



Tailored Advertising Benefits **SOCIETY**



Public Health

- Tailored health ads increase awareness and promote early intervention: 78% of breast cancer campaign viewers said they would speak to a doctor about screening. 52% of Alzheimer's campaign viewers and 87% of those who saw high blood pressure content planned to talk to their doctor.
- The HHS "We Can Do This" campaign used tailored ads to boost COVID-19 vaccination rates, leading to 50k+ lives saved, hundreds of thousands of hospitalizations prevented and ultimately \$740 billion in healthcare savings.

Public Safety

- The 2018 "End Family Fire" campaign used digital ads to promote safe firearm storage. Gun owners were 5x more likely to seek safety info, with 50% improving their firearm storage practices after seeing the ads.
- In 2023, child sexual exploitation reports topped 36 million, doubling since 2019. In response, DHS launched "Know2Protect" to educate and empower children, parents, and policymakers on prevention.

Public Welfare

- In May 2023, the U.S. Department of Homeland Security (DHS) launched a targeted digital ad campaign in South and Central America to raise awareness of U.S. immigration laws, discourage illegal crossings, and promote lawful pathways to immigration.
- In 2022, U.S. Customs and Border Protection (CBP) ran a campaign in Honduras and Guatemala warning migrants about smugglers exploiting vulnerable populations. These campaigns highlight the public benefits of tailored advertising.

78%

Campaign viewers plan to ask doctors about breast cancer screening

50k

Lives Saved because of COVID-19 Campaign based on Tailored Ads

50%

of gun owners improved Firearm Storage practices

+100%

child sexual exploitation reports, driven by tailored ad campaigns

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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