

Evidon

formerly Better Advertising

A Consumer Interactions Study with In-Ad Notice



Dynamic Logic

A Millward Brown Company



Client Challenge

Dynamic Logic partnered with Evidon, formerly Better Advertising, to determine consumers' attitudes and behaviors towards ad targeting. More specifically, the study sought to understand how transparency of targeting affected attitudes towards the brands advertised. Each ad tested displayed an "Advertising Option Icon," where a user could click for more information about the ad.

Our Approach

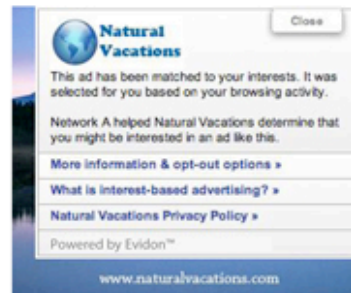
For this study, 1,600 respondents were recruited via panel and exposed to an ad for one of four brands featuring the ad notice symbol. Once panelists were exposed to the ad an initial time, they were shown the ad a second time, asked to click on the Advertising Option Icon, and encouraged to interact freely with the content. Panelists were asked the same battery of questions across all cells and ad results were then compared versus norms for each brand.

WHAT IS AD NOTICE?

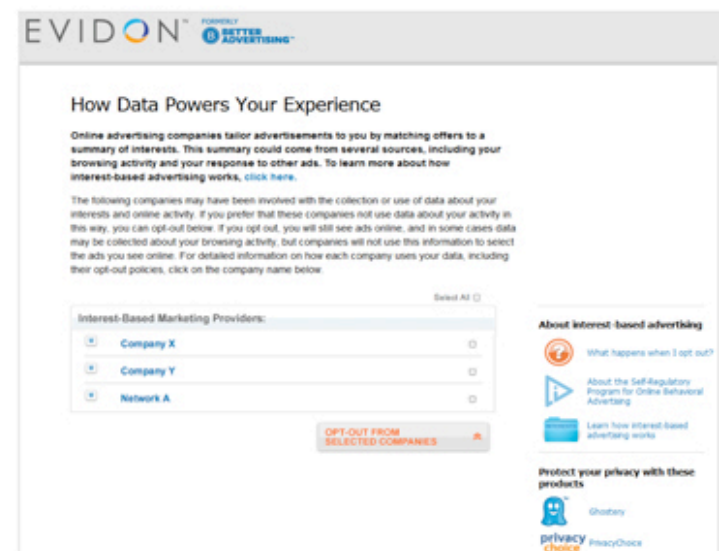
- 1 For ads using third-party behavioral data, the “Advertising Option Icon” is displayed. User can click for more info.



- 2 Clicking the icon brings up an advertiser-branded window with more information about the ad.



- 3 Another click allows users to browse an information grid and opt out of specific interest-based advertising providers.



Our Findings

50%

of consumers like having online ads targeted toward them based on their interests, but have a strong need to know how they are being targeted

76%

of consumers want all companies involved in targeting an ad revealed to them

89%

of consumers want to be able to pick and choose which individual companies to opt out of

Research Insights

Transparency and **control** makes consumers feel more positive toward brands:

50% of consumers like having online ads targeted toward them based on their interests, but have a strong **need to know how they are being targeted**

67% of respondents feel better about brands **when they're given more "control"** by those brands, including the ability to opt out

36% of respondents feel that this level of **transparency increases their likelihood to transact with the brand**

Business Outcome

“The level of transparency and control accrues really positive benefits to the brands that take this extra step...The time to get on board with the self regulation program is now.”¹

Scott Meyer
Chief Executive

EVIDON™
Formerly
BETTER ADVERTISING™

The study found that exposure to the ad notice reduces serious privacy concerns among consumers by 30 percent, as they feel the icon experience clearly communicates targeting information. Not only does this study show that privacy concerns wane with the use of an ad notice, but there are also positive benefits to the brands that take this step in self-regulation.

To read the full report, go to <http://www.betteradvertising.com>