

# RevJet Ad Experience Sentiment Report - Q3 2018

## Age Matters When Crafting Digital Ad Experiences for Video

The one-size-fits-all approach to digital ad creative no longer works to deliver on the promise of personalized experiences for today's consumer. RevJet surveyed consumers about their online advertising behaviors and found distinct differences between younger generations (people under 45 years old) and older generations (people aged 45 and older).

### VIDEO AD EXPERIENCES

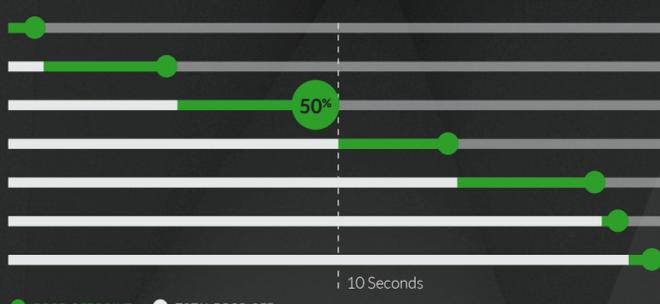
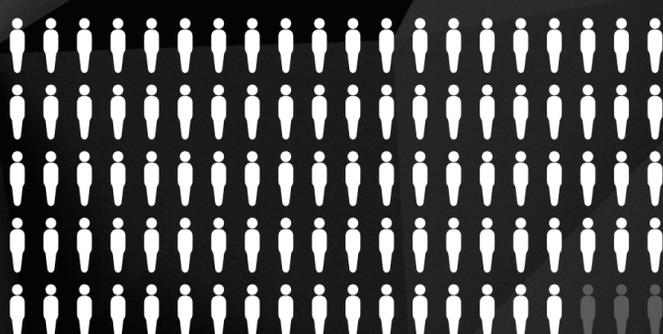
Under 45-year-olds are 3 times more likely to pay attention to ads on YouTube, demonstrating their unique relationship with digital video and greater acceptance of advertising.



When given the chance, people will skip video ads. An overwhelming 97% of people reported that they would do so, if given the opportunity.

**97% OF PEOPLE**

Skip Ad >



### ADDITIONALLY,



when skipping video ads is not an option, 50% of people will drop off within 10 seconds, and almost 75% will be gone at 20 seconds.



### By 10 seconds, half of viewers will drop off and abandon the ad,

even though that means missing video content. For maximum customer experience and attention, consider video ad creative under 10 seconds with a special emphasis on the first 5 seconds.

Given that the population will most likely skip ads when presented the opportunity, make sure the first 5 seconds of video creative contains the critical messaging elements.

Experiment with different creative concepts, copy and length in order to understand what resonates best with each audience segment.

### ONLINE AD EXPERIENCES

Online shopping has moved to the smartphone, driven by the younger generations.

44 and under are 80% more likely to purchase items online with their smartphone, while less than half of people aged 45 and older use their smartphone as the primary shopping device.

With the majority of consumers making purchases on smartphones, there's a major opportunity to drive a sale at the moment of influence with the right ad creative experience.

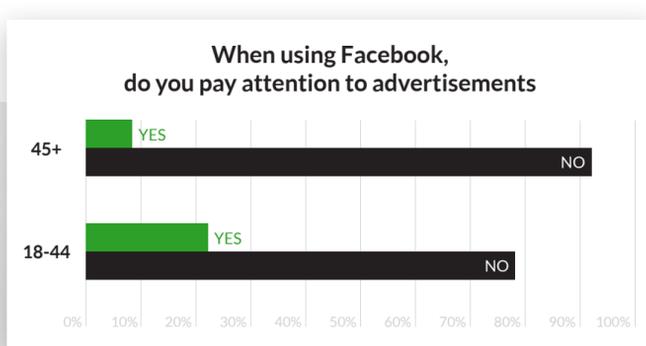


Audience attention is hard to come by for advertisers, but the chances of getting a "look" are higher with the younger generation.

Under 45-year-olds are almost 3 times more likely to pay attention to online advertising than people over 45 years old.

However, under 45-year-olds take less notice of Facebook ads than online ads, but are still twice as likely to pay attention to them compared to those over 45.

Consider utilizing ads that are high-impact and interactive for the older generations in order to grab their attention. Also, look for ways to make Facebook ads even more attention grabbing to entice all audiences.



### BREAKING STEREOTYPES

Privacy matters for all generations with 80% of people reporting that it's important to them when shopping.

However, breaking the stereotype, the younger generation is just as concerned as the older generation while shopping online.

With RevJet, marketers take control over ad experiences, ensuring that creative is customized and personalized to each audience demographic, media channel, device and more.

Contact us to learn how you can accelerate customers through the buyer journey to deliver impact for your business.

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