

# 2018 RELEVANCY REPORT

# THE RELEVANCE CONFERENCE

## THE STATE OF CONSUMER ATTENTION

Consumers are trying to balance the tension between finite time and unlimited pursuits. Attention is scarce, but ads that are relevant break through.

**77%**

say that the majority of their day is **driven by what they "have to do"**

**68%**

say that they spend most of their free time **engaging with content**

**57%**

say they don't engage with ads because they are **not relevant to them**

**66%**

wish advertisements were **more relevant** to them and their lifestyle

## THE SCIENCE OF RELEVANCY

Consumers recognize the important role that advertising plays. We can't give consumers more time, but we can make ads more relevant to them.

**82%** understand that ads need to exist

**64%** believe that advertising enables independent voices to be heard on the internet

**70%** like when advertising goes beyond selling a product

(R)ELEVANCY =

 **MEET A CONSUMER NEED**

79% say it's a great feeling when a brand helps them find a product they didn't know they wanted

+

 **MEET A MOMENT IN TIME**

70% like when an ad fits in with what they are watching / listening to / reading

+

 **EVOKE AN EMOTION**

71% like when ads make them feel something

## WHAT DO WE DO ABOUT IT?

How do we create ads that have more of an impact? Consumers indicate that among all the advertisements they've seen in their lifetime, **22% had a positive impact on them personally.**

9% **NEGATIVE**      69% **NEUTRAL**      22% **POSITIVE**



**65% of agencies and marketers** believe the current fragmented media landscape requires a new marketing structure that places more focus on the audience rather than the content.



**19% of agencies and marketers** are extremely satisfied with the implementation and execution of their media strategies.



**38% of marketers** said their company was ahead of the curve **vs. 62%** who said they were either followers, hesitant or laggards.

## DATA AND TECHNOLOGY ARE THE SOLUTION

**56%**

of agencies and marketers believe more advanced targeting solutions will drive optimal campaign delivery.

**76%**

of agencies and marketers believe that media providers/platforms that offer advanced targeting techniques, delivering the right ad to the right consumer, are key in creating a better user ad experience.

**71%**

of agencies and marketers believe that using advanced targeting techniques would improve advertising ROAS/ROI.

**53%**

of consumers are okay with companies using their digital footprint in exchange for services.