

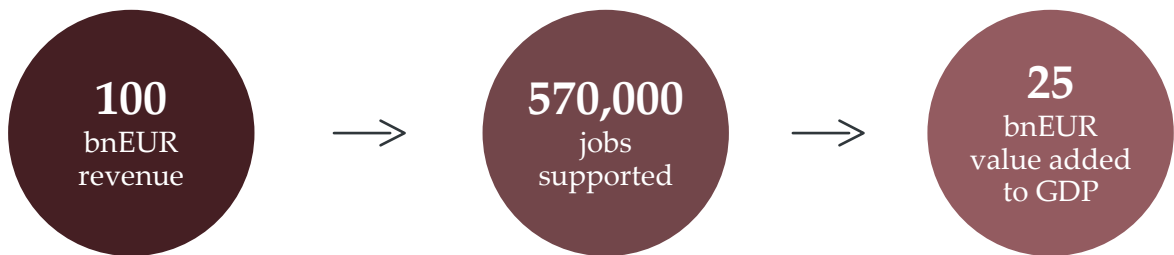
# A €100 billion boost to EU competitiveness from personalised ads



## Personalised advertising is already securing €100 billion in additional sales for EU businesses

This amounts to an increase in GDP in the EU of up to EUR 25 billion – and nearly 570,000 jobs that are supported directly by the revenue gained from personalised advertising

In 2023

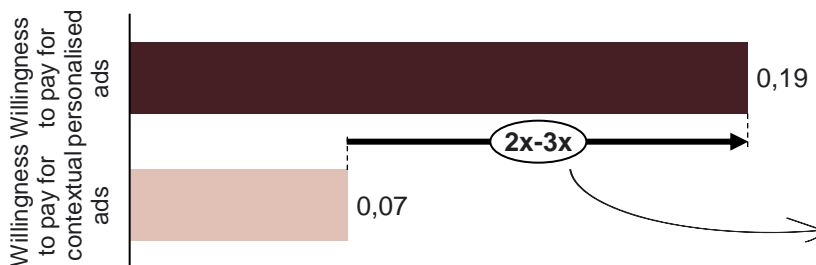


## Personalised ads are up to 3 times more efficient than contextual ads

Using advanced estimation techniques and data from online auctions, researchers have studied the efficiency of all types of online ads. Personalised advertising is consistently far more efficient, on a like-for-like basis, than the next best alternative (contextual advertising).

Advertisers' show a much higher willingness to pay for personalised ads

CPM/EUR



### Higher willingness to pay means...

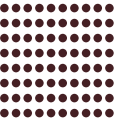
that advertisers must expect a higher **ROAS (return-on-ad-spend)** when investing in personalised advertising compared to contextual advertising.

This corresponds to an efficiency difference of 50-75%.

## Personalised ads benefit advertisers, publishers and consumers, who prefer the current model for personalised advertising, if their data is used responsibly

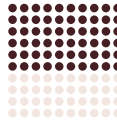
### Advertisers

In the EU, personalised advertising empowers SMEs and startups in particular, as it allows them an inexpensive and efficient advertising venue.


**€80 billion**  
 flows towards SMEs,  
 supporting upwards of  
 500,000 jobs.

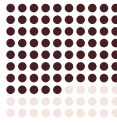
### Publishers

Personalised ads provide a critical revenue stream for publishers, generating an estimated revenue of *EUR 10 billion* and accounts for *60% of their current digital ad revenue*.

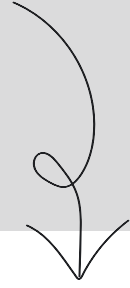

**60%**  
 of publishers' digital ad  
 revenue is from  
 personalised ads

### Consumers

Personalised ads help fund online content, and ads provide valuable information, aiding purchasing decisions.


**75%**  
 of consumers prefer the  
 current model for  
 personalised advertising<sup>1</sup>

With continued growth and use of generative AI, the efficiency gain is projected to increase to €250 billion by 2030



## Generative AI will improve efficiency in the advertising market

Generative AI streamlines ad production, making it *faster, easier, and more cost-effective*. It enables quick creation of graphics and text, enhancing responsiveness to market trends and *improving ad quality*. Using real-time data, it *customises ads to individual behaviours and preferences*.



Efficient and easy  
to access



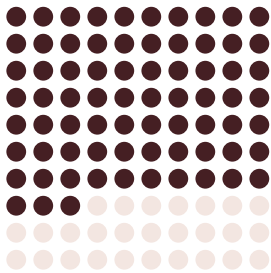
Speed and quality



Customization at  
scale

## Generative AI is revolutionising advertising

A survey of more than 500 marketers reveals that around 73% agree that Generative AI (GenAI) adoption will fundamentally change personalisation and marketing strategies.<sup>2</sup>



73%

of marketers agree that AI adoption will fundamentally change personalisation, bringing it to new heights

## With continued growth and use of generative AI, the efficiency gain is projected to increase to EUR 250 billion by 2030

The digital advertising market in the EU is anticipated to grow at an annual rate of 8% until 2030. Enhanced adoption of AI tools could elevate ads-driven revenue from EUR 100 billion to EUR 250 billion.

In 2030

