An inside look at how consumers feel about the walled gardens

We surveyed 1000 people to understand how consumers perceive and interact with walled gardens. We uncovered three major findings. The results might surprise you.

The amount of time consumers spend on walled gardens is on the rise.

59% spend at least an hour per day on VIDEO SITES
57% spend at least an hour per day on SOCIAL MEDIA
33% spend at least an hour per day on ONLINE SHOPPING

The TOP 4 sites people spend time online are walled gardens.

1. SOCIAL MEDIA
2. SEARCH ENGINES
3. VIDEO SITES
4. ONLINE SHOPPING

Consumers are ready to search, shop, and share when they’re there.

Walled gardens are a reliable way to discover new products.

77% Turn to walled gardens first to research products
65% Find ads on walled gardens more helpful than on the open web

Walled garden advertising leads to engagement and conversions.

75% Will click on ads on Amazon when related to their search
65% Are more likely to purchase from ads in the walled gardens
63% Have clicked on ads in at least one walled garden
49% Have made a purchase after clicking on a walled garden ad

Shoppers are more comfortable sharing their data for targeting.

40% OPEN WEB
60% WALLED GARDENS

The economy is affecting shopping trends for 2023.

Shoppers will be savvier and focus on saving money this year.

88% Wait for deals/discount days
86% Bargain hunt
86% Read reviews
86% Buy cheaper, non-brand products
85% Join loyalty programs for discounts
85% Impulse buy
39%

More than half of respondents will adjust the amount they buy.

44% Buy less of the things you want
22% Buy the same as in 2022
34% Buy more of the things you want