



What consumers notice about ad frequency

88% of consumers notice repetitive ads—and it's not always a good thing.

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KEY FINDING #1

The majority of respondents reported they notice ad repetition—at least occasionally.

53%

of respondents said they have **frequently** seen or heard the same ads multiple times in a short period.

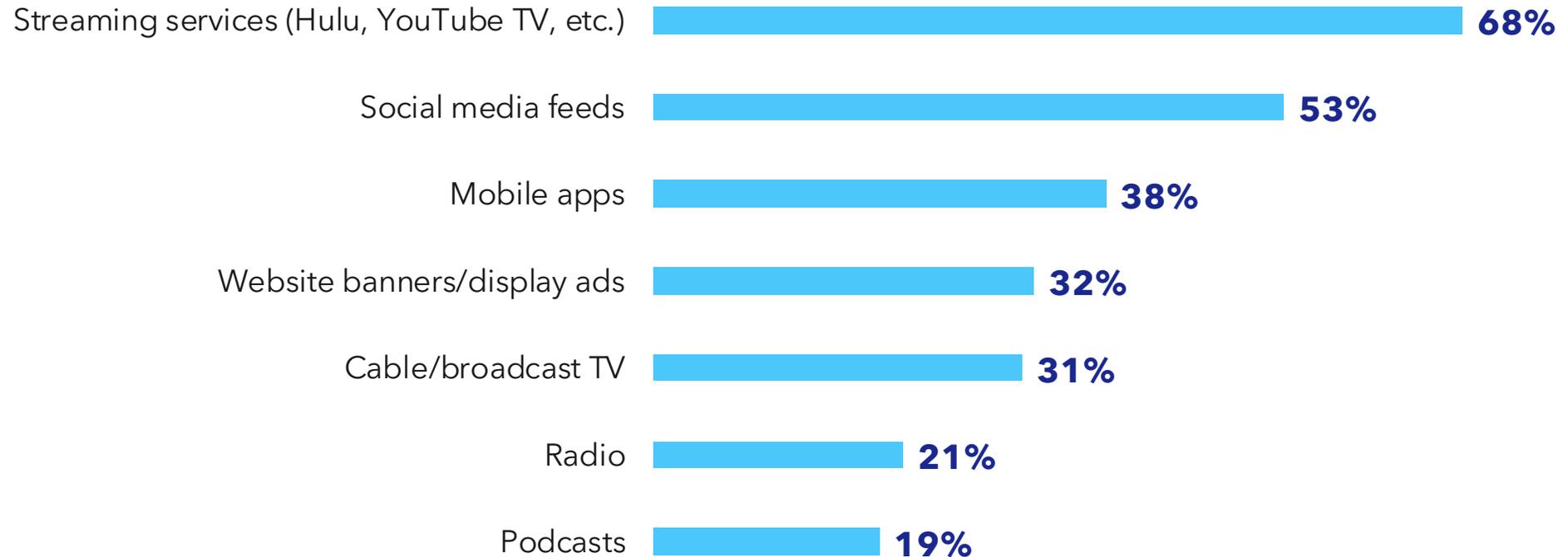
88%

report seeing or hearing the same ad repeatedly, at least occasionally.



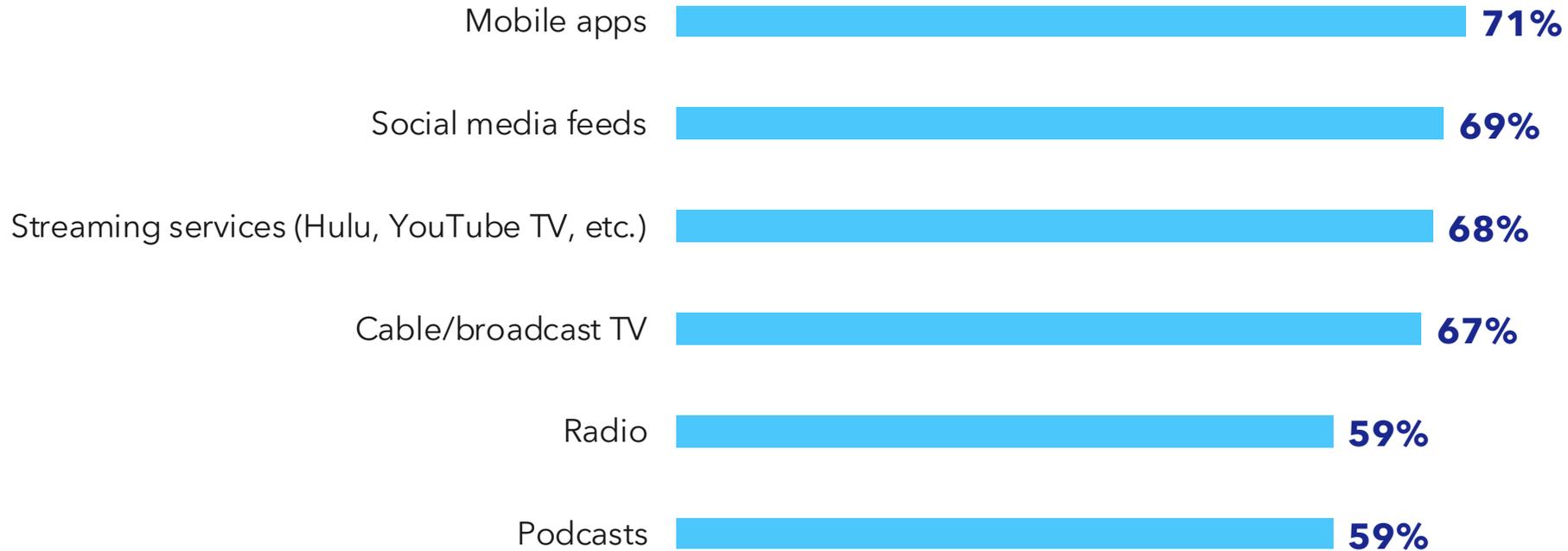
People notice frequent repeat advertisements on streaming services the most out of any channel.

Where do you most frequently notice repeat advertisements? (Select all that apply)



They are *most annoyed*, however, with repeat ads on mobile apps, followed by social media.

Percentage of respondents that answered they were "annoyed" or "extremely annoyed" when seeing repetitive ads by platform:



KEY FINDING #4

The more consumers see the same ad, the less they pay attention.

88%

of respondents say seeing/hearing the same ad repeatedly makes them pay less attention to the ad.

84%

say it makes them less likely to respond to the ad.

70%

say it makes them think less of the platform where the ad appeared.

76%

say it makes them like the brand less.



Repetitive advertisements have an impact on brand perception—especially when the ad itself is not relevant.

51%

say repeatedly seeing or hearing an ad that is clearly not relevant to them makes them feel negatively towards the brand.

36%

say it makes them feel like a brand is disrespecting their personal data.

26%

say it makes them feel misunderstood.

For more than half of consumers, ad frequency plays a role in whether or not they purchased a product.

58%

of respondents say they have decided not to purchase a product specifically because they were annoyed by seeing or hearing the same ads too frequently.

31%

have purchased a product because they saw the ad repeat frequently.

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