**Digital Ads Are Relevant For 44% Of Consumers**

Most digital ads that 44% of adults saw in 2023 were somewhat or very related to their lives and interests, a CivicScience poll revealed, up from 37% in 2022. While the jury's out on whether targeting is getting better or people are just viewing more ads, relevant marketing makes 59% of people likely to click.

***CivicScience 1/18/23***

[***https://civicscience.com/digital-ads-continue-to-become-more-relevant-to-consumers/***](https://civicscience.com/digital-ads-continue-to-become-more-relevant-to-consumers/)

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