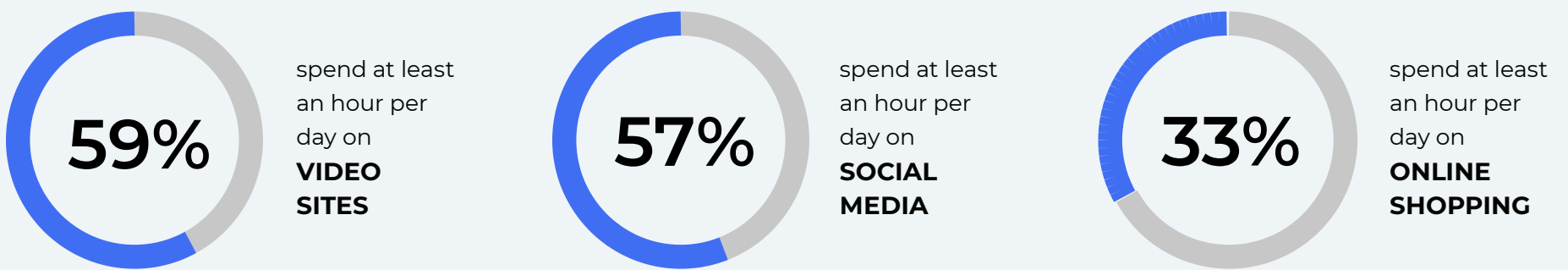


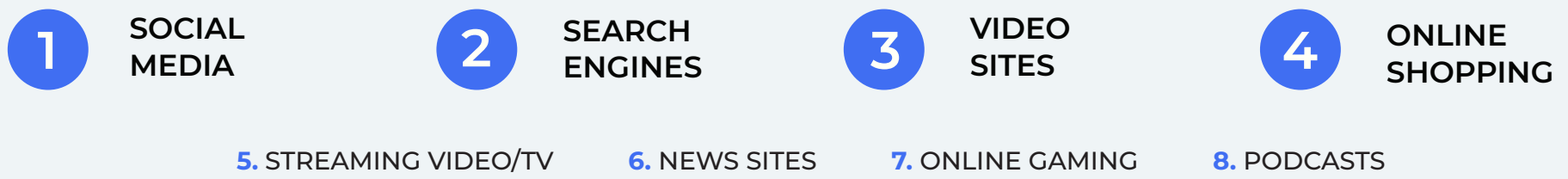
# An inside look at how consumers feel about the walled gardens

We surveyed 1,000 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.



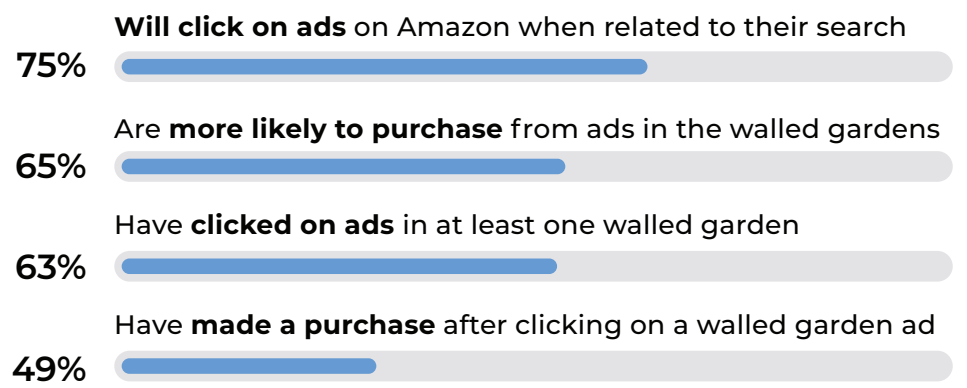
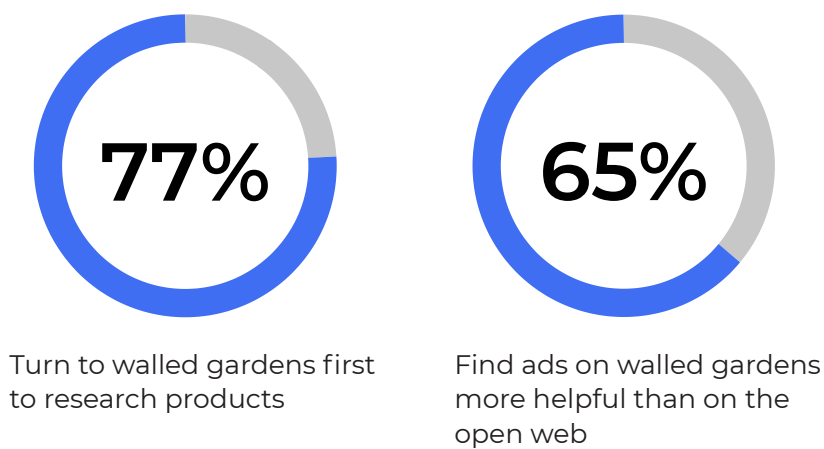
The **TOP 4** sites people spend time online are walled gardens.



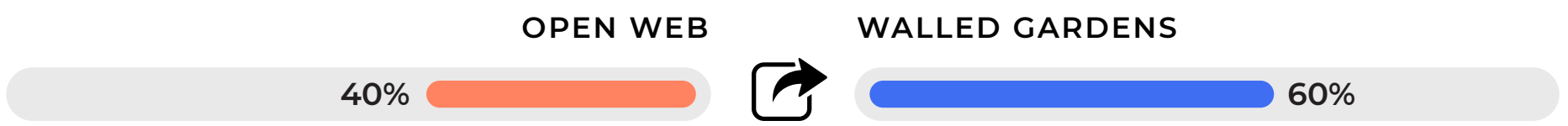
## Consumers are ready to search, shop, and share when they're there.

Walled gardens are a reliable way to **discover new products.**

Walled garden advertising leads to **engagement and conversions.**



Shoppers are more **comfortable sharing their data** for targeting.



## The economy is affecting shopping trends for 2023.

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

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

