

## Digital Advertising - Canada - August 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The vast majority of Canadian consumers regularly view digital ads, whether via a computer, mobile device and/or news feed."

- Andrew Zmijak, Research Analyst

This report looks at the following areas:

- Older cohorts less likely to click on most types of ads
- Consumer frustration with mobile ads apparent
- Close to half rid video display ads as soon as possible

Additionally, most consumers are also exposed to digital ads on a daily basis. Although most see digital ads frequently, frustration and avoidance of such ads is prominent among Canadians, especially older segments of the population. Younger consumers though, display positive sentiment towards the category and are more likely to click on digital ads to learn more about a product and/or service. Advertisers face challenges in attracting certain groups; however, they have opportunity to do well through appropriate ad formats and suitable offerings based on the behaviours and attitudes of these cohorts.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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