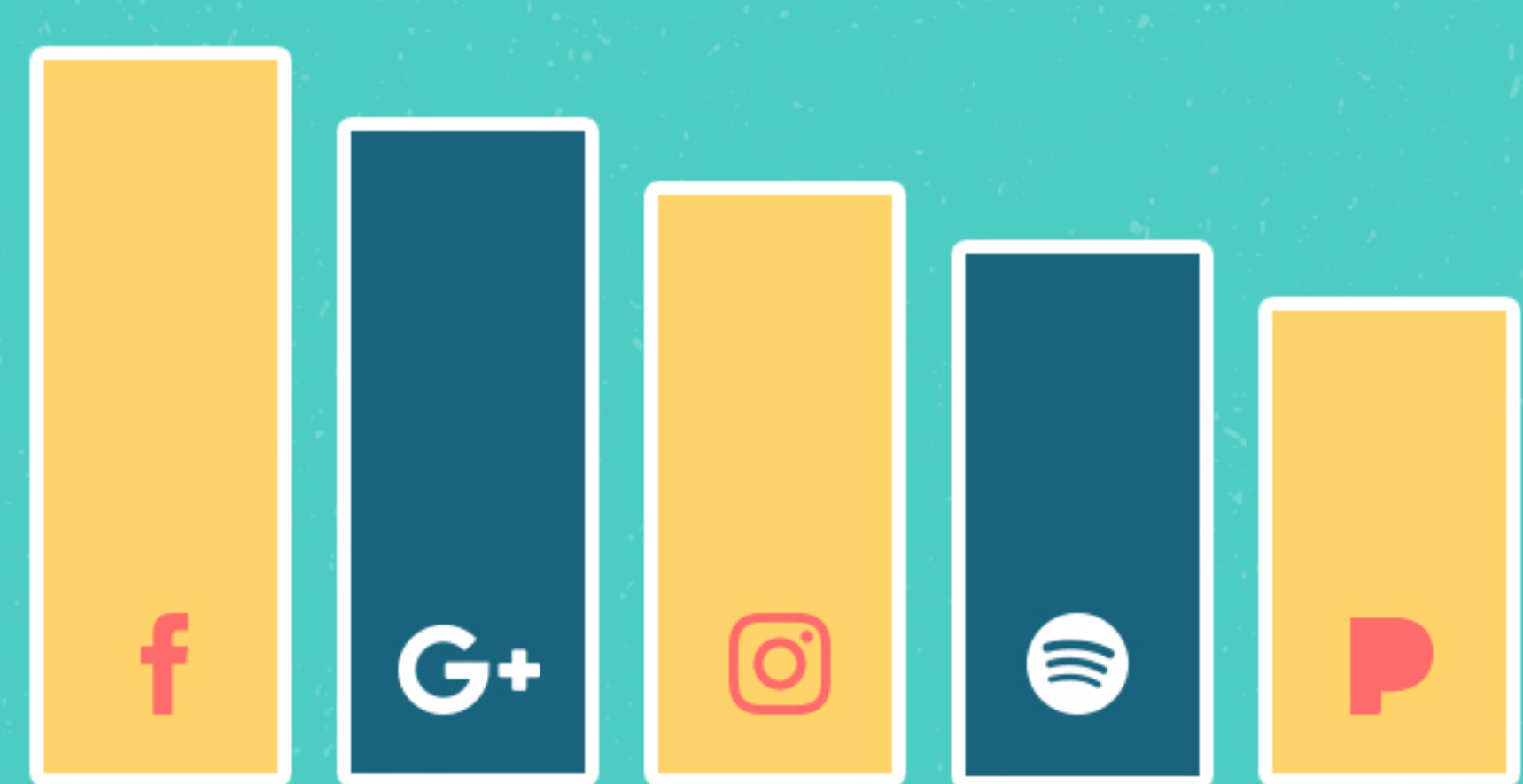


2018

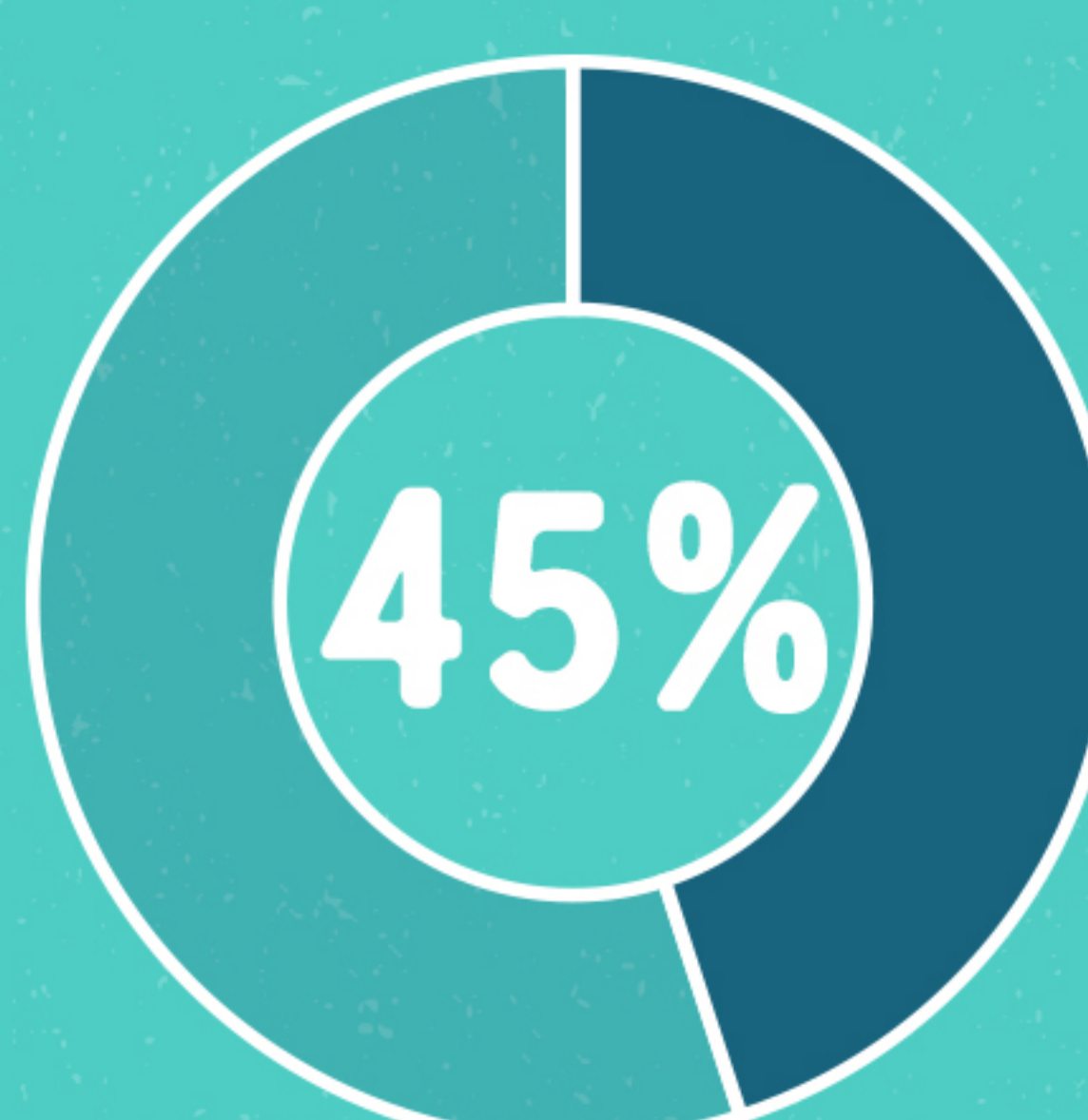
# DIGITAL ADVERTISING TREND UPDATE

We've hit the mid-year mark for 2018, and a lot has already happened in the ad tech space: **Google ad blocker**, **GDPR**, **net neutrality** and **much more**. These looming events influenced many of the trends predicted for 2018, but with Q1 and Q2 in the rearview mirror, are those year-end predictions really coming to fruition? And more importantly, how has consumer sentiment shifted over the past year given recent trends? We surveyed **502 randomly-selected U.S. consumers** to find out.

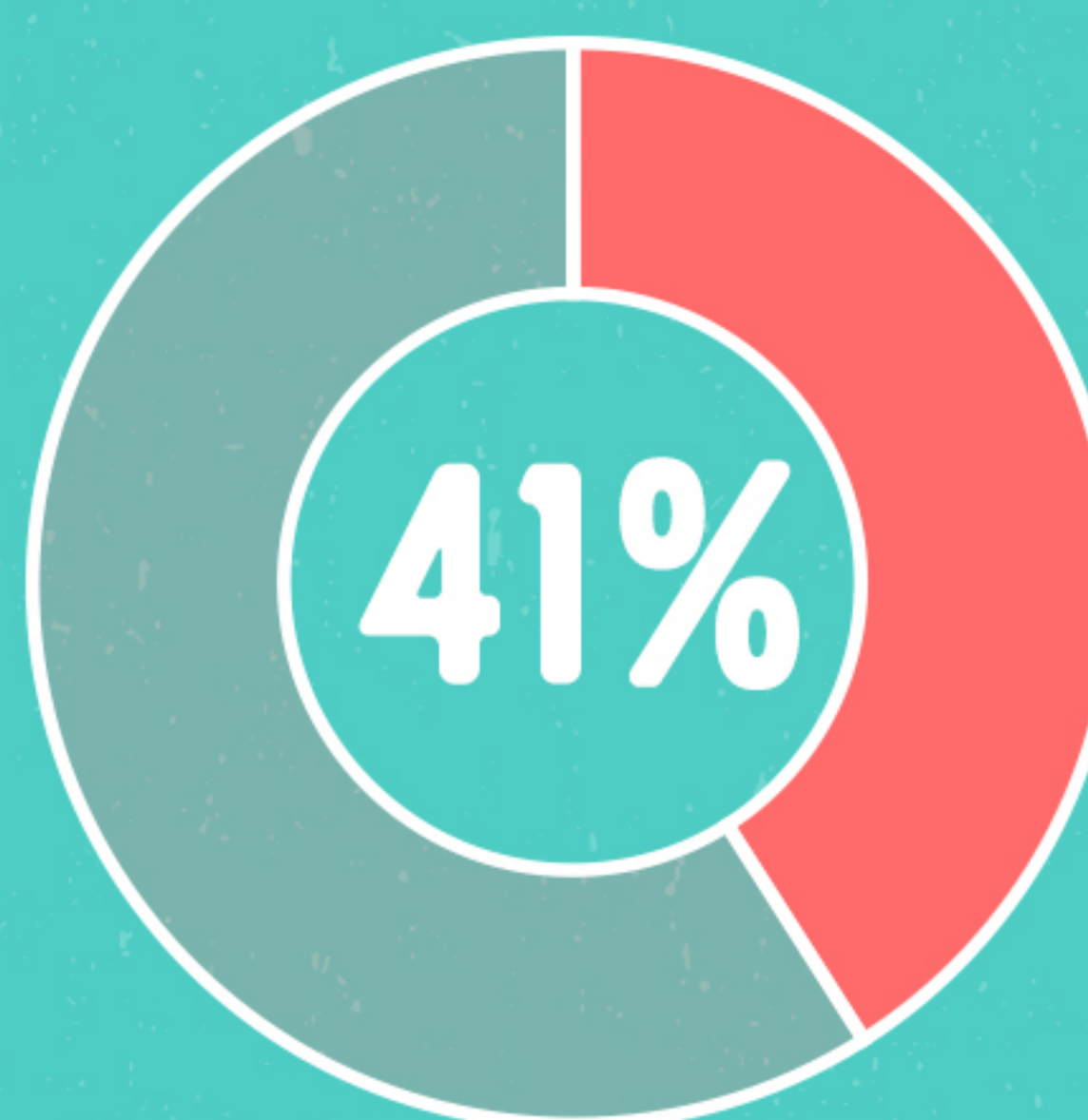
## 2018 DIGITAL ADVERTISING TRENDS



**Facebook (54%) and Google (44%)** remain the most influential platforms for advertising followed by Instagram, Spotify, and Pandora.



Forty-five percent of respondents said they are most likely to click an ad on their mobile device.



Despite the focus on mobile-first design, 41 percent of respondents say that they are still most likely to click on an advertisement on a desktop device.

**72%**

of consumers do not prefer video ads over other types of online advertisements, despite video being a major predicted trend in 2018.



## CONSUMER SENTIMENT & BEHAVIOR



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



**43% of respondents** felt negatively towards advertisements.

(In a similar survey conducted by Choozle in April 2017, only 34 percent felt negatively towards advertisements, so hard feelings may be on the rise).



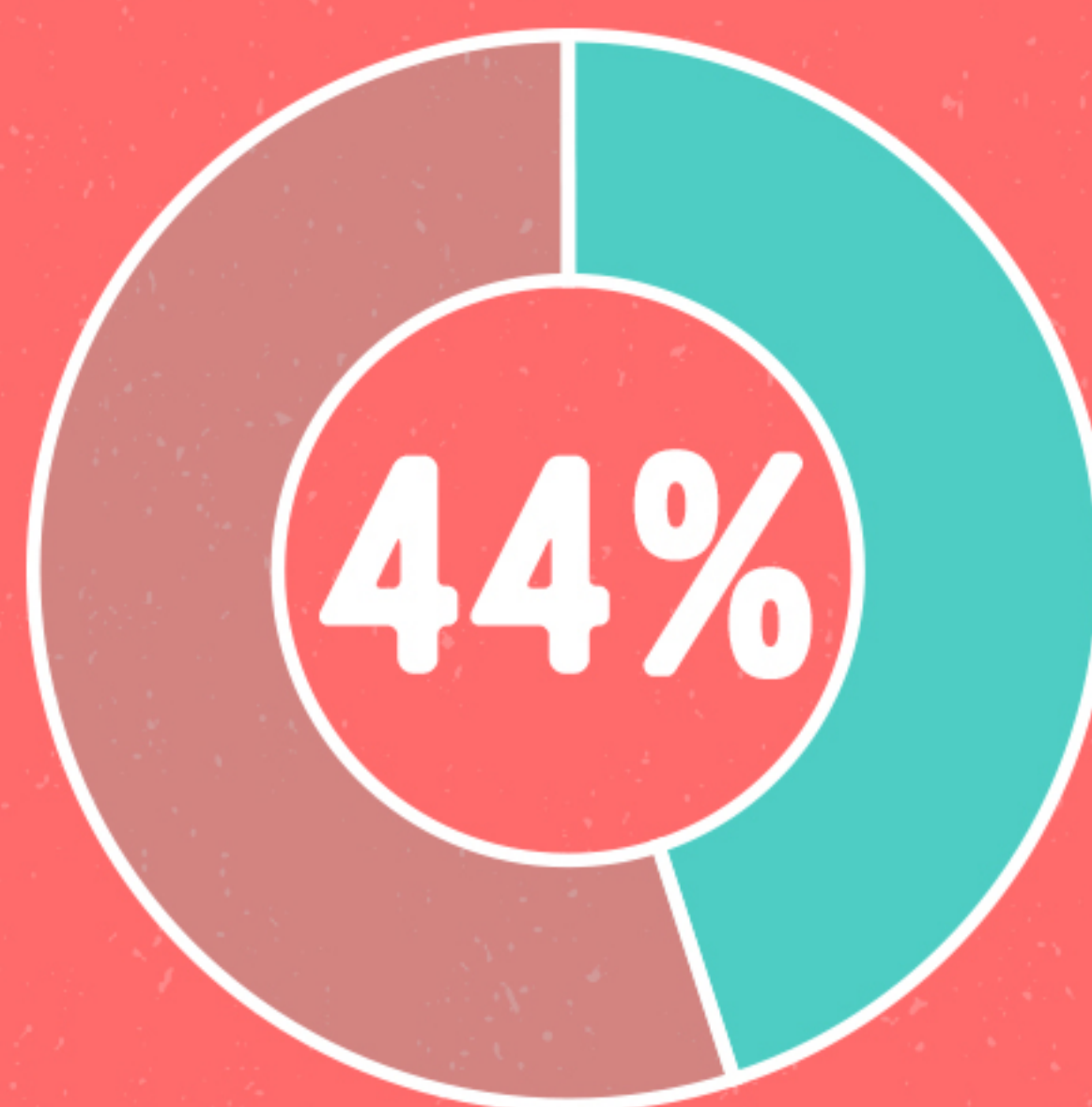
**1/3 of respondents** saw a significant (13%) or somewhat significant (21%) increase in the amount of advertisements that aim to break gender stereotypes.

Twenty-seven percent said they have not seen a change.

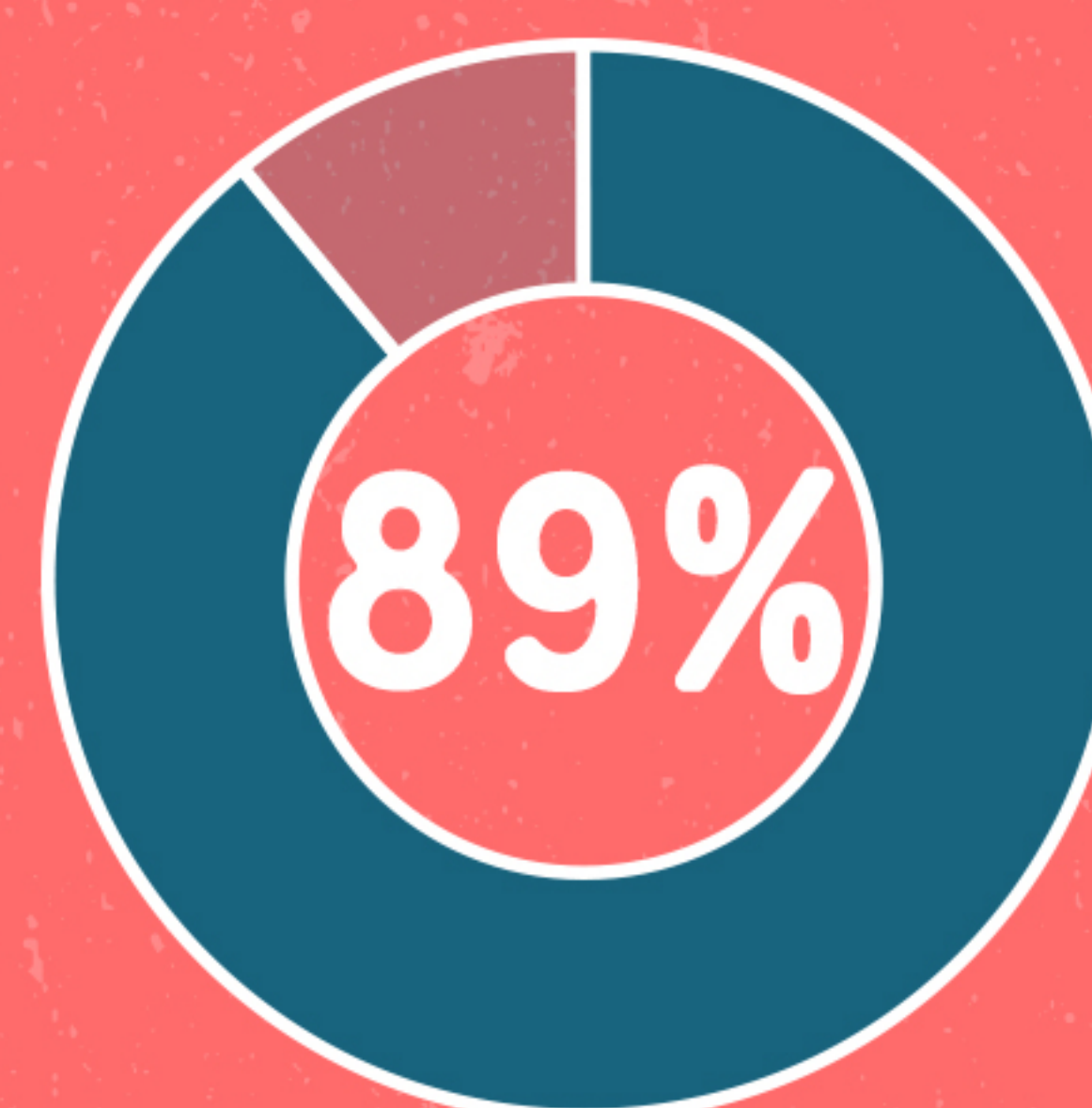
## PERSONAL DATA & PRIVACY



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



44% of respondents are not very knowledgeable (26%) or not at all knowledgeable (18%) about what personal data online companies have about them.



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



**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 pillared 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.

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