POP GOES THE FILTER BUBBLE

"FILTER BUBBLE"

One of the big claims of the digital world was the ability to filter through the choice overload and find information relevant to our needs and preferences. It promised to broaden our horizons by mass-producing moments of "pleasant surprise". But the filtering, and the definition of relevance behind it, has become too restrictive; trapping people inside bubbles rather than widening their choices.

82% of people have never heard of the term "filter bubble"

CONSUMER KNOWLEDGE OF TRACKING AND TARGETING

7/10 are aware that advertisers pay to appear within Google search results

47% believe they know what a web cookie is and does

CONSUMER NAÏVETY OF PERSONALISATION

64% are not aware that Google searches are personalised

61% are not aware that Facebook ads are matched to their personal profile

THE CHALLENGE FOR BRANDS

The over-emphasis on targeting means there is far less room for brand discovery as people are put off trying new things

59% of consumers feel bombarded by information that isn't relevant

2/3 of ads that consumers see are random or not relevant

57% of consumers are scared to click on a brand ad in case it follows them around
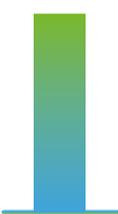
REDEFINING RELEVANCE

We need more serendipity – in between the hyper-targeted and completely random. Something relevant but not exact. Ads related to 'interests and hobbies' are deemed more relevant than search/browsing history and age

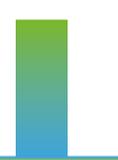| Category	Percentage
My interests and hobbies	52%
Products I have bought previously	37%
Products I have looked at recently but not bought	37%
Websites I have visited	36%
Recommendations based on other things I have looked at or bought	35%
My age	19%

OPPORTUNITY FOR BRANDS
Serendipity

63% of people love it when they stumble across something useful and interesting but unexpected

WHERE NEWSBRANDS STAND

People who prefer newsbrands are more likely to find ads around 'interests and hobbies' relevant, whereas those who prefer Facebook are happier with demographic targeting
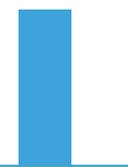
Relevant advertising x preferred source of news

- ■ Newsbrands
- ■ Facebook

Category	Newsbrands	Facebook
My interests and hobbies	50%	34%
My age	14%	26%
My social class	6%	17%

GOLDEN RULES FOR ONLINE PLANNING

- Show a little respect
- Redefine the role for online advertising
- Re-evaluate relevance
- Keep the consumer curious