



M/GNA MEDIA TRIALS x Uber

Inside a Rideshare

The Tablet Ads Opportunity

The rideshare tablet market is expected to grow in the next 10 years

•••

139% Growth
2023-2032 (forecasted)

Global Rideshare Tablet Market Size USD



Our Goal

Understand how advertisers can leverage tablet ads in a rideshare to its truest potential



Our Method

Participants

Uber riders recruited from a nationally representative online panel

n=1,029

Qualifiers

Must have taken an Uber in the past 2 weeks and rode in key DMAs*

Ages 18+

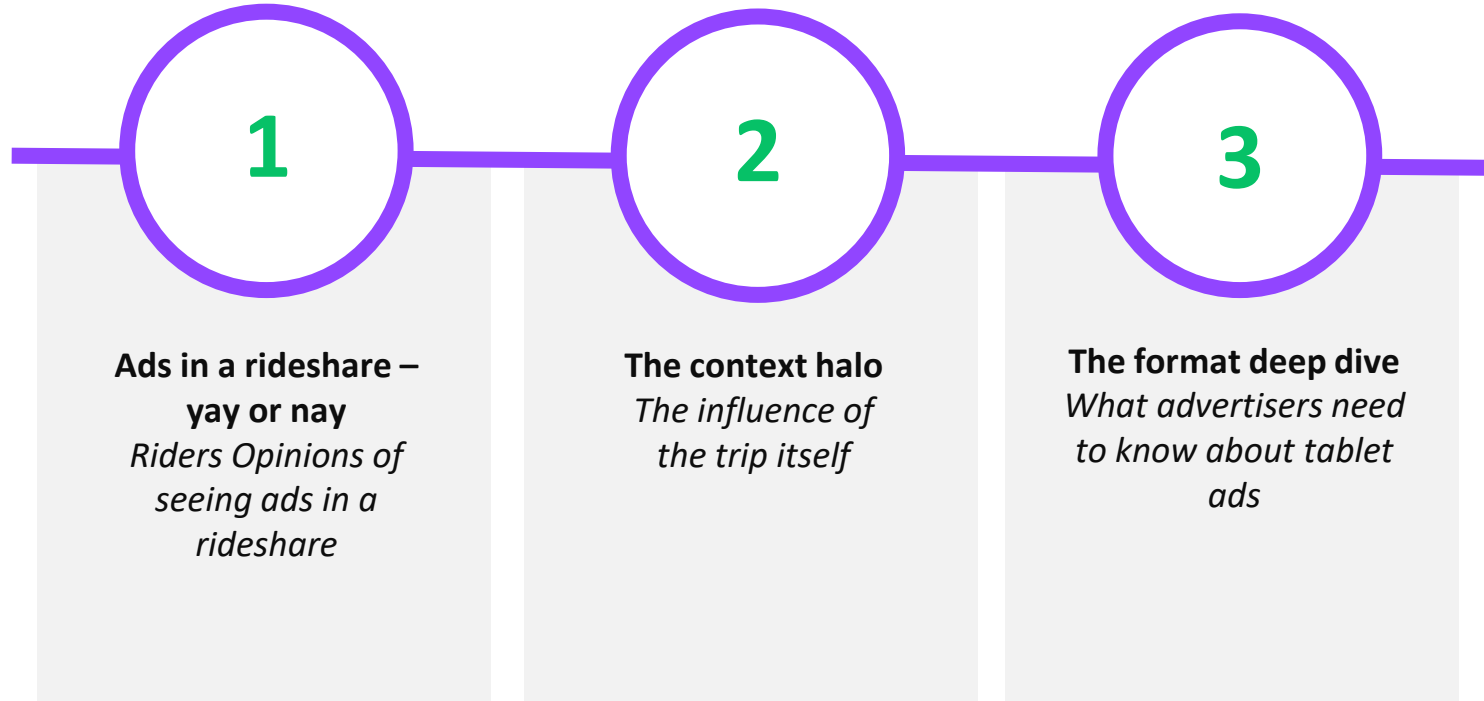
Ride Diary

Online diary of most recent Uber ride, including purpose of trip, origin, destination, time of day, mindset, etc.

Ad Feedback

Deep dive into riders' perceptions and openness to ads or messages from advertisers during their ride

Table of Content



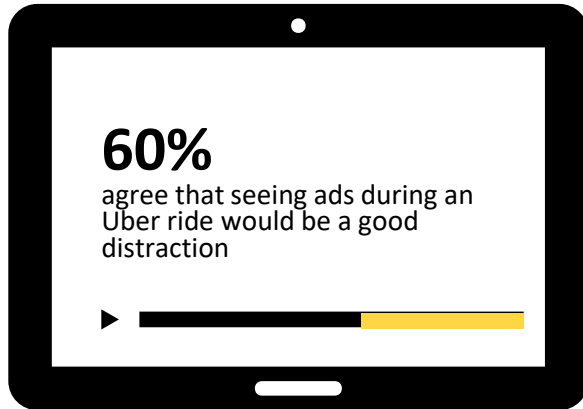


Ads in a rideshare – yay or nay?

Riders' opinion of seeing ads in a rideshare

Ads during rideshare are seen as a good distraction

Sentiment toward ads during an Uber ride
% Strongly agree or agree



Reasons why riders would be open to seeing ads in an Uber
Open ended responses

*"I feel like it would be an **easy distraction**, but in a good way"*

*"I would **love the distraction**"*

*"It would be a **pleasant distraction**"*

*"It would be a **helpful distraction**"*

*"Because it would be a **nice distraction**"*

*"It could be a **useful distraction** when you are stuck in traffic or waiting for a traffic light"*

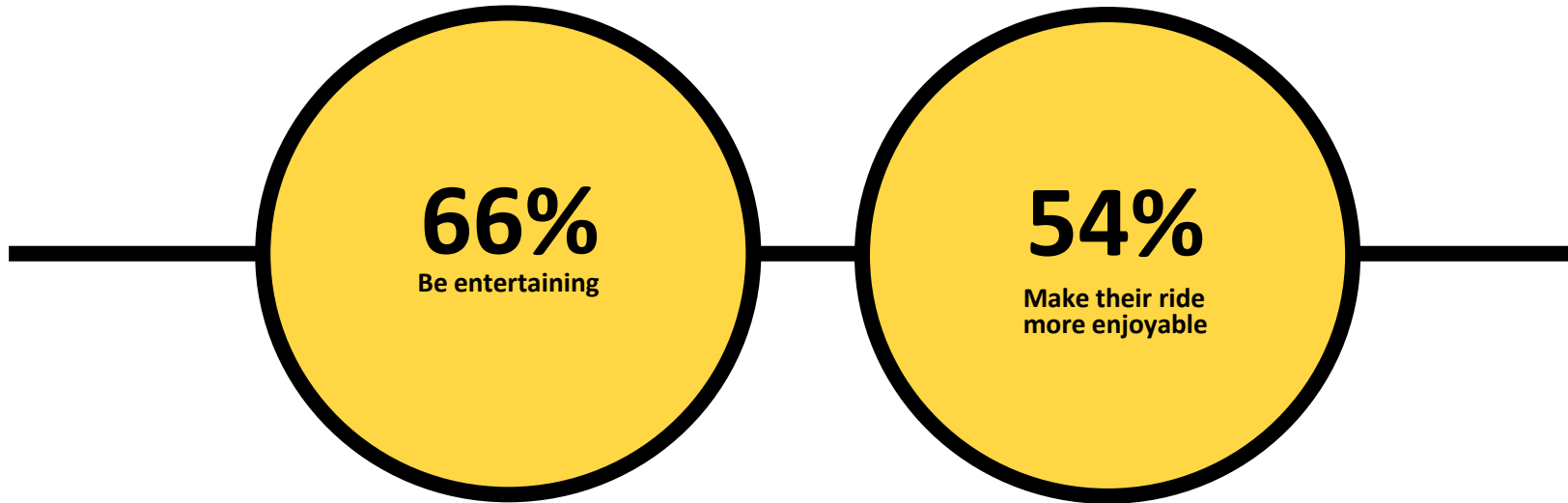
*"It would be a **welcome distraction** and possibly something I could take advantage of"*

69% of riders see ads as an enhancement to their ride

Note that the net score of "be entertaining" and "make their ride enjoyable" is 69%

Sentiment toward seeing ads during an Uber ride
% Strongly agree or agree

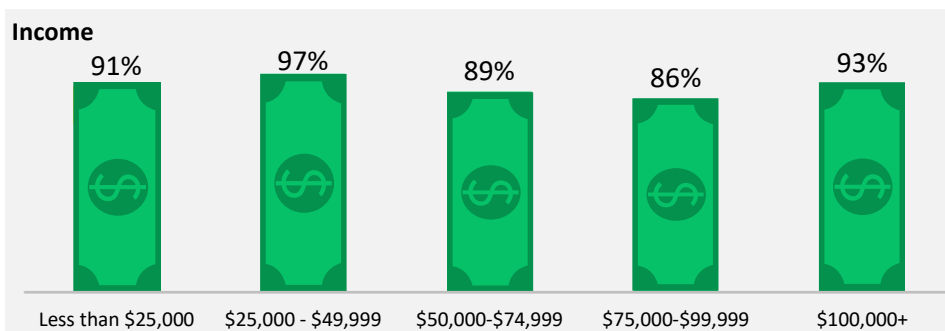
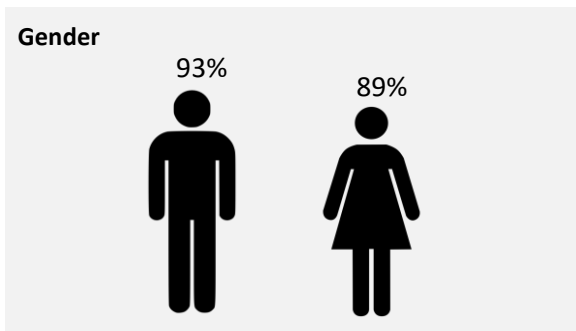
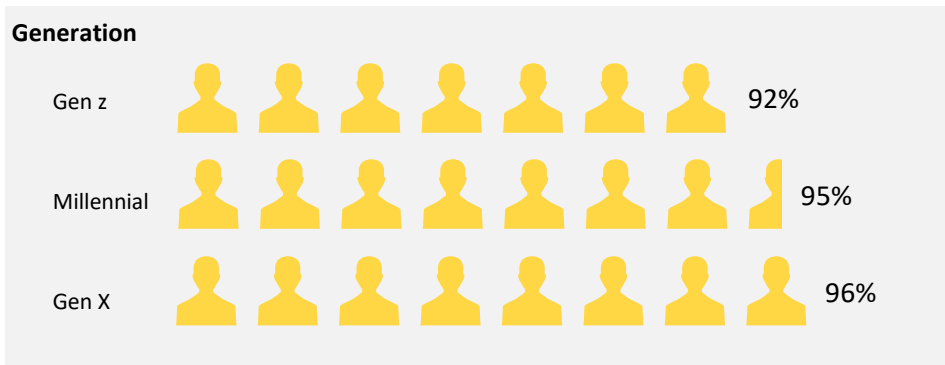
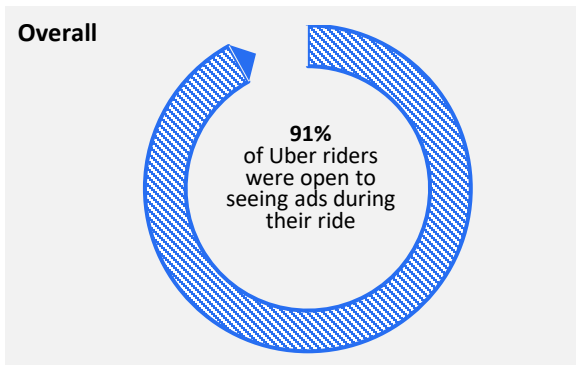
Seeing ads during their journey would...



Receptivity to ads in a rideshare is universal

Marketers have a unique opportunity to reach all kinds of people while open to brand messaging

Openness to ads during their Uber ride - % Very or somewhat open





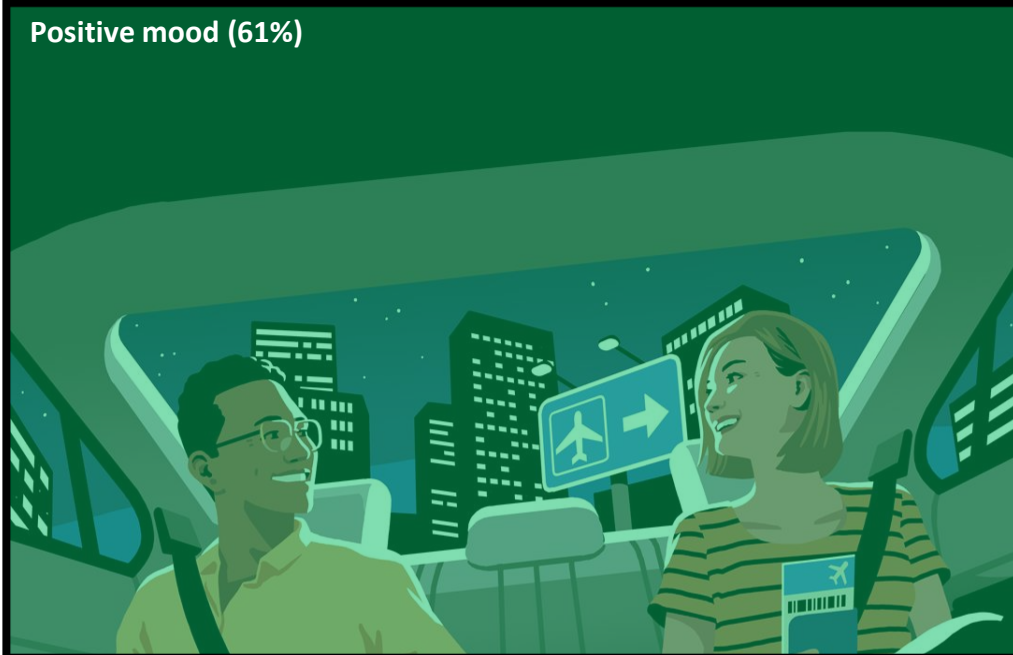
The context halo

The influence of the trip itself

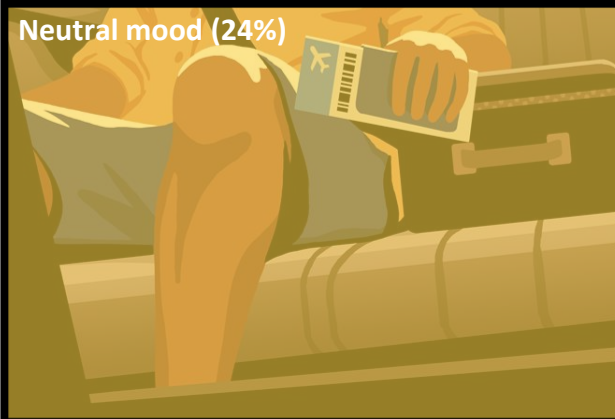
Most riders are in a positive mood during their ride

Mood of riders at the beginning of their ride
% Selected

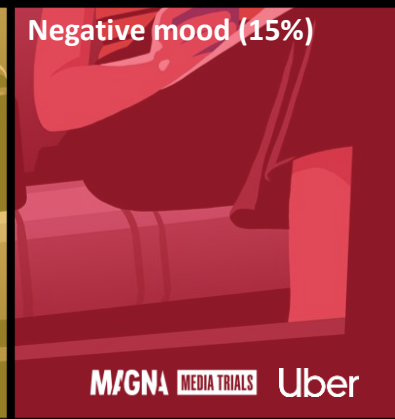
Positive mood (61%)



Neutral mood (24%)

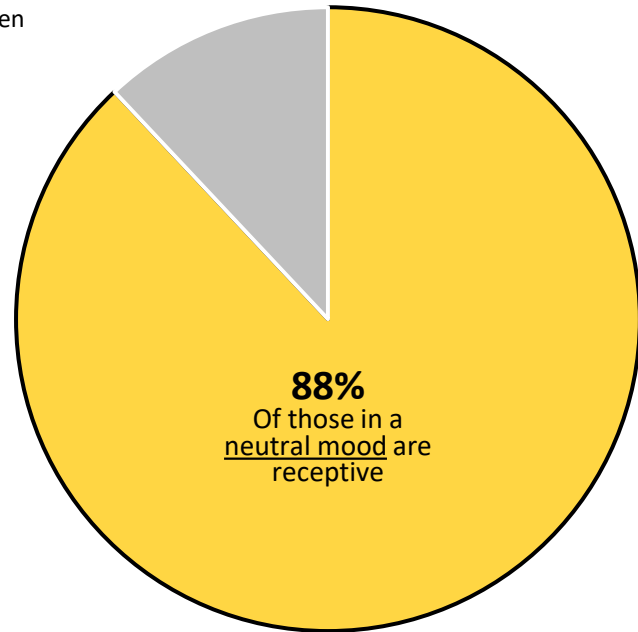
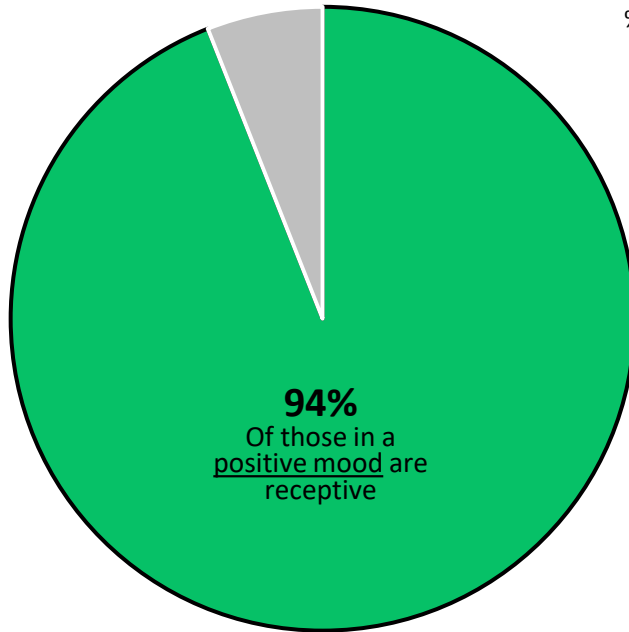


Negative mood (15%)



Regardless of mood, riders in a rideshare are open to ads

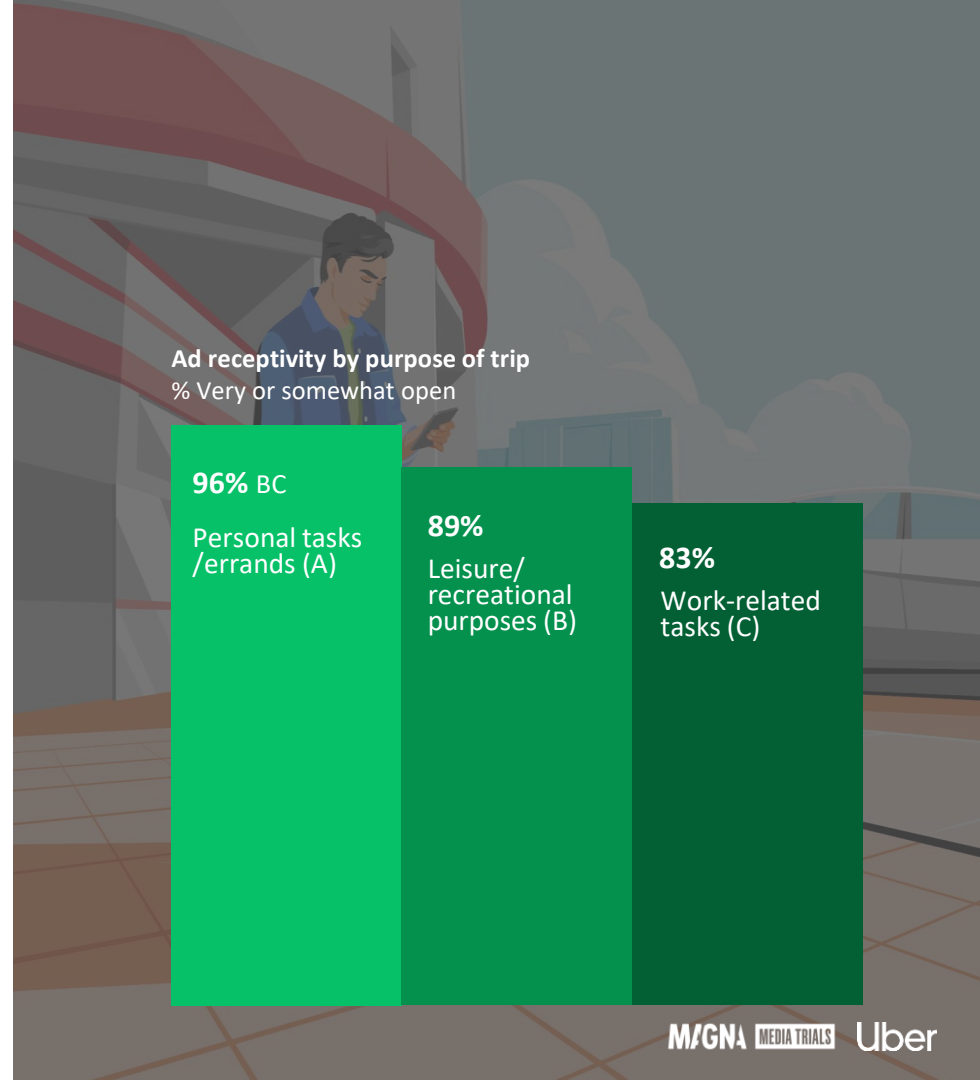
Ad receptivity by mood
% Very or somewhat open



Those who were exposed to a tablet during their recent ride, n=443
Q: In general, how open were you to seeing ad(s) during your most recent Uber ride?
Q: How were you feeling at the beginning of your ride?
Positive mood: relaxed, happy, excited, curious; Neutral mood: neutral, preoccupied
Note: sample for negative mood by ad receptivity is <50

Riders traveling for personal tasks/errands are the most receptive to ads

Serve ads to riders during personal tasks/errands to offer solutions or relevant offers that align with their immediate needs and interests



Ads in a rideshare resonate with all riders; especially those traveling for leisure

Ad sentiment by purpose of most recent trip

% Strongly agree or agree

Those traveling for...

	Leisure/recreational purposes	Personal tasks/errands	Work-related tasks
The ads were enjoyable	80%	71%	76%
The ads were a good distraction	86%	77%	77%
The ads were more interesting than what I'm used to seeing from brands	80%	70%	70%
The ads caught my attention	86%	80%	74%

People consistently ride for errands or work during the day, with more leisure travel in the evening

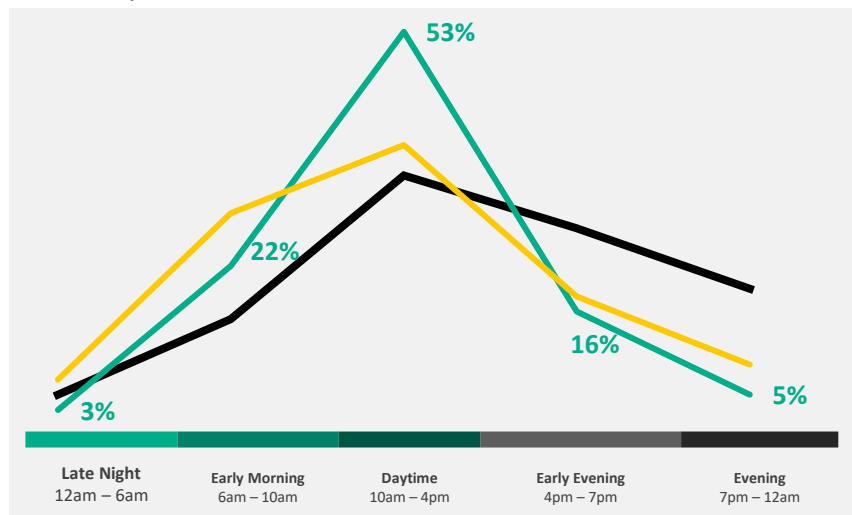
Consider allocating additional impressions to daytime to reach people who are riding for personal tasks or work

Purpose of most recent trip by time of day

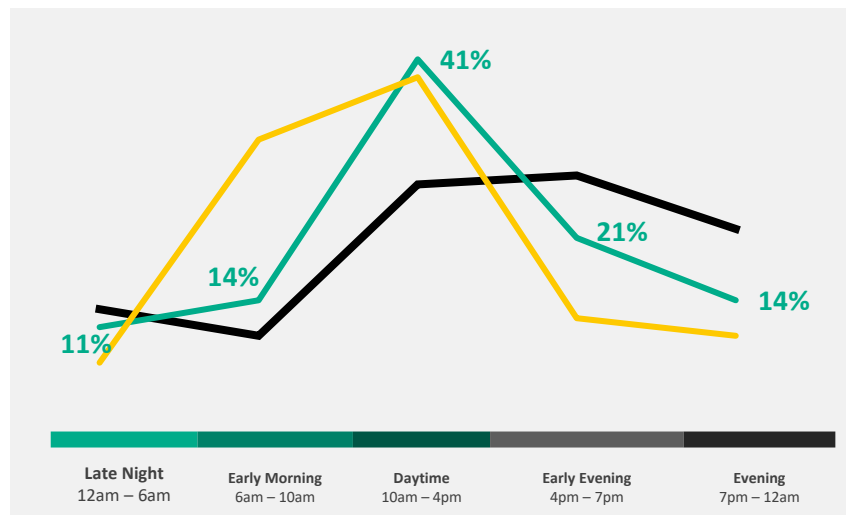
% Selected

- Personal tasks/errands
- Work-related tasks
- Leisure/recreational purposes

Weekday



Weekend



Riders are equally receptive to getting ads on weekdays and weekends

Marketers have the freedom to pick the perfect day to connect with their audience

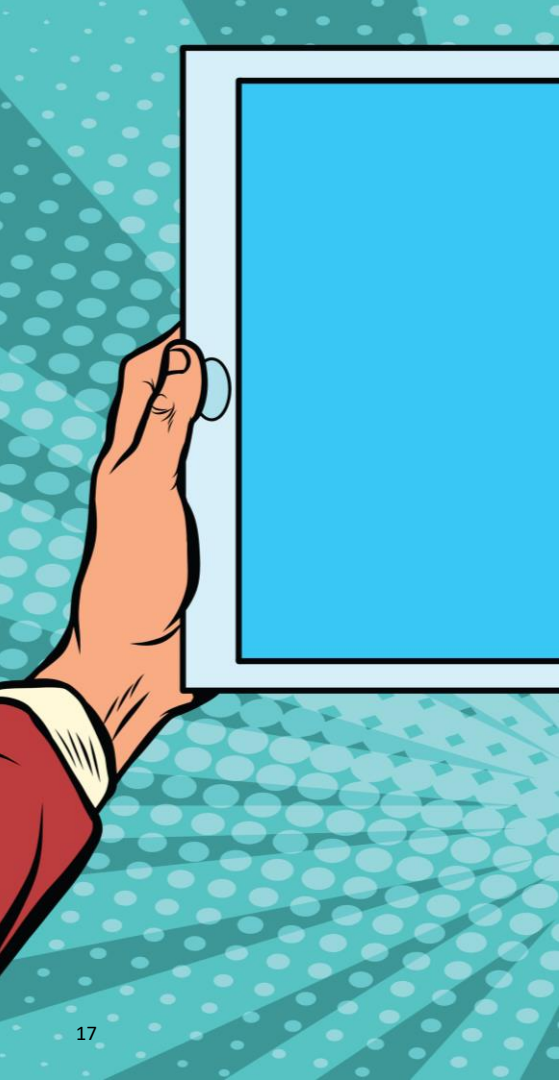
Ad receptivity by weekday & weekend
% Very or somewhat open



92%
were open to seeing ads on a weekend



Those who were exposed to a tablet during their recent ride, n=443
Q: In general, how open were you to seeing ad(s) during your most recent Uber ride?
Q: Did you take your Uber on a weekend or weekday?

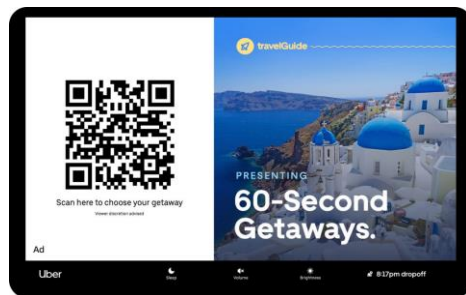


The format deep dive

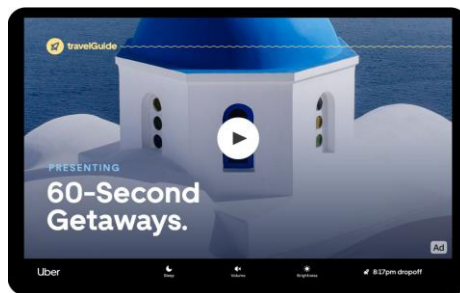
What advertisers need to know about tablet ads

What are tablet ads?

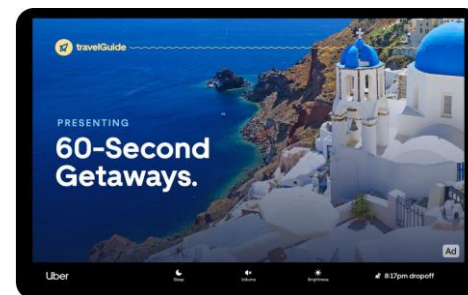
Tablet ads are advertisements shown on tablets inside rideshare vehicles, allowing marketers to reach passengers with content during their rides



Interactive ad



Video ad

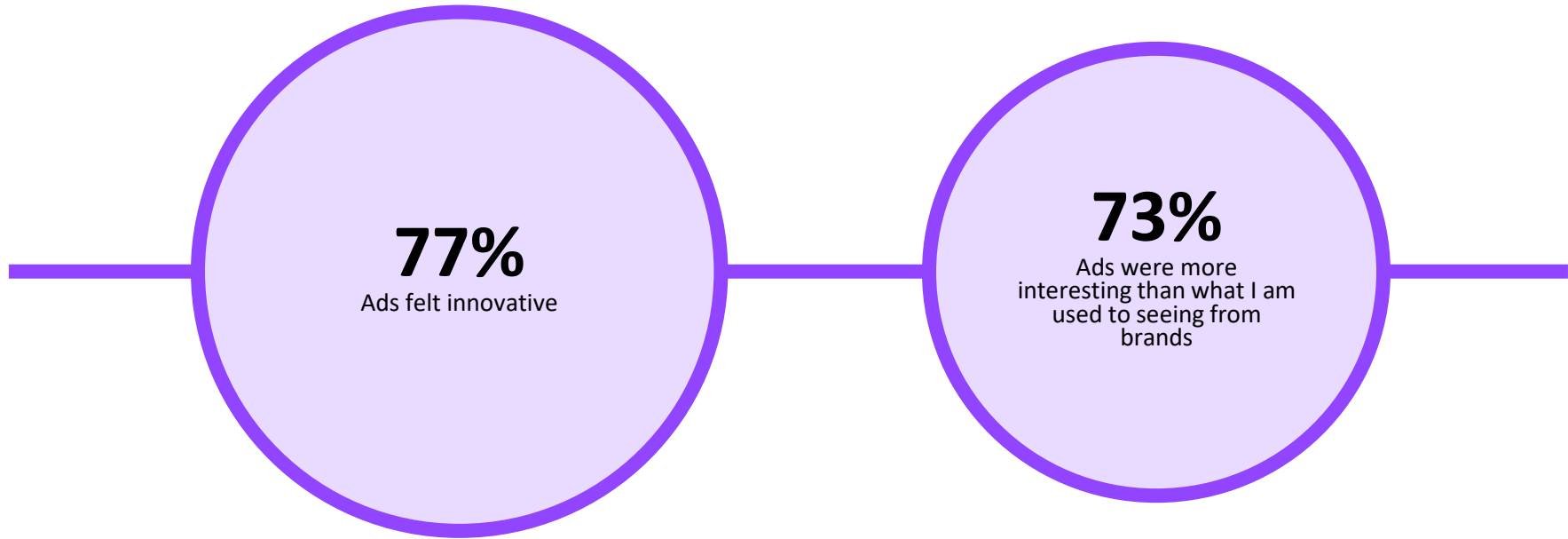


Display ad

Riders recognize the uniqueness of ads on the go

Ad sentiment

% Strongly agree or agree

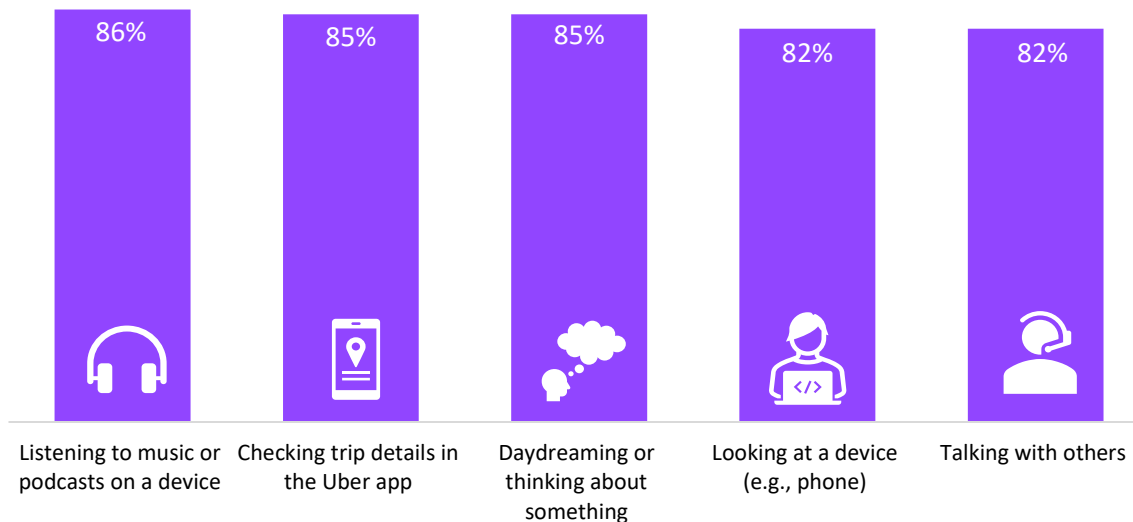


Tablet ads cut through the noise of everyday life

Marketers can expect to get people's attention, even if they are multitasking

Ads caught their attention

% Strongly agree or agree

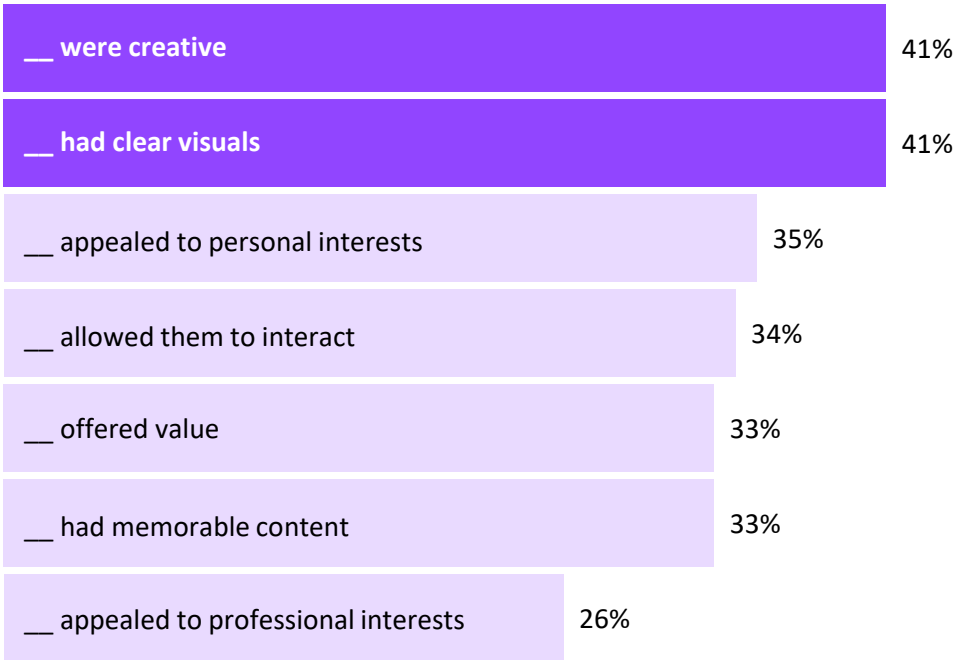


Creativity and clarity reign supreme

Prioritize creativity and clear visual when selecting which tablet ads to leverage

Elements about ads that caught riders' attention % Selected

The ad(s)...



0%

45%

Consider video or display ads to encourage curiosity on-the-go

We asked riders what they thought about three different types of ads by showing them a picture and asking how they felt about it. Each rider only answered questions about one type of ad.

Ad response by format % Strongly agree or agree

	Video Ad (A)	Display Ad (B)	QR Code Ad (C)
I would definitely notice the ad	81%	83%	75%
The ad would make me want to learn more about brand/product	57% C	55% C	47%
I would think the ad is innovative	53%	56%	51%
I would think the ad is annoying	34%	31%	33%

74%

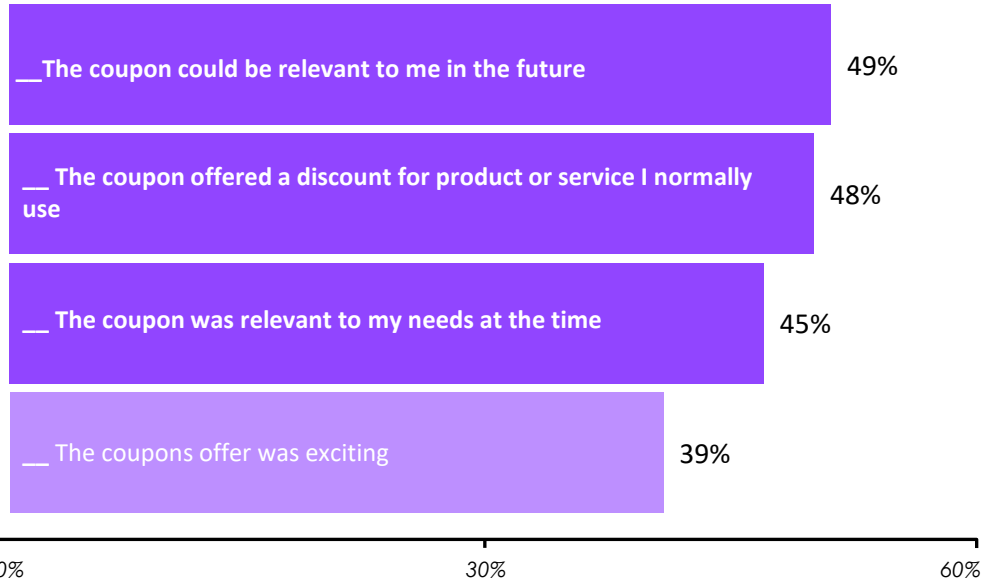
Expressed interest in taking advantage of a coupon during an Uber ride

% Very likely or likely

Timeliness beats exciting offers with coupon ads in rideshares

I would take advantage of the coupon if...

% Selected



Overall sample, n = 1,029

Q: How likely would you be to take advantage of the coupon?

Q: you mentioned you'd be likely to take advantage of the coupon. What are some reasons as to why?

"Now, picture this scenario: during your latest Uber ride, you come across an ad offering a coupon that you can use either at your destination or sometime soon (e.g., a discount for a grocery store near your home or the work cafeteria)."

Brands should use QR codes in coupon ads to enable engagement

Preferred method for accessing a coupon during an Uber ride

% Selected

	Through a QR code	By taking a picture of it	By entering my email	By entering my phone number	By verbally requesting through voice activation
Gen Z	38%	22%	15%	18%	7%
Millennials	38%	18%	21%	15%	6%
Gen X	40%	19%	19%	12%	8%
Boomers	26%	23%	24%	15%	4%

Implications

1

Utilize rideshare ads to enhance rider experience and capture broad brand receptivity

2

Tailor ad content for relaxed and excited travelers during personal errands or leisure travel

3

Emphasize creativity and clarity in tablet ads, using video or display formats for enhanced interest



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**Thank
you!**

Executive Summary

1

Ads in rideshares are well-received by riders and provide marketers a valuable chance to reach audiences

2

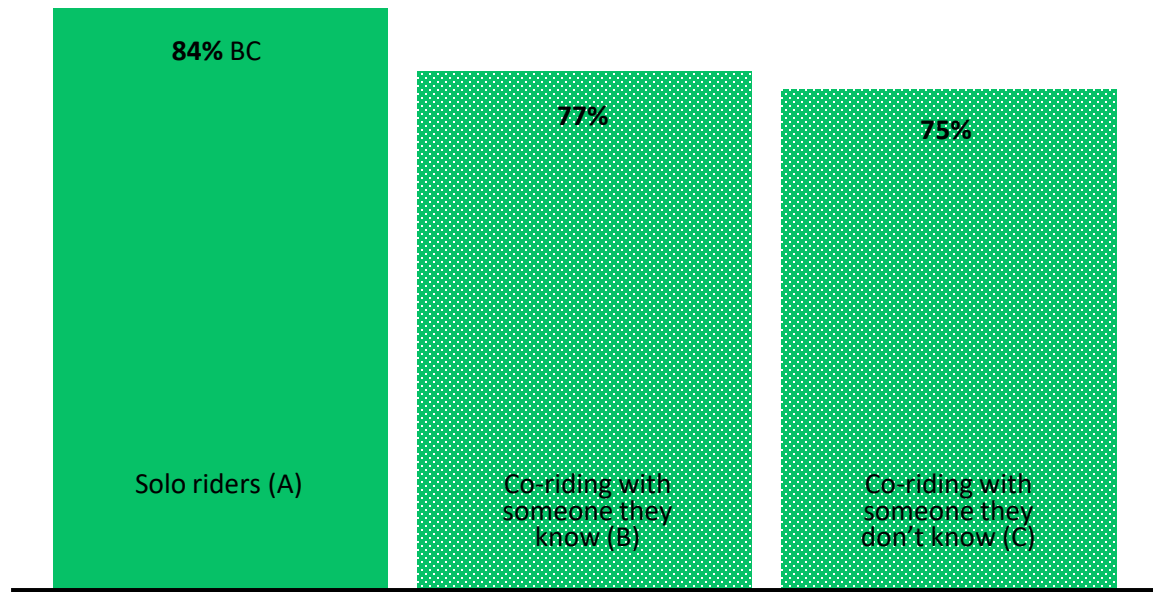
The context of the rideshare trip itself influences rider receptivity, with the purpose playing a significant role

3

Understanding the format nuances of tablet ads is crucial, with creativity and clarity being key factors in ad recall

Riders express highest openness to ads when traveling solo

Ad receptivity by ride type
% Very or somewhat open



Riders express higher interest in seeing ads for entertainment, food, travel, and retail

Marketers should consider contextual alignment of ads to destination since it's possible with these verticals

Interest in seeing ads among verticals

% Very or somewhat interested

