



The Friction Factor Report

How Small Barriers in Digital CPG Ads Have Big Impacts on Sales

SEPTEMBER 2025



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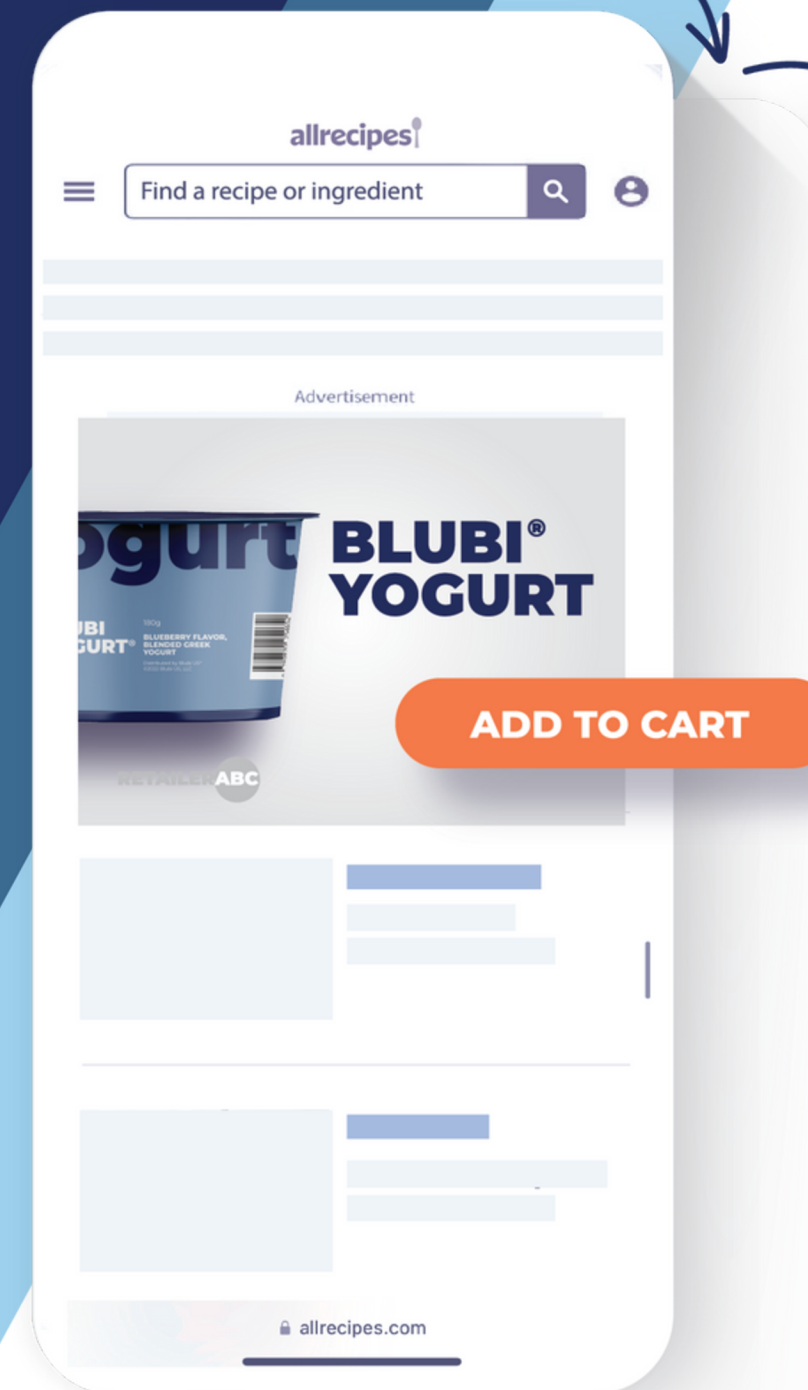
For CPG shoppers, convenience isn't a luxury, it's an expectation. In a world where grocery planning, list-making, and buying can all happen in the palm of a hand, even the smallest point of friction can shift a purchase from "yes" to "not at all."

That's why we wanted to take a closer look at how consumers respond to digital CPG ads in real-world conditions.

AdAdapted surveyed over 1,000 U.S. shoppers to uncover what gets in the way of turning interest into action.

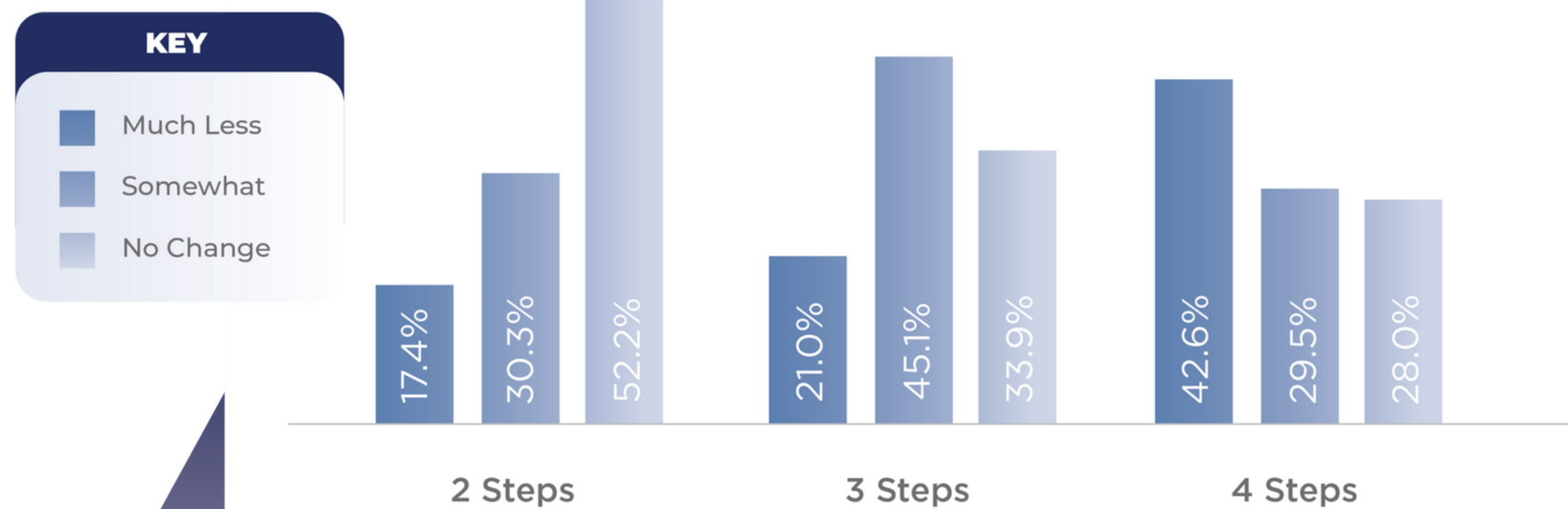
What follows is a breakdown of the key findings, where friction slows the path to purchase, and where seamless ad experiences can make all the difference.

The results reveal just how fragile the shopper journey can be, and how small changes unlock big impact.



KEY TAKEAWAY: Each added step to purchase dramatically decreases likelihood, over **40% drop-off** at 4 steps.

After seeing a digital ad for a CPG product you like, how much less likely would you be to buy the product based on the number of steps required to purchase?



The Cost of Every Extra Click

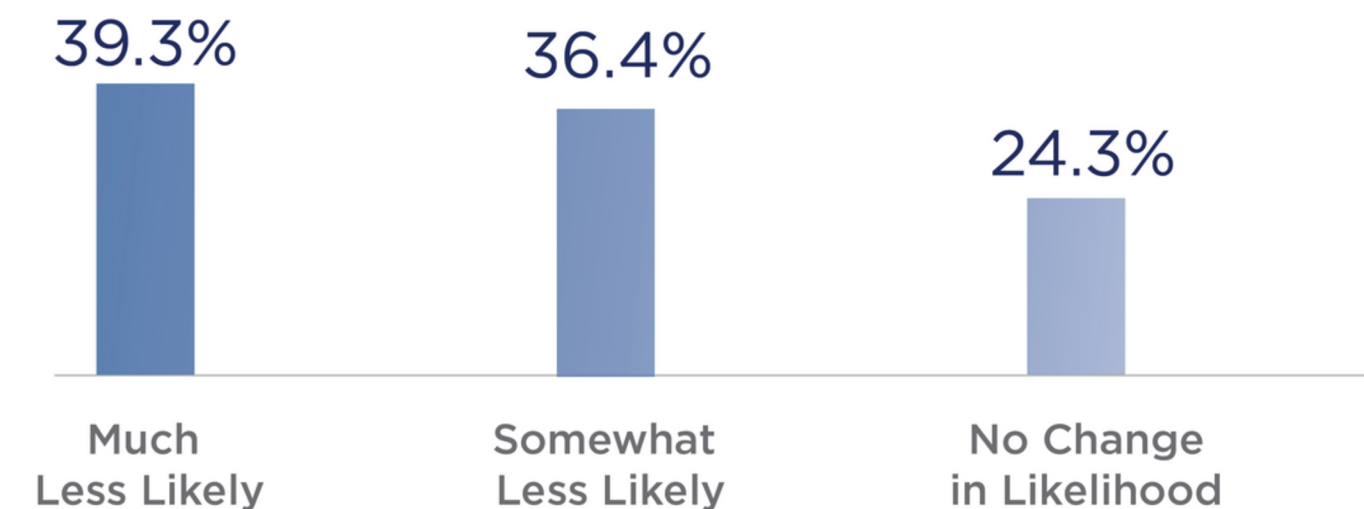
When it comes to digital shopping, every click counts. Our survey reveals that each additional step in the purchasing path significantly reduces intent, especially beyond two steps. Even small delays or extra actions can cause drop-off that most brands never win back.

Logins Stop Shoppers Cold

Nothing slows down a purchase faster than being forced to log in. For everyday CPG items, shoppers simply won't bother: Nearly 76% said requiring a username and password makes them less likely to buy. In this category, digital ads that seamlessly recognize consumers without requiring a login are the winning solution.

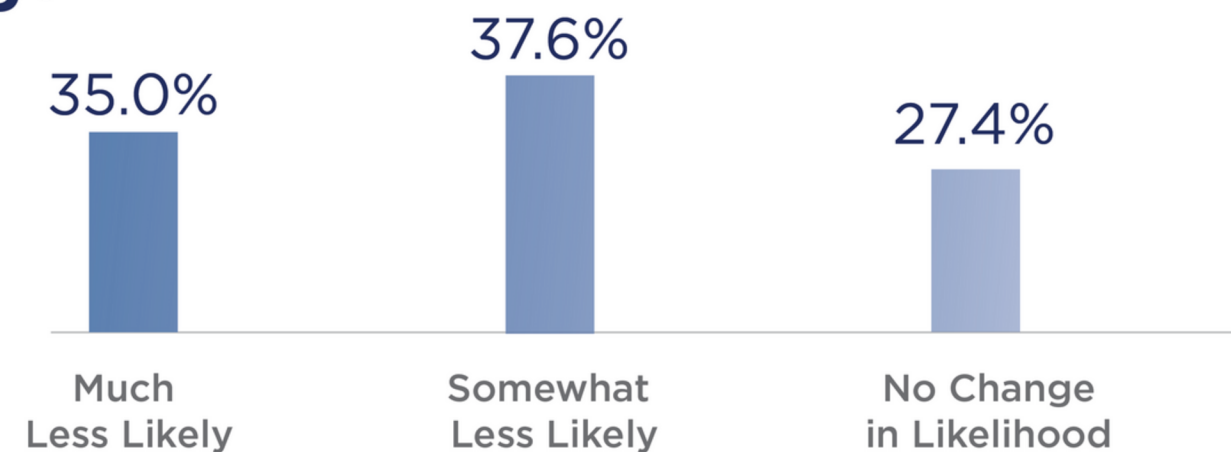
KEY TAKEAWAY: Nearly 76% of users say needing to log in makes them less likely to complete the purchase.

After seeing a digital ad for a CPG product you like, how much less likely would you be to buy the product if you were required to fill out a log-in?



KEY TAKEAWAY: Over 72% of shoppers are less likely to buy if the ad takes them away from the content they were consuming.

After seeing a digital ad for a CPG product you like, **how much less likely would you be to buy the if clicking its digital ad took you away from the article, video, or app you were using?**



Redirects Break the Shopper Journey

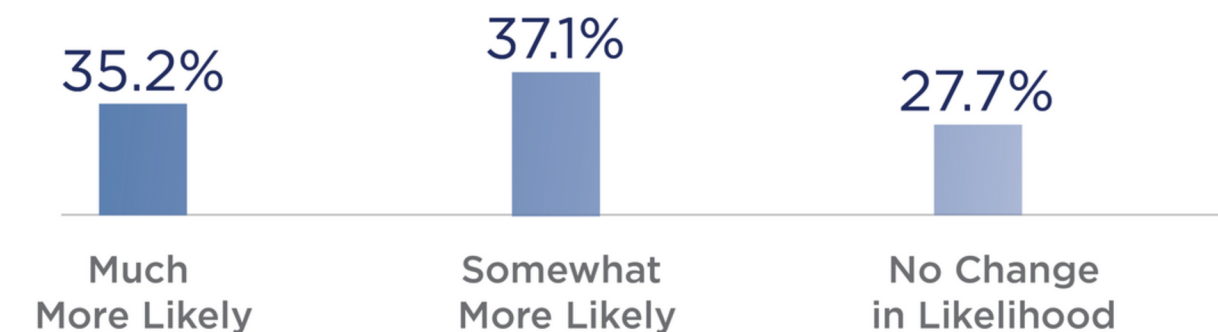
Shoppers don't want to be pulled out of what they're doing. Our survey found that nearly 3 out of 4 consumers are less likely to buy if a CPG ad redirects them away from the content they were engaged with. Every detour adds friction, and in most cases, it ends the journey altogether. To keep shoppers moving toward purchase, ads need to integrate seamlessly within their experience, not remove them from it.

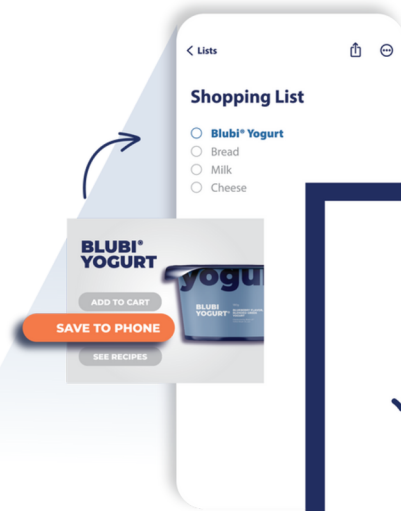
Buy Now Only = Built-In Friction

CPG shoppers may not always be ready to buy now (only 18.2% regularly purchase immediately after viewing an ad), but they do want the option to *save now for future purchase*. With one click, ads that add products to a grocery list or cart keep brands top of mind. Simplicity doesn't just improve the experience, it builds future sales.

KEY TAKEAWAY: Over 72% of shoppers are more likely to buy when the ad lets them save to a cart or list with one click.

After seeing a digital ad for a CPG product you like, **how much more likely would you be to buy the product if you could save it with one click, automatically adding it to your digital grocery list or online shopping cart?**





Connect with Intent

- ✓ Reach shoppers inside 45+ pre-shop planning apps, where lists and meal planning drive purchase intent.
- ✓ Deliver native, non-disruptive ad experiences that integrate seamlessly into grocery planning flows.
- ✓ Turn awareness into action without interrupting the shopper journey

Convert without Friction

- ✓ One-click Add-to-List and Add-to-Cart functionality ensures shoppers can act when they are ready.
- ✓ Reduce drop-off by eliminating redirects, log-ins, and multi-step flows.
- ✓ Keep your brand locked in for the next grocery trip, turning saved intent into real sales.

AdAdapted's "Save Now, Buy Later" Solutions

Shoppers aren't always ready to buy in the moment, but they *are* ready to plan. AdAdapted's solutions reduce friction by making it effortless for consumers to save products with one click, keeping brands top of mind from list to cart to checkout.





SAVE NOW
BUY LATER

visit us at adadapted.com

email us: info@adadapted.com

