



# What consumers notice about ad frequency

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

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Confidential\_V0324



## 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.

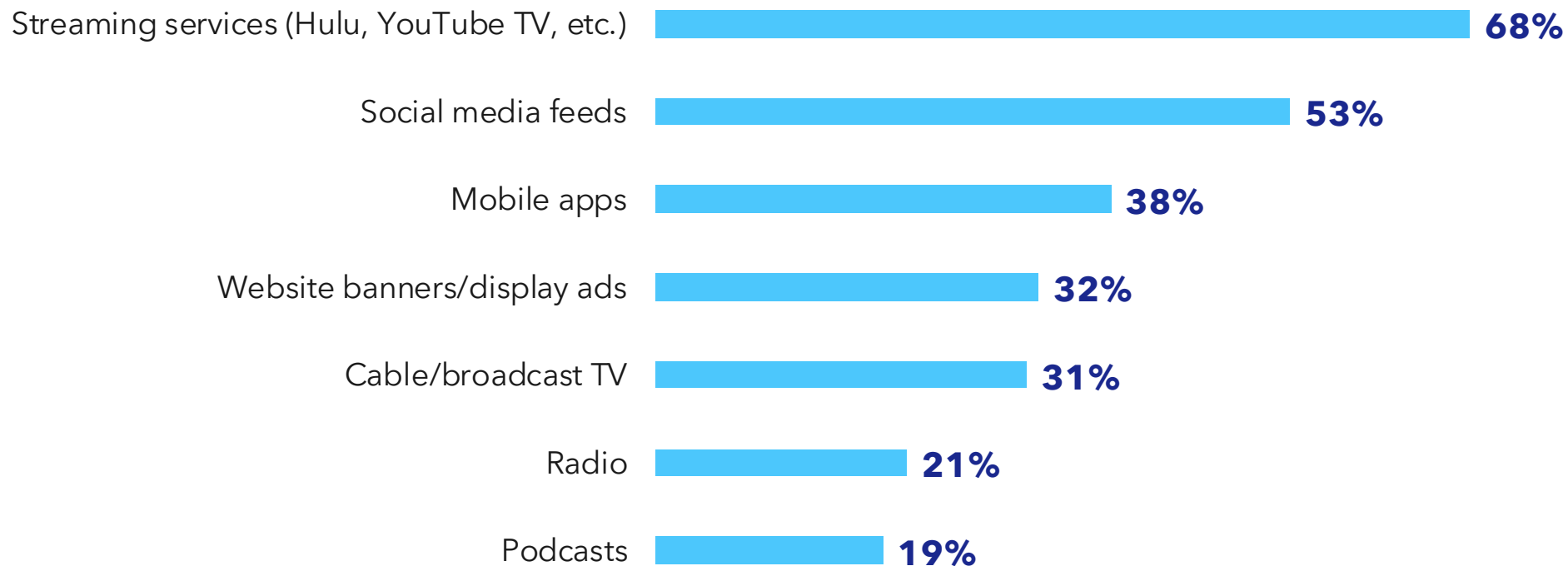
88%

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.

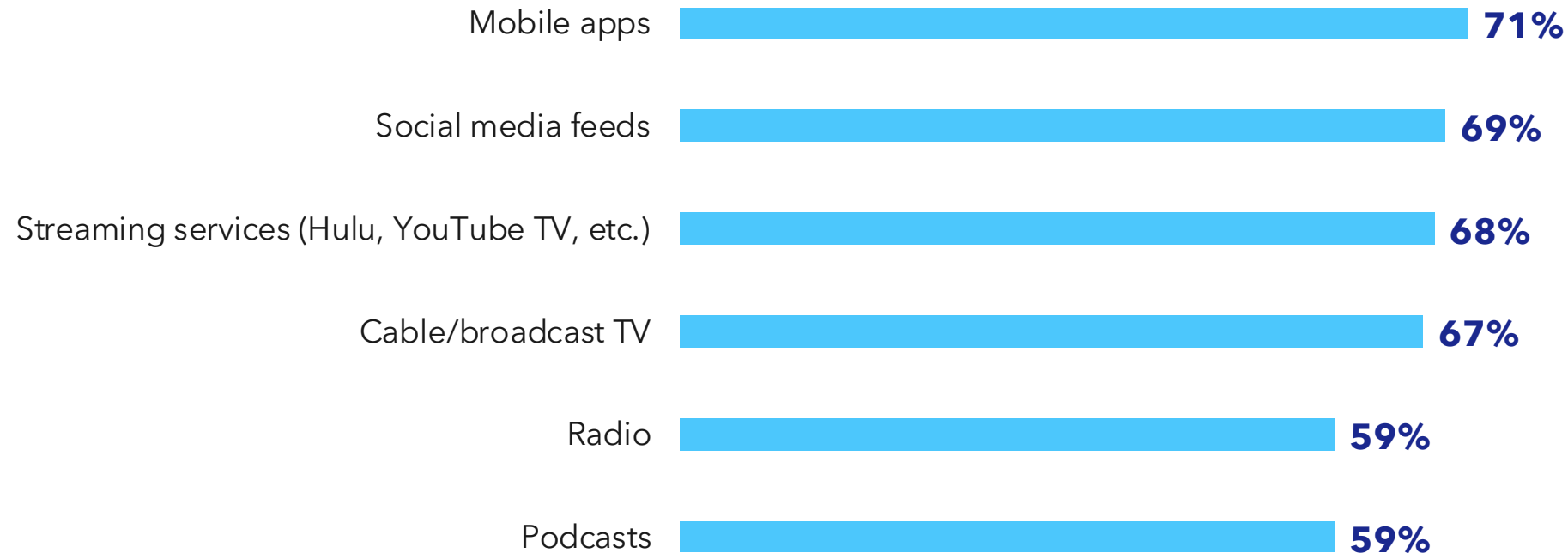
Where do you most frequently notice repeat advertisements? (Select all that apply)



### KEY FINDING #3

**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.**

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 then curves back down. The "i" has a simple dot. The "n" is rounded. A registered trademark symbol (®) is located to the upper right of the "n". The logo is centered on a dark blue background with decorative vertical bars of varying shades of blue on the left and right edges.

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