

May 2021

# Tweets, trends, and in-feed advertising

Consumers talk advertising preferences on Twitter and beyond

**IAS** Integral  
Ad Science



# Introduction

Consumer social media usage has been steadily increasing for years, and advertising on social platforms is following suit. In particular, the presence of in-feed advertising has contributed to a more seamless social media experience—consumers can view ads as they scroll, minimizing disruptions to their content consumption.

Known for keeping its users up to date on trending topics, Twitter delivers an in-feed advertising experience stitched directly into its evolving newsfeed.

## Are consumers engaged by in-feed ads?

IAS asked consumers how they feel about in-feed advertising and their likelihood to engage with brands on Twitter and beyond.



# In-Feed Advertising on Twitter

## Study objectives and design

### Field date

April 2021

### Participation

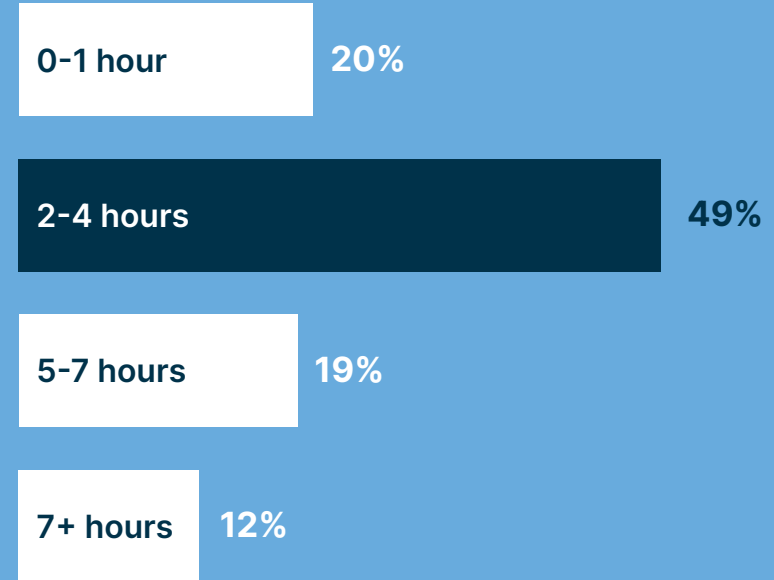
n=1,019 US  
Twitter users

IAS conducted an online survey in the U.S. to understand consumer perceptions of in-feed advertising environments as well as how consumers view content and ads on Twitter.

Specifically, this study asks consumers about their social media usage and behaviors. It also asks Twitter users about their content preferences and likelihood to engage with in-feed advertisements.

# Nearly 1 in 3 consumers spend 5 hours or more on social media every day

While 80% of consumers spend at least two hours scrolling, nearly 1 in 3 consumers spend five or more hours on social media every day. That's almost a third of the time they spend awake.



Q: Please select the amount of time you spend on social media platforms a day

# Mobile is the most popular device for viewing social content

Despite almost a year of working from home, consumers still turn to their phones for scrolling. Nearly 3 in 4 consumers prefer to use social media platforms on their mobile device.

73%

of consumers say they mostly view social content on their **mobile** device

Q: On which device do you mostly view social content?

## Consumers feel **comfortable engaging with ads** alongside personal content

Social media platforms provide a unique and desirable mixture of brand, publisher, and personal content. In these environments, consumers are not only open to seeing advertisements, but most also feel comfortable engaging with them.

54%

of consumers say they are  
**comfortable with engaging  
with brands** that appear  
next to personal content on social

# Nearly **half** of consumers are **more likely** to engage with in-feed ads than open web

The integrated nature of in-feed advertisements allows consumers to engage with minimal effort and disruption to their social media experience. In fact, almost half of consumers say they're more likely to engage with in-feed ads than with those on the open web.

# 46%

of consumers say they are **more likely to engage with in-feed ads** compared to open web

# The overwhelming majority of consumers have engaged with **an ad on social media**

Consumers aren't just more likely to engage with in-feed advertisements— they're actively doing so. In the last year, over 9 in 10 consumers say they've engaged with an ad on social media.

92%

of consumers have **engaged with an ad** on social media in the past 12 months

Q: Please select the social platforms that you have engaged with an ad on in the past 12 months



# Most **Twitter** users have engaged with an in-feed ad in the last year

On Twitter, more than half of consumers say they've engaged with an in-feed ad in the last twelve months. The short-form style of the platform allows users to consume more content, which means more opportunities to view ads.

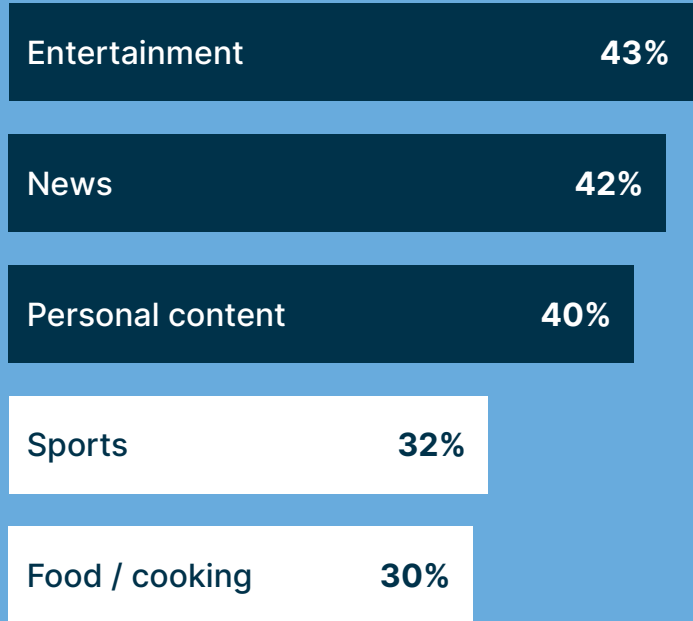
57%

of consumers have engaged with an ad on **Twitter** in the last year

# Twitter users are looking for entertainment, news, and personal content

Twitter makes it easy for consumers to stay updated on evolving, trending topics. Consumers scrolling on Twitter are looking for entertainment and news content, but they're also leveraging the platform to share and consume personal content.

Q: What topics do you actively seek to read on Twitter? Please select all that apply.



# Consumers look to Twitter for its **wide variety of content**

When asked to describe Twitter content, users honed in on the wide-variety of topics available as well as accessibility and convenience of use. Still, Twitter users acknowledge that controversial content can be found on the platform.



Q: Which words below would you use to describe the content available on Twitter? Please select all that apply.

# Twitter users acknowledge the presence of controversial content and are also willing to share data to improve the ad experience

77%

of consumers are  
**comfortable sharing some  
kind of data** with Twitter

To improve the Twitter in-feed ad experience, I'm most comfortable sharing...

1. Topics that I view regularly

2. Trending topics that I view

3. Anonymous demographic data

4. The users I follow

Q: What types of data are you comfortable sharing with brands/advertisers to help make your ad experience on Twitter better?

## Consumers feel more **favorable** toward brands with relevant in-feed ads

In social media environments, consumers are looking for the least disruptive advertising experience. As such, consumers say they'd be more favorable toward brands whose in-feed ads are relevant to the content they're viewing.

58%

of consumers say they'd feel more **favorable** toward brands with contextually relevant in-feed ads

## Contextually relevant in-feed ads are more memorable to consumers

Consumers find contextually relevant in-feed ads to be more than just favorable—they also find them more memorable. Most consumers say they are more likely to remember an in-feed ad if it's relevant to the surrounding content.

59%

of consumers say they  
would **remember an in-feed  
ad if it was contextual  
relevant** to the surrounding  
feed

KEY TAKEAWAYS

1

# Social media environments drive consumer connections

Consumers spend at least two hours a day on social media, and are comfortable seeing ads in these environments.

#### KEY TAKEAWAYS

# 2

## Consumers engage with in-feed ads on Twitter

Consumers are more likely to engage with in-feed ads than those on open web, and on Twitter, most consumers have actively engaged with an in-feed ad in the last year.



KEY TAKEAWAYS

3

**Contextually relevant ads are more favorably perceived and more memorable for Twitter users**

Twitter users respond positively to in-feed advertising that is contextually relevant to adjacent content.

# How IAS can help

## IAS has you covered on Twitter

Every day, millions of users scroll through Twitter and most of them are likely to engage with advertisements. In order to ensure engagement, however, your ads need to be seen by real people.

Integral Ad Science and Twitter have partnered to provide granular Viewability and Invalid Traffic reporting for video ads on Twitter. Our solution provides you with the transparency and confidence you need across your media buys by validating the quality of your interactions and making sure your ads are seen by real people on Twitter.

Additionally, IAS is working with Twitter to strategize, vet, and build a solution tailored to the brand safety and suitability needs on the Twitter platform. This endeavor seeks to solve a new challenge, as there is no existing brand safety measurement solution for a real-time, dynamic app environment like Twitter. Still, IAS understands the urgency of advertisers' needs and we look forward to releasing a solution soon.

## Validate the quality of your Twitter Campaigns

### IAS Viewability & IVT Measurement

- **Daily reporting** in the IAS platform
- **Viewability and IVT monitoring** across paid video and earned (retweet) video impressions
- **Independent** third party reporting
- **Global measurement** for a holistic view of your Twitter campaign
- **Key metrics** including % in view, % fraudulent, % completed plus quartiles, % completed to end, % fully in view

**Get started**

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