Diving deep with

Connected Consumers

How to reach, engage, and delight the streaming viewers of today
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Introduction

It goes without saying that these days, consumers are connected. They are connected to endless amounts of content to watch, apps to browse, and brands to buy. These options empower today’s consumers to forge their own digital journey and tailor each viewing session, brand interaction, and purchase decision to their personal preferences. As a result, it has become even more important for advertisers to have a deep understanding of this audience to reach them in relevant ways. Amazon Advertising wants to help make that connection.
INTRODUCTION

Amazon Advertising worked with Ipsos to conduct a study of 3,000 American consumers ages 18-64 to understand:

1. **Who are Connected Consumers?**
   What are their demographic attributes? How do they feel about themselves and the world around them?

2. **Why do Connected Consumers matter?**
   What are their shopping and purchase behaviors? Why should advertisers pay attention?

3. **How do Connected Consumers connect—with each other and with brands?**
   What smart devices do they use? How do they stream? What content resonates with them?

4. **How can brands engage and delight Connected Consumers?**
   And how is Amazon Advertising uniquely positioned to help you reach them?

In this research, we refer to three audience groups:

**General Consumers**
All respondents who participated in this study.

**Connected Consumers**
All respondents who self-reported use of any smart media device at least once per month. This can include smart TVs, smart speakers, smart displays, and streaming devices.

**Amazon Connected Video Consumers**
A subset of the Connected Consumers group who watch Amazon’s ad-supported streaming TV content on a monthly basis, including IMDb TV, Twitch, live sports on Prime Video, and broadcast apps and Amazon’s News app on Fire TV.
Who are Connected Consumers?

Connected Consumers and Amazon Connected Video Consumers are affluent, influential young adults who are open to trying new brands and sharing their experiences with others.
Almost two-thirds (64%) of respondents in our study reported being Connected Consumers and about one-quarter of Connected Consumers (27%) reported being Amazon Connected Video Consumers. Both of these audiences skew younger and more affluent and self-report being more open-minded and forward-thinking than General Consumers.

While the average annual household income for General Consumers is $71K, Connected Consumers bring home an average of $80K annually and Amazon Connected Video Consumers bring home an average of $95K annually. Amazon Connected Video Consumers are also more likely than General Consumers to have experienced major life events including owning a home (75% vs. 65% among General Consumers) and being married (60% vs. 46% among General Consumers).

**Connected Consumers key personality traits (self-described):**

32% Curious compared to 29% for GC and 25% for ACVC
31% Creative compared to 28% for GC and 26% for ACVC
34% Optimistic compared to 31% for GC and 54% for ACVC

**Amazon Connected Video Consumers key personality traits (self-described):**

22% Tech-savvy compared to 16% for GC and 19% for CC
29% Playful compared to 24% for GC and 26% for CC
30% Social compared to 34% for GC and 26% for CC

44% Open-Minded compared to 41% for GC and 37% for ACVC
51% Responsible compared to 48% for GC and 45% for ACVC
13% Rebellious compared to 10% for GC and 17% for CC
23% Inspiring compared to 15% for GC and 17% for CC
WHO ARE CONNECTED CONSUMERS?

Psychographics:

Connected Consumers are open-minded and curious about the world around them. They think of themselves as trendy and tech-savvy and place a great deal of importance on not only their ethnic culture, but also on cultures other than their own. Connected Consumers identify with traits such as curiousness, creativity, optimism, and open-mindedness. These qualities make Connected Consumers more open to trying new products and services than General Consumers, and they are more likely to share these experiences on social media.

Differentiating from the broader Connected Consumers group, Amazon Connected Video Consumers self-report being more likely to influence others, identifying as social and inspiring. Amazon Connected Video Consumers also have an edge and are most likely to consider themselves to be playful and even rebellious.

Making the connection:

Align your brand creative to how this audience defines themselves. They are forward-thinking trendsetters who self-describe as influential and open-minded to learn about your brand and try new products and services.

Amazon Advertising can help you reach Connected Consumers at scale. Our ad solutions allow you to address audiences with our first-party demographic and shopping insights.
Why do Connected Consumers matter?

Connected Consumers are frequent shoppers with purchasing power. Amazon Connected Video Consumers share this distinction in addition to their particular focus on quality, luxury, and social motivations for shopping.
WHY DO CONNECTED CONSUMERS MATTER?

As we uncovered, Amazon Connected Video Consumers have a higher average annual income than the general population and are more likely to be in a stage of life that has them planning for significant expenditures and milestones. In the next year, Amazon Connected Video Consumers are more likely than General Consumers to travel (52% vs. 41%), start a new job (21% vs. 17%), move (19% vs. 15%), and buy a home (18% vs. 10%)

Anticipated milestones (next 12 months)

On one hand, there is functional shopping which is driven by value and efficiency. This is reflected in Connected Consumers’ self-reported desire for a good price, fast shipping, and researching the best product for their needs.

“69% of Amazon Connected Video Consumers report having bought something from an online retailer in the past week and 60% have shopped on Amazon in the past week.”

Across all categories, we see that Connected Consumers make more purchases than consumers in general. Amazon Connected Video Consumers’ higher purchasing power affords them the ability to more frequently buy in categories such as finance (32% made purchases in the last year vs. 23% of General Consumers), auto (39% vs. 28%), travel (41% vs. 29%), and consumer electronics (48% vs. 35%)

Purchase by category (past 12 months)

These consumers are highly engaged with the buying experience and have two distinct mindsets when it comes to shopping.

 Connected Consumers typical pre-purchase activities:

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<tr>
<th>Activity</th>
<th>CC</th>
<th>GC</th>
<th>ACVC</th>
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<tbody>
<tr>
<td>Research products online</td>
<td>62%</td>
<td>57%</td>
<td>56%</td>
</tr>
<tr>
<td>Research products in person</td>
<td>33%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Read customer reviews</td>
<td>52%</td>
<td>46%</td>
<td>50%</td>
</tr>
</tbody>
</table>
WHY DO CONNECTED CONSUMERS MATTER?

On the other hand, there is social shopping, which Amazon Connected Video Consumers are particularly likely to do. Compared to the other groups, Amazon Connected Video Consumers are more likely to consider shopping as a social activity and as one of their favorite pastimes. They also look to social media to inform buying decisions and are 77% more likely than General Consumers to take recommendations from influencers before making a purchase.

Attitudes toward shopping

On the other hand, there is social shopping, which Amazon Connected Video Consumers are particularly likely to do. Compared to the other groups, Amazon Connected Video Consumers are more likely to consider shopping as a social activity and as one of their favorite pastimes. They also look to social media to inform buying decisions and are 77% more likely than General Consumers to take recommendations from influencers before making a purchase.

Making the connection:

Connected Consumers and Amazon Connected Video Consumers have a tendency to invest money and time into finding the right product, which translates into long-term buyers who will stick with brands that impress them. Amazon Advertising can help your brand reach these audiences where they shop most.

Better understand and connect with the most relevant shoppers during key milestone moments by using Amazon’s audience insights based on streaming and shopping signals.
How do Connected Consumers connect—with each other and with brands?

Connected Consumers are frequent users of smart devices. They are social viewers who favor streaming over linear television and show a strong receptivity to ad experiences on their favorite services.
Device usage

Connected Consumers are regularly plugged into their devices. In fact, 70% of Amazon Connected Video Consumers have made smart devices part of their daily routine.

Like their motivations for shopping, their device usage mindsets can be either functional or social.

While Connected Consumers are more likely to use all types of smart devices, this is even more evident among Amazon Connected Video Consumers who over-index compared to the general population on usage of streaming devices (87% use a streaming device compared to 44% of General Consumers), smart speakers (63% vs. 34%), wearable tech (57% vs. 34%), and even smart cars (40% vs. 19%).

Streaming video

Overall, we found that three in four consumers have at least one streaming video service in their household, and this number increases to 87% among Connected Consumers and 90% among Amazon Connected Video Consumers. And it doesn’t stop there. In fact, Amazon Connected Video Consumers pay for an average of 7.33 streaming video services, compared to Connected Consumers’ average of 4.9 and General Consumer’s average of 3.86.

Connected Consumers and Amazon Connected Video Consumers both have strong preferences for streaming TV over linear TV, and we also see that preference translate to the ad experience. These consumers appreciate the lighter ad load and relevancy of the streaming ad experience and are more likely to pay attention to video ads while streaming vs. in their social media feed.

Amazon Connected Video Consumers understand the value exchange of advertising and are 19% more likely than General Consumers to watch commercials in exchange for free streaming content.
HOW DO CONNECTED CONSUMERS CONNECT — WITH EACH OTHER AND WITH BRANDS?

For Connected Consumers, streaming is a stress reliever, offering an indulgence and an escape from their busy life. It also serves as a way to spend quality time with family and friends, as shown by the fact that at least half of the time Connected Consumers spend streaming video is with at least one other person.

For Amazon Connected Video Consumers, streaming not only allows them to watch content with others but allows them to join the conversation, be part of a community, and discover new perspectives.

**Connected Consumers key streaming motivations:**

- **To unwind:** to relax, decompress, de-stress, or do something where you don’t have to think too much (compared to 47% for GC and 42% for ACVC)
- **To indulge:** to satisfy a guilty pleasure or personal interest, or treat yourself to something (compared to 28% for GC and 29% for ACVC)

**Amazon Connected Video Consumers key streaming motivations:**

- **25%**
  - **To connect:** to be part of the hype, join the social conversation, or feel like part of something bigger than yourself (compared to 18% for GC and 18% for CC)

- **33%**
  - **To discover:** to learn something new, find useful information on a topic or task, or build a perspective or point of view on something (compared to 28% for GC and 30% for CC)

**Streaming audio**

These streamers are not just streaming video: we found that the majority of consumers surveyed (60%) are using a streaming audio service as well.

**Over 8 in 10 Amazon Connected Video Consumers (82%) subscribe to a streaming audio service, with half using free music services (53%).**

On average, Connected Consumers use 2 different streaming audio services, and Amazon Connected Video Consumers average out at 2.6.
Amazon Connected Video Consumers enjoy a range of music including the most universally popular genres such as rock and pop, but they also enjoy genres including hip-hop, classical, and R&B to a degree that the other two groups do not.

Similar to video co-viewing trends, co-listening amongst users of streaming audio services is more prevalent amongst connected audiences.

In fact, 31% of Amazon Connected Video Consumers said that they co-listened to streaming audio content with another person at least half the time or more. This is a 21% increase over the amount of General Consumers who said the same.

Making the connection:

Connected Consumers are streaming heavily and are more attentive to video ads seen while streaming video vs. in their social media feed, which is especially true for Amazon Connected Video Consumers. Amazon’s wide collection of ad-supported streaming video and audio content appeals to the broad range of preferences exhibited by Connected Consumers.

Deliver your message on the biggest screen in the home with Amazon Streaming TV ads to reach this leaned-in audience where they are tuning in and co-viewing. Extend your reach beyond the TV screen to audio streamers by leveraging Amazon Advertising’s audio ads on Amazon Music’s free ad-supported tier.
How can brands engage and delight Connected Consumers?

To resonate with Connected Consumers, unique and custom ad experiences are key. Here’s how Amazon Advertising can help your brand stand out.
Deliver your message on the largest screen in the house

Connected Consumers’ above-average consumption of streaming content is accompanied with an increased attentiveness to advertising during streaming. Connected Consumers are particularly attentive to video advertising while streaming video content on TV (30%) compared to video advertising they view in their social media feed (21%).

Amazon Connected Video Consumers are even more receptive to video advertising while streaming video content on TV (32%) as well as audio streaming ads, including those they hear through smart speakers (9%).

Amazon Advertising offers advertisers the opportunity to engage with these Connected Consumers via our Streaming TV ads, which are most often viewed on the largest screen in the house.

Prioritize relevancy without disrupting

Across General Consumers, there is agreement that being disrupted by advertising is annoying (71%). This is especially true for Connected Consumers (76%) and Amazon Connected Video Consumers (81%). Since these viewers are watching more streaming content than others, it is paramount to deliver on relevancy and innovation. With Amazon Advertising, there are a number of tactics that brands can leverage with this in mind.

Connected Consumers appreciate relevant ad experiences. In fact, one in three will make a purchase after seeing an ad that is relevant to them.

This audience is largely open to advertisements that are relevant to their personal interests, purchase history, and the content they are watching—all of which can be activated with Amazon Advertising’s audience segmenting capabilities.

Attitudes toward ad relevancy

![Graph showing attitudes toward ad relevancy](image)

- “I appreciate when ads are based on my purchase history.”
- “I like when brands show me ads based on my interests.”
- “I like when brands show me ads that fit with what I’m watching, reading or hearing on a website/app.”
Explore innovative ad formats

Additionally, Amazon Connected Video Consumers’ tech-savvy nature makes them 70% more likely than General Consumers to be drawn to interactive ad formats.

For example, Amazon’s actionable video ads solution (currently in beta) allows viewers to interact with brands on the IMDb TV app on Fire TV without disrupting their viewing experience. When viewers see one of these ads, they can take Amazon shopping actions—including “add to cart,” “add to Alexa shopping list,” “buy now,” or “shop now”—directly from the ad using their voice or Fire TV remote.

These advertising formats not only stand out from standard video commercials, but provide a seamless experience for Amazon Connected Video Consumers to gather product information to inform their buying decisions and even make a purchase directly through an ad.

Making the connection:

Relevant and innovative ads are essential to breaking through to Connected Consumers. Amazon Advertising can help brands create relevant advertising experiences for audiences with our billions of first-party insights based on Amazon’s streaming, audio, and shopping signals. Amazon Streaming TV ads also offer unique ways for brands to create compelling and creative ad experiences across our suite of solutions like OTT Studio customizable video ad templates, IMDb TV branded entertainment packages, and actionable video ads.

Amazon Advertising can help you diversify creative tactics to mitigate the feeling of disruptive advertising by leveraging a combination of video storytelling, interactive ad formats, and content sponsorships, paired with our breadth of audience signals to reach the most relevant audience for your brand.
Conclusion

Consumers have never been more connected than they are today and have no shortage of options when it comes to entertainment and shopping. This presents an opportunity for advertisers to reach a highly engaged, influential audience, but it also means that it is imperative for brands to have a deep understanding of these consumers to successfully break through.

At Amazon Advertising, we continue to innovate our advertising experience and are obsessed with finding new ways to help you make relevant, insight-driven, meaningful connections with your customers.

Connected Consumers Checklist:

- Learn who Connected Consumers and Amazon Connected Video Consumers are to better inform your media strategy
- Reach Connected Consumers with Amazon Advertising, honing in on key audiences based on demographic and behavioral insights
- Connect with relevant buyers at the right moment during key milestones by using Amazon's audience insights based on viewing and shopping signals
- Use Amazon Streaming TV ads to deliver your message to leaned-in viewers on the largest screen in the house
- Diversify your mix of creative tactics by using OTT Studio, interactive ad formats, and content sponsorships to resonate with the right audience for your brand
- Extend your reach beyond the screen with Amazon Advertising's audio ads