**Addressable Advertising Use Climbs To 73%**

The number of marketers using addressable advertising rose to 73% from 63% last year, Advertiser Perceptions found in a survey that included targeted ads in both traditional and connected TV content. Marketers would be willing to spend more on the format if metrics improved.

***Next TV/Broadcasting+Cable 8/1/23***

[*https://www.nexttv.com/news/73-of-marketers-say-they-use-addressable-advertising-survey?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=46D8BE3E-0142-457E-B195-A1325C099C61&utm\_medium=email&utm\_content=6E28CB69-C93A-46E1-B023-7ED2B11B9AD7&utm\_source=SmartBrief*](https://www.nexttv.com/news/73-of-marketers-say-they-use-addressable-advertising-survey?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=46D8BE3E-0142-457E-B195-A1325C099C61&utm_medium=email&utm_content=6E28CB69-C93A-46E1-B023-7ED2B11B9AD7&utm_source=SmartBrief)

*Image credit:*

[*https://media.zenfs.com/en/next\_tv\_586/7fad71d25591b67a80f67a6925a7253f*](https://media.zenfs.com/en/next_tv_586/7fad71d25591b67a80f67a6925a7253f)