



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 a ride with Uber in the past 2 weeks and rode in key DMAs*

Ages 18+

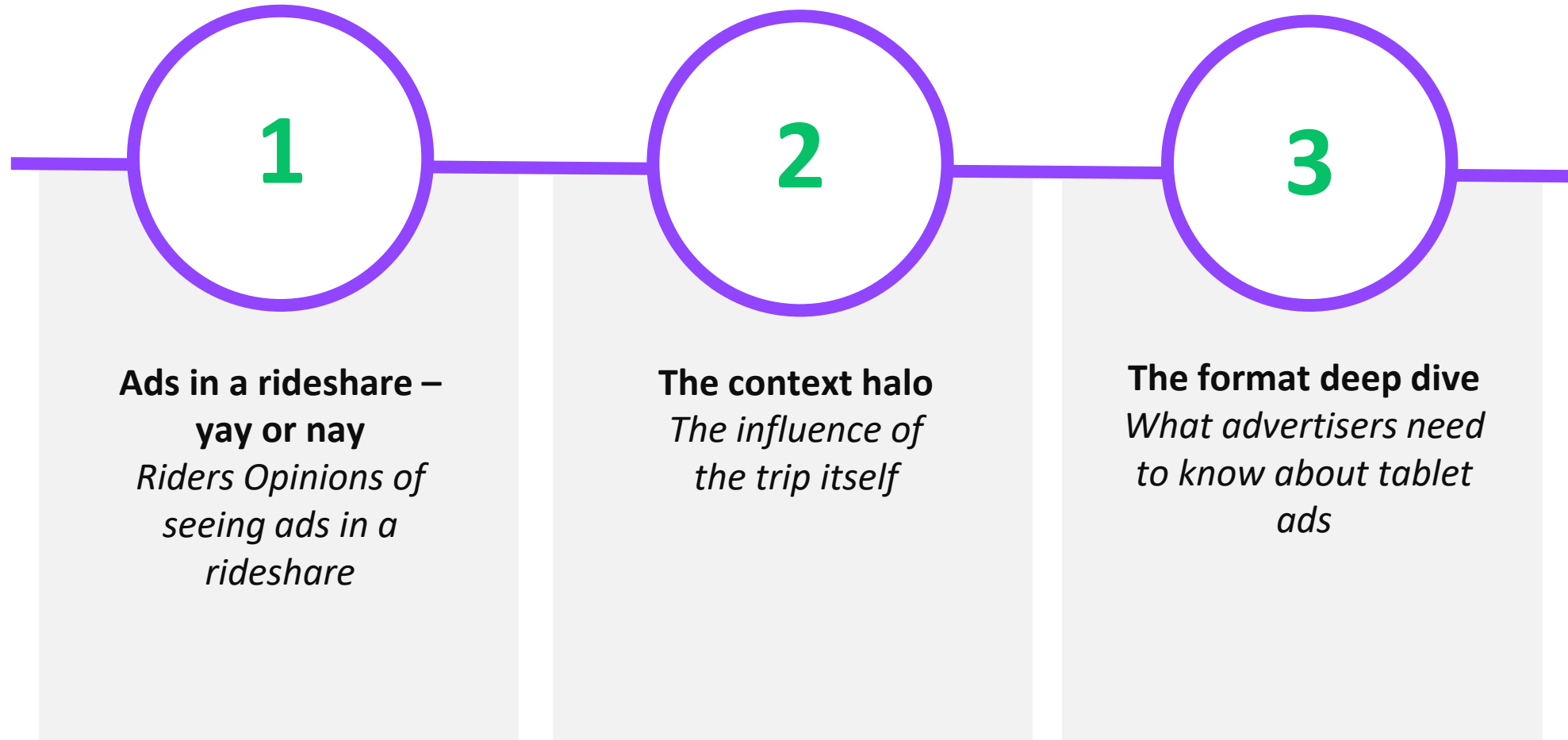
Ride Diary

Online diary of most recent ride with Uber, 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



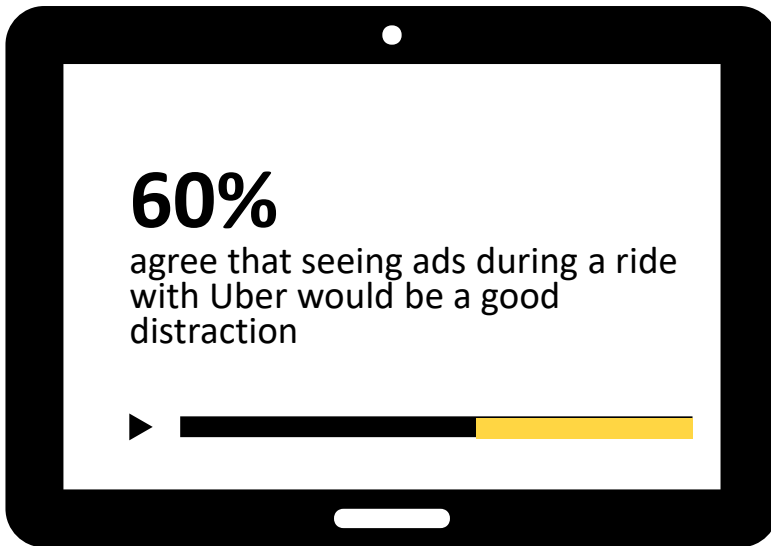


Ads in a rideshare – yay or nay?

Riders' opinion of seeing ads in a rideshare

Ads during rideshare are seen as a good distraction

Sentiment toward ads during a ride with Uber % Strongly agree or agree



Reasons why riders would be open to seeing ads on the Uber app
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"*

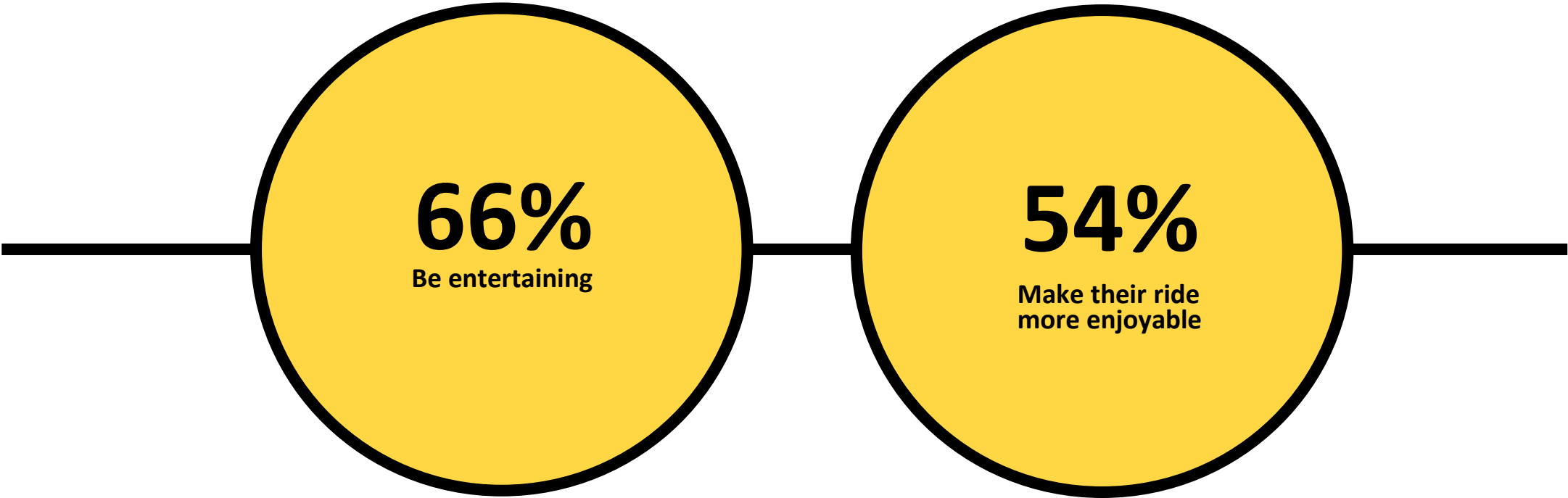
*"It would be a **welcome distraction** and possibly something I could take advantage of"*

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 a ride with Uber
% Strongly agree or agree

Seeing ads during their journey would...



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

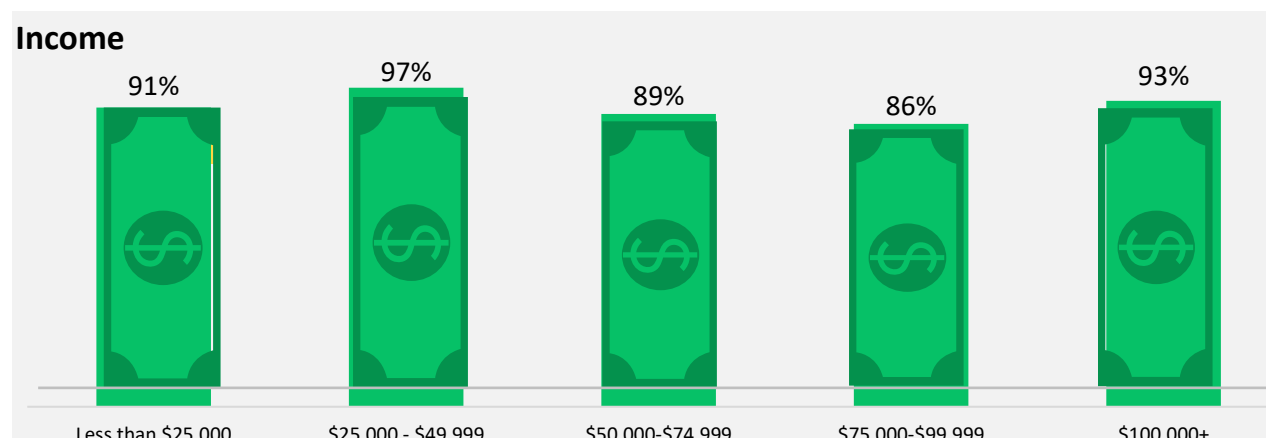
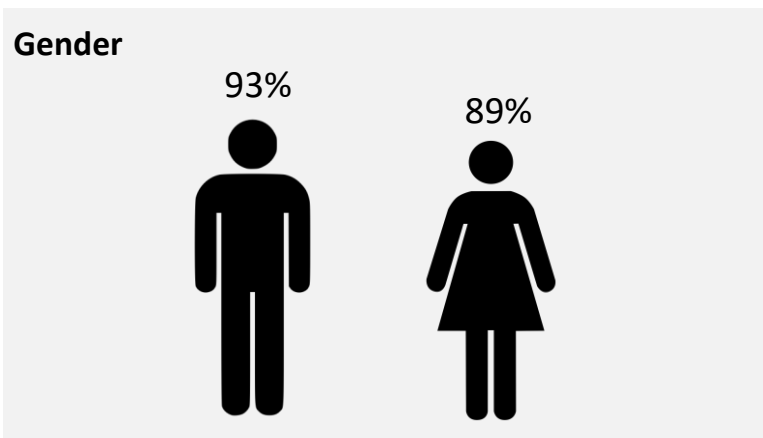
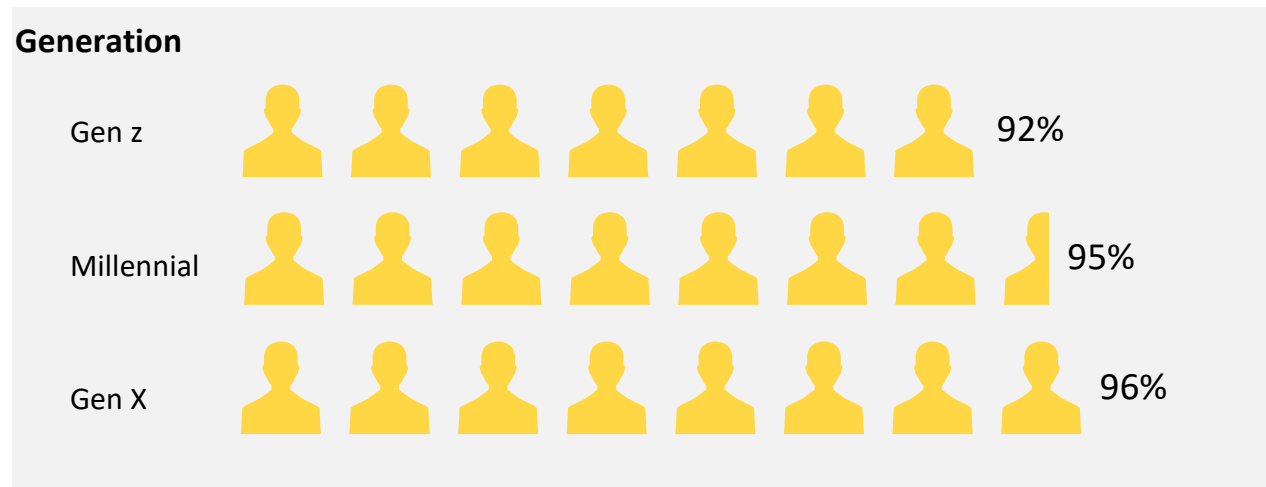
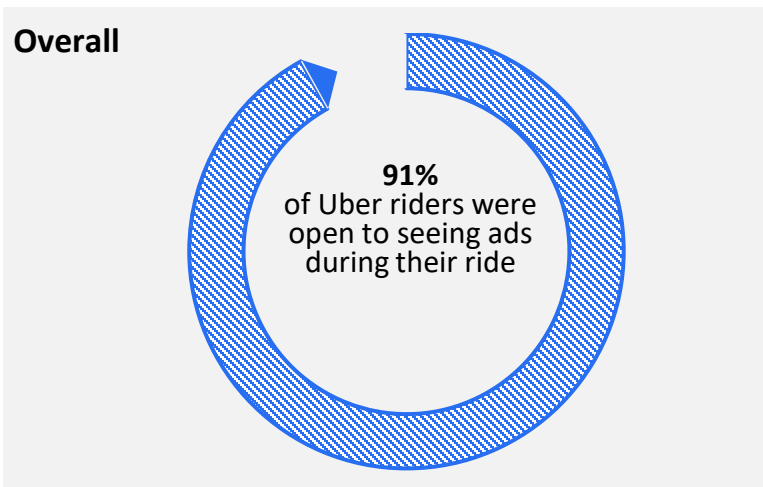
Note: Green shades in the heatmap represent varying degrees of intensity or values, with darker shades indicating higher values and lighter shades indicating lower values.

	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 caught my attention	86%	80%	74%
The ads were a good distraction	86%	77%	77%
The ads were enjoyable	80%	71%	76%
The ads were more interesting than what I'm used to seeing from brands	80%	70%	70%

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 ride with Uber - % 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 ride with Uber?



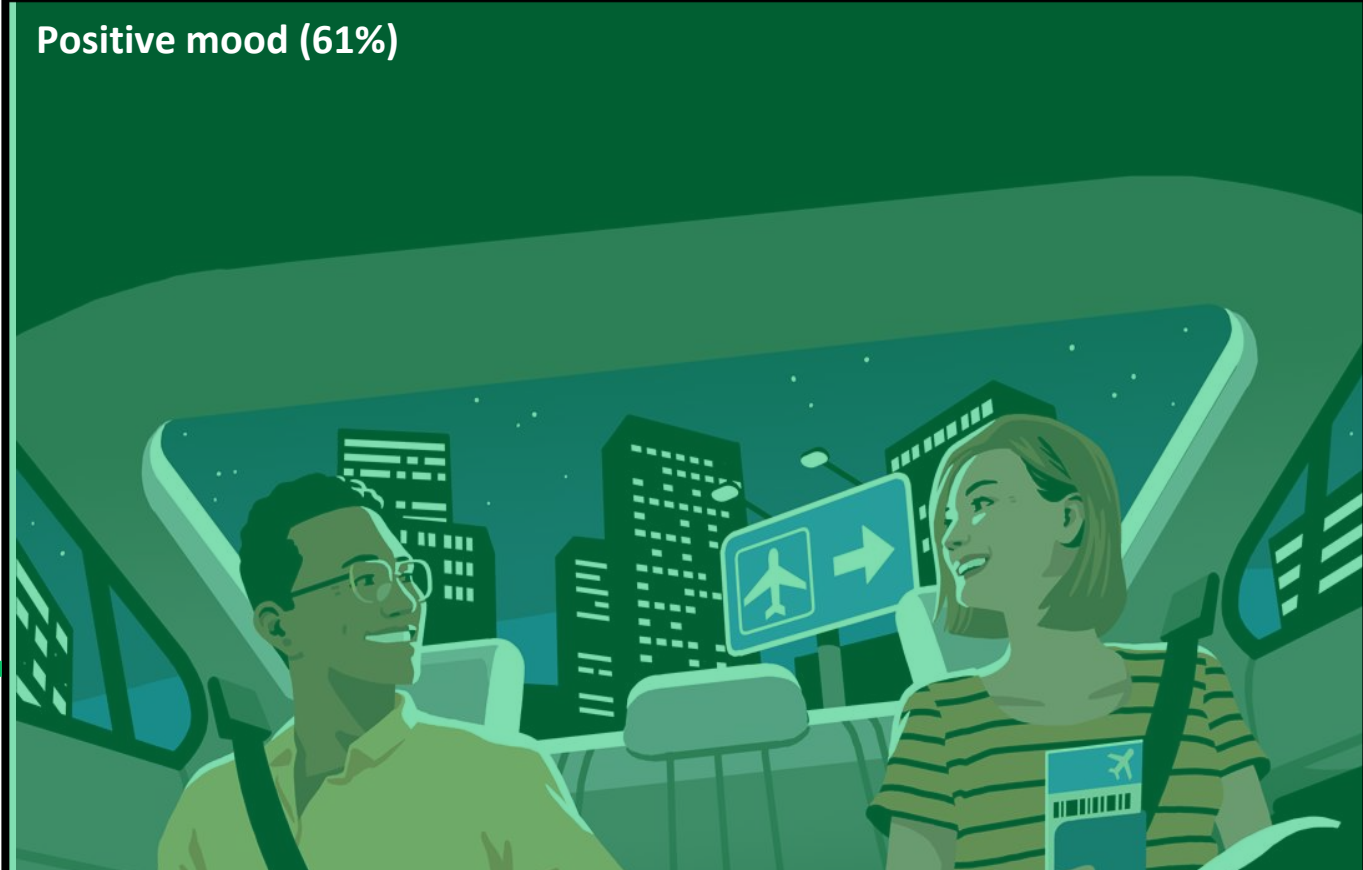
The context halo

The influence of the trip itself

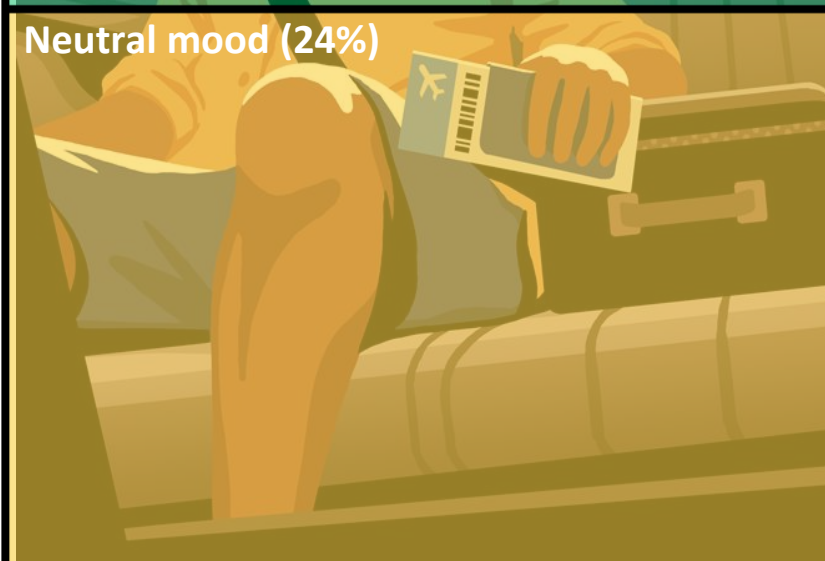
Most riders are in a positive mood during their ride

Mood of riders at the beginning of their ride
% Selected

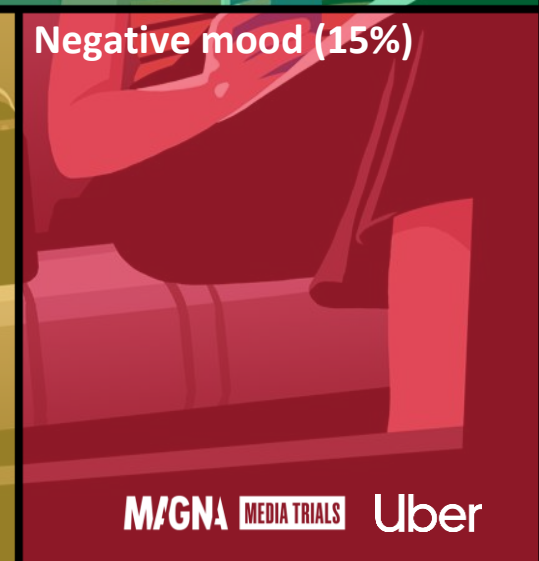
Positive mood (61%)



Neutral mood (24%)

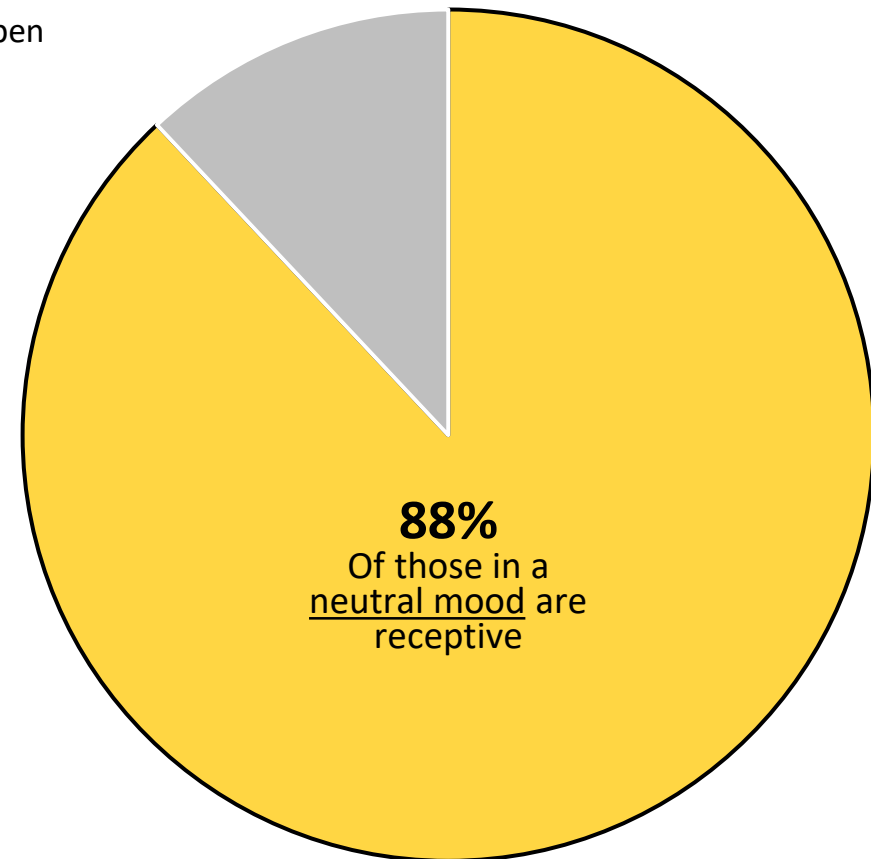
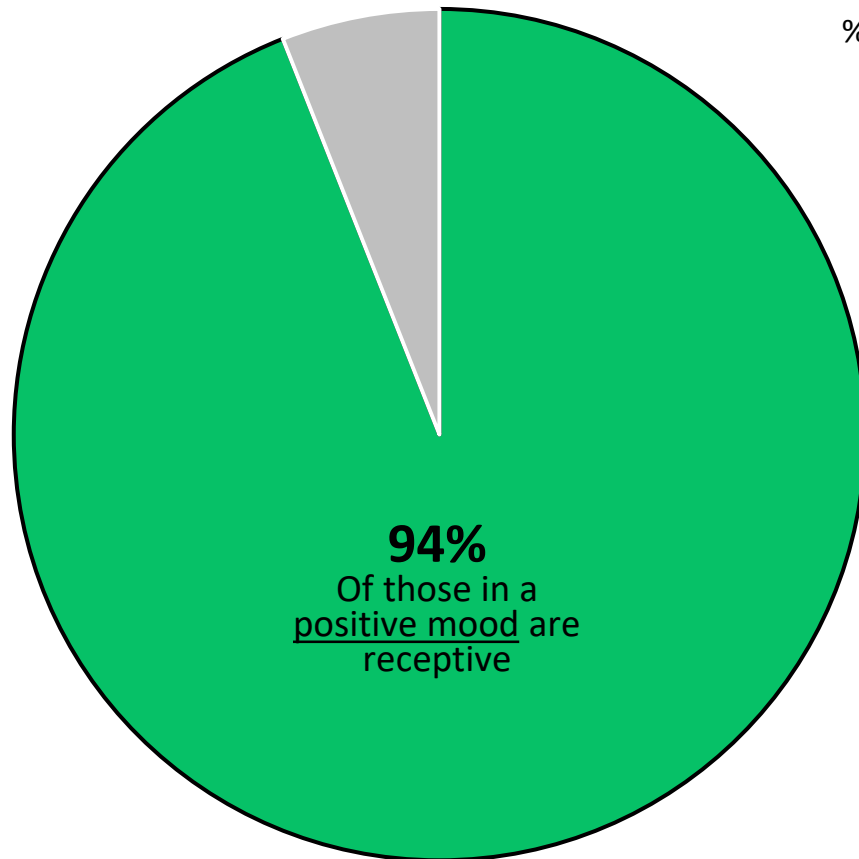


Negative mood (15%)



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 ride with Uber?
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

Ad receptivity by purpose of trip
% Very or somewhat open

96% BC

Personal tasks
/errands (A)

89%

Leisure/
recreational
purposes (B)

83%

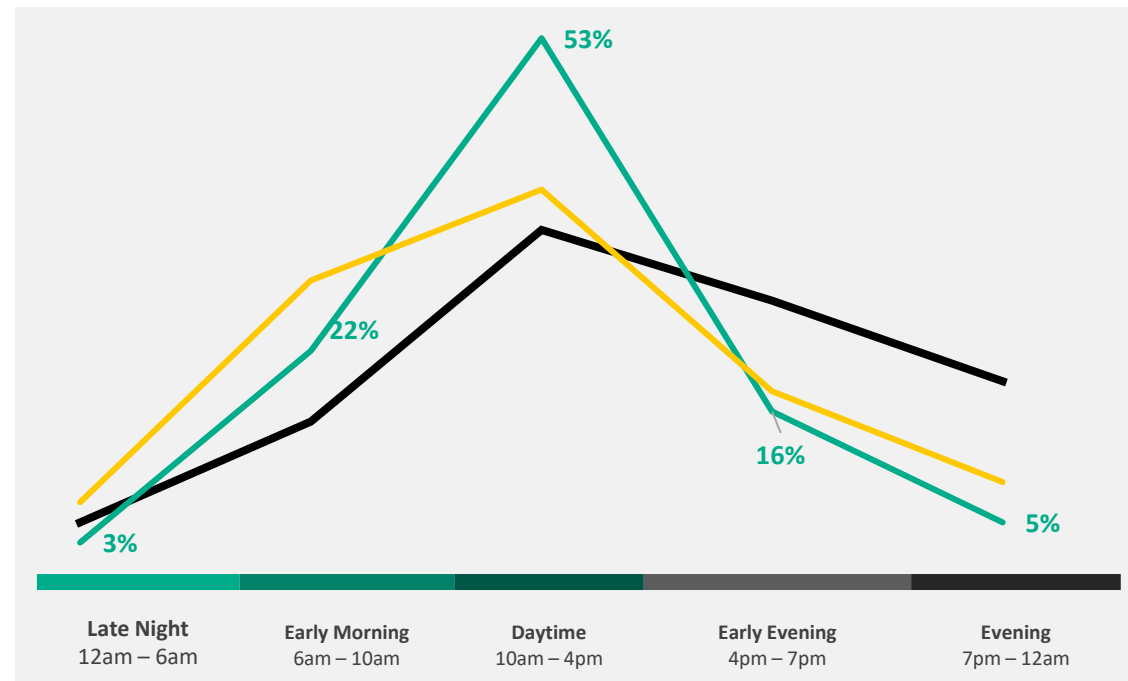
Work-related
tasks (C)

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

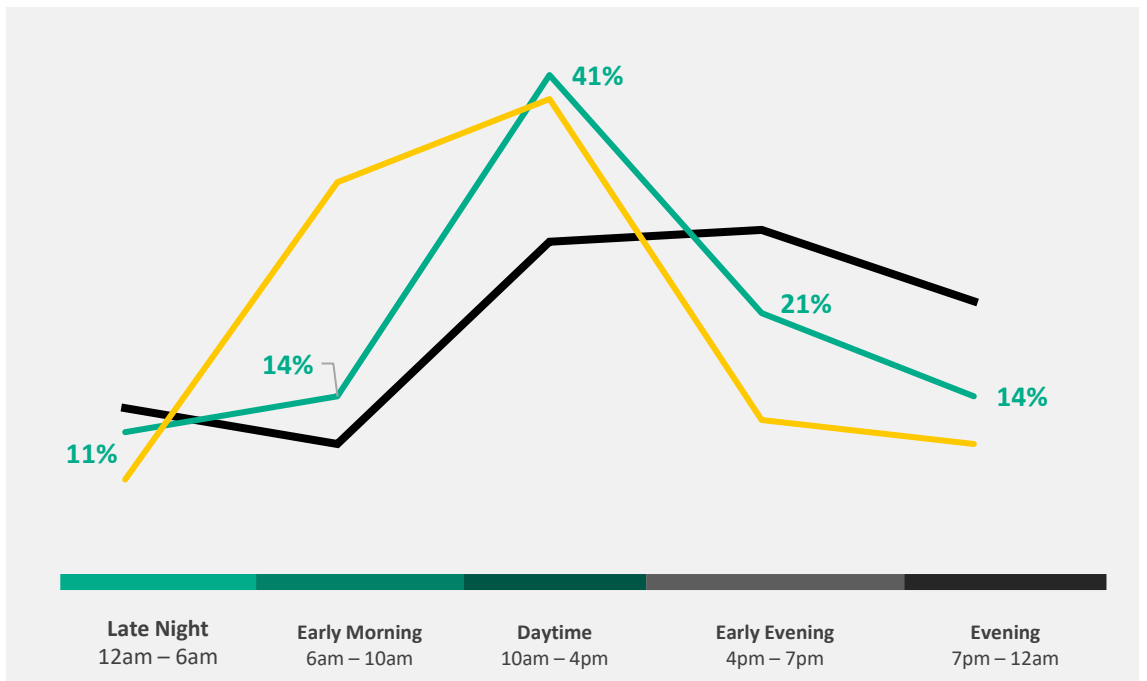
Consider allocating additional impressions to daytime to reach people who are riding for personal tasks or work

Purpose of most recent trip by time of day
% Selected

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



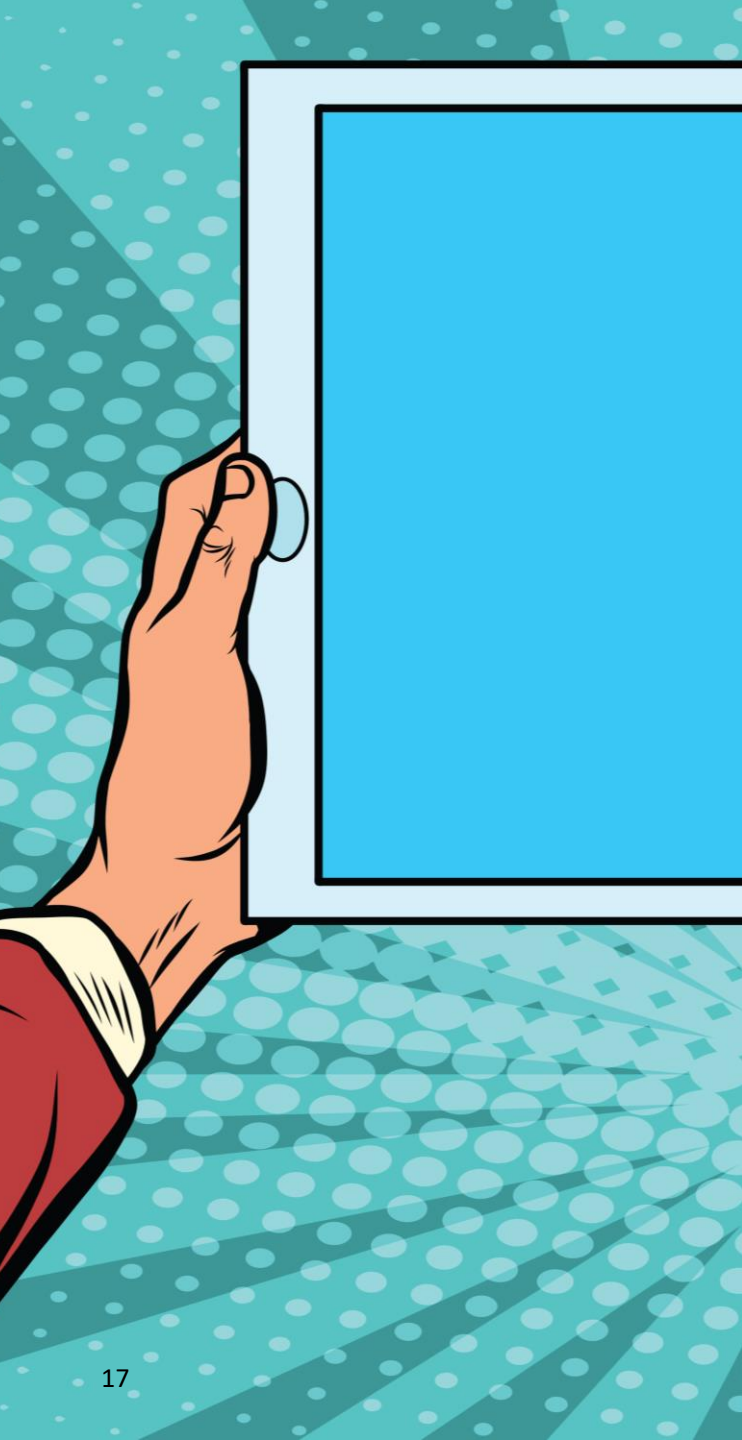
92%

were open to seeing ads on a weekday



92%

were open to seeing ads on a weekend

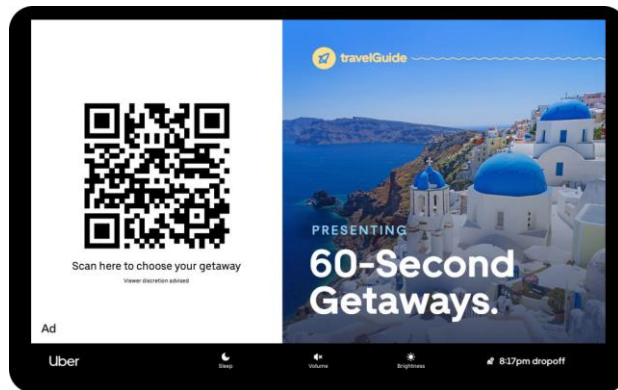


The format deep dive

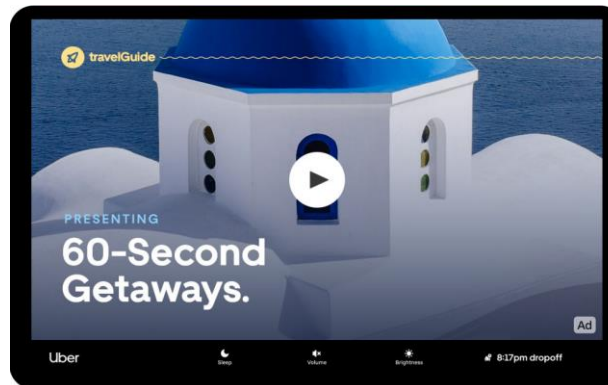
What advertisers need to know about tablet ads

What are tablet ads?

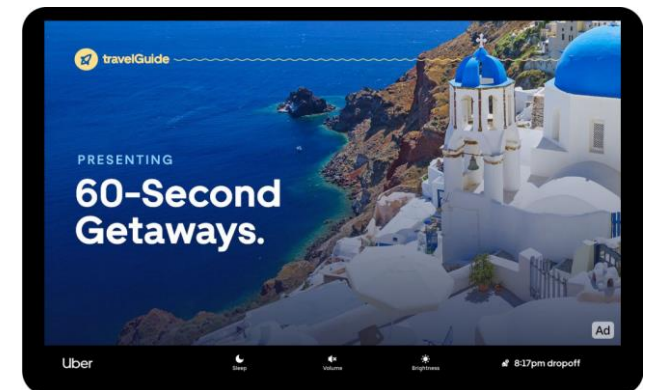
Tablet ads are advertisements shown on tablets inside rideshare vehicles, allowing marketers to reach passengers with content during their rides



Interactive ad



Video ad

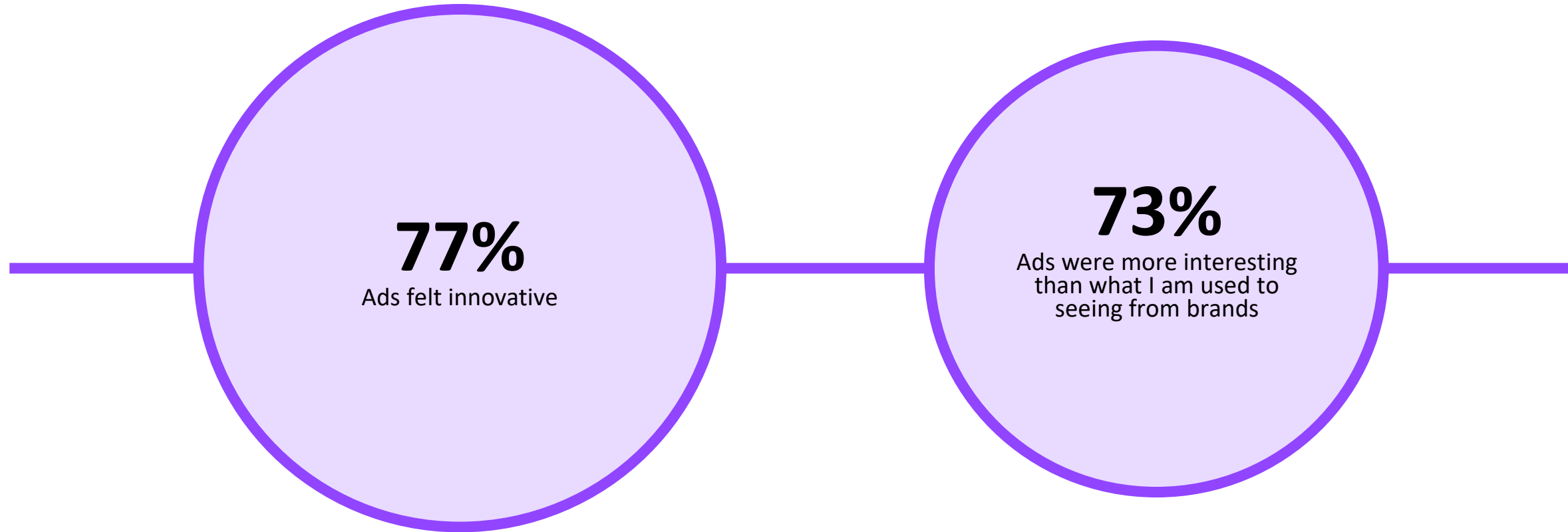


Display ad

Riders recognize the uniqueness of ads on the go

Ad sentiment

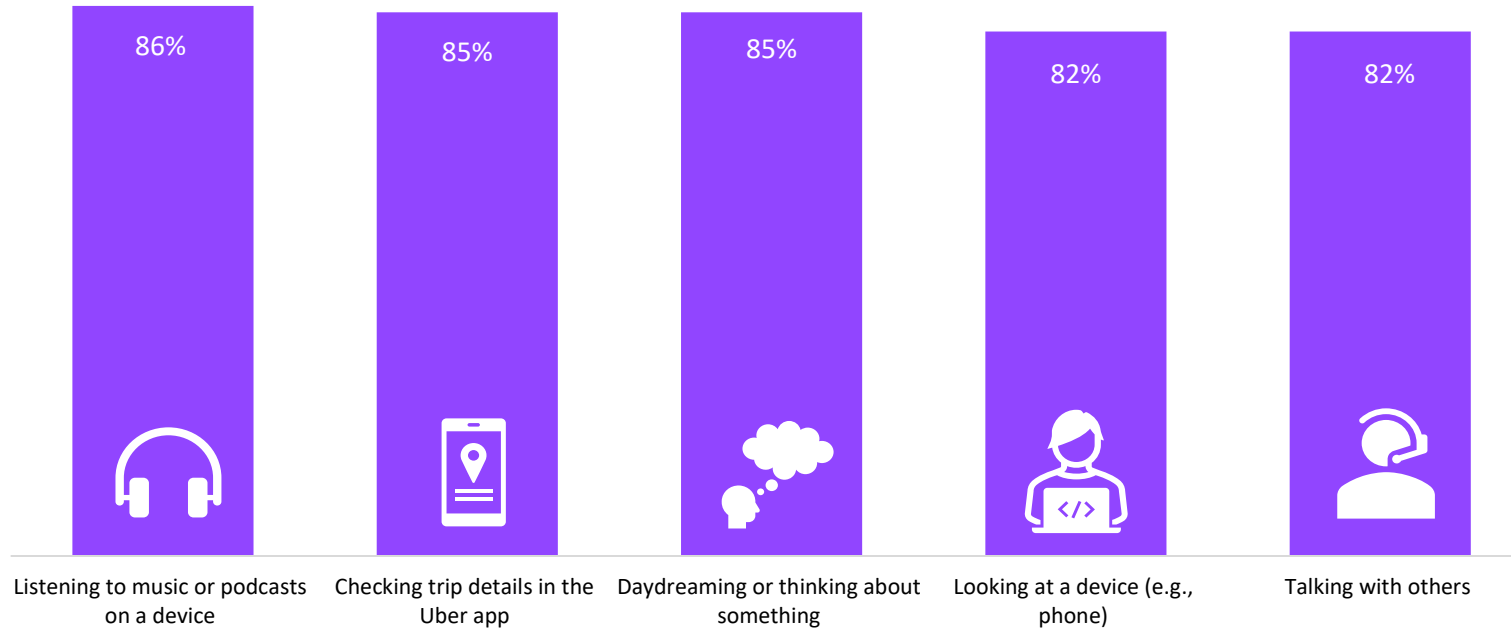
% Strongly agree or agree



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

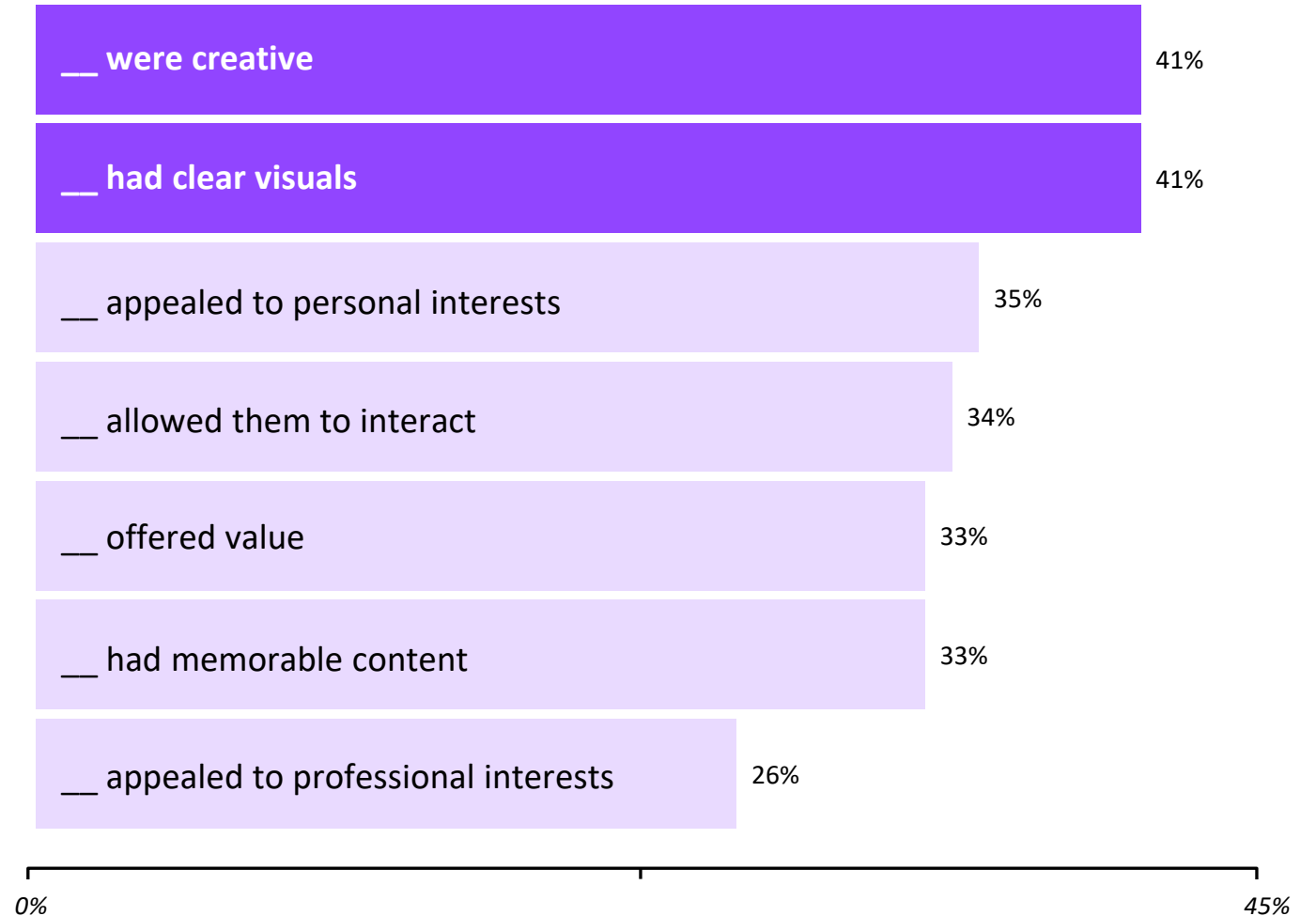


Creativity and clarity reign supreme

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

Elements about ads that caught riders' attention
% Selected

The ad(s)...

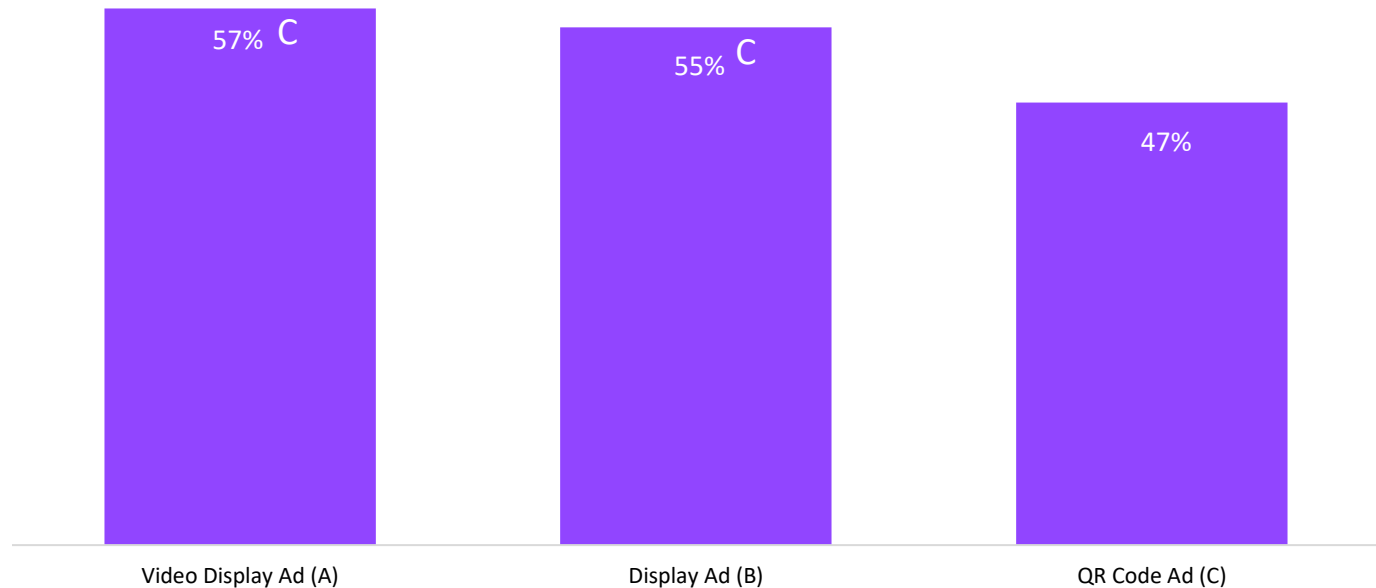


Consider video or display ads to encourage curiosity on-the-go

The ad would make me want to learn more about brand/product

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



74%

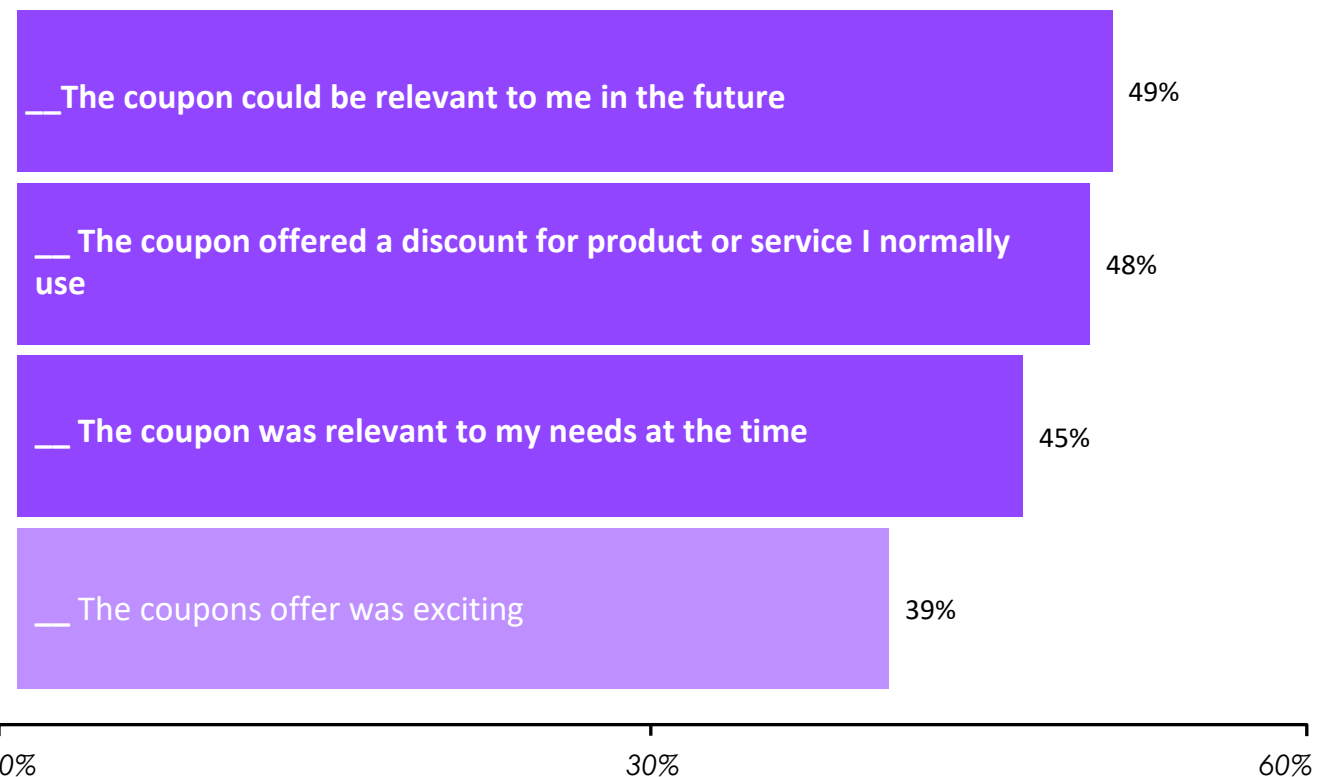
Expressed interest in taking advantage of a coupon during a ride with Uber

% 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 ride with Uber, 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

Note: Green shades in the heatmap represent varying degrees of intensity or values, with darker shades indicating higher values and lighter shades indicating lower values.

Preferred method for accessing a coupon during a ride with Uber
% 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%

Overall sample, n = 1,029

Q: How would you prefer to access the coupon?

"Now, picture this scenario: during your latest ride with Uber, 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.)."

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!