









EQUATIV

AI Consumer Pulse

Trust & Privacy x AI | October 2026
Monthly insights into the intersection of AI, consumers, and digital advertising.

Why it matters?

Deepfakes, misinformation, and AI-generated content farms are eroding consumer trust online. Consumers are **increasingly open to AI that helps them**, but they're **wary of AI content that misleads them.** For brands, where an ad appears is now as important as what it says.

80%

aren't fully confident they could spot an AI-generated video, image, or voice recording

44%

would think less of a brand they know if its ad appeared on a site mostly written by AI

52%

of consumers *aged 25-34 say the same*

Trust Is On The Line

55%

say AI-generated fake news or deepfakes *concern them most*

67%

are uncomfortable with websites and apps *using their personal data* to power AI features

The Takeaway: Consumers can't reliably tell what's AI-generated, so they judge brands by where they show up. In an environment where deception is the top fear and most consumers are uneasy about how their data is used, media quality is now brand reputation.

Don't Let Low-Quality Environments Speak for *Your Brand.*

Our curated marketplaces keep your ads on vetted, privacy-first inventory. MFA sites are blocked across our exchange, and DoubleVerify's verification technology, integrated directly into our SSP, screens inventory for brand suitability.

Get in Touch to Learn More

Source: Equativ Study of 1,000 consumers in the US and Canada, conducted October 2026