



What consumers notice about ad creative

And why your "routine" ad creative still matters

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KEY FINDING #1

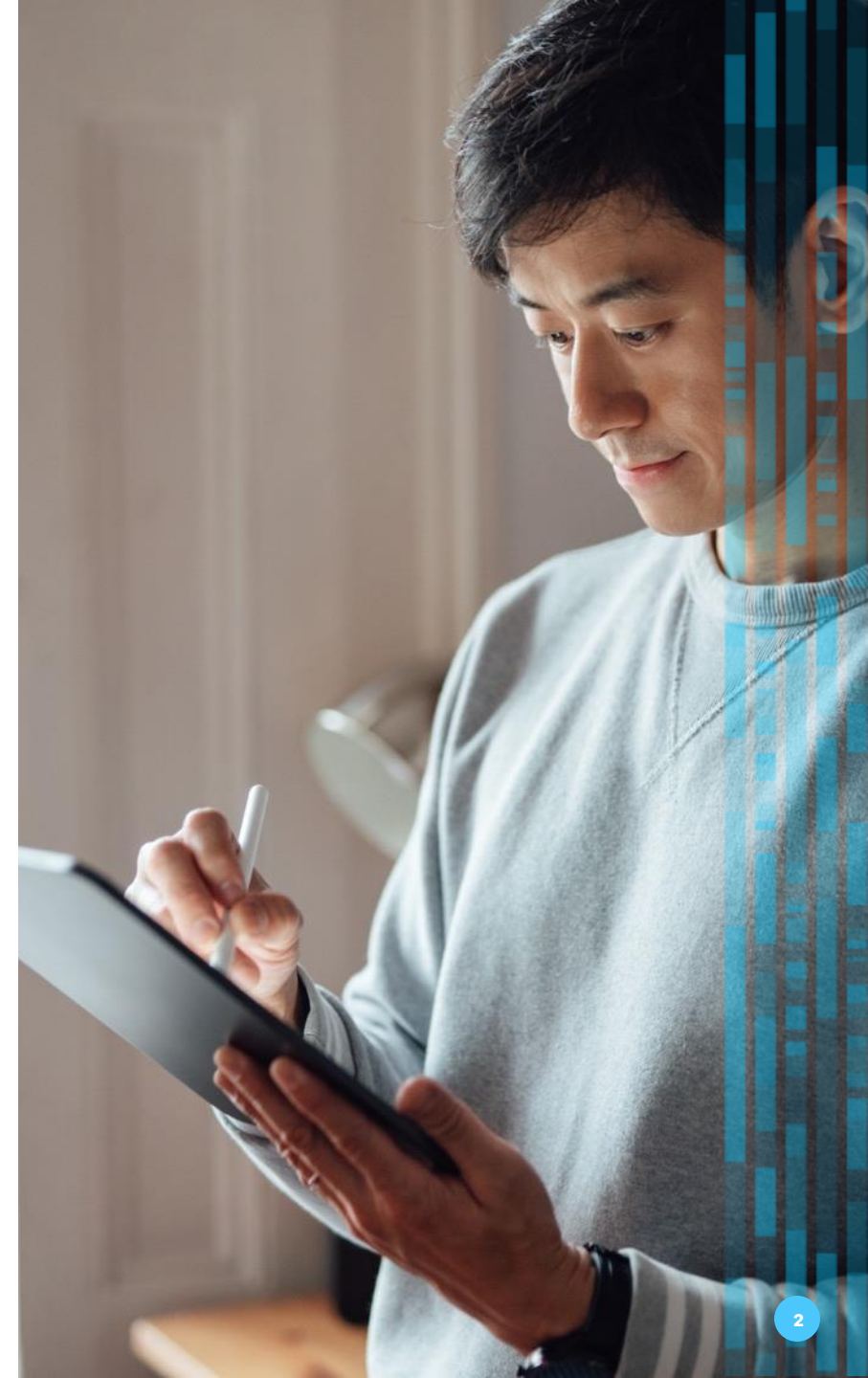
Nearly everyone (83%) notices the visual design elements of an ad—at least sometimes.

43%

of respondents “often” or “always” notice the visual elements of the ads they see online.

40%

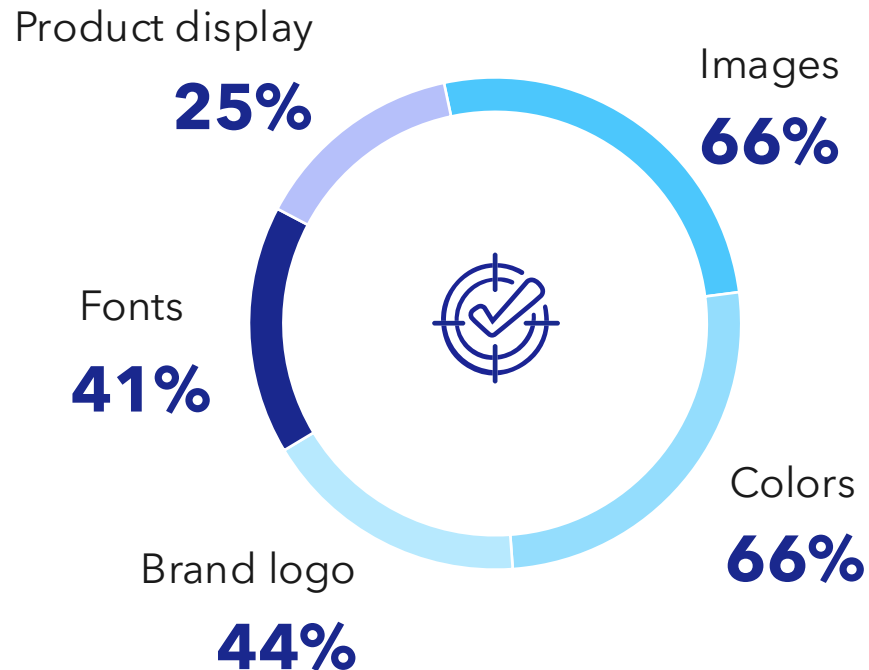
notice these design elements “sometimes.”



KEY FINDING #2

Consumers say they notice images and colors the most, but only 11% notice personalized design elements like their name.

What consumers say they notice most when it comes to the visual elements of an ad:



11%

of respondents said they notice personalized design elements (like their name).

That number might seem low—but it shows that good, truly personalized ads are actually quite seamless. People might not necessarily notice how personalized an ad is to them, they just notice it resonates (i.e., something that just fits with their lifestyle, location, interests, likes and dislikes)—an ad doesn't have to scream your name to feel relevant.



The visual appeal of an ad is important, impacting consumers' decisions to learn more about and purchase products.

50%

have purchased a product specifically because they were drawn in by an ad's design, and 18% have done so multiple times.

46%

say the visual appeal of an ad "sometimes" influences their decision to learn more about a product.

32%

say an ad's visual appeal "always" or "often" influences their decision to learn more, compared to **only 22% responding "never."**

KEY FINDING #4

Consumers are more likely to click stylized ads compared to an ad that only features the product.

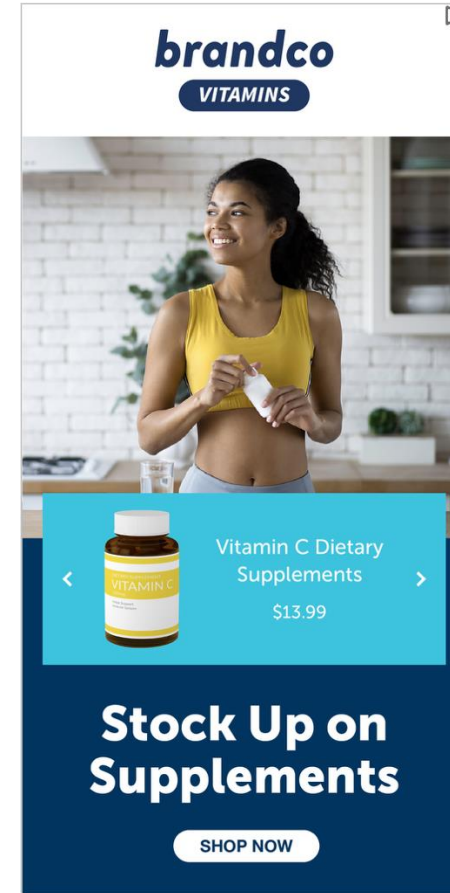
78%

said they are significantly more likely to **notice** a stylized ad vs. an ad that only visualizes the product.

81%

said they are significantly more likely to **click** a stylized ad vs. an ad that only visualizes the product.

Stylized



Not stylized



Personalized ads do impact people's interest levels in products or services in a positive way.

42%

have noticed an ad with personalized visual elements within the last month (e.g., ads that use images relevant to their lifestyle or location, includes their name in the design, etc.).

43%

of respondents say personalized visuals make them more likely to learn about a product.

33%

say personalized ad visuals make them like the brand more.

The logo features the word "Epsilon" in a white, sans-serif font. The letter "E" is stylized with a horizontal bar at the top that extends to the right and a horizontal bar at the bottom that extends to the left. The rest of the letters are in a clean, modern sans-serif typeface. A registered trademark symbol (®) is located at the top right of the word.

Epsilon®