2018 DIGITAL ADVERTISING TRENDS

Facebook (51%) and Google (44%) remain the most influential platforms for advertising followed by Instagram, Spotify, and Pandora.

72% of consumers do not prefer videos above other types of online advertisements, despite video being an over-predicted trend in 2018.

45% of respondents said they are most likely to click on an ad on their mobile device.

41% of respondents are most likely to click on an advertisement on a desktop device.

54% of respondents have not used an ad blocker in the past six months.

1/3 of respondents feel negatively towards advertisements.

43% of respondents felt negatively towards advertisements.

1/3 of respondents say a moderate to insignificant (21%) increase in the amount of advertisements that aim to block gender stereotypes.

60% of respondents did not know what the GDPR is.

89% of respondents do not think companies are doing enough to protect your personal data.

44% of respondents are not very knowledgeable (28%) or not at all knowledgeable (16%) about what personal data online companies have about them.

78% of respondents think the U.S. government should adopt stricter privacy and security standards.

WHAT WE’VE LEARNED

Based on the results, we uncovered that the industry wasn’t completely off-base with 2018 trend predictions. The survey reaffirmed that consumers are expressing a greater affinity towards connected devices and being served advertisements through services like Spotify. However, it may be in the best interest of advertisers who have padded their efforts in trends such as video or voice to revisit strategies; especially if they wish to keep pace with consumers and their ever-evolving online behaviors.