

Ad Relevance Survey

May 2020 Snapshot

Introduction

People encounter ads everywhere they go — on their commutes, while shopping, and even at home. Encountering ads is inevitable, but are all the ads people see relevant to their interests and needs? How often do they see ads that are engaging enough to influence a purchase?

To answer these questions, DISQO has conducted a study into ad relevance. From May 12 through May 15, 2020, we surveyed a selection of DISQO Audience members to understand:

- ❖ Consumer interest in viewing relevant ads
- ❖ Relevance of typical ads seen
- ❖ Factors that determine ad relevance
- ❖ Consumer sentiment in relation to ads

Methodology

The study was conducted online, distributed to a nationally representative sample of DISQO Audience members within the United States via the Survey Junkie platform, which is wholly owned by DISQO.

Surveys were taken on both desktop and mobile devices. A total of 999 responses were collected over a four-day period, from May 12, 2020 through May 15, 2020.

About DISQO



DISQO is a consumer-first insights platform that delivers unprecedented data and analytics to the market research industry. The company powers insights professionals and marketers with automated solutions that drive consumer research and improve ad effectiveness.

Today, DISQO delivers an accurate and complete view of the consumer via technology built on the foundation of the largest first-party research audience. By engaging consumers who choose to share their attitudes and behaviors, DISQO captures the highest quality data, empowering its clients to make confident decisions.

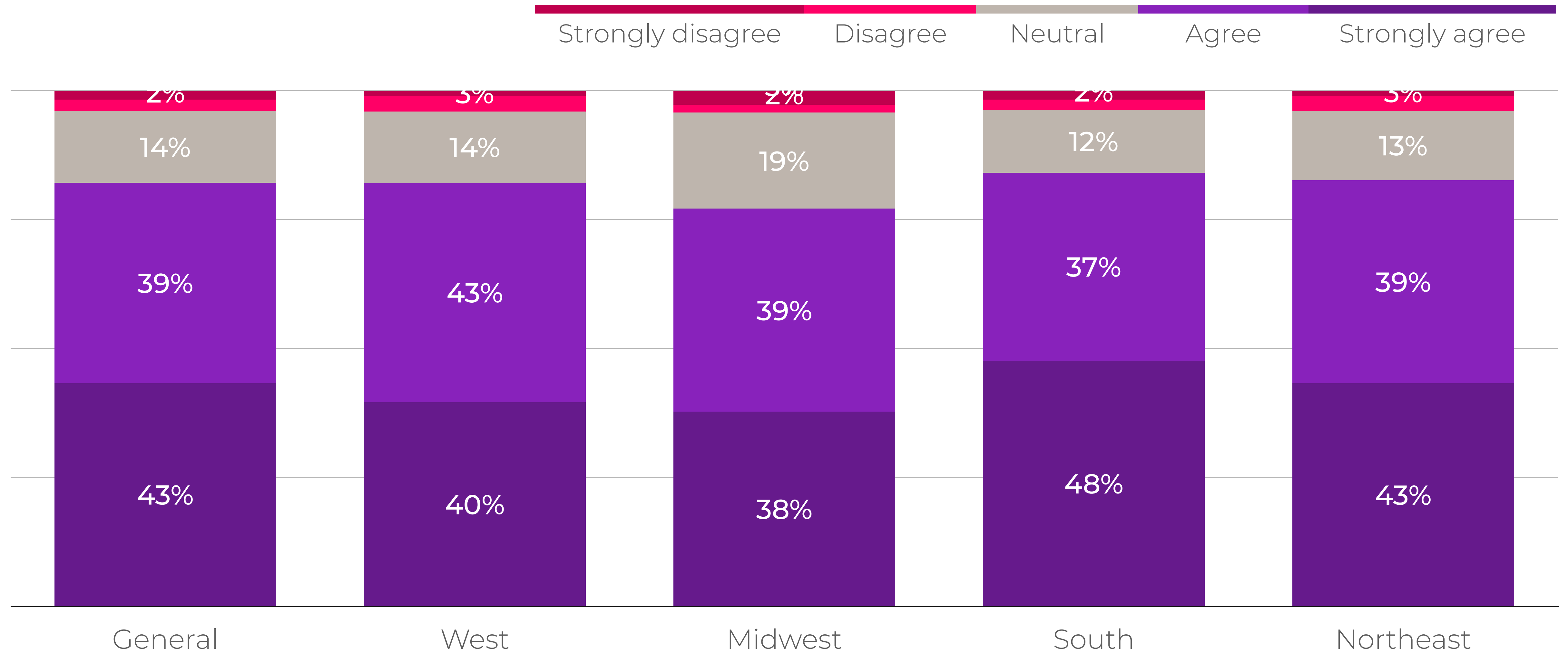
Founded in 2015, DISQO is headquartered in Los Angeles, California, and has over 140 employees.

May 15th Results

999 responses collected May 12 to May 15, 2020

Interest in Relevant Ads (May 12-15)

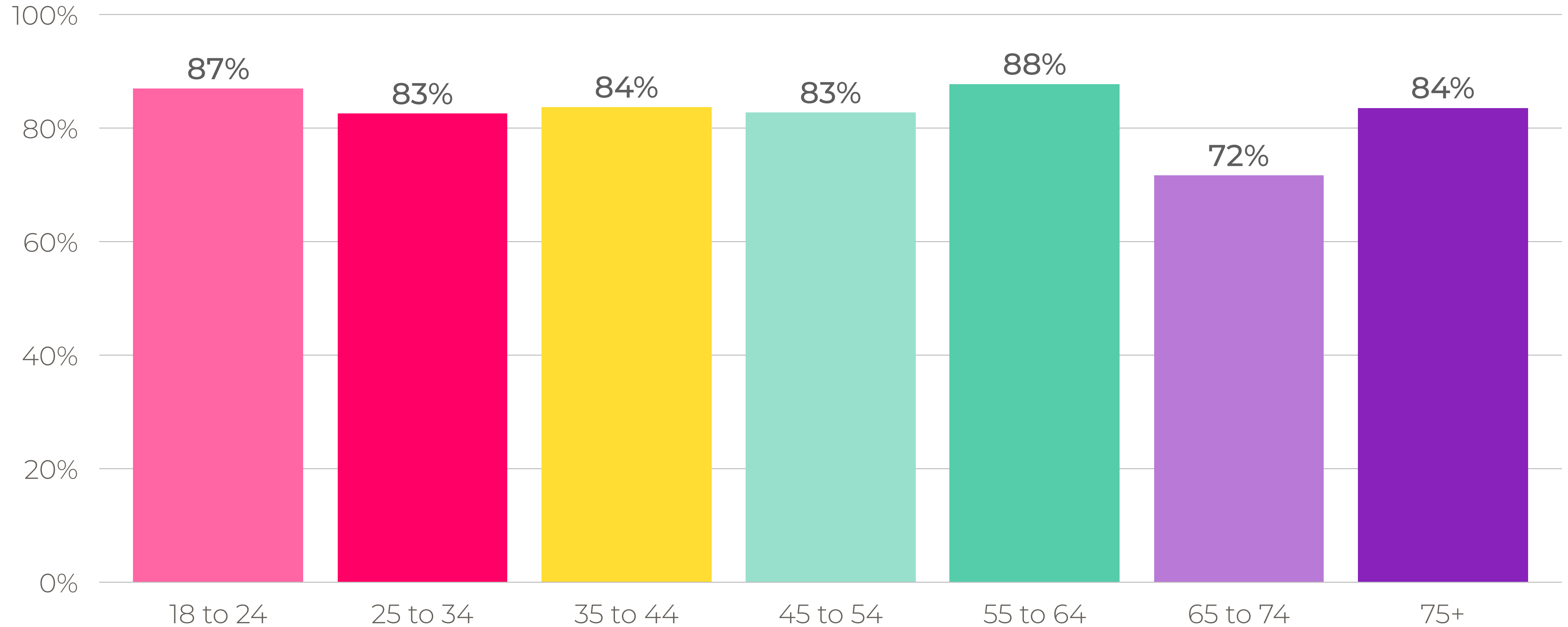
Q: I want to see ads that are relevant to me.



Source: DISQO Ad Relevance Survey, May 2020, n=999

Interest in Relevant Ads by Age (May 12-15)

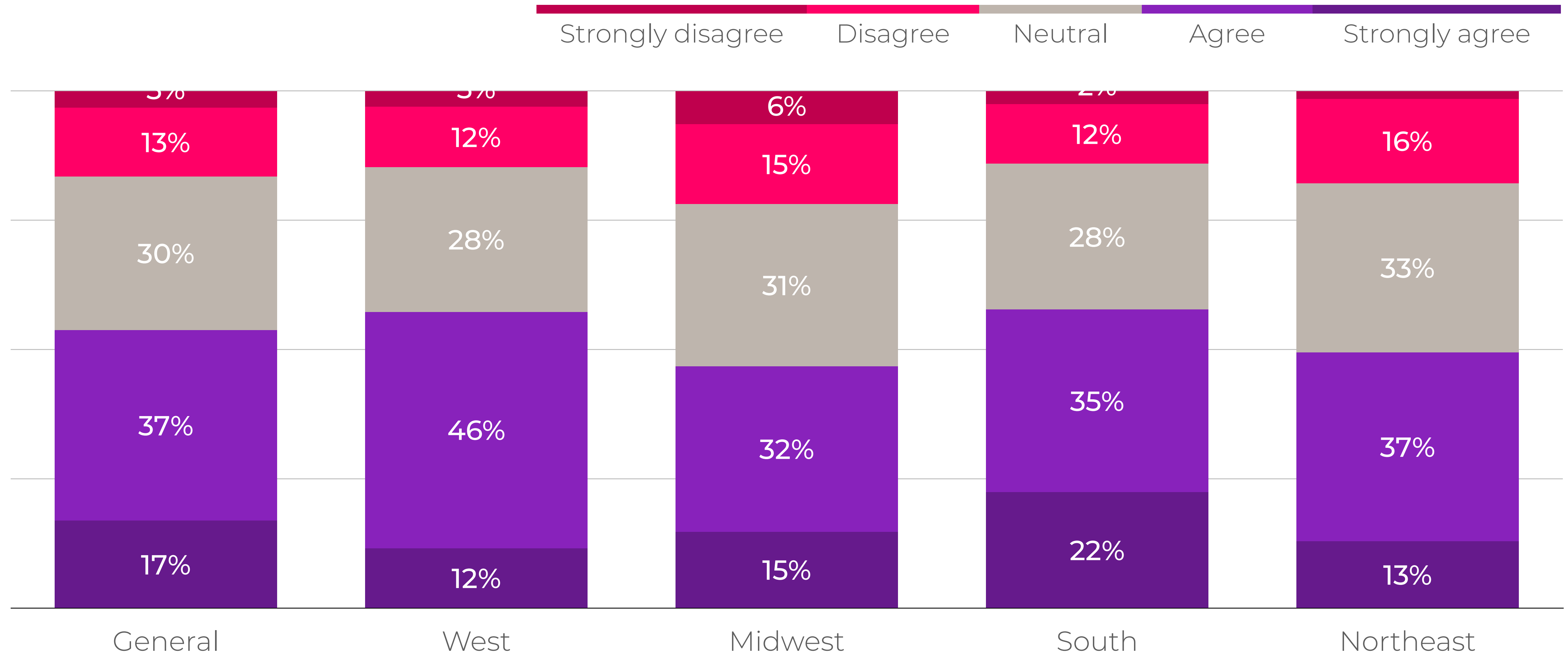
Q: I want to see ads that are relevant to me.



Source: DISQO Ad Relevance Survey, May 2020, n=999

Viewership of Relevant Ads (May 12-15)

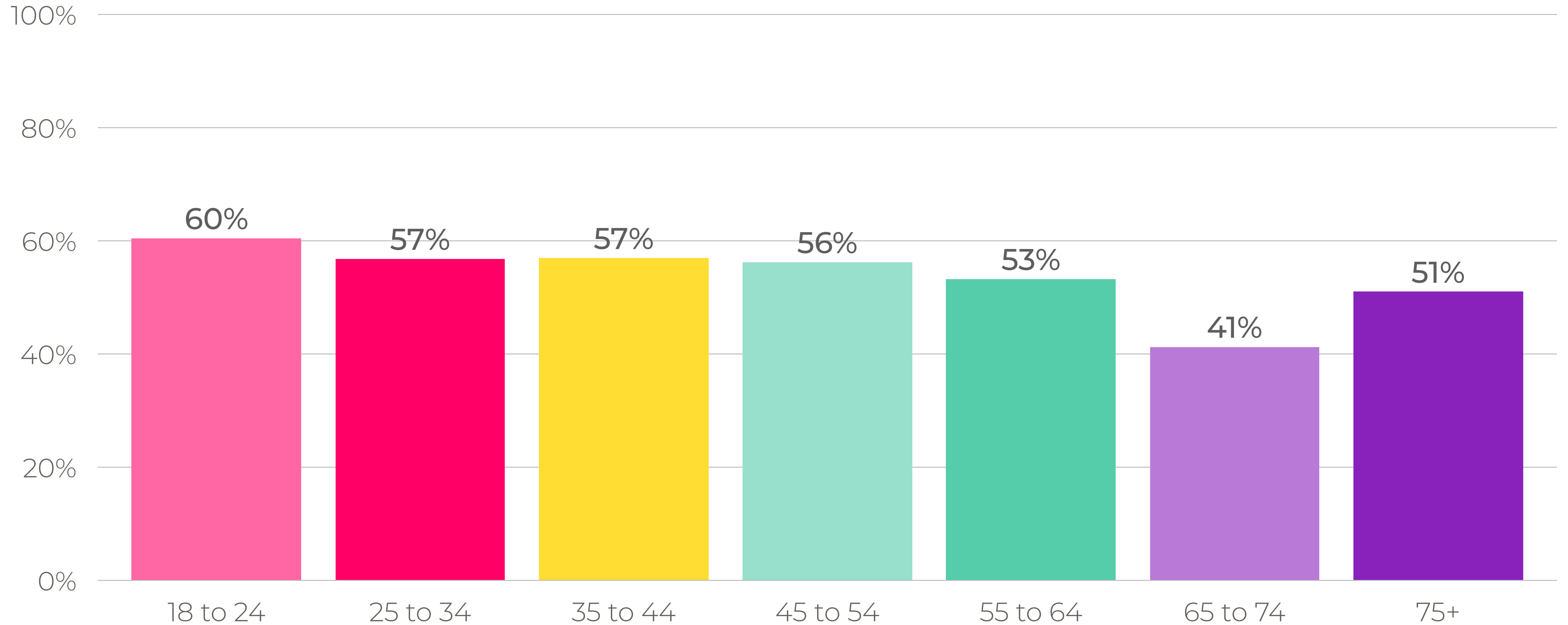
Q: I tend to see relevant ads.



Source: DISQO Ad Relevance Survey, May 2020, n=999

Viewership of Relevant Ads by Age (May 12-15)

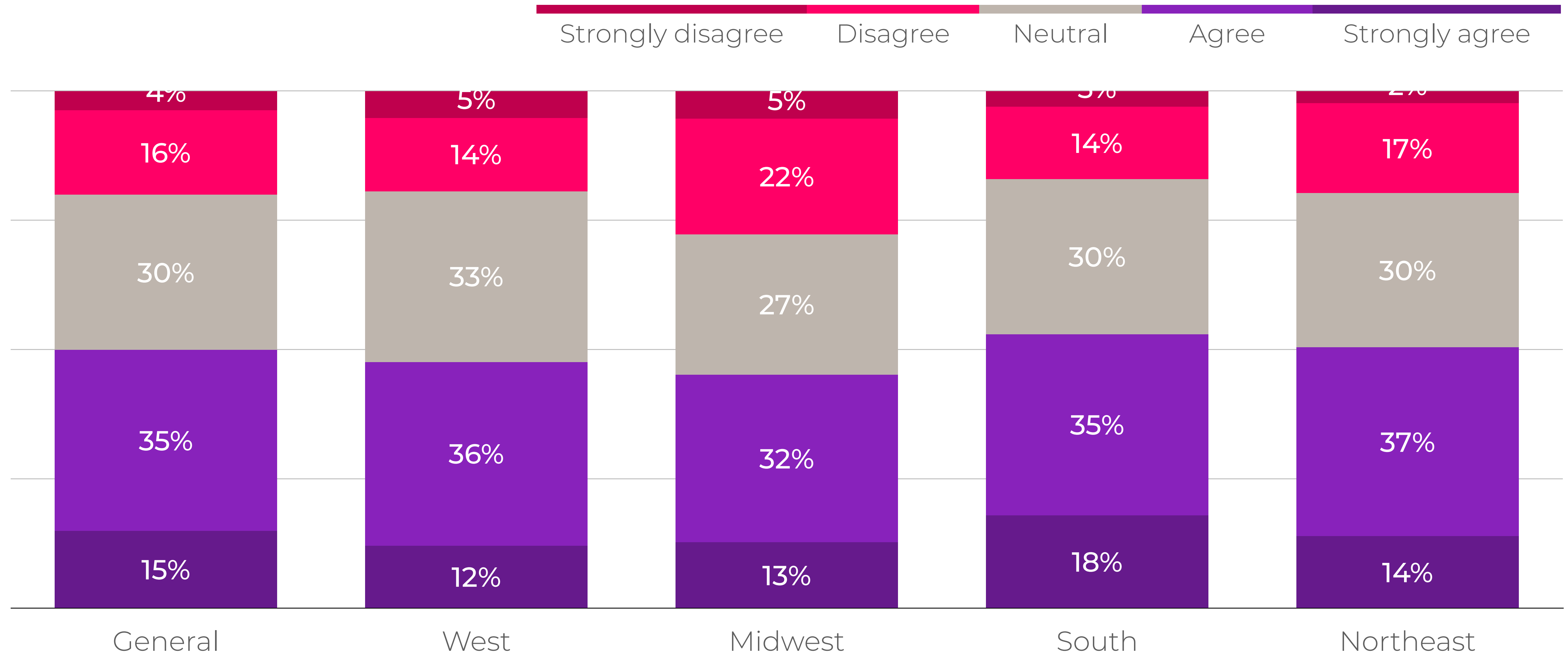
Q: I tend to see relevant ads.



Source: DISQO Ad Relevance Survey, May 2020, n=999

Ad Relevance to Interests (May 12-15)

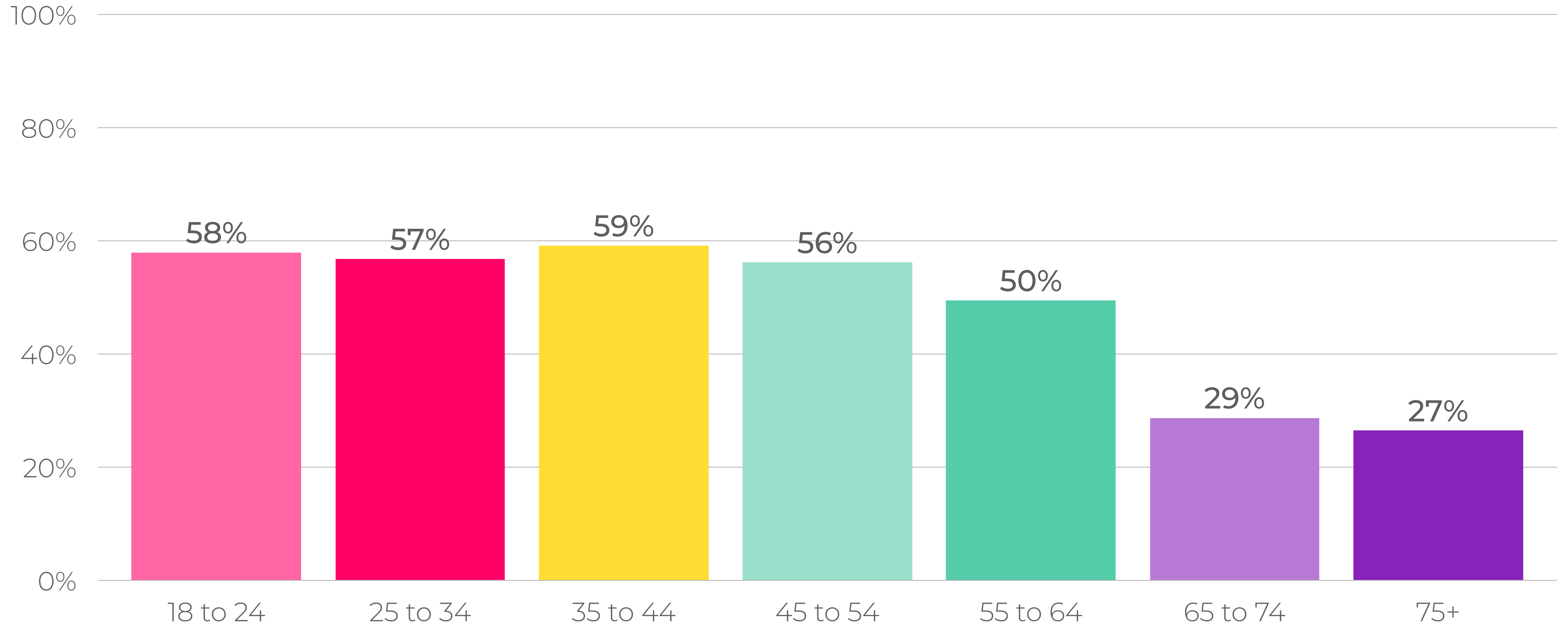
Q: The ads I have recently seen are relevant to my interests.



Source: DISQO Ad Relevance Survey, May 2020, n=999

Ad Relevance to Interests by Age (May 12-15)

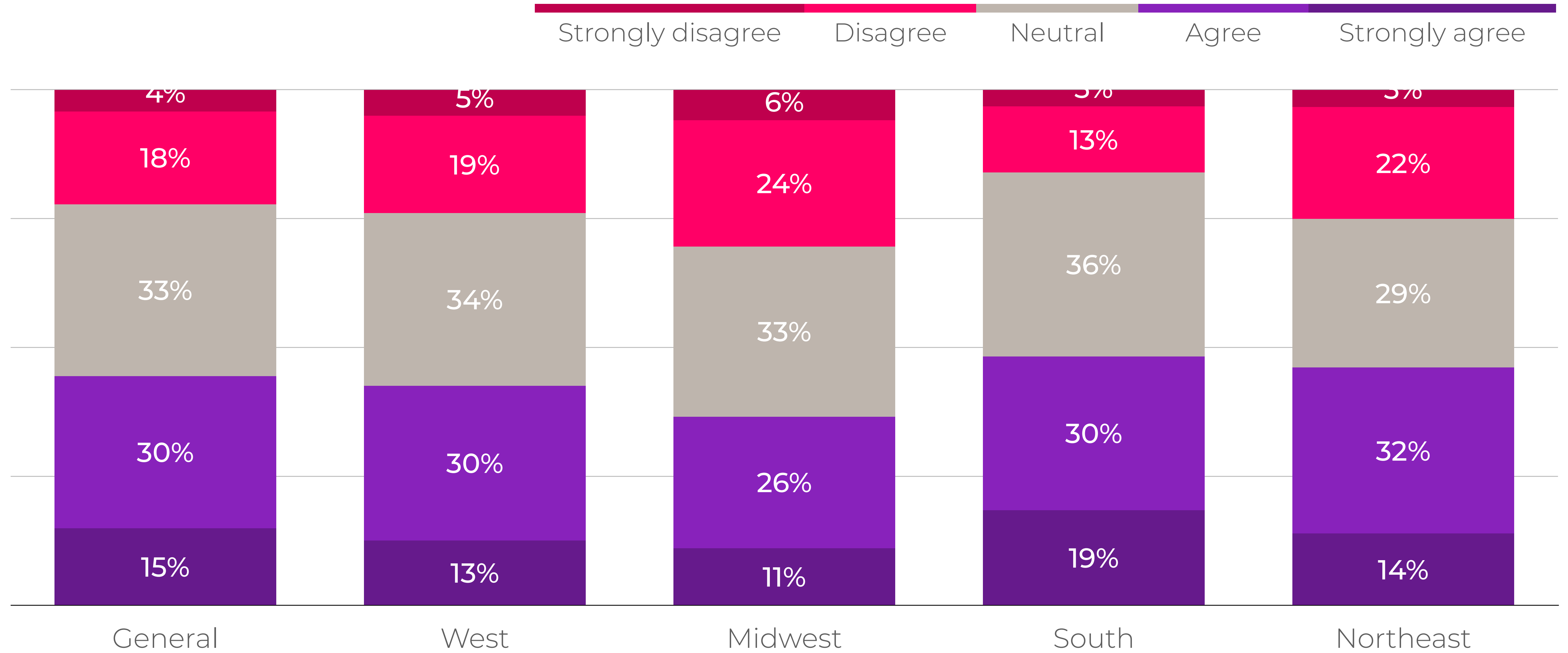
Q: The ads I have recently seen are relevant to my interests.



Source: DISQO Ad Relevance Survey, May 2020, n=999

Ad Relevance to Needs (May 12-15)

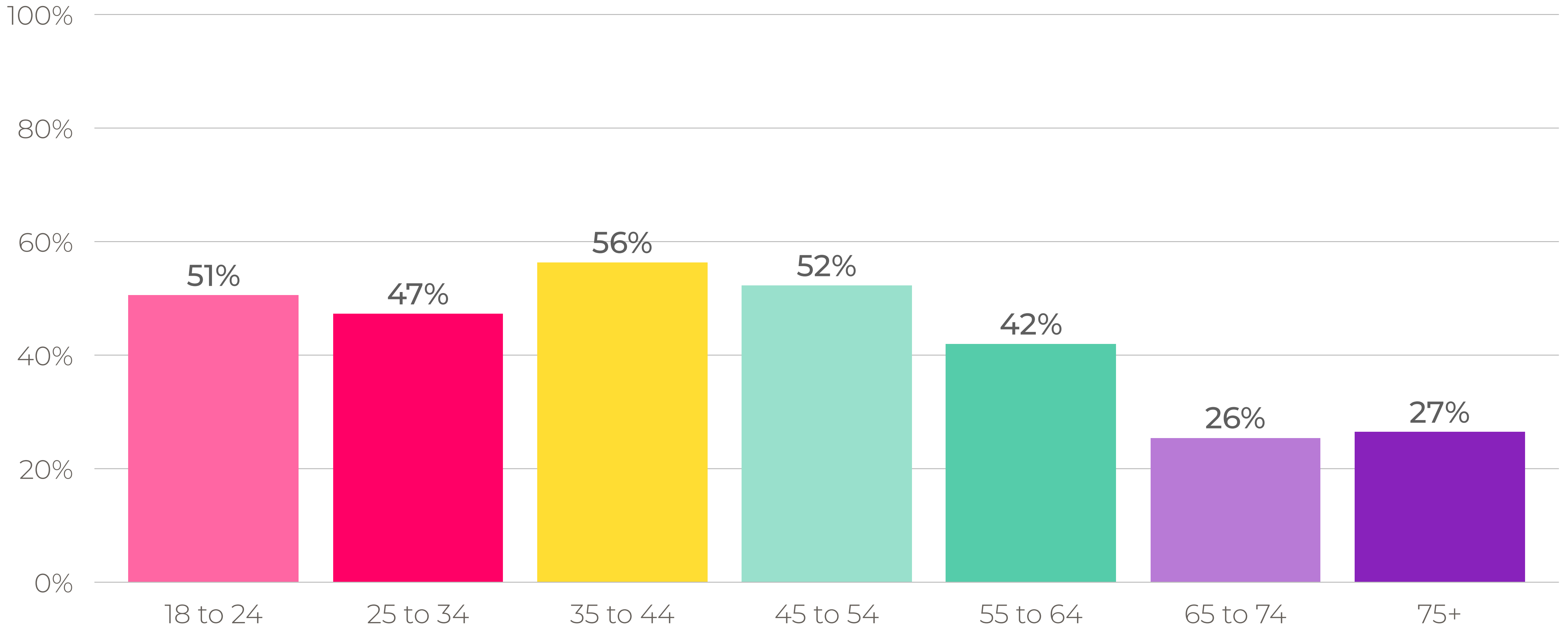
Q: The ads I have recently seen are relevant to my needs.



Source: DISQO Ad Relevance Survey, May 2020, n=999

Ad Relevance to Needs by Age (May 12-15)

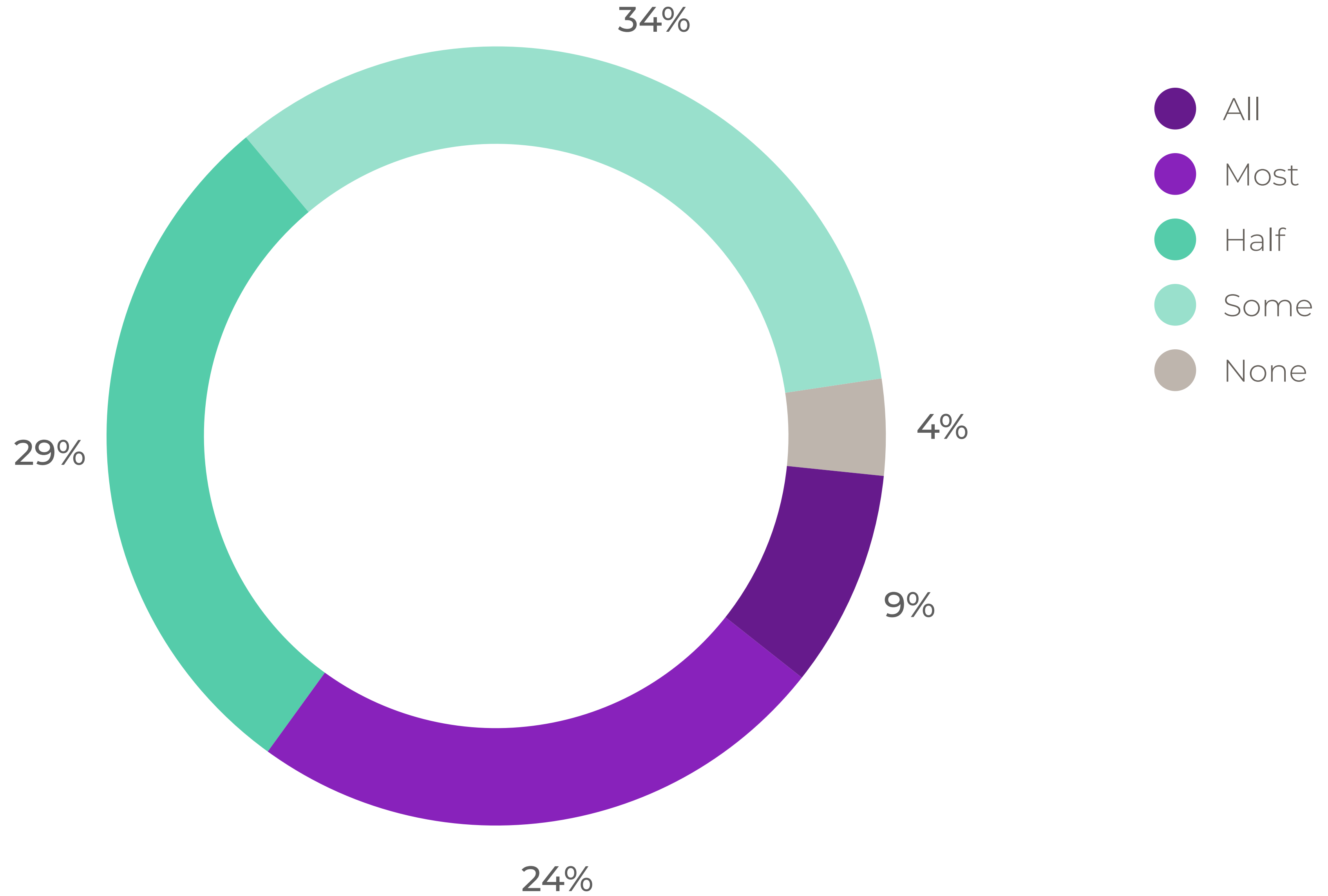
Q: The ads I have recently seen are relevant to my needs.



Source: DISQO Ad Relevance Survey, May 2020, n=999

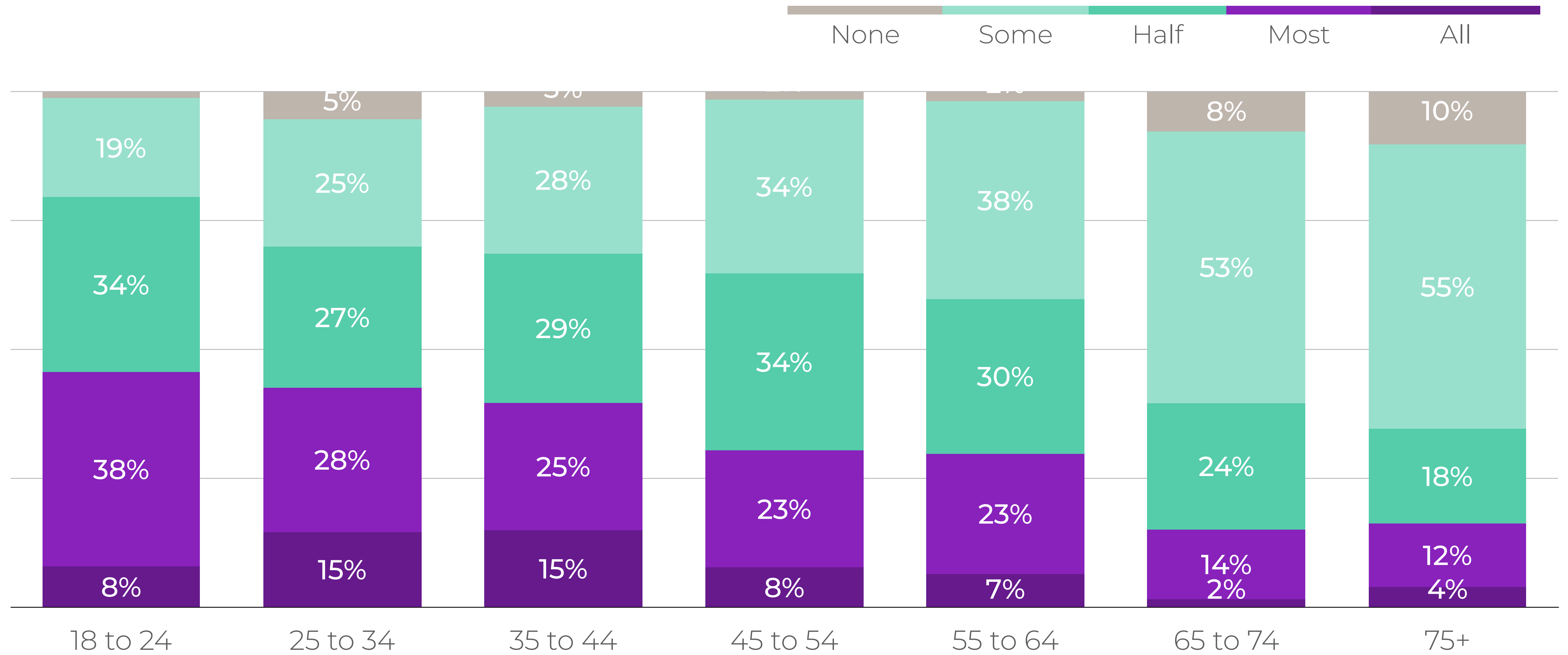
Proportion of Relevant Ads (May 12-15)

Q: Of the ads I see, _____ are relevant.



Proportion of Relevant Ads by Age (May 12-15)

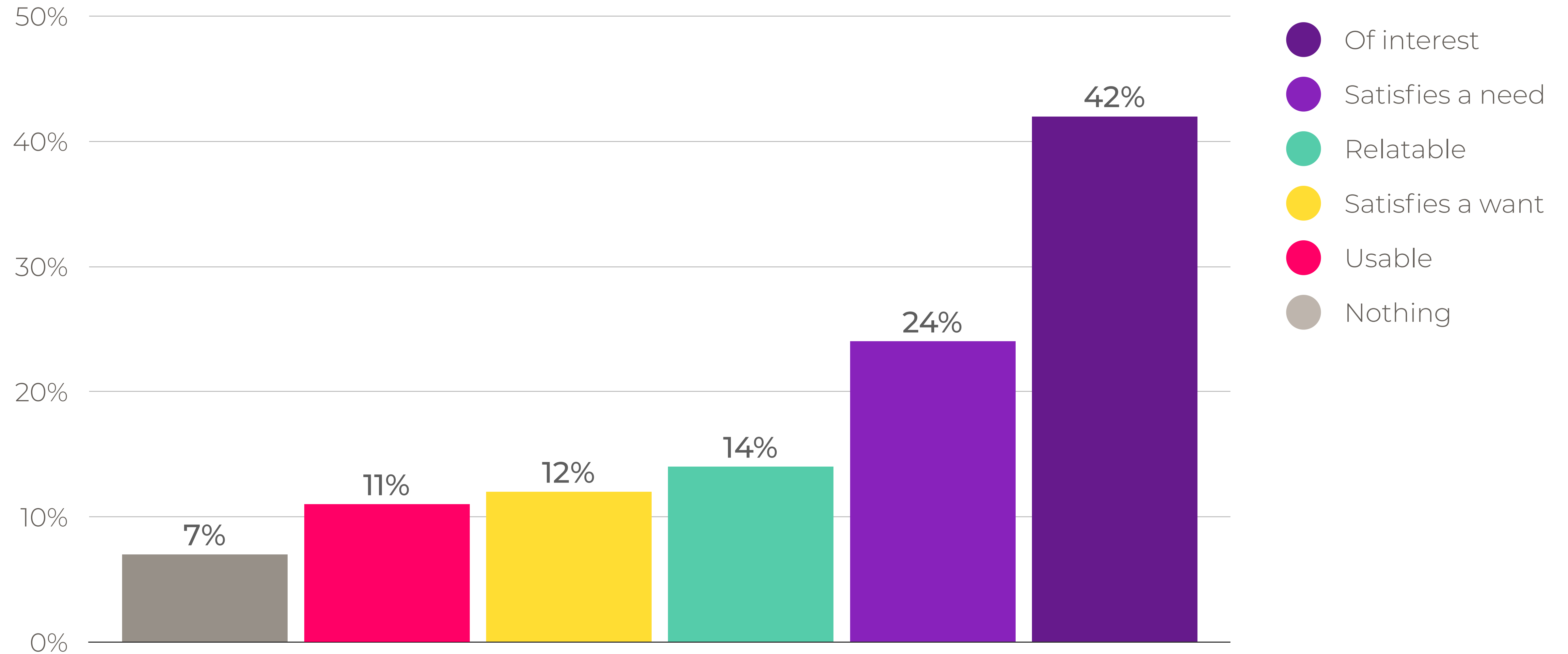
Q: Of the ads I see, _____ are relevant.



Source: DISQO Ad Relevance Survey, May 2020, n=999

Elements of a Relevant Ad

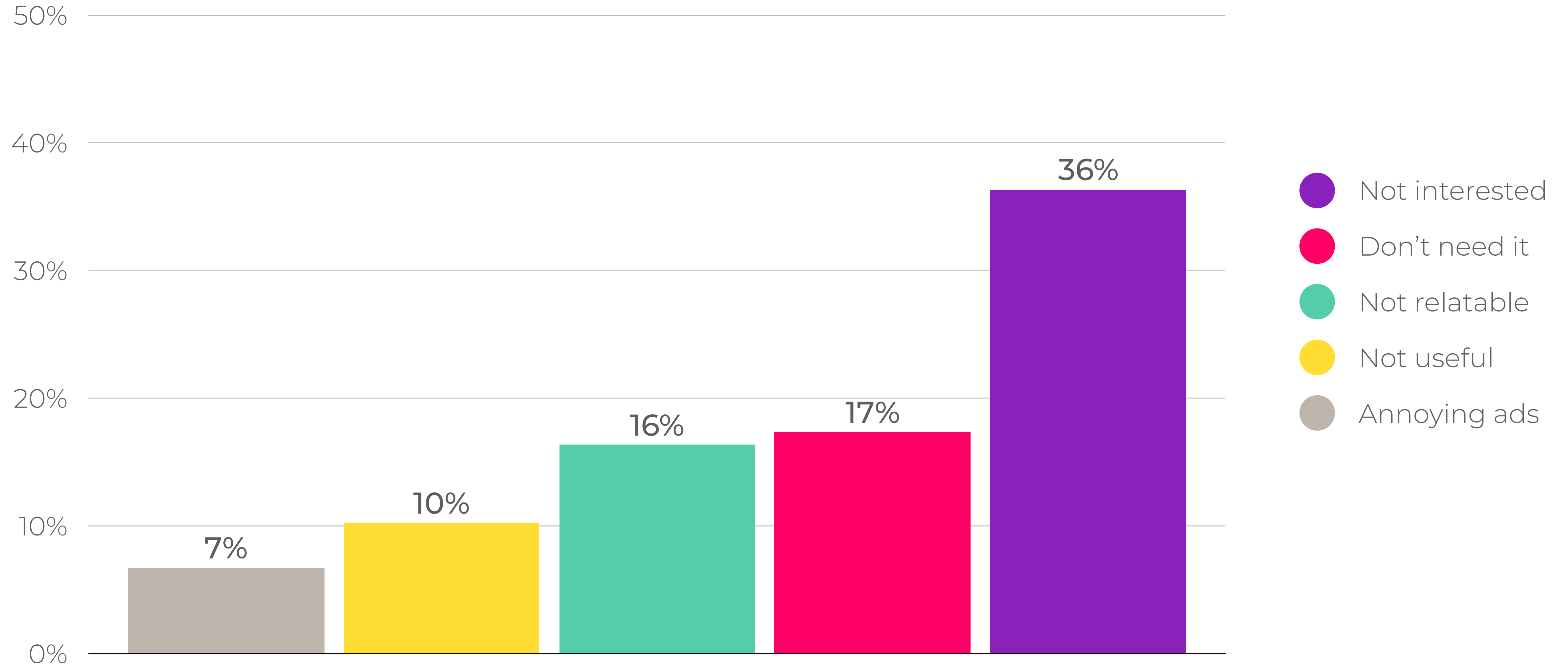
Q: What makes an ad relevant to you?



Source: DISQO Ad Relevance Survey, May 2020, n=999

Elements of an Irrelevant Ad

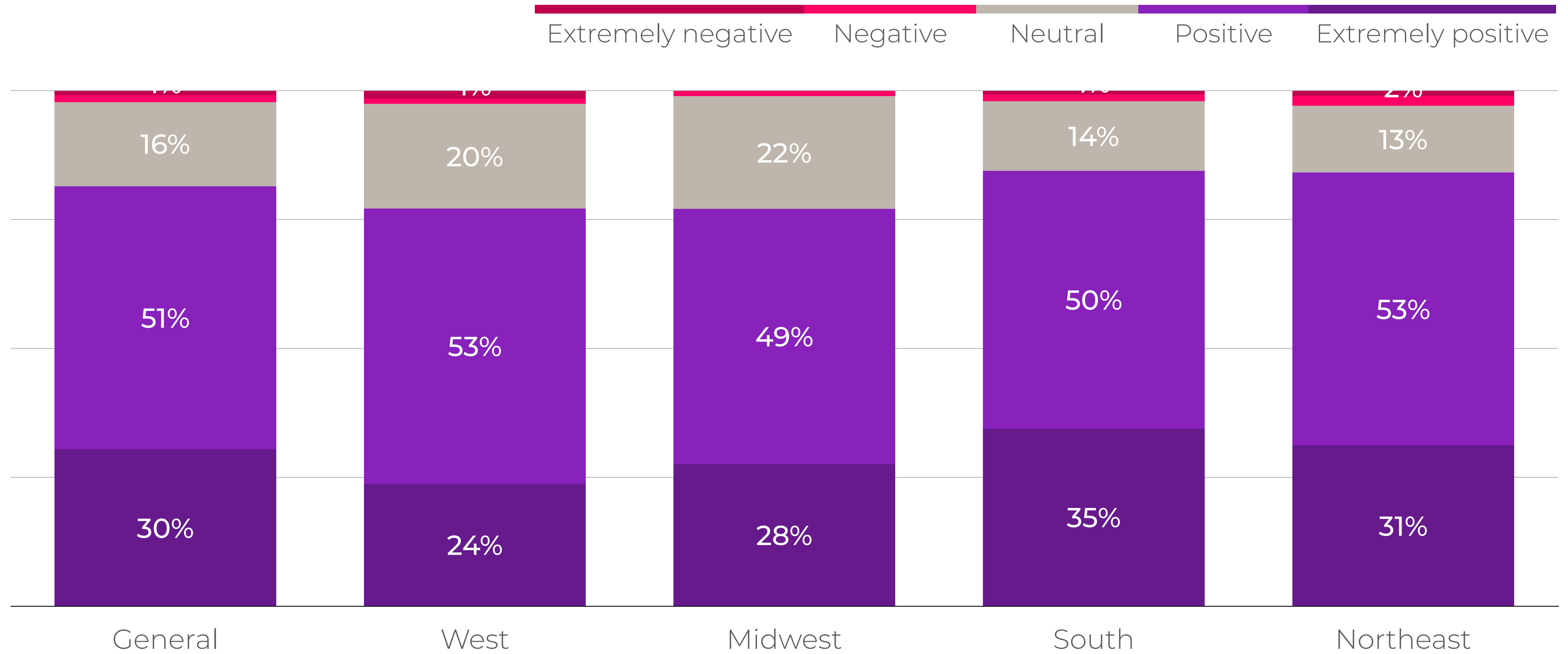
Q: What makes an ad irrelevant to you?



Source: DISQO Ad Relevance Survey, May 2020, n=999

Relevant Ads & Sentiment (May 12-15)

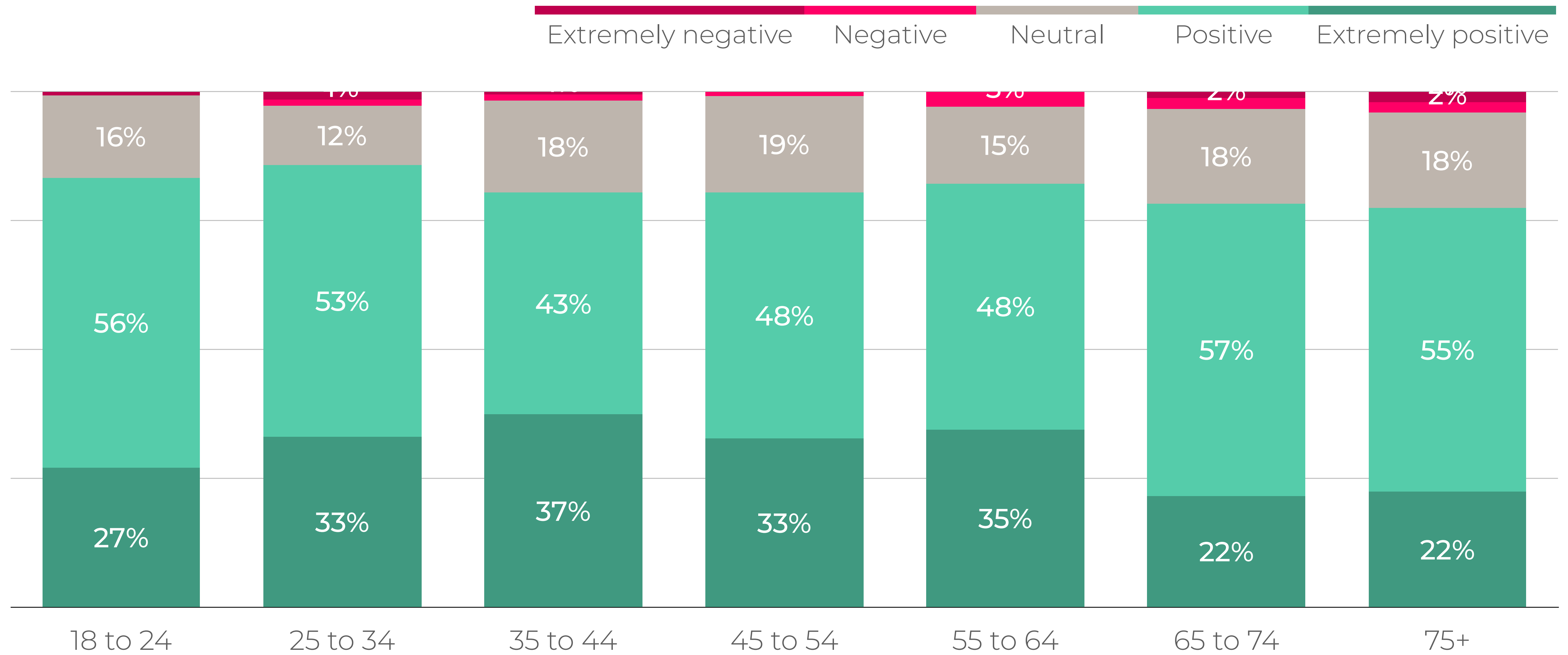
Q: How do you feel when you see a relevant ad?



Source: DISQO Ad Relevance Survey, May 2020, n=999

Relevant Ads & Sentiment by Age (May 12-15)

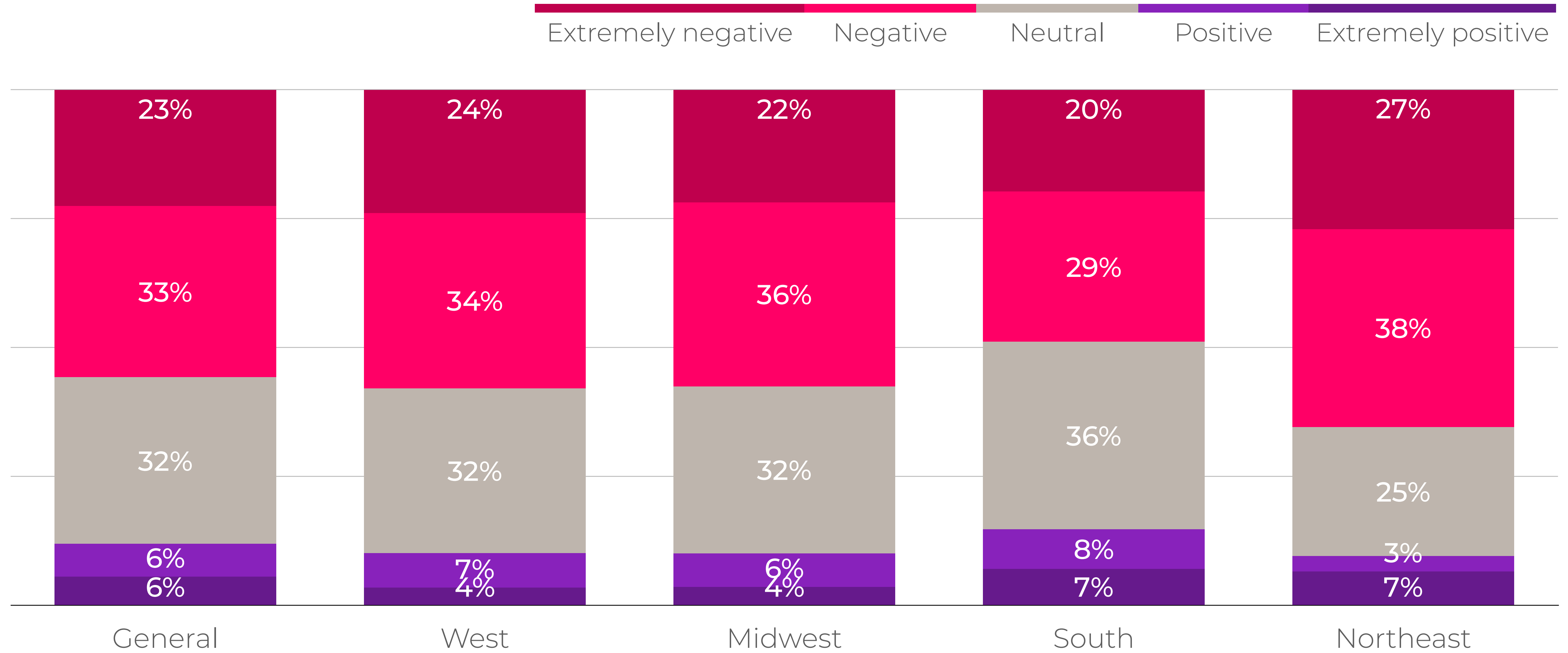
Q: How do you feel when you see a relevant ad?



Source: DISQO Ad Relevance Survey, May 2020, n=999

Irrelevant Ads & Sentiment (May 12-15)

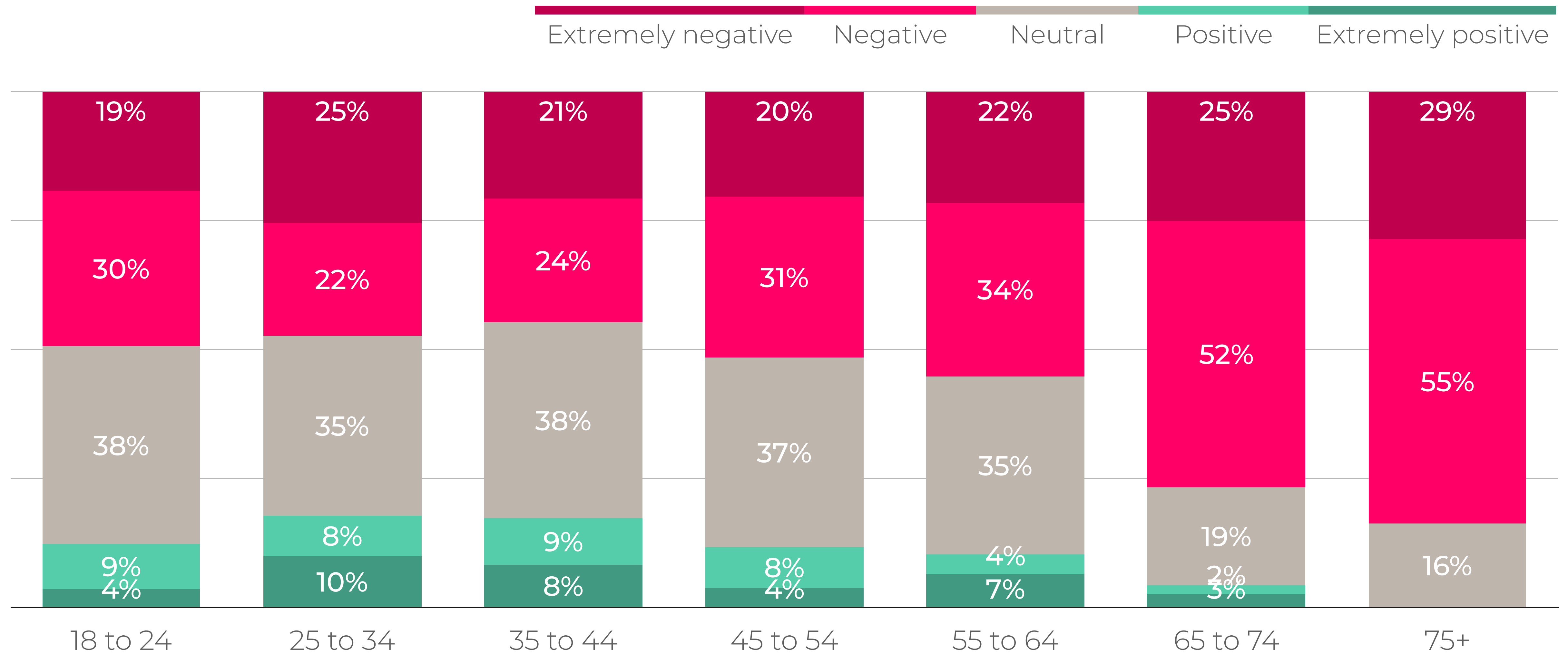
Q: How do you feel when you see an irrelevant ad?



Source: DISQO Ad Relevance Survey, May 2020, n=999

Irrelevant Ads & Sentiment by Age (May 12-15)

Q: How do you feel when you see an irrelevant ad?



Source: DISQO Ad Relevance Survey, May 2020, n=999

Thank you!