



# Tailored Advertising Benefits **CONSUMERS**



**88%**

of consumers prefer ads tailored to their interests

## Consumers Prefer Ads Tailored to their Interests

- 88% of consumers prefer ads related to products or services they're interested in.
- Tailored ads help consumers discover new products and make shopping more efficient.

**95%**

of Consumers prefer Ad-supported Content over Paid Subscriptions

## Consumers Place High Value on Digital Media, But are Unwilling to Pay for these Services

- 95% would rather see ads than pay for websites or apps.
- 56% would not pay for ad-free news, and 30% wouldn't spend over \$5.

**\$176**

Annual Savings per consumer through Tailored Ads

## Tailored Ads Secure Accessibility Online

- Tailored ads save consumers \$176 per person per year, by reducing product discovery costs.
- It sustains free access to digital content—including news, education, and essential services. Without them, consumers—especially those with limited income—could lose access to vital online resources.

### TAILORED ADVERTISING

- refers to advertisements that are intended to be a match for people based on websites they visit, products they search for, and apps they use.
- is the most widely utilized type of digital advertising. It maximizes the relevance and effectiveness of ad campaigns and is vital for a free and open internet.
- is essential for maintaining a robust, competitive internet marketplace serving both established and new businesses by helping them engage with existing customers and reach new audiences.



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