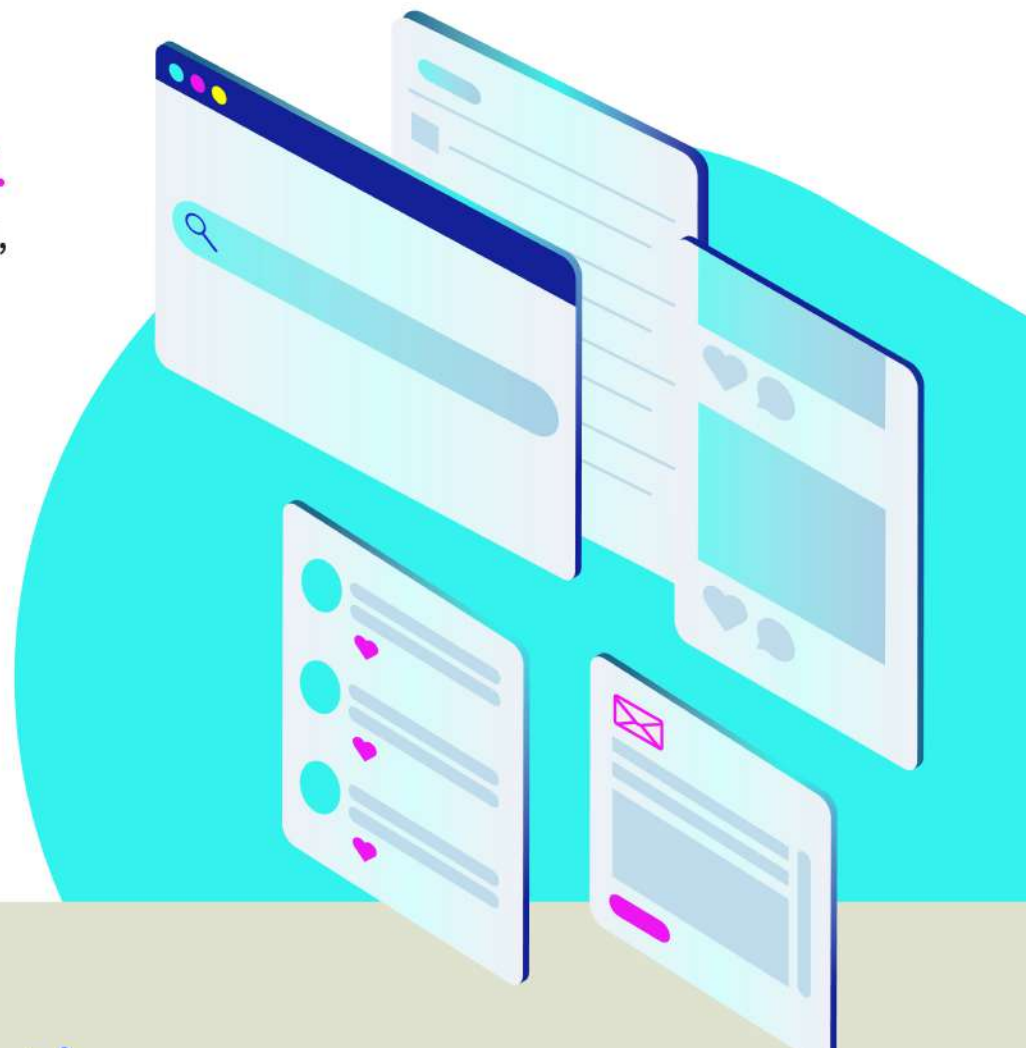


The Problem of Digital Ad Fatigue

People are exposed to more digital ads than ever before

The average person is exposed to around **10,000 digital ads per day**. This includes search advertising, social media, display, shortform video, and more.

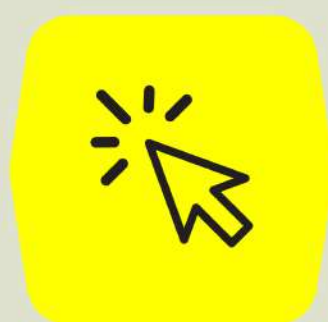
The average consumer spends about **500 minutes per day** engaging with digital media and content. This means that most people see an ad **every 3 seconds!**



Making digital marketing less and less effective

Digital ad fatigue is directly related to the number and frequency of ads consumers are exposed to according to a recent study in the Journal of Advertising Research.

The same study indicates that digital ad fatigue results in:



Lower click-through rates



Lower brand and ad recall



Lower purchase intent



Overall negative attitude towards the brand

It also increases behaviors like:

Banner blindness

86% of online users

are affected by banner blindness—when people ignore online ads because they have become accustomed to seeing them.

Using ad blockers

27% of consumers

now use ad blockers, up from 15% in 2015.

Avoiding digital media

11.2% (largest) less time

will be spent with digital media by US adults compared to 2019 per a recent report from IPG.

Making Digital Intent Tangible

As a means of combating digital fatigue and diminishing digital returns, marketers are using digital intent to power relevant marketing in the real world with Programmatic Direct Mail (PDM).

Programmatic Direct Mail drives recall and action.

Never underestimate the power of paper. A neuroscience study from Canada Post and True Impact shows paper beats digital in terms of ad recall and driving consumer actions.

70% higher recall with physical mail over digital

21% less cognitive effort to process physical mail

20% higher motivation of responses to physical



Programmatic Direct Mail is sticky

Programmatic Direct Mail gives consumers time and energy to take the advertising message in and take action when it suits them.



The IAB standard for a "viewable" digital ad impression as one that's at least **50% visible** for at least one second

Compare that to a Programmatic Direct Mail impression, which can live on someone's counter or fridge for up to **17 days** on average.

Programmatic Direct Mail powers growth across the customer lifecycle

PDM combines the best of both physical and digital marketing. Brands use data-centric and focused targeting tactics of digital to bring their message directly into a consumer's home with greater relevancy and speed, and measure the impact across all points of sale.

The category-defining fine jewelry brand, Mejuri, turned to PDM after exhausting a number of other digital channels in order to drive growth without discounting, and saw incredible performance across the customer lifecycle.

6X Prospecting ROAS

9X Retargeting ROAS

50X Retention ROAS

To learn more about how your brand can combat digital ad fatigue with **Programmatic Direct Mail**, visit www.pebblepost.com or our Contact Us page.