

jeeng

2022 Digital Advertising Consumer Survey Report

How Brands Can Adapt to Shifting
Consumer Behaviors Across Channels



New advertising strategies for a new world.

The last two years have brought an unprecedented shift in consumer behavior as the pandemic changed everything about the way we live, work and consume information. Even as we regain some semblance of normalcy, it's easy to see that digital advertising has been irreparably changed.

This isn't a bad thing, though.

In fact, people are consuming more content across channels than ever before. That means advertisers have a major opportunity to reach them with relevant, real-time campaigns. A growing percentage of people are also paying for subscriptions to digital publications and emails — especially if they can receive trustworthy and personalized experiences in return.

The question now is: How can advertisers capitalize on this shift in consumer behavior and build new ad strategies for a new digital world?

To find out, we took an in-depth look at consumer trends in online publishing. We discovered where and how consumers are getting their news, what people expect from email and website content, and how advertisers can harness the power of these growing, engaged publisher audiences.



Email is Still King

Americans are consuming more news than ever. Sixty percent say they watched or read more this year than they did last, and 1 in 4 say their habits haven't changed. Meaning, their content consumption is still up from two years ago when the pandemic and political issues dominated the news cycle. We're also seeing an uptick in engagement across all channels, with more people turning to publishers' websites, newsletters and newsreaders for content.

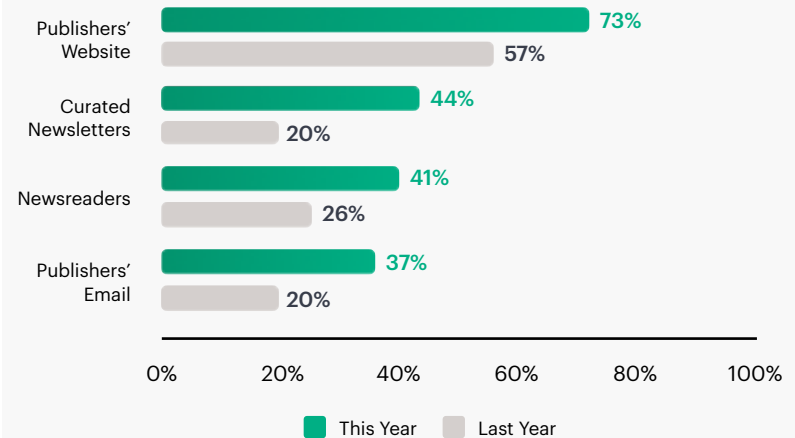
Still, there's one channel that stands above the rest: Email.

Publishers have seen a nearly 2X increase in email readership and U.S. adults identify email as their preferred channel for receiving real-time alerts. Not only are people consuming more news and entertainment via this tried-and-true channel, but they're also checking email more. More than 3 out of 4 say they check email several times a day, compared to just two-thirds last year.

What does this mean for advertisers? It means they need to be investing in email campaigns if they want to tap into these audiences. In fact, almost 70% of consumers say they will click on an ad in an email newsletter if it is interesting or relevant to them.



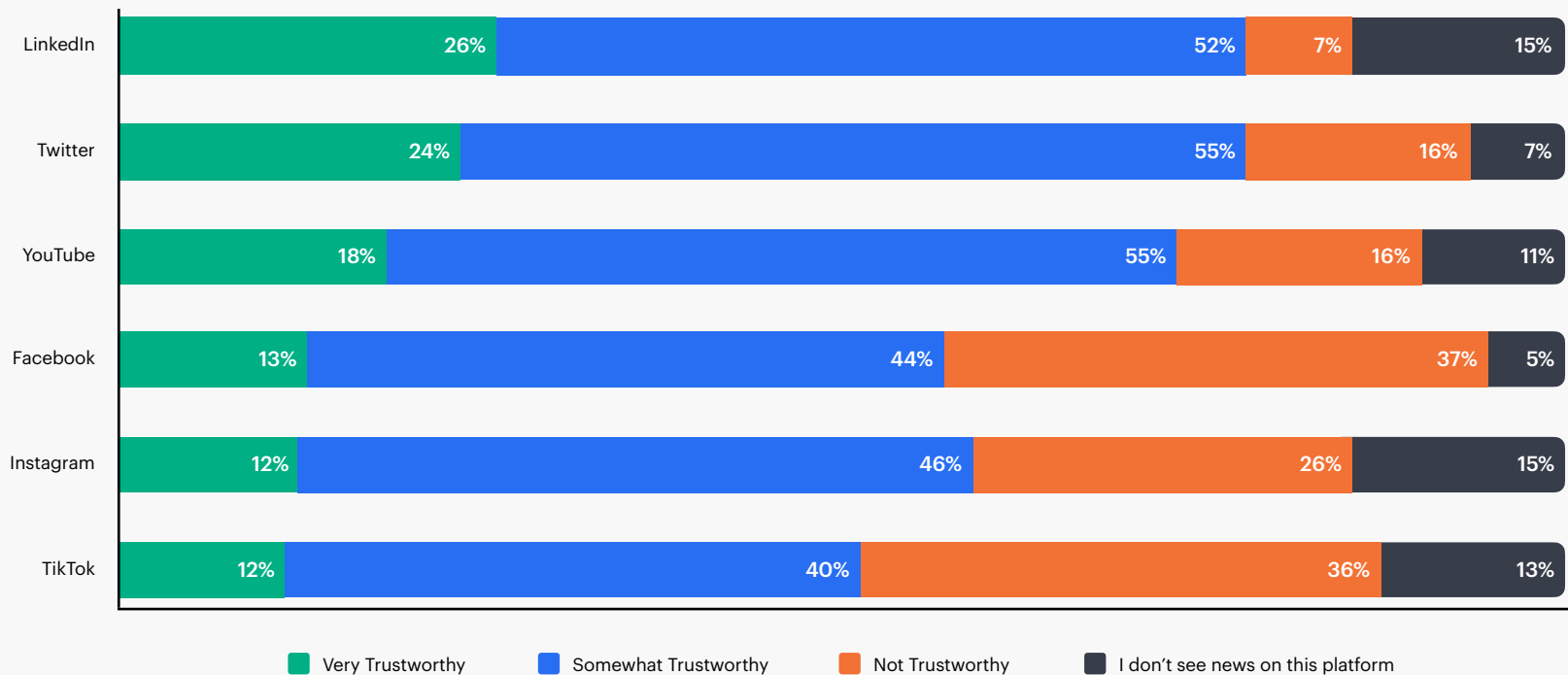
Consumption Is Up Across all Channels



Trust is a Hot Commodity

One of the reasons email is so important is because audiences are desperately looking for sources they can trust. The most relied upon source for news is publishers' websites, which 97% of users consider to be trustworthy.

Of course, this isn't too surprising given that people don't have many other good options. Among those who say they get news from Facebook, only 1 in 5 say the social network is very trustworthy, with nearly 40% of users saying it's not trustworthy at all. Twitter fares only slightly better, with 24% of users saying it's trustworthy and nearly 55% who are a bit skeptical.



Clearly, publishers have the upper hand when it comes to delivering trustworthy content. Advertisers can use this to their advantage by partnering with these high-quality publishers and getting in front of their built-in, opt-in audiences of readers and subscribers.

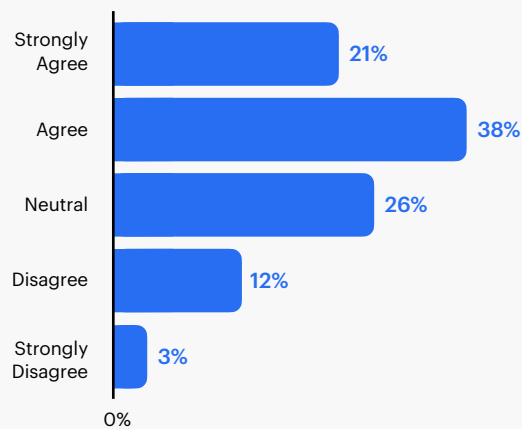
Personalization + Timeliness = A Winning Formula for Advertisers

There's no such thing as a one-size-fits-all campaign, especially now that consumers have a near-infinite amount of touch-points to choose from.

So we uncovered key strategies and best practices that advertisers can use to build more effective campaigns and reach their target audiences across channels.

Let's take a look.

I Would Subscribe to Emails With Personalized Content



Base: 1,253 (>99% of respondents)

1) Focus on Personalization

Consumers have come to expect personalized and relevant experiences from publishers. Anything less might frustrate them, prompting them to leave for another publisher that will actually take their needs into account.

In fact, our data shows an increasing interest in personalization year over year. Half of U.S. adults want email and website content and advertisements to be personalized to their interests — up from 42% and 44% respectively last year. Two-thirds also say they'd be more likely to subscribe to publishers' emails if they knew content would be personalized to their interests, up from just over 60% last year, and 59% say they want personalized web content, as well.

Consumers even seem more willing to share their personal details in order to get the personal experience they want. More than half say they want emails

personalized based on their behavior, interests, location or birthday, up nearly 21% over last year. Meanwhile nearly 1 in 4 respondents say they've read an email newsletter because the content felt like it was written just for them.

So, the demand for personalization is there. And publishers are getting better at meeting that demand. While "irrelevant emails" are still a frustration for around one-quarter of subscribers, that's down from nearly 35% last year. Fewer email subscribers also complain about getting too many emails.

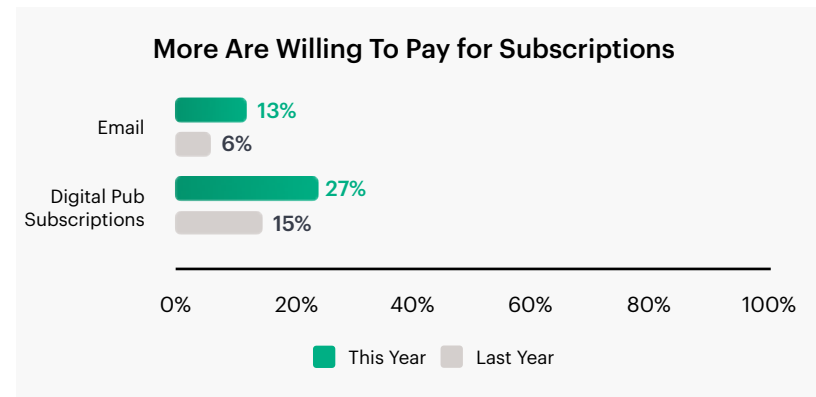
All that's left is the missing piece of the puzzle: advertisers. If advertisers want to fit into these personalized channels like email, they need to be building customized campaigns that match readers' interests and behaviors. Otherwise, they risk losing revenue and, truthfully, looking like the odd man out.



2) Target Millennial Audiences

Millennials are more likely than other generations to engage with real-time email content and newsletter ads. Over 60% also want emails to be personalized to their interests — compared to just 39% of Gen X and 8% of Baby Boomers.

Going further, millennials are more likely to pay for a subscription to a digital publication and email newsletter from both news sites and evergreen sites.



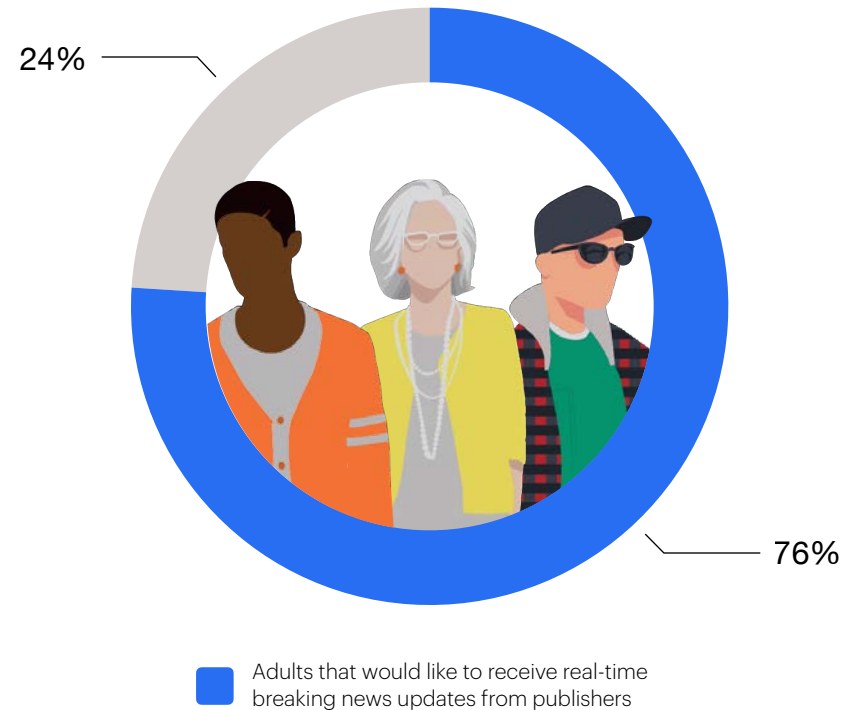
Given that millennials are so hungry for digital content, advertisers would be wise to build campaigns targeted specifically to this audience. This way, their messaging can fit seamlessly into the channels millennials are already using, and speak to their unique interests and needs.

3) Build Timely Campaigns

Reaching the right audience is only part of the battle. Another key part is reaching that audience at exactly the right time.

As our study found, 76% of U.S. adults would like to receive real-time, breaking news updates from publishers. Gen Z and millennials also say it's important for them to know how often they will be emailed. Each of these stats illustrates the value of sending timely campaigns — for both publishers and advertisers.

If advertisers can reach target audiences alongside trusted, opt-in publisher content at just the right time, they can help increase their chances of driving engagement and revenue.



The AI-Powered Future of Advertising

Now that you have the strategies to reach publisher audiences across channels, you need the tools to put those strategies into action. Because building real-time, targeted campaigns for email and websites can be tough.

That's why deploying an artificial intelligence (AI) strategy is essential for delivering the experiences consumers have come to expect. By using AI, advertisers can effectively track user behavior, build audience segments, and deliver personalized campaigns when customers are most likely to engage.

At Jeeng, we've been helping advertisers and publishers create those unique experiences with automated messaging and personalized email advertising that drives audience engagement and revenue. As an advertiser, you can tap into our premium publisher inventory and reach new customers across email, newsreaders, web, and push notifications.

So, are you ready to build new advertising strategies for a new digital world?

Get in touch to see how we can help!





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