

Ease

- Allows companies to find users that have a greater chance of buying a product without spending as many resources to do a blind advertising
- Consumers don't have to look so far for specific products because with targeted advertising, items that seem to be preferred are recommended. This is better for both the seller and the buyer.
- Targeted advertisement is better also for the app that the adverts are on. Advertisements allow for apps to be free so that users do not have to pay to use apps like Instagram or Facebook. For the apps, users have a greater satisfaction using the app, leading to more usage of the app.
- Reduced ad clutter

Discovery

- Consumers can discover other products similar to ones they are looking for. Allows users to find
- Niche products are recommended more for users that are predicted to like it. Better for companies with a narrow market and need to spread their advertisements to other users of similar categories

Intrusiveness

- Targeted advertisements are not always malicious and are oftentimes just meant for a company to push their products more effectively.