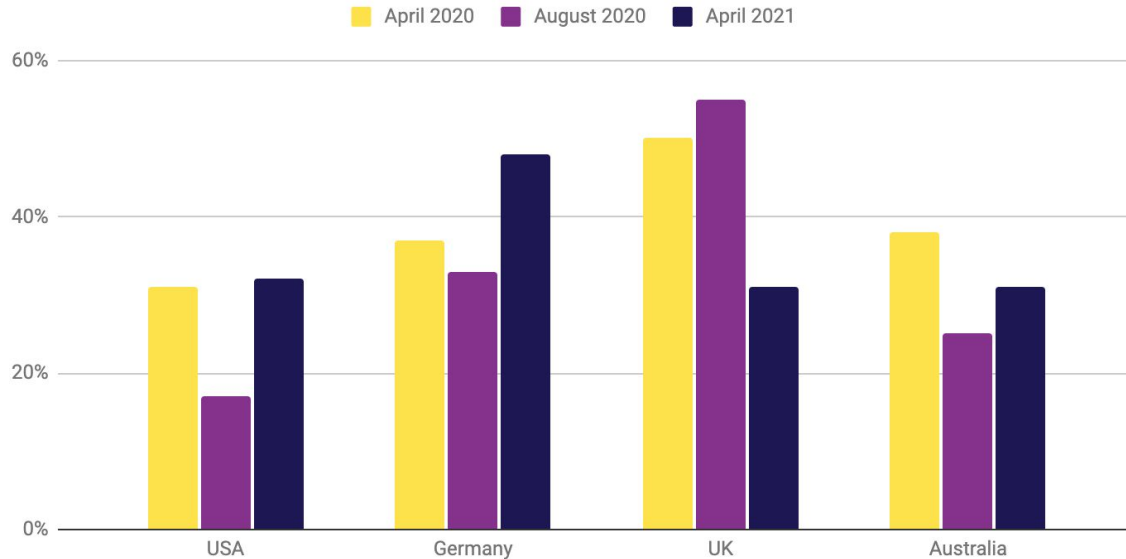


Social advertising Landscape Survey: One Year of Covid-19

51% of consumers globally say
brands should still acknowledge the
pandemic in their ads

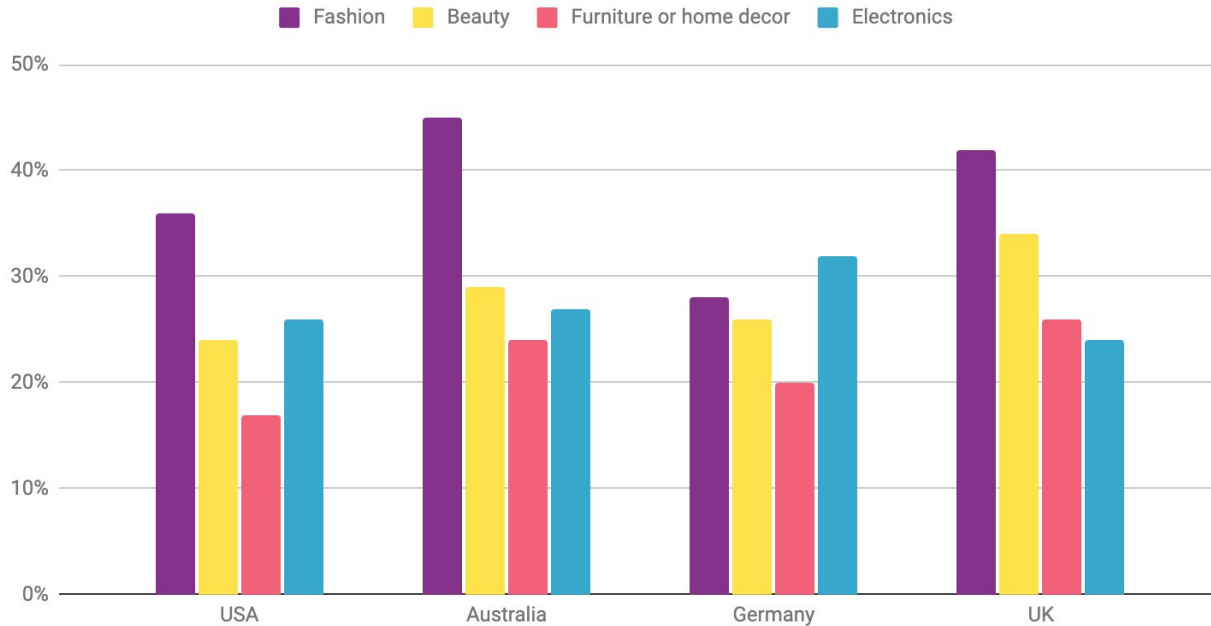
Shopping and Social Ads

Have you purchased something based on an ad you have seen on social media in the last 30 days?



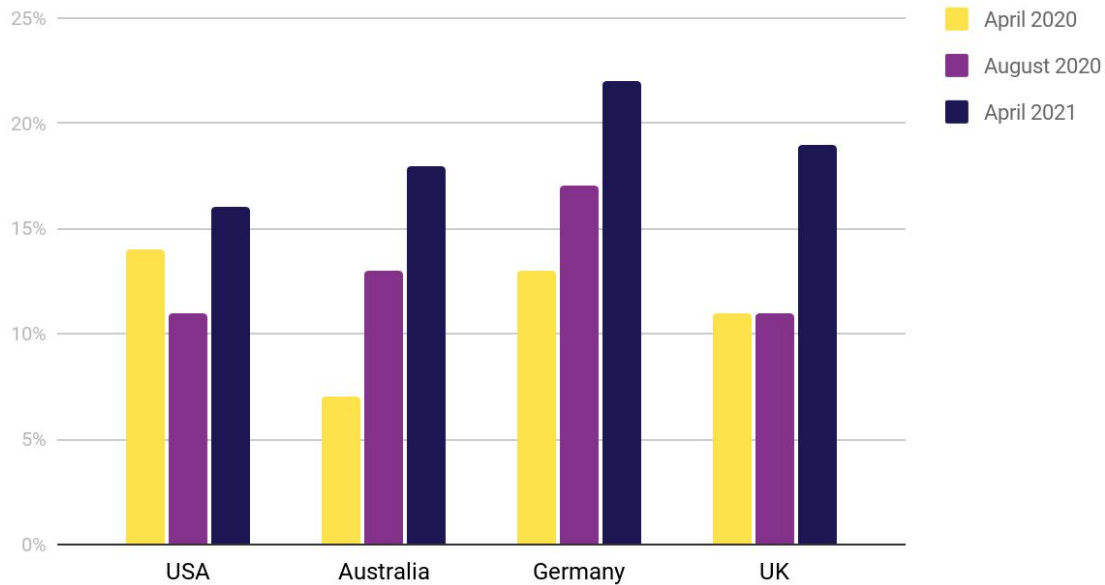
What Are Consumers Looking for Now?

What type of product would you be most open to purchasing via social media in the next 30 days?



Stories Format Is Dominating

Consumers who prefer stories ads



Consumers Say Travel Brands Should

45%

Promote deals & discounts

28%

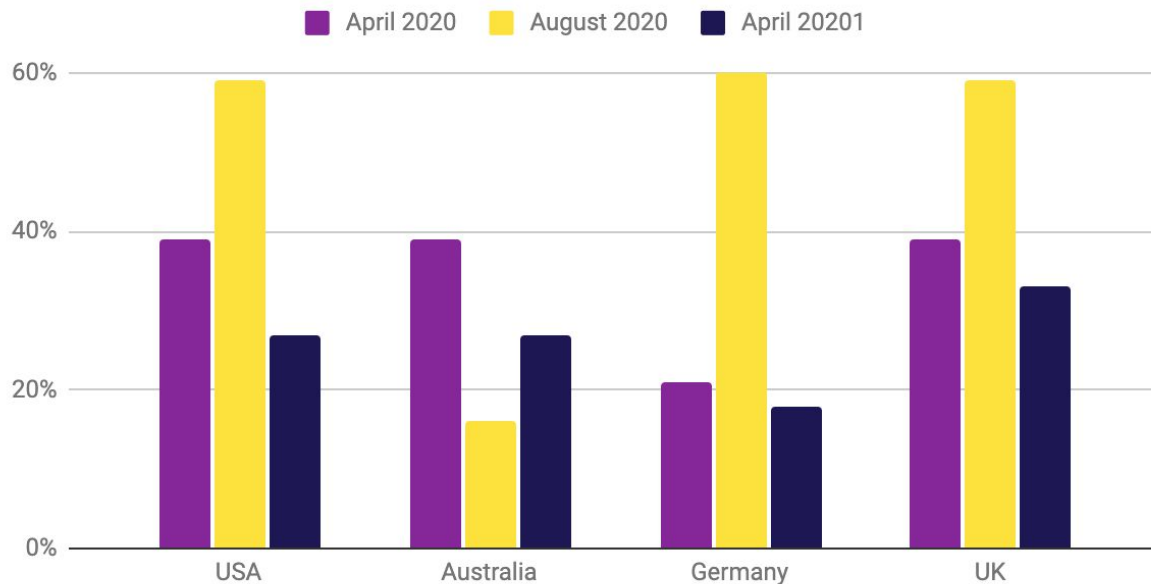
Mention flexible rates & terms

15%

Use creative that helps reminiscence past trips

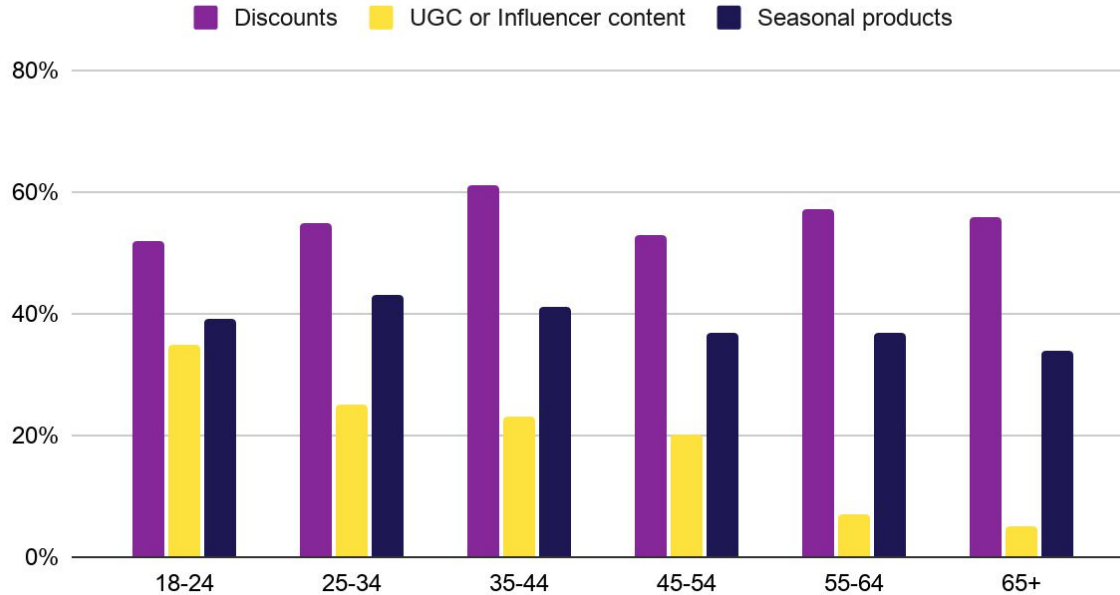
Grocery Shopping and Social Ads

Are you open to buying groceries based on social ads in the next 30 days?

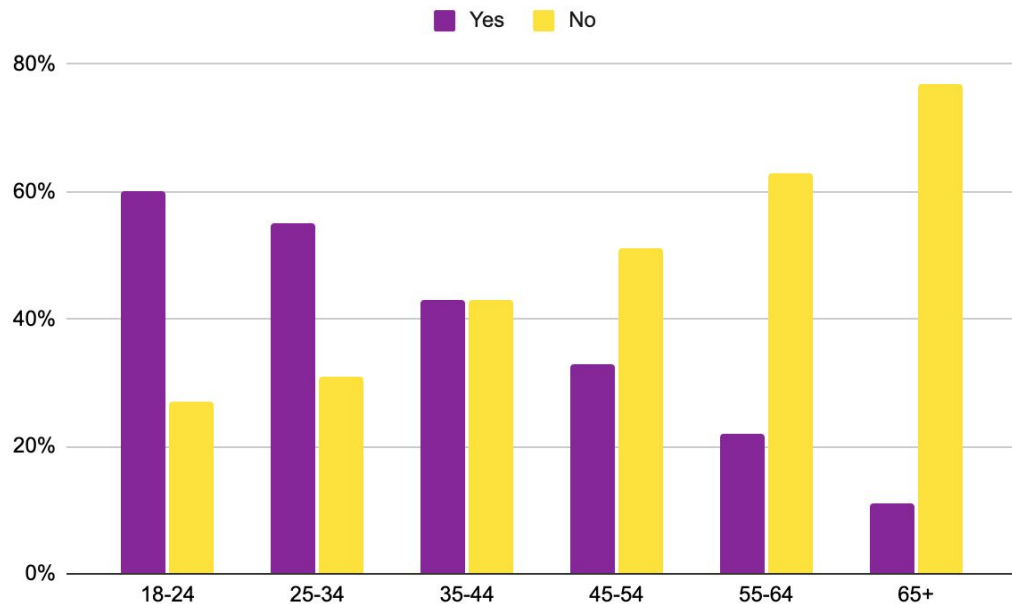


eCommerce Audiences

What kind of creative resonates best for you?



Has the past 12 months made you more open to engage with social ads?



Smartly.io conducted this survey, collecting data that underscores the role social media continues to play in how consumers shop and remain connected.



**Conducted by Dynata,
1,000 consumers in the
U.S., UK, Germany and
Australia were surveyed,
to explore consumer
sentiment around social
media today.**





SMARTLY.IO

THANK YOU