

DIGITAL ADVERTISING

IMPACTING

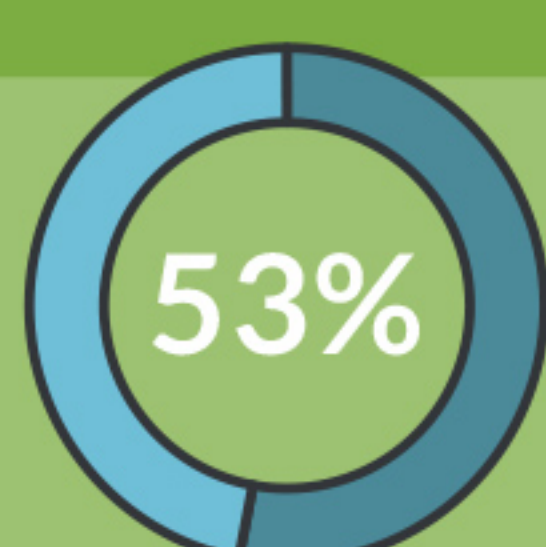
USER EXPERIENCE

Digital advertising is experiencing a shift towards a multiscreen world, and despite increasingly available opportunities, user experience tends to be overlooked by brands and their agencies. To better understand this opportunity, Choozle surveyed 270+* consumers to gauge public sentiment of digital advertising and explore user experiences with online and mobile ads.

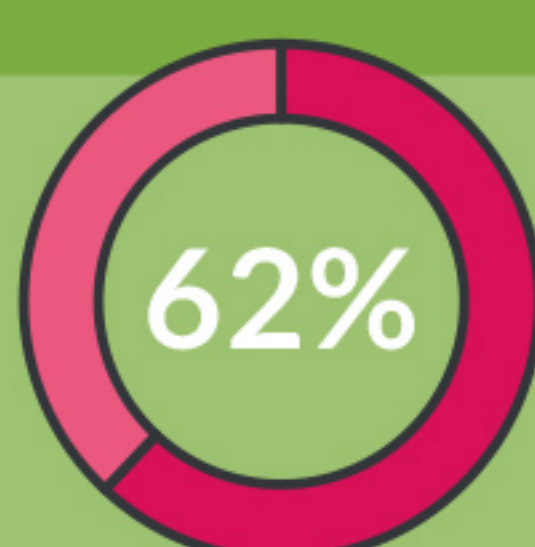
*688 consumers were originally surveyed—88 were disqualified for not using a smartphone, while 330 were disqualified for using an ad blocker.

AD BLOCKING

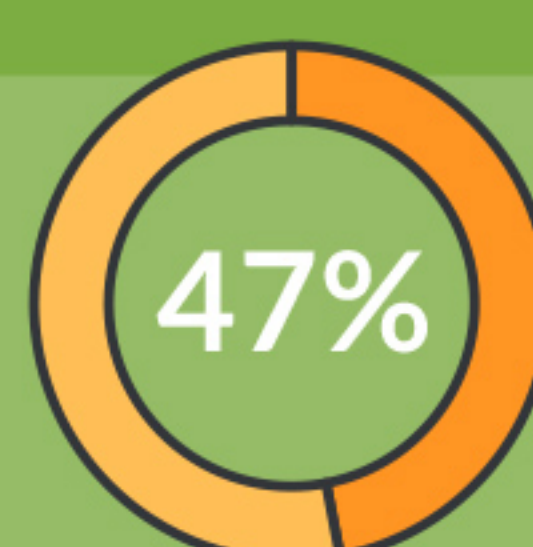
Ad blocking has been slowly picking up steam lately, but this could be a result of marketers' disregard of speed, relevance, quality and security as it relates to a user's advertising engagement and experience.



of respondents reported using an ad blocker*



of respondents aged 30-44 reported using an ad blocker*



of respondents aged 60+ reported using an ad blocker*

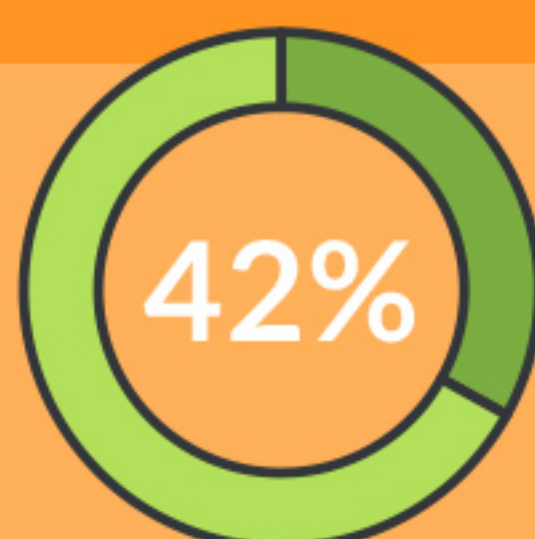
*Percentages are taken from 330 consumers who were disqualified for using an ad blocker.

AD SENTIMENT

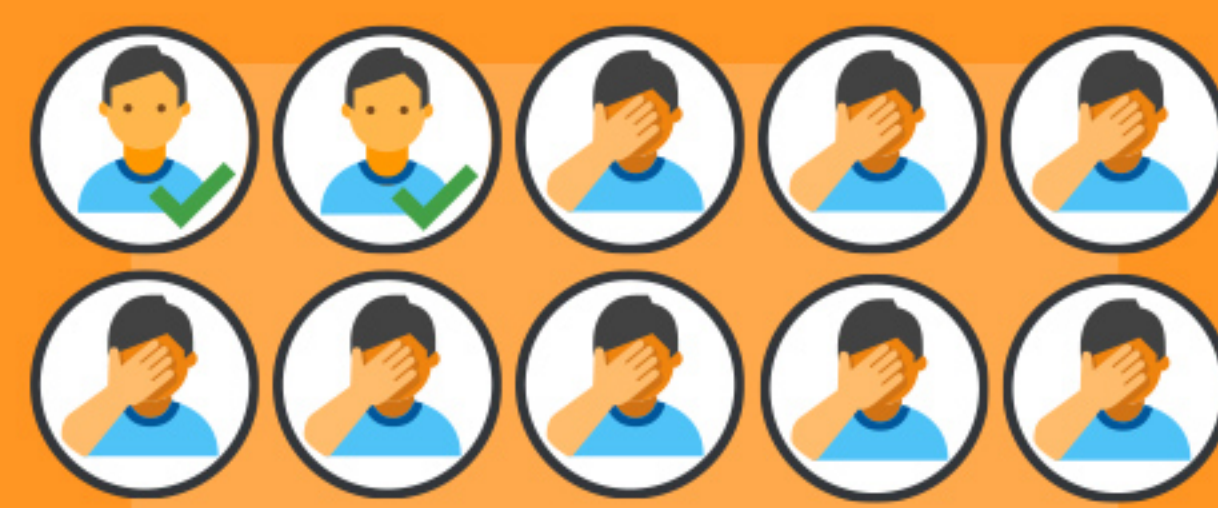
A user's positive sentiment nudges them to engage with an advertising experience, but modern marketers need to focus more in this direction. Potential customers need to understand what is being offered and they need it quickly.



About 1 in 3 respondents disliked online ads



of respondents didn't have strong feelings one way or another about mobile ads



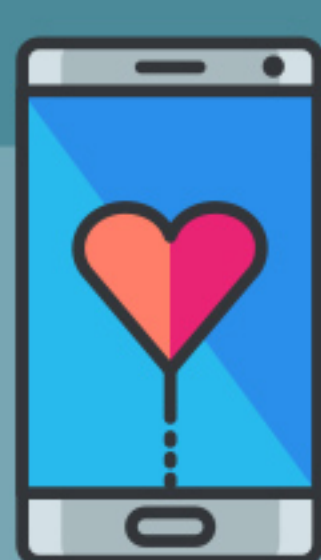
About 2 in 10 respondents like online ads

3 REASONS WHY USERS LIKE ONLINE ADS

The more ads placed with the user, the more challenging it is to gain an interaction. To get the engagement needed from users, advertisers need to make sure to do more of what they like.



1 Exposure to new products



2 Ads are for products they're interested in



3 Ads keep apps and content free

3 WAYS TO IMPROVE USER EXPERIENCE

To get the engagement needed from users, there are a few ways marketers can take to improve the user experience in display advertising.



1 Build engaging creative with a clear call-to-action



2 Use targeting strategies to personalize ads



3 Enable frequency and recency to pace ads