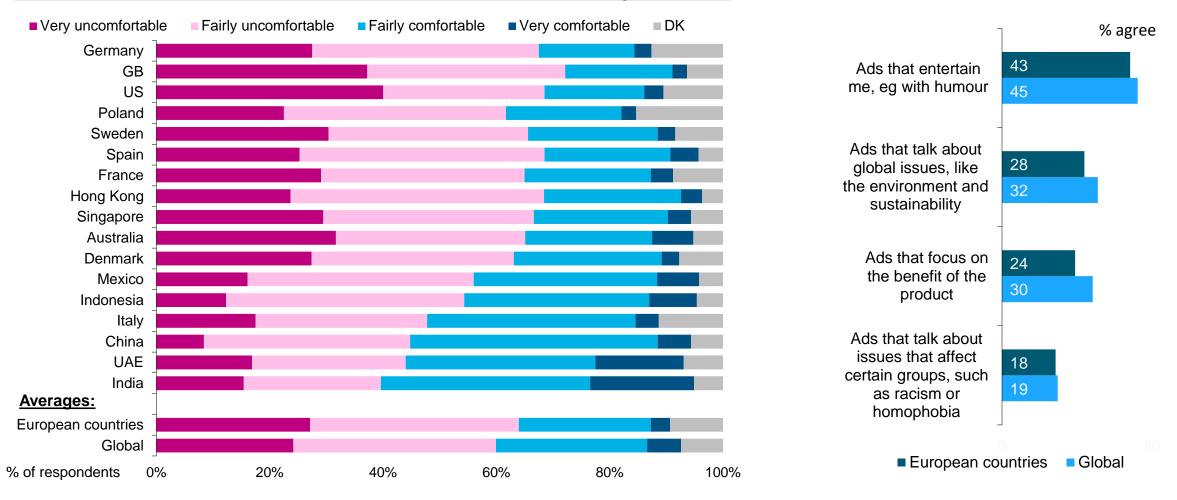
Consumers rather uneasy with online tracking for tailored ads

How comfortable are you with ad & media companies tracking your internet browsing & social media habits to calculate the most relevant adverts to show you online ?





* Q: « Which of the following types of advertising messages would be most likely to get you engage fully with that advert ? (eg watching a video advert the whole way through) »

Sources: Yougov, Campaign online. November 2021

Most wanted types of ads *