3/4 Walmart

retail e-commerce sales grew 12.2% since 2021.

Online shopping creation and growth.

4. consumers are growing globally.

Of shoppers feel they have better shopping experiences from physical stores to digital shopping.

Weekly or more often.

Increase in

1/3

Dynamic Product Ads can resurface products that cater to their new needs.

Incentivizing and reminding shoppers to online shopping.

Garages, pharmacies, and more.

Wallet, Countdown Tickers, and Features like Custom Content, Mobile

Yahoo Native Ads

1  Marketing Dive, Nov. 2020.

7-9, 19, 20, 22, 24, 28, 30-33  Yahoo, Omnibus study, March 2021.


1/2 Of consumers intend to continue or increase their spending.

79% 36% 2.3B

Deals and savings.

We know that deals and price-savings are more

incentive to buy.

58% 1/3

Contact-free buying.

Quick and easy

And returns

Contact us to get the conversation started.

Higher engagement with immersive

92% 27%

Interactive ads or podcasts.

50%

They're purchasing across display, video and

Our programmatic clients.

Save time and drive results with dynamic creative

Work with a trusted partner.

24M

~

Interactive

Shoppers have been tasked with navigating supply chain

and discovery.

Personalization

Smart and personalized shopping experiences captivate consumers,

influence their purchase.

Discovered, searched and made

Persists for the next 12 months.

Of shoppers will continue to avoid

58% 1/3

Interactive ads or podcasts.

Formats like outdoor ads,

shopping inspiration through

63%

Are more likely to pay attention

65%

Monetize take, dynamic creative

16.1%

Europe

11.1%

Asia Pacific

10.8%

Africa

13.4%

Latin America

12.9%

Central & Eastern Europe

16.1%

Southeast Asia

12.2%

1/2

2.5X

CTV viewers use mobile devices to look

Unlike traditional advertisements that are only for watching, shoppable videos

allow consumers to try before they buy—bringing a new level of interactivity

New browsing experiences.

Interactive ads for CTV.

23   Yahoo, Internal data, 2018.

17   Comscore, Media Metrix, Intheknow.com, 18+, March 2021.