Catch-22 of Targeted Advertising

Brands must find a way to navigate contradictory consumer views on the usage of data and targeted advertising according to a Mmm Global study partnered with Toluna for a survey of 1,502 internet users across the US, UK and China.

**TRULY RELEVANT**

How often they feel a targeted ad is relevant to them?

- **Everytime**
  - UK: 18%
  - US: 7%
  - CN: 10%

- **More than half the time**
  - UK: 45%
  - US: 33%
  - CN: 41%

- **Less than half the time**
  - UK: 25%
  - US: 31%
  - CN: 38%

- **None**
  - UK: 7%
  - US: 29%
  - CN: 11%

**BRAND PERCEPTION**

How do you feel about a brand that uses targeted advertising online?

- **Positively**
  - UK: 7%
  - US: 34%
  - CN: 56%

- **It doesn’t affect my opinion**
  - UK: 40%
  - US: 44%
  - CN: 56%

- **Negatively**
  - UK: 18%
  - US: 17%
  - CN: 18%

And, when it comes to purchase intent, the picture becomes even brighter.

**Over the past year, have you made a purchase as a result of a targeted advert online?**

- **Yes**
  - UK: 19%
  - US: 49%
  - CN: 54%

- **I can’t remember**
  - UK: 12%
  - US: 10%
  - CN: 18%

**TARGETING WORRIES**

When asked if they worry their online activities being tracked by software, the overwhelming majority express concern, to the least extent in the UK (72%), followed by the US (77%) and China (82%).

Do we go back to the basics?

What do you think is more persuasive to the consumer?

- **Targeted digital advertising**
  - UK: 33%
  - US: 54%
  - CN: 51%

- **General mass media advertising**
  - UK: 67%
  - US: 46%
  - CN: 49%