

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.