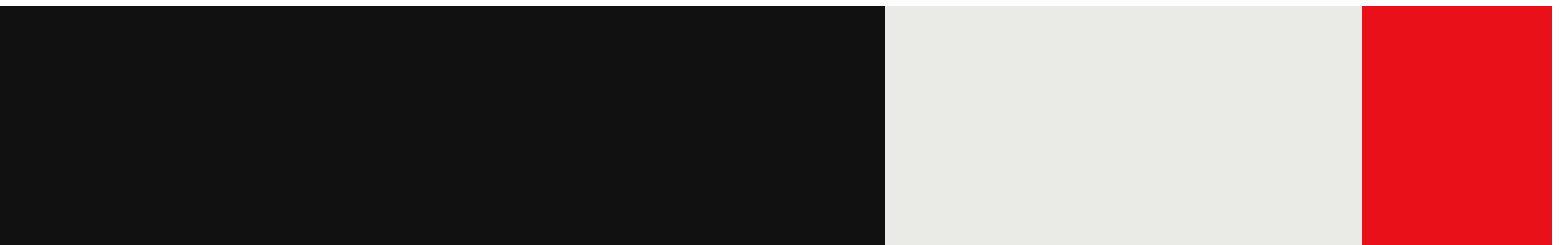


Contextual ads, streaming trends, and TikTok's engagement edge

Article



A lot happens in a week, so every Friday we're going to analyze all the new data and provide you with some of the key takeaways. Welcome to Friday 5.

This week, marketers lean on [AI](#) for creative campaigns, [connected TV \(CTV\)](#) audiences take action on ads, and TikTok maintains the most active audience across [social platforms](#).

Key stat: Consumers don't want ads to feel so personal. Some 94% of consumers across the US, UK, and Canada prefer contextual ads over [identity-based ads](#) based on browsing history, per GumGum survey data.

- Almost 80% are more likely to engage with ads that match the content they are viewing, per the survey.

Key stat: CTV viewers would rather opt for ads than higher subscription prices; 56% of new streaming subscribers choose ad-supported plans, according to Samba TV's US "State of Viewership" report.

- 91% of ads reach just half of [linear TV](#) households, according to the report. Higher-income households (those who make between \$100K and \$200K a year) receive 12 to 15 fewer ads per day than lower-income households, creating ad waste for [advertisers](#).

Key stat: Marketers are leaning on AI for more than productivity. In fact, 77% of marketers who have adopted generative AI (genAI) have used it for creative tasks, according to a Gartner survey.

- This demand stems from marketing campaign challenges—87% of CMOs have reported campaign issues in the last 12 months. And 45% have sometimes, often, or always had occasion to terminate campaigns early due to poor performance, according to the survey.

Key stat: CTV ads are encouraging consumers to shop. Some 56% of consumers say they [search online for products](#) they see advertised while streaming TV, up from 53% in 2024, according to a Kantar report.

- Disney+ subscribers are particularly inclined to take action on ads. 63% with the ad-supported model say they search for products while streaming, according to the report.

Key stat: TikTok has the most engaged audience out of all social platforms, according to a Social Insider survey.

- While impressions on [Instagram](#) have grown 13% YoY, engagement has dropped 28%, Social Insider found.

- TikTok users frequent the like button—the average number of likes per post on TikTok is about 3,092, while Instagram posts receive approximately 395 likes on average, according to the study.
- Brands still turn to Instagram more than TikTok, posting an average of five times per week versus two times per week on TikTok, according to the study.