Overcoming challenges to build cross-generational success

Capturing consumer attention in advertising is becoming more difficult. More consumers are multitasking during TV and streaming video, and ad blockers and bots limit reach and skew data. Dig deeper into our survey to see how these digital advertising challenges represent new opportunities.

Social media is also changing the field on what influences buying decisions. Social media recommendations and online reviews now have more influence on buying decisions than television ads for millennials ages 19–32.

Without digital advertising savvy, companies risk losing money on ineffective ads. By developing a risk-based approach, organizations can stay ahead of trends to capitalize on the dynamic digital advertising ecosystem.

Ad-blockers
Ad-blocking software is becoming more prevalent in the US, increasing advertisers’ difficulty in reaching consumers.

Acknowledging fraud
Bots have also complicated the digital advertising space. They can falsely add value to otherwise poor-performing ads, costing advertisers big.

Understanding advertising changes
Without digital advertising, savvy companies risk losing money on ineffective ads. By developing a risk-based approach, organizations can stay ahead of trends to capitalize on the dynamic digital advertising ecosystem.

Source:
1. "Ad Blocking" 2015, Pepperdata and Adobe