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 video ads over other types of online advertisements, despite video being an under-predicted trend in 2018.

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

Despite the focus on mobile first design, 41% of respondents said they are most likely to click on an advertisement on a desktop device.

CONSUMER SENTIMENT & BEHAVIOR

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

43% of respondents feel negatively towards advertisements.

1/3 of respondents say a minor change (10%) or somewhat significant (21%) increase in the amount of advertisements that annoy them would likely lead them to switch to a competitor.

PERSONAL DATA & PRIVACY

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

44% of respondents are not very knowledgeable (25%) or not at all knowledgeable (19%) about what personal data online companies have about them.

89% of respondents believe the U.S. government should adopt stricter privacy and security standards.

88% of respondents do not think companies are doing enough to protect your personal data.

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 piled up 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.

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.