CONSUMERS ARE AT A CROSSROADS

8 in 10 advertisers agree trust is at stake.

Ads with noticed disclosure compared to ads without disclosures

Ads with disclosures generated more positive sentiments

100% Ads with disclosure

+148% Percentage lift when comparing ads with a disclosure and ads without.

A GAP IN TRUST

TRUST IN AI

THE FOUNDATION FOR BUILDING TRUST IN AI

Advertisers recognize single view on AI, driving рейтинг towards transparency in the marketplace.

87% Transparency is a concern, but sparks a tale of two sentiments.

AI has become ubiquitous for both advertisers and consumers, but a gap in trust.

A GAP IN TRUST

TRUST IN AI

THE FOUNDATION FOR BUILDING TRUST IN AI

Establishing consumer trust is essential, and the insights from the study explore consumer and advertiser awareness, acceptance, and trust of AI within the advertising industry.

METHODOLOGY:

A robust, multi-method study, incorporating qualitative B2B interviews and two online quantitative surveys among advertising professionals and gen pop consumers. The study explores consumer and advertiser awareness, acceptance, and trust of AI within the advertising industry.

Advertisers can unlock boundless opportunities with consumers.

AI's real-time capabilities supercharge campaign success.


TO FOSTER CONSUMER TRUST

PARTNER WITH AN AI VETERAN TO FOSTER CONSUMER TRUST

With the release of Yahoo Blueprint, our AI engine designed to maximize the impact of every ad with agreement on its benefits spanning three key areas:

- Financial opportunities
- Creative optimization
- Fair data

With younger generations leading the AI revolution, consumers are finding utility in AI.

Consumer Survey Results

8 in 10 advertisers recognize the single view on AI, driving ratings towards transparency in the marketplace.

69% Unbiased data, fair data.

64% Increased speed.

63% More insights.

62% Personalization.

59% More efficient strategies.

Amidst different types of advertisements, with and without AI disclosures.

The study explored consumer and advertiser awareness, acceptance, and trust of AI within the advertising industry.

Ads with noticeable disclosure compared to ads without disclosures.

Ads with disclosures generated more positive sentiments.

With disclosure

Ads with disclosure

Percentage lift when comparing ads with a disclosure and ads without.

+148% +97% +96% +93% +88% +86% +84% +78% +76% +73% +71% +68% +64% +62% +60% +57% +53% +50% +46% +43% +40% +37% +34% +31% +28% +25% +22% +19% +16% +13% +10% +7% +4% +2% +1% +0%

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