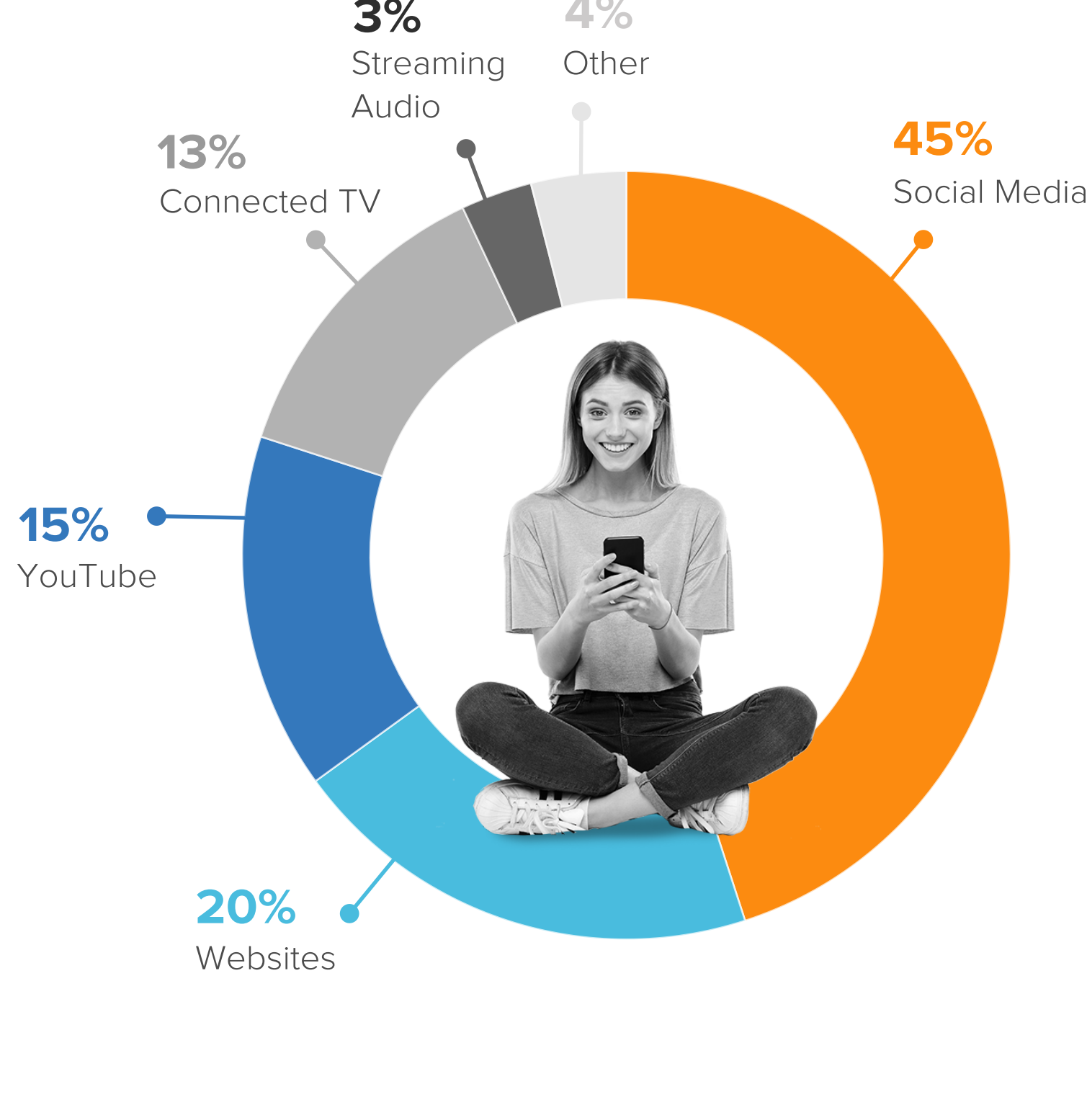
3

## Where You Get Personal Matters

Consumers are **most likely to click** on personalized ads on:



Consumers **experience personalization** most often on:



4

## Personalization is Driving Business Outcomes

For consumers who are poised to buy, personalization is **critical to driving revenue.**

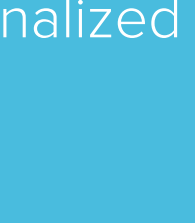
40%

of consumers have **made a purchase** in 2020 as a direct result of an ad



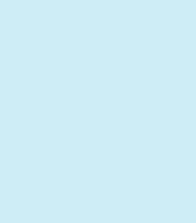
31%

of consumers are **more loyal to brands** who provide a personalized experience



29%

of consumers are **more likely to purchase** via ads if the ad is personalized



5

## Consumers Take Notice of Brands Getting it Right

**Retail and entertainment brands** are reimagining flexibility and leaning into maximizing their message across platforms. Consumers identified the following brands as who are doing personalization well:

Kohl's  
Target

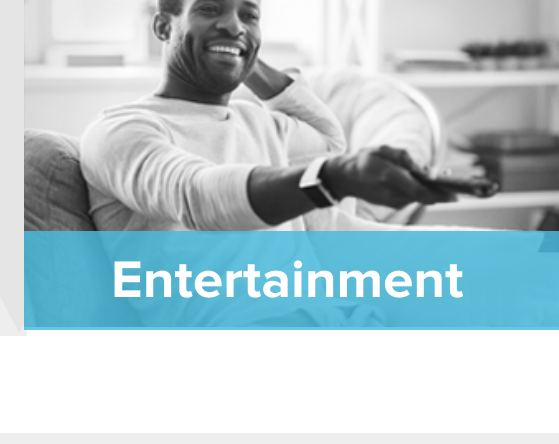
Walmart



Retail

Disney  
Nintendo

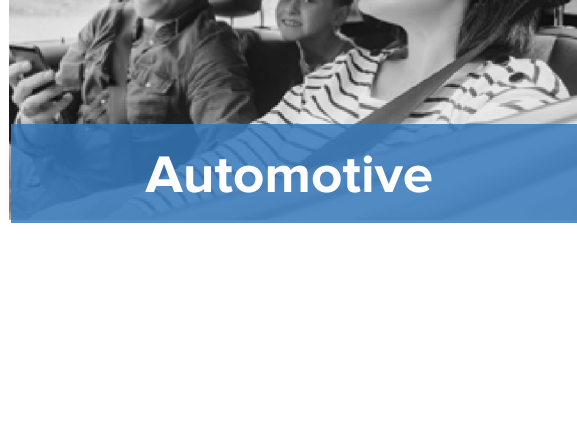
Spotify  
YouTube



Entertainment

Ford  
Jeep

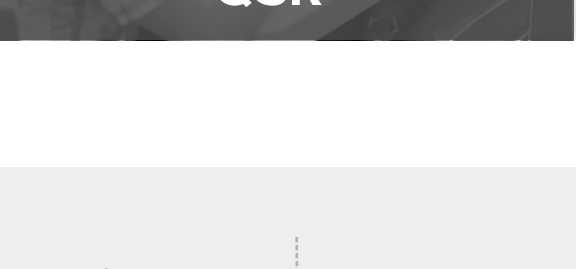
Subaru  
Toyota



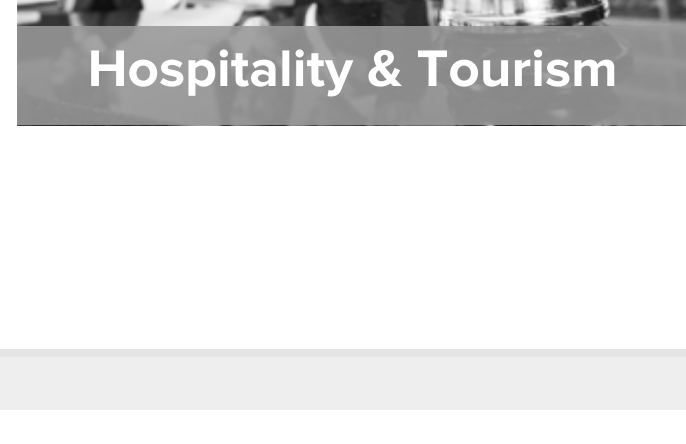
Automotive

Dunkin'  
McDonald's

Taco Bell  
Wendy's



QSR



Hospitality & Tourism

Expedia  
Hilton  
JetBlue

Marriott  
United

6

## Privacy is Important, but Consumers Will Share Information in Exchange For Personalization and Value

Consumers are discerning about data-sharing, but can be incentivized if the benefits received in return are clear and if the methods of data collection, storage and privacy are **made transparent.**

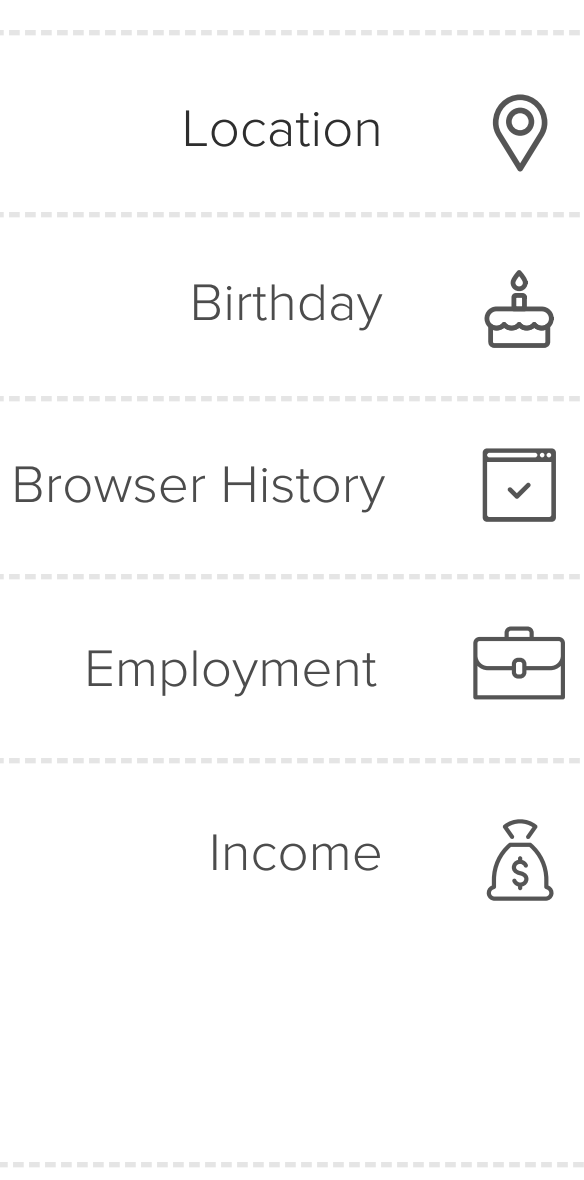


23%

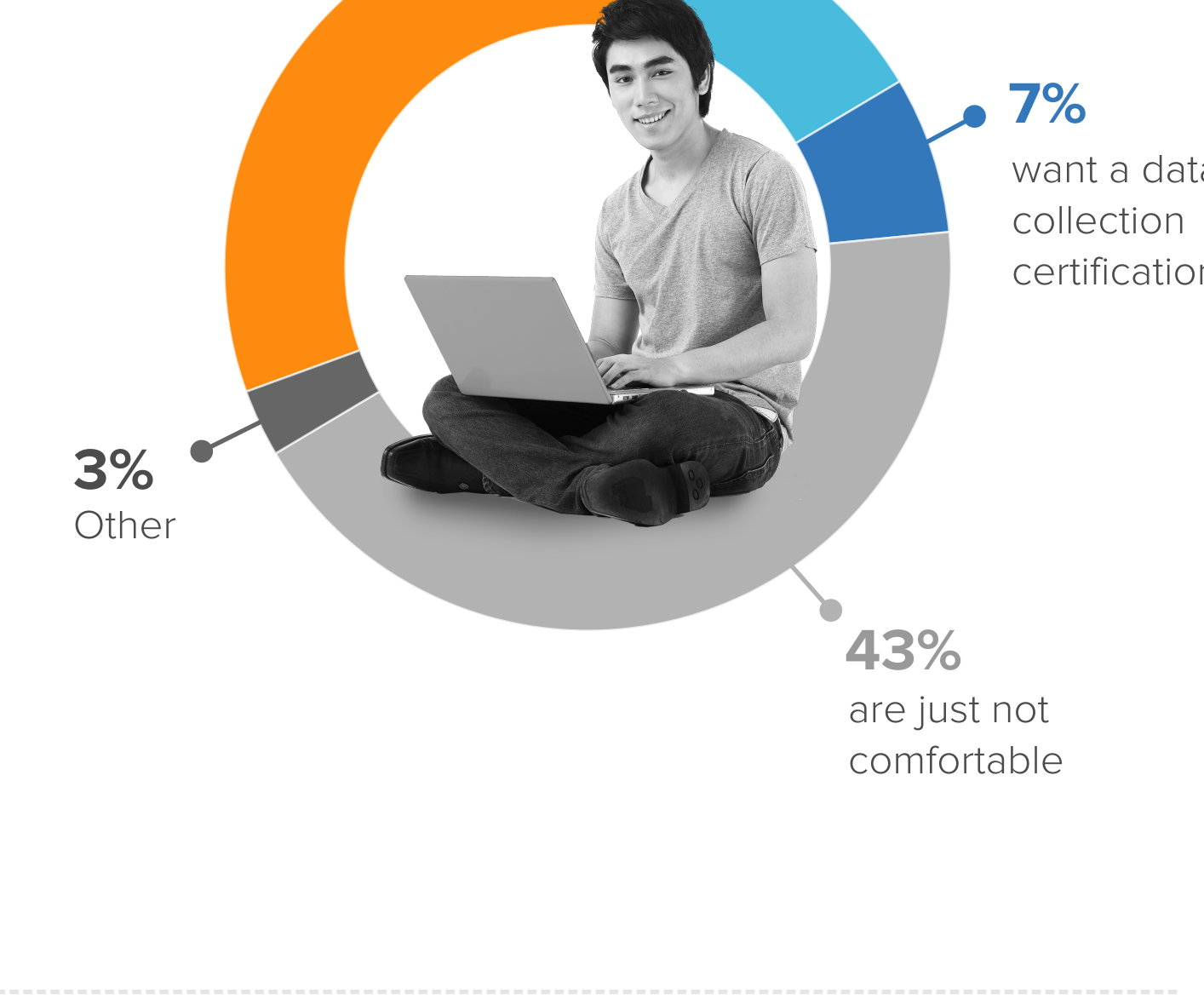
of consumers say they are **more willing to share information** with brands today than they were 1-2 years ago



**Consumers are comfortable sharing information** in order to receive ads that are more relevant based on:



What can brands do to **make consumers more comfortable** sharing data?



Learn more about creating strong consumer connections in today's climate.

[Learn More](#)