

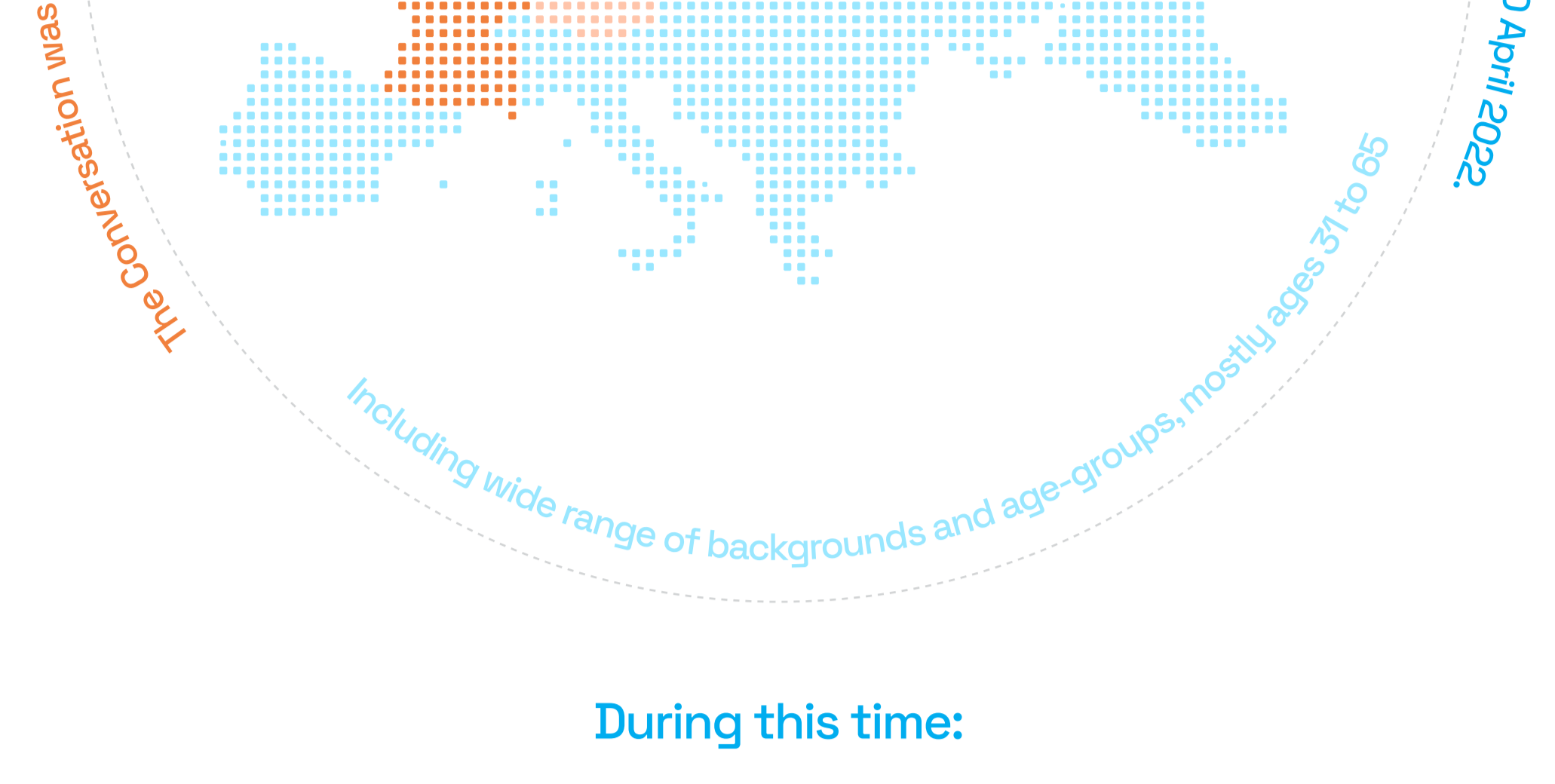
The Your Online Voices conversation has, for the first time, uncovered an in-depth understanding of what consumers actually feel about and want from data-driven advertising, in their own words.

THE YOUR ONLINE VOICES BIG CONVERSATION

A two-phase open, deliberative conversation. The first phase included four open-ended questions and the second one - specific solutions-oriented ideas split into three topics. Participants were able to submit their ideas, comment on what others said or vote to express their preferences.

THE YOUR ONLINE VOICES SURVEY

A quantitative survey, hosted in parallel to the Big Conversation, to test more specific solutions and to develop an improved sense of the weight of consumers' opinion on some key issues.



During this time:



25,000 In total, the Your Online Voices conversation generated more than 25,000 data points.
4,911 About 25% of these (4,911), focused on participants' perceptions of and attitudes towards online advertising.
20,354 75% (20,354) focused on consumers' wants and preferences for how targeted advertising works.

Most Discussed Topics*	Most Liked Topics*	Most Controversial Topics*
I want to curate my own advertising	Who has access to my data / is targeting me?	I want a centralised control panel for ads
I want to be able to block ads	How is my data used?	I trust ads from known brands
There are too many ads	I want to choose what data I'm sharing and how it is used	I'm against advertising in general

*Based on sum of posts/likes/dislikes
 *Missing topics discussed more than the average / Adjusted by number of contributions
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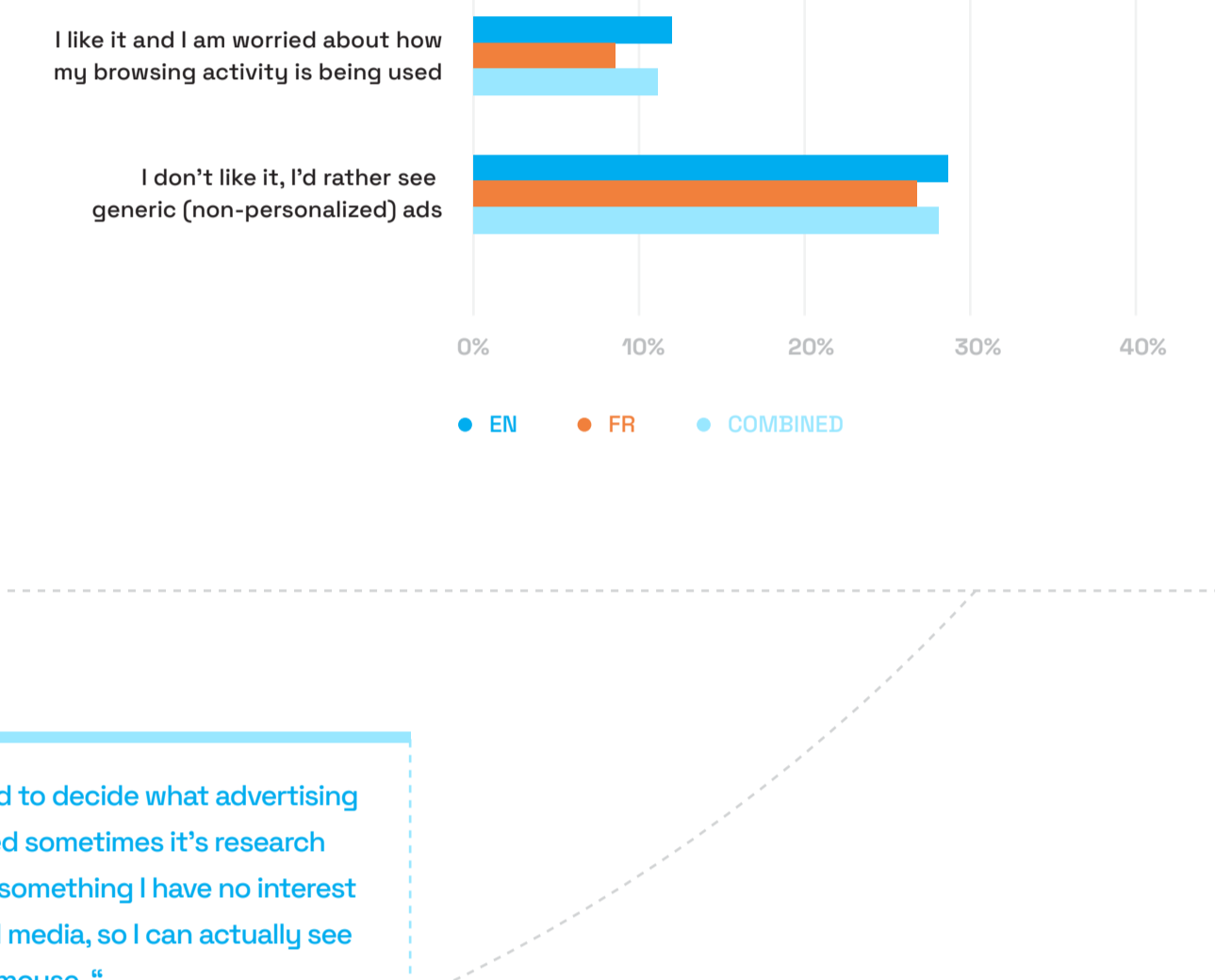
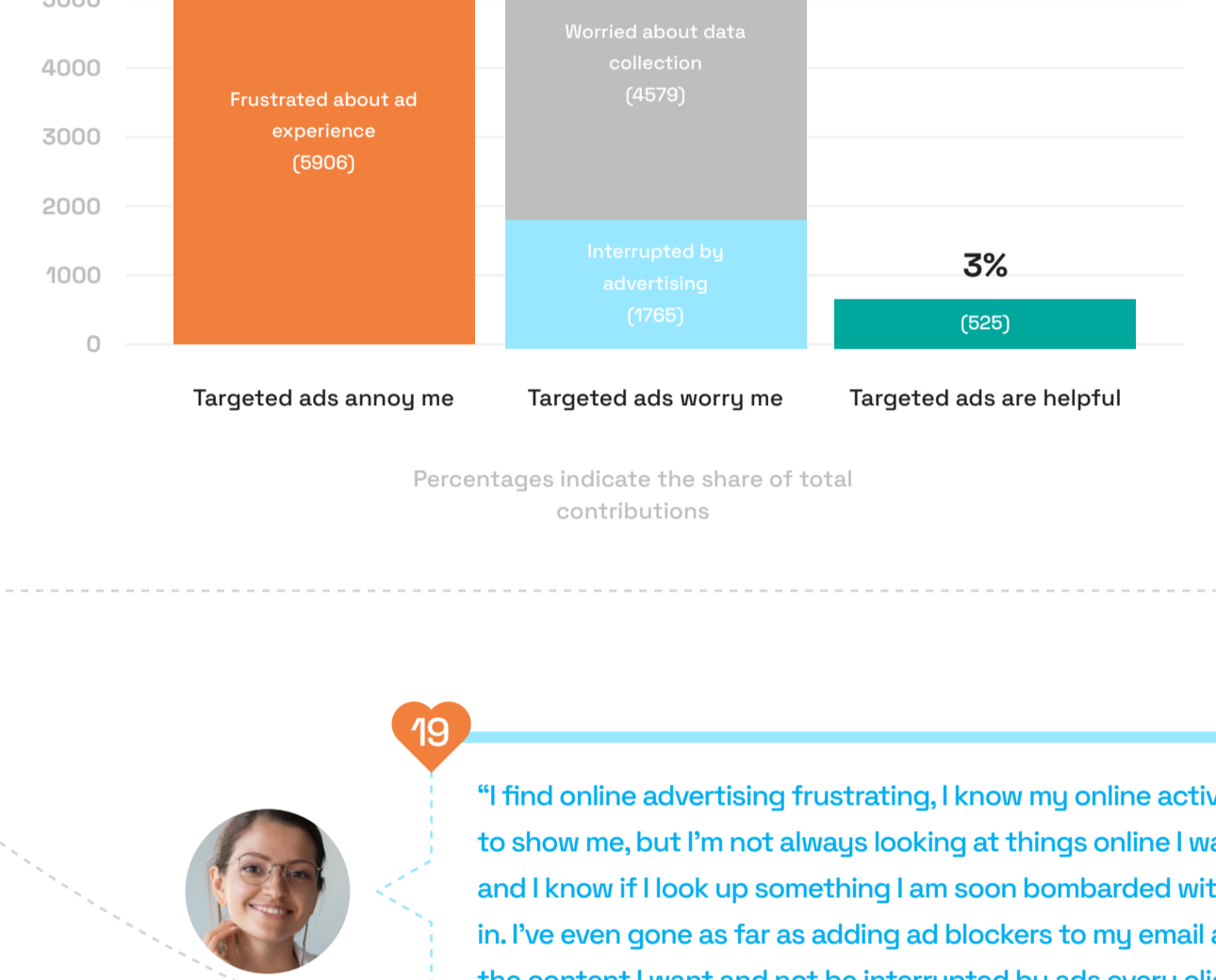
THE KEY THEMES WHICH WE TAKE AWAY FROM WHAT CONSUMERS TOLD US ARE: **Respect Relevance Clarity Practicality Meaningfulness**

In general, consumers said they feel overwhelmed by the amount of advertising they see and the level of tracking they think is happening in the background.

A lot of consumers feel frustrated with their ad experience and do not think they have a meaningful way to change it.

A predominant concern shared by consumers was that their data is being collected and used without them being fully aware.

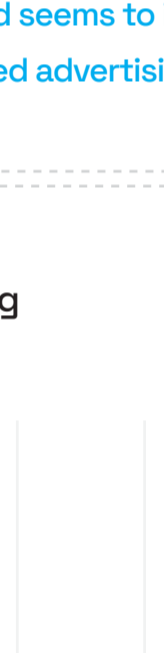
Despite this, some consumers felt that when done well, online ads can be very helpful in bringing new products or good deals and were open to the idea of more relevant, less intrusive online ads.



"I find online advertising frustrating. I know my online activity is used to decide what advertising to show me, but I'm not always looking at things online I want or need sometimes it's research and I know if I look up something I am soon bombarded with ads for something I have no interest in. I've even gone as far as adding ad blockers to my email and social media, so I can actually see the content I want and not be interrupted by ads every click of the mouse."



"Whatever you do on the internet, you can't do it without being spied on."

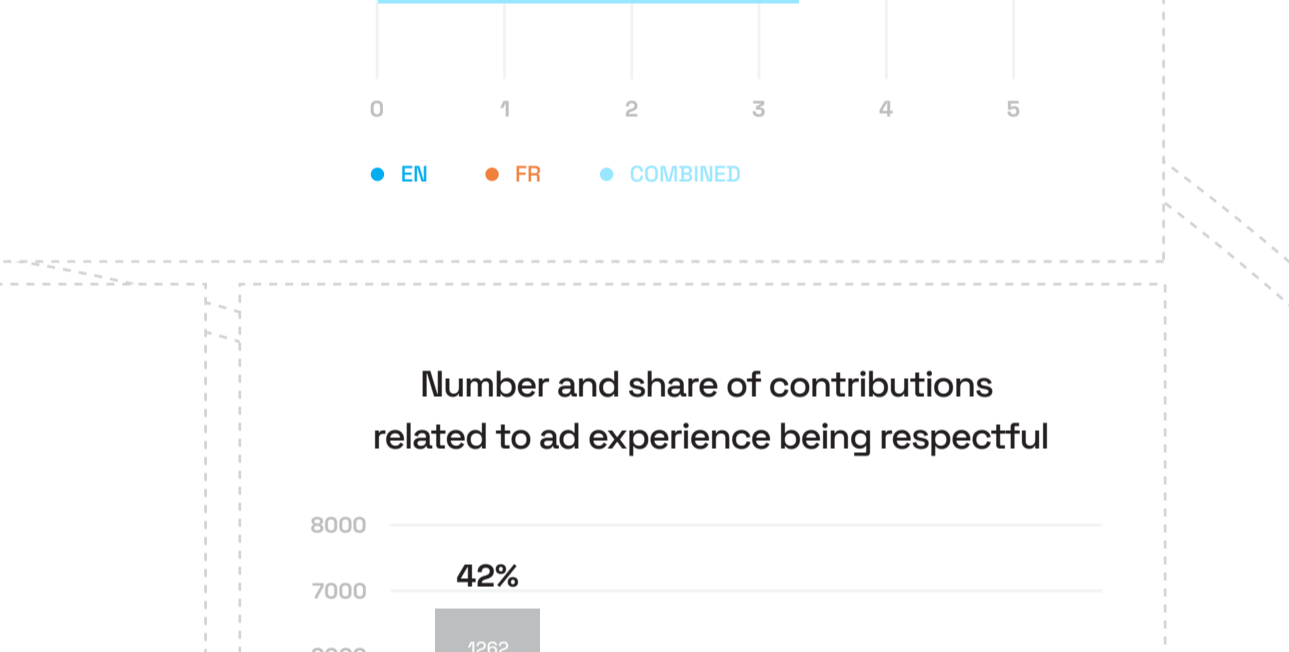


"I'm not bothered by personalised ads on the internet but I'd like to have more controls with regard to whom my data is sold to and to what purpose."

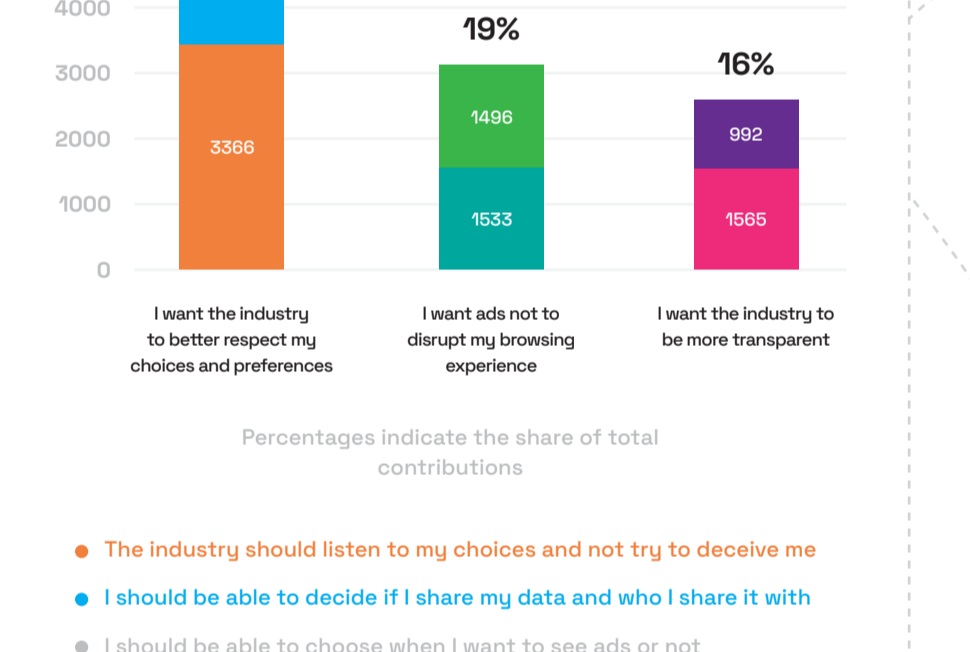
Overall, consumers expressed a low level of trust in online advertising. Our survey results demonstrated that consumer trust in different types of ads, contexts, and actors behind online ads does not surpass 5/10.

The key driver of trust was familiarity with the company behind the ads: Familiar publishers or advertisers were most trusted by consumers with their data, followed by local advertisers.

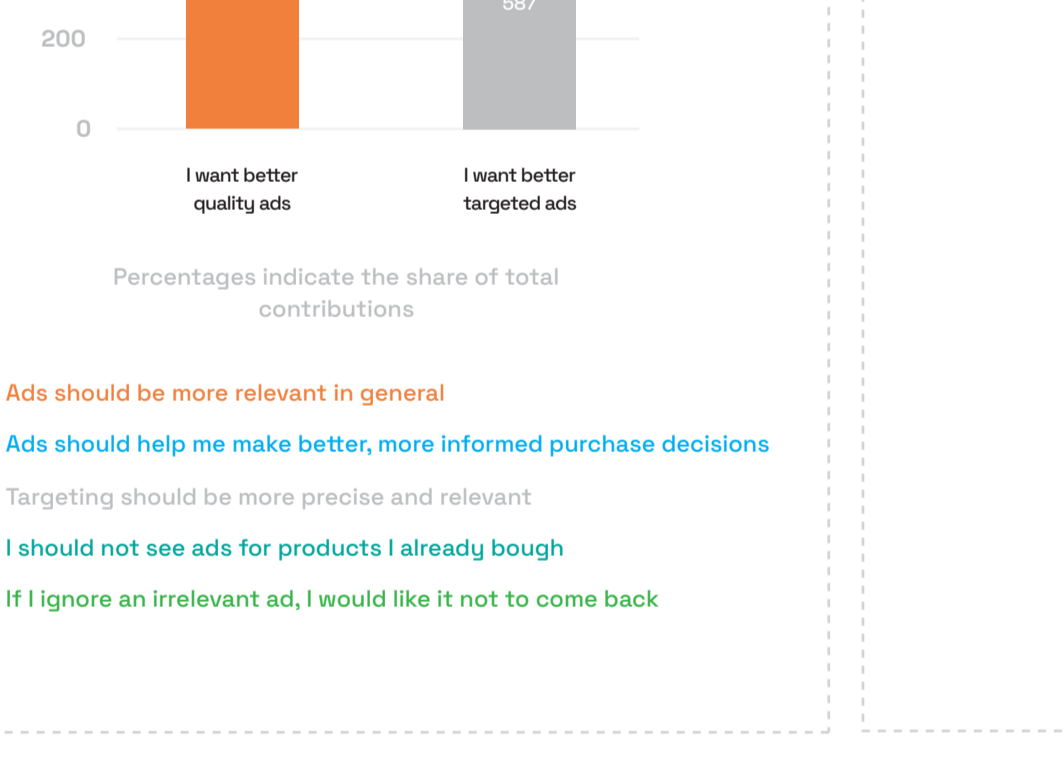
Distrust was mainly linked to the potential for ads to be scams or to mislead consumers: Experiencing one bad ad seems to influence how much consumers trusted advertising in general.



An underlying theme which came across more broadly was that consumers would like online advertising to feel more respectful - of their data and ability to choose for themselves.



The key asks related to this was for advertising to not: Be tricky or manipulative, Obscure content or disrupt their browsing experience, Do things in a non-transparent manner.



An important distinction to be more personalised, i.e. based on personal information, consumers want adverts to be more relevant to them. A large number of consumers felt that a lot of the adverts they see online are currently not relevant to them - either because they relate to a product they've already bought or are not linked enough to their current interests.

To be more relevant, consumers would like adverts to be of better quality (in being useful) and better targeted.



"I agree with the use of my consumer preferences, but the most important word is RESPECT: don't sell my data, don't misuse it!"



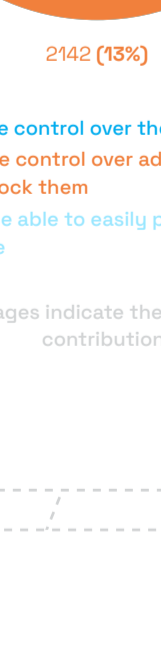
"I would like not to be invaded by pop up ads as soon as I open a web page anymore..."



"Ads should revolve around our interests and our day to day life. Twenty years ago I would have been interested in ads for diapers, baby food or infant formula. Now that I'm 46, I really don't care. It's counterproductive because it deters me from looking at the other ads."



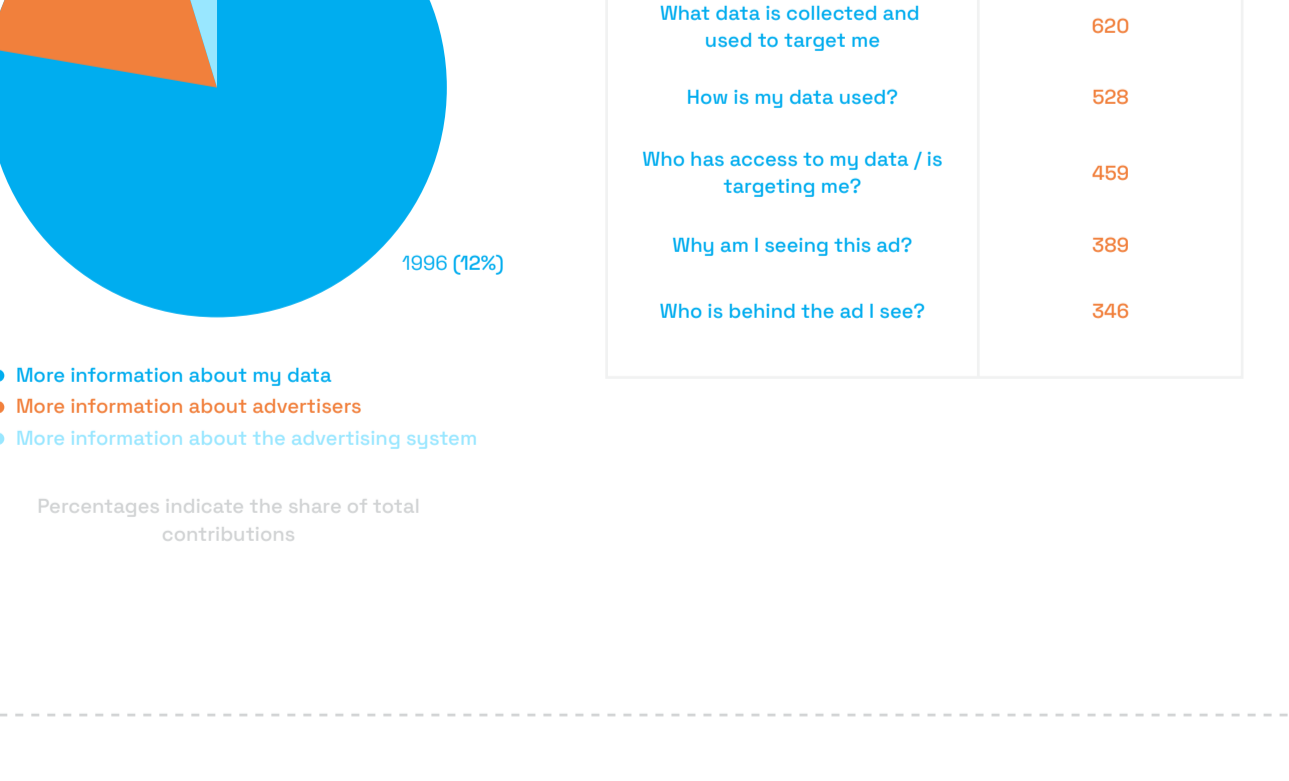
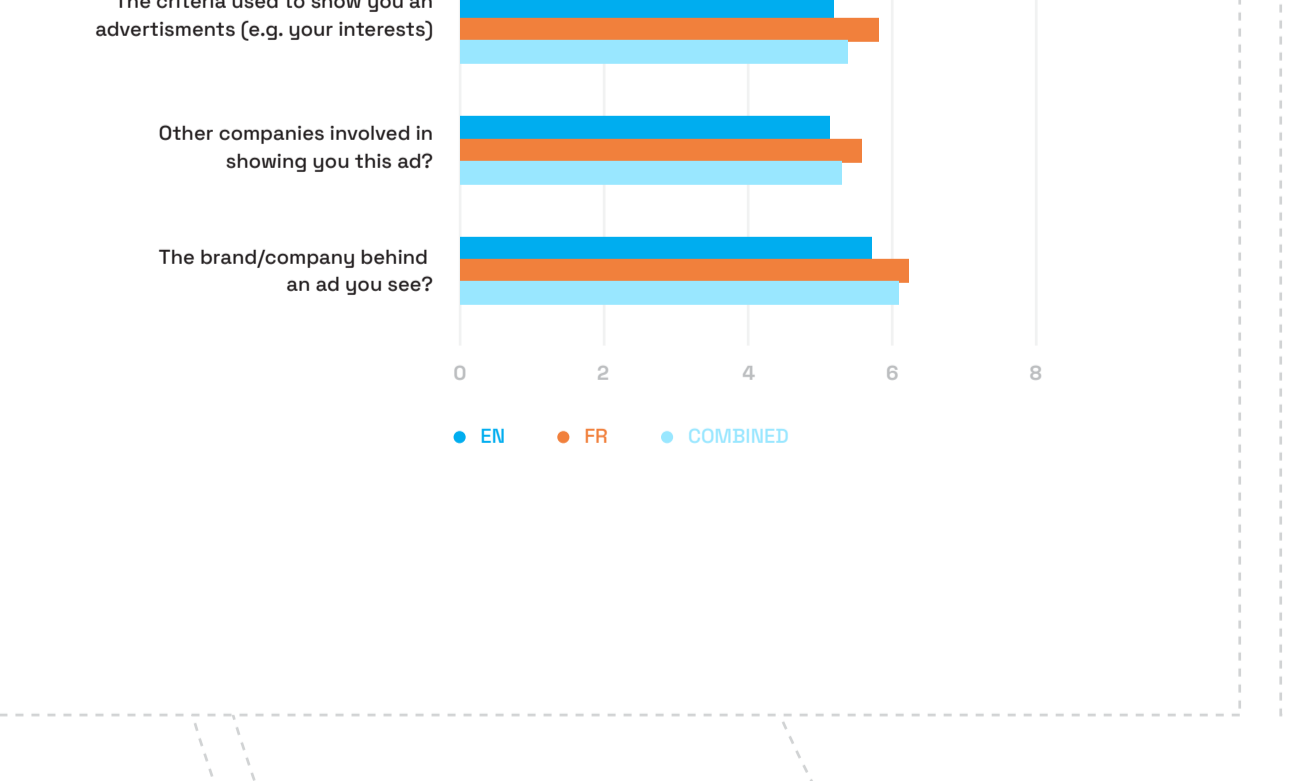
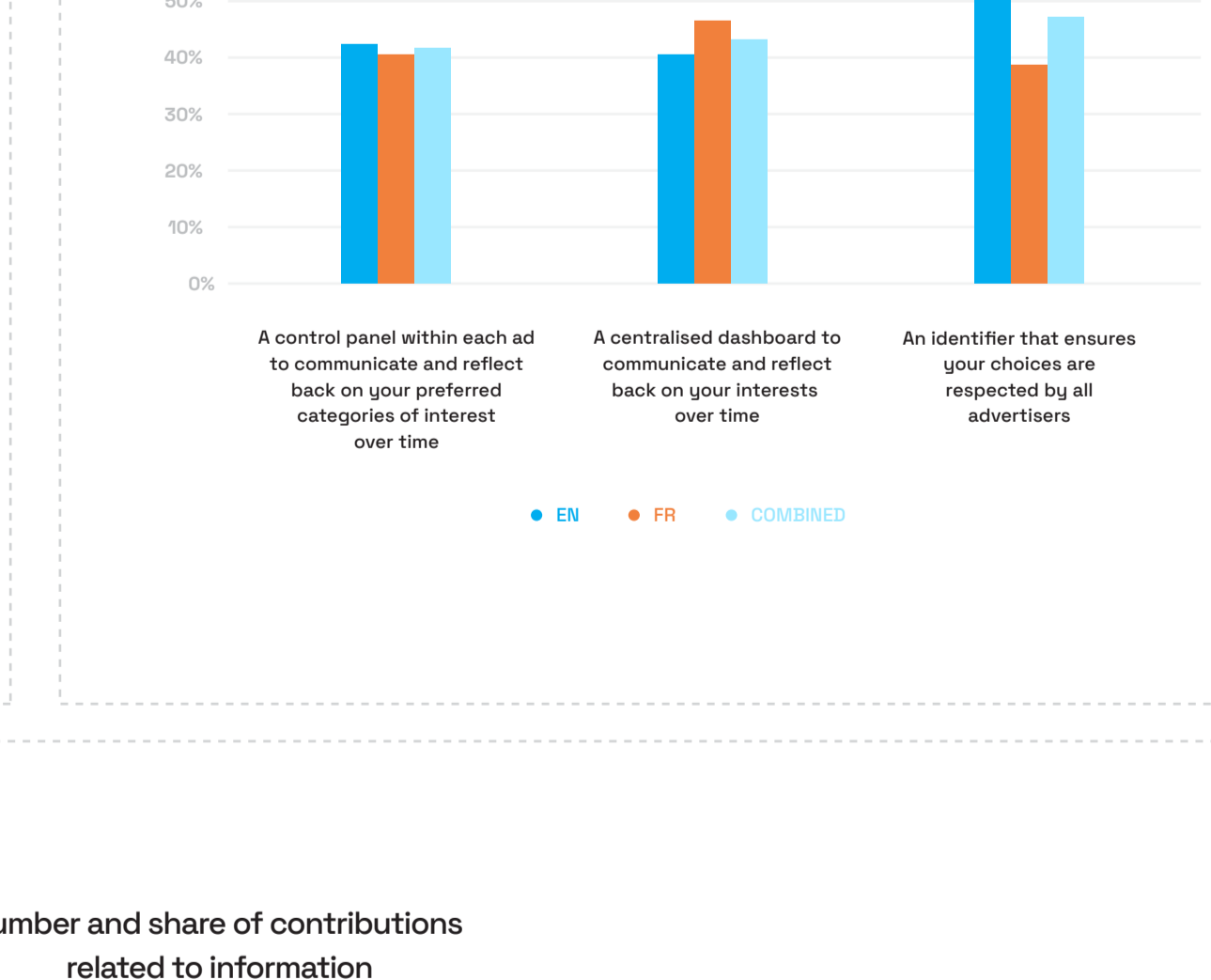
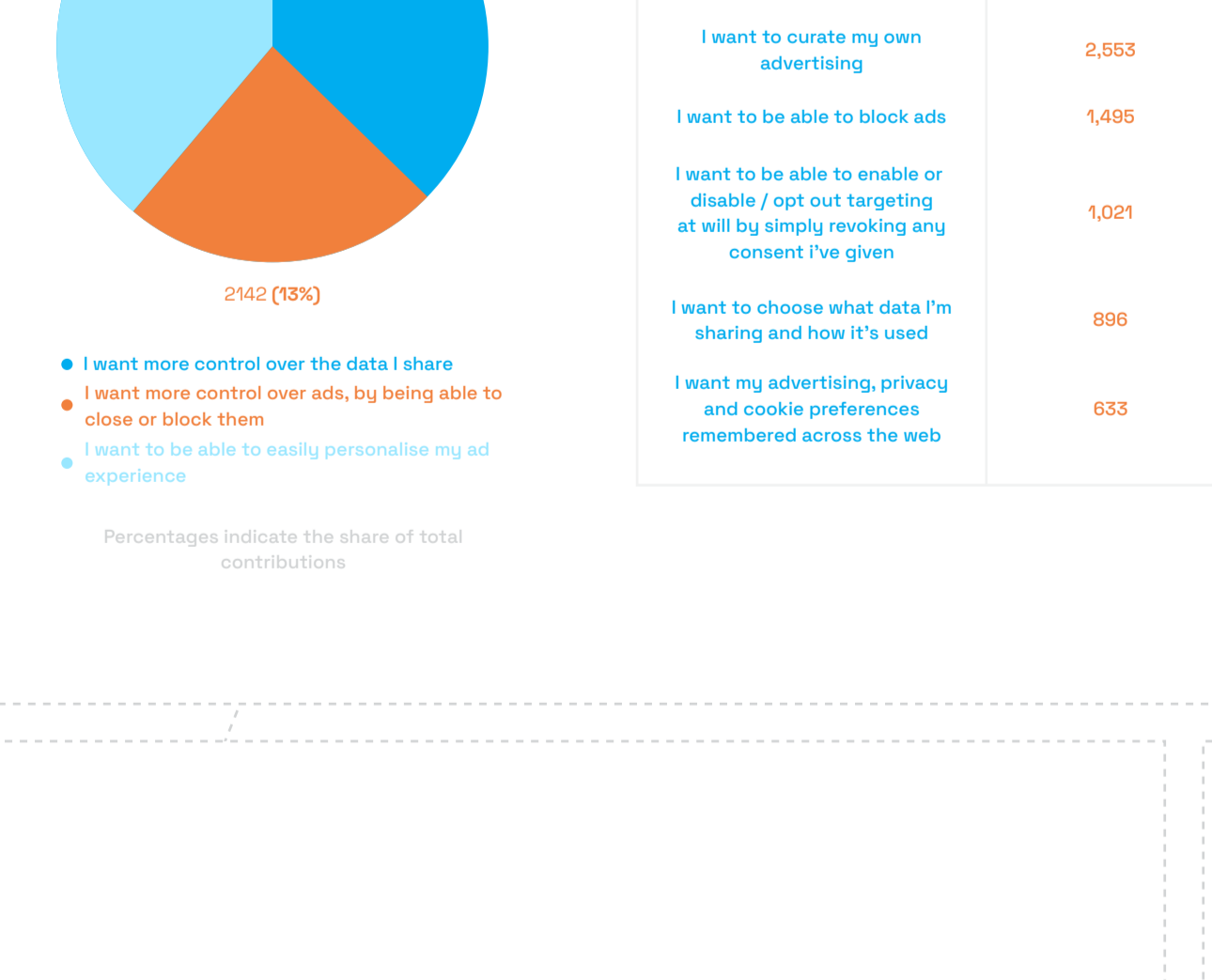
"I would like companies not to bombard me with ads all the time but make ads much more relevant for my needs."



"I'VE ALREADY BOUGHT THAT! I'd like to have a button for already purchased when I have bought something - that way I don't need to be hounded for all eternity by toaster companies when I toaster 3 weeks ago - this will save my time, and companies time and guarantee I don't get so fed up I never purchase from that company in the future!"

The key takeaway which came through from the Your Online Voices conversation is that consumers want to be able to practically, meaningfully, and simply curate their own advertising experience when online.

Consumers would like to change their current experience by having practical and meaningful control over the advert they see and meaningful and simply presented information to help them take informed decisions.



"The choices of everything in the hands of the individual, not the companies/advertisers but the person whom the data is being saved from."



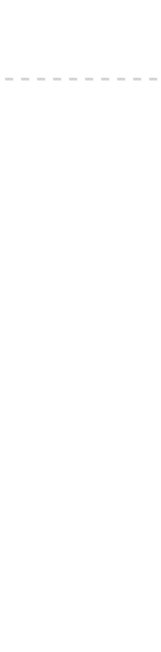
"Often when you are given the option to deny cookies, the website asking to ask them makes it more intuitive to say yes - e.g. the yes button being highlighted. Some websites offer you with huge lists of every company that has access to the information they can access, instead of letting you deny all unnecessary cookies. With necessary cookies, I feel we should be told WHY they are necessary."



"I want to choose the topics of my ads."



"On each ad I would like to see a button giving me the choice to accept or refuse personalised ads. This request would give the possibility to: -ON: accept to be tracked by the brand during my browsing and research to be offered ads related to my requests and interests. But that, on each ad, this way, you can select in a random way, and companies time and guarantee I don't get so fed up I never purchase from that company in the future. To illustrate, when I'm looking for gifts - let's choose earrings for example - I don't want to see all kinds of earrings displayed by surprise every time I or someone else logs on to my PC. On the other hand, since at the same time I'm looking to buy a new car, I don't want to be asked the way to ad personalization and I want to be able to take advantage of ad personalization for this theme."



"I think it would be nice if each time an ad is displayed in response to any activity on the web, we would be told something like 'This ad had been served because you went on the site...'"

Compared to the topics of respect, ad relevance, consumer control, and information, oversight and regulation was not as widely discussed by consumers.

However, among consumers who shared ideas and commented on this topic, the majority said they want some form of third-party regulation in order to ban scams and misleading ads.

Top 4 most discussed topics related to regulation and oversight of ads	Total Contributions
I want ads to be independently certified to avoid scams and misleading ads	818
I want to be able to complain to an authority	171
I want my data to be managed on my behalf by an independent entity that I can trust	65
The advertising industry should be more tightly regulated	57