

Almost Half of US Ad-Buying Decision-Makers Are Extremely Worried About Ad Placement on Social Media

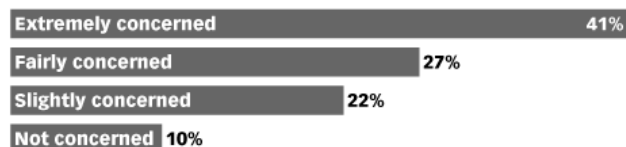
ARTICLE | SEPTEMBER 25, 2020

Shelagh Dolan

Amid disinformation campaigns over the coronavirus pandemic and the upcoming presidential election, most US buy-side decision-makers are concerned about their ads potentially running up against controversial content on social media.

How Concerned Are US Buy-Side Decision-Makers About Potential Ad Adjacency to Controversial Content* on Social Media?

% of respondents, Aug 2020



*Note: n=135; *posted by consumers on social media websites where their primary brand runs advertising*
Source: Interactive Advertising Bureau (IAB), "2020/21 COVID Impact on Advertisement," Sep 2, 2020

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More than two-thirds (68%) said they are fairly or extremely concerned, while nearly a quarter (22%) said they are slightly concerned, according to September data from IAB.

“Premium content publishers in the media have put a lot of pressure on brands over the past few years by highlighting the divisive nature of a lot of user-generated content, which is now driving advertisers to reconsider their spending on social media and perhaps redirect some of that spending into premium channels including programmatic connected TV ads,” said eMarketer principal analyst at Insider Intelligence Nicole Perrin.

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