

# How Consumers Really Feel: Your Ad Experiences are Missing the Mark

Insights from RevJet's Q3 Consumer Ad Experience Sentiment Report

## Sorry, were you talking to me?



Nearly three-quarters of consumers report that they do not pay attention to ads on Facebook or YouTube, a 10% increase quarter over quarter.

69%



DO NOT PAY ATTENTION on YouTube

71%



DO NOT PAY ATTENTION on Facebook

**INSIGHT**

Consumers are not paying attention to ads, even on these engaging platforms—a consistent trend over the past four quarters.



## You don't get me like you used to.

42%

of consumers feel that ads across digital media are irrelevant to their needs, an increase of 10% since last quarter.

**INSIGHT**

Ad-relevancy is declining, indicating that many marketers are struggling to deliver personalized ad experiences, at scale, due to a lack of the right technology or resources.

## The more I see the same ads, the more I dislike you.

73% of consumers dislike companies with repetitive messaging, representing a 15% increase in negative sentiment quarter over quarter.

**INSIGHT**

Marketers are delivering the same message at each stage of the buyer journey, bombarding consumers with repetitive messaging. Consider technology that recognizes each point in the journey to deliver relevant messaging, at each touchpoint.



## I just want to watch my video.

Consumers do not find value in watching video ads if they don't have to. 100% of respondents reported they will always skip ads when given the opportunity.

100% OF PEOPLE

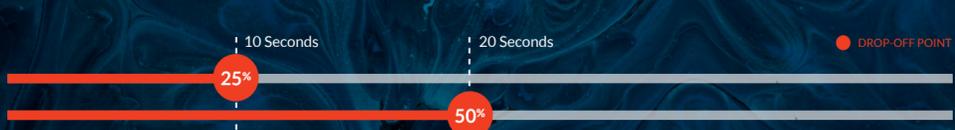


**INSIGHT**

Since YouTube popularized ad-skipping after 5 seconds, it has become critical for video ads to deliver value within this timeframe as it's highly likely they will be skipped.

## OK, you've got 10 seconds.

Over a quarter of adults will close-out and abandon a video only 10 seconds into an ad and over half by 20 seconds.



**INSIGHT**

To get the maximum return on video ad investments, insert key messaging points in the first five seconds of the ad, for skippable inventory, and 10 seconds for non-skippable inventory.

## Marketers must prioritize the ad experience to win back consumer sentiment.

The findings in this report reaffirm the continuing downward trend in consumer attention, ad relevancy, and sentiment toward digital advertising. While marketers may still see a return on ad spend from tactics, they are struggling to deliver personalized ad experiences — and their brand equity is at risk.

An Ad Experience Platform is an effective way for marketers to simplify the design and delivery of ad creative. With more control and a streamlined process, marketers are able to utilize first-party customer data to truly understand the consumer and deliver relevant and valuable advertising.

For a full copy of the report visit <https://www.revjet.com/ad-experience-sentiment-report-q319>