

IAB Advertiser Snapshot Survey

Attitudes towards digital advertising
June 2017

Methodology



Quantitative method:



SurveyMonkey®

General advertisers survey: Sent to registered advertisers who are members of the IAB UK and that have been active on iabuk.net in the past year



Sample: 89 IAB UK member advertisers



Dates: 18th May – 3rd June 2017

Respondents from a range of sectors

TRUPRINT

TESCO Bank



CHANEL

SONY



Hertz

Abbott

uia
mutualDECKERS
— BRANDS —

P&O CRUISES

GYMSHARK

NET-A-PORTER

Tourism
IrelandAMNESTY
INTERNATIONALnet
giantThe
Weather
Channel

Domino's



tearfund

MOLSON Coors

WE ARE
MACMILLAN.
CANCER SUPPORT

direct line

sparketail

Allianz

AIR NEW ZEALAND



UBISOFT

SWATCH GROUP

Lloyds TSB

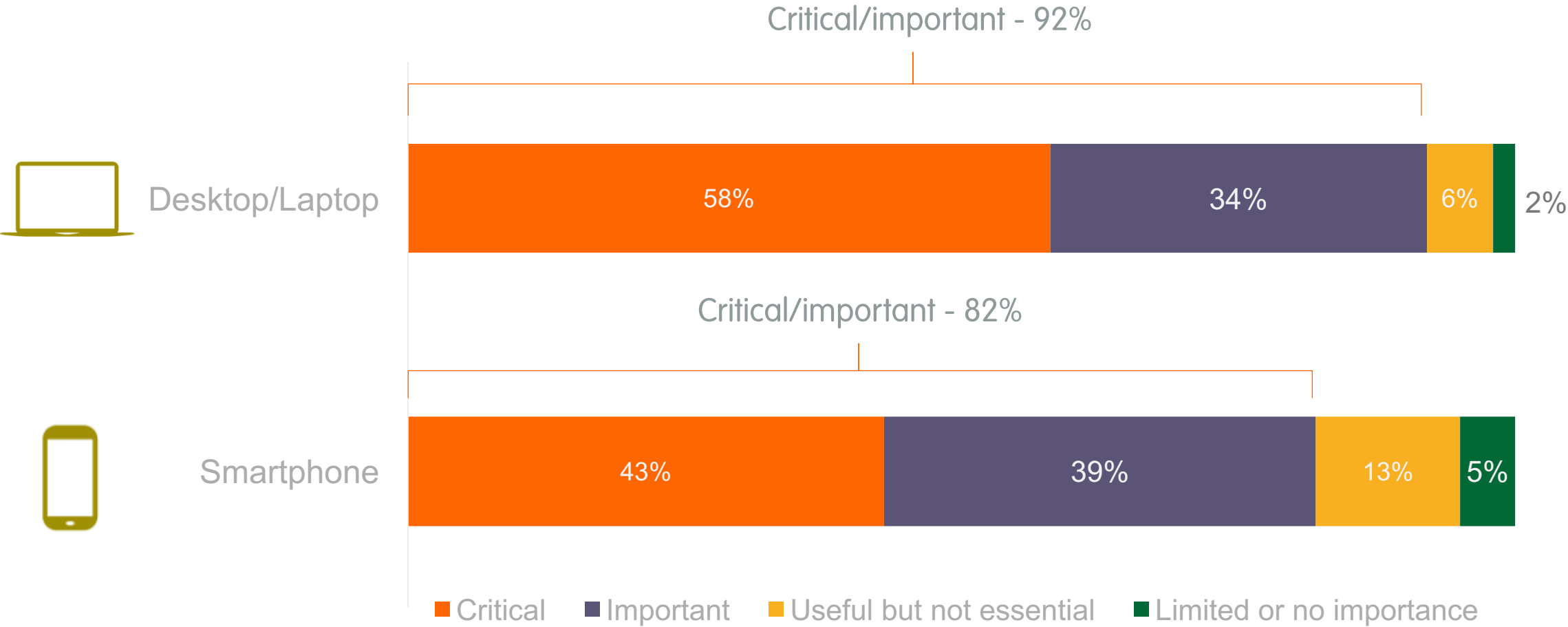
YORKSHIRE
BUILDING SOCIETY

ArtFund



The importance of mobile lags behind desktop advertising

Q: How important is digital advertising to your wider organisation?



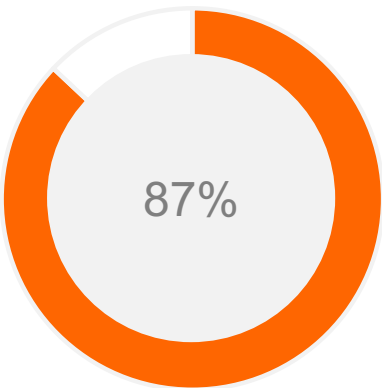
Base: Those currently using digital advertising to promote products or services, N=85



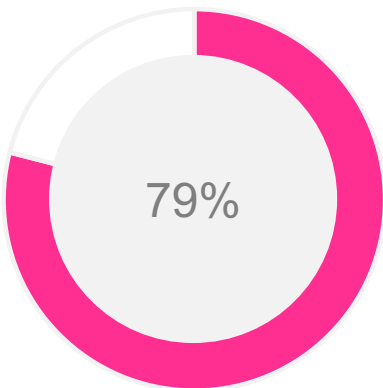
Digital is used mainly to raise awareness and drive outcomes

Q: How is digital advertising currently being used by your organisation?

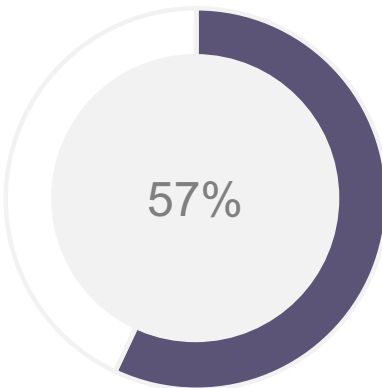
To raise awareness
of products or
services



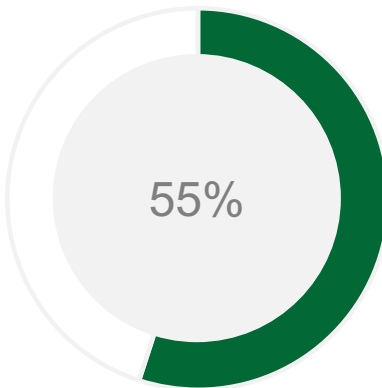
For performance
marketing to drive
sales or leads



To help build/
change brand
perceptions



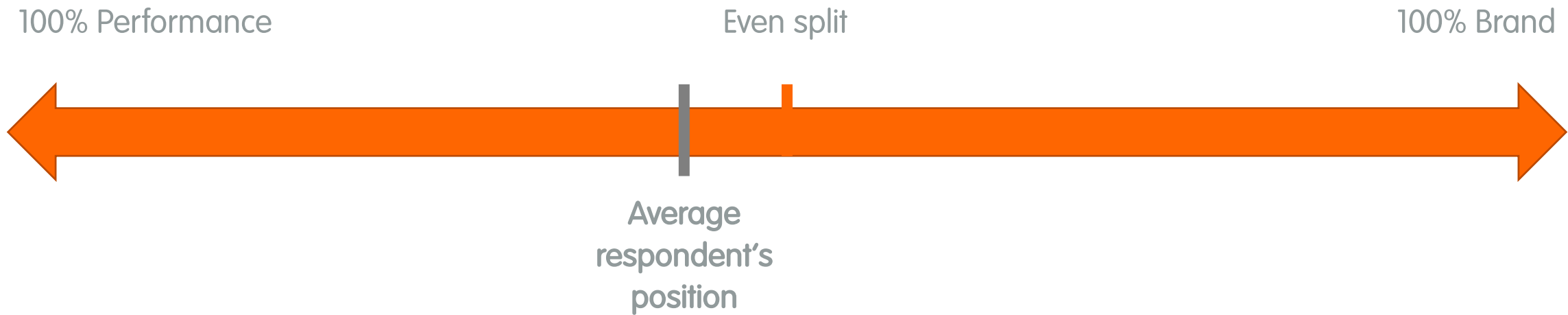
To educate an
audience about a
product or service





Brand budget is not short in supply

Q: Roughly what percentage of your digital advertising budget is split between brand and performance?

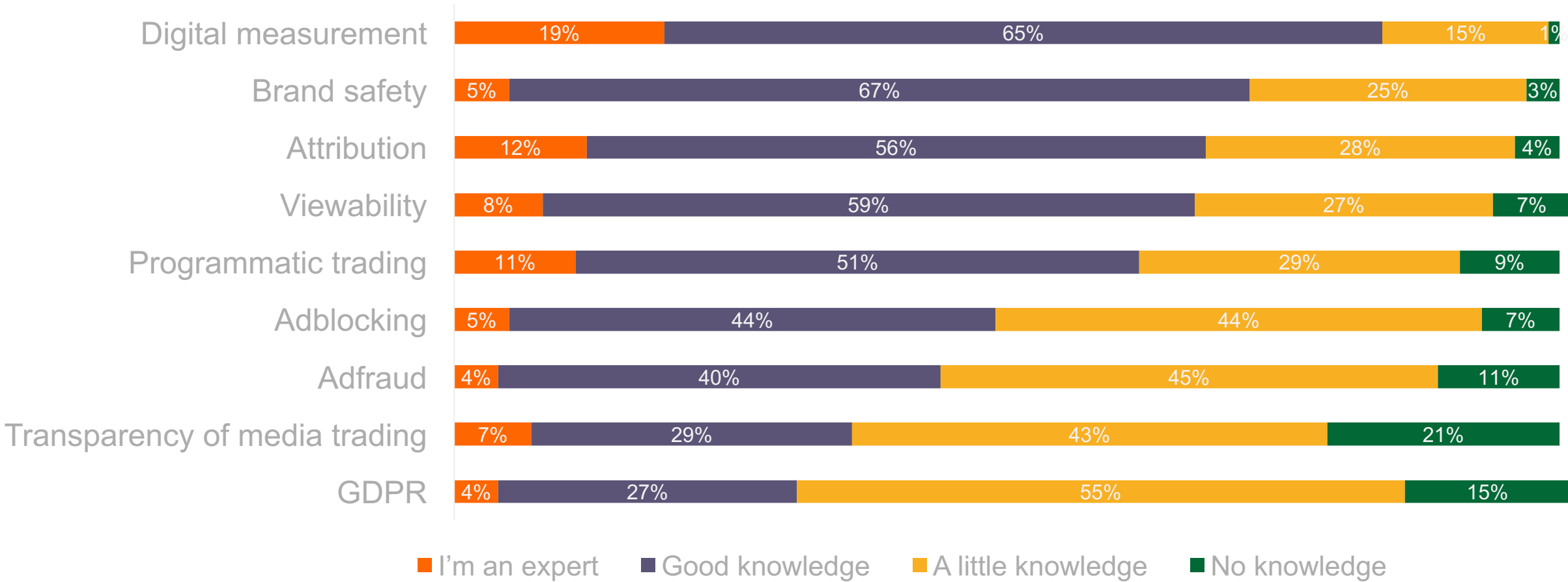


Base: Those currently using digital advertising to promote products or services, N=82



Advertisers are particularly knowledgeable on measurement, brand safety, attribution, viewability and programmatic

Q: How well do you understand the following trends and issues related to digital advertising?

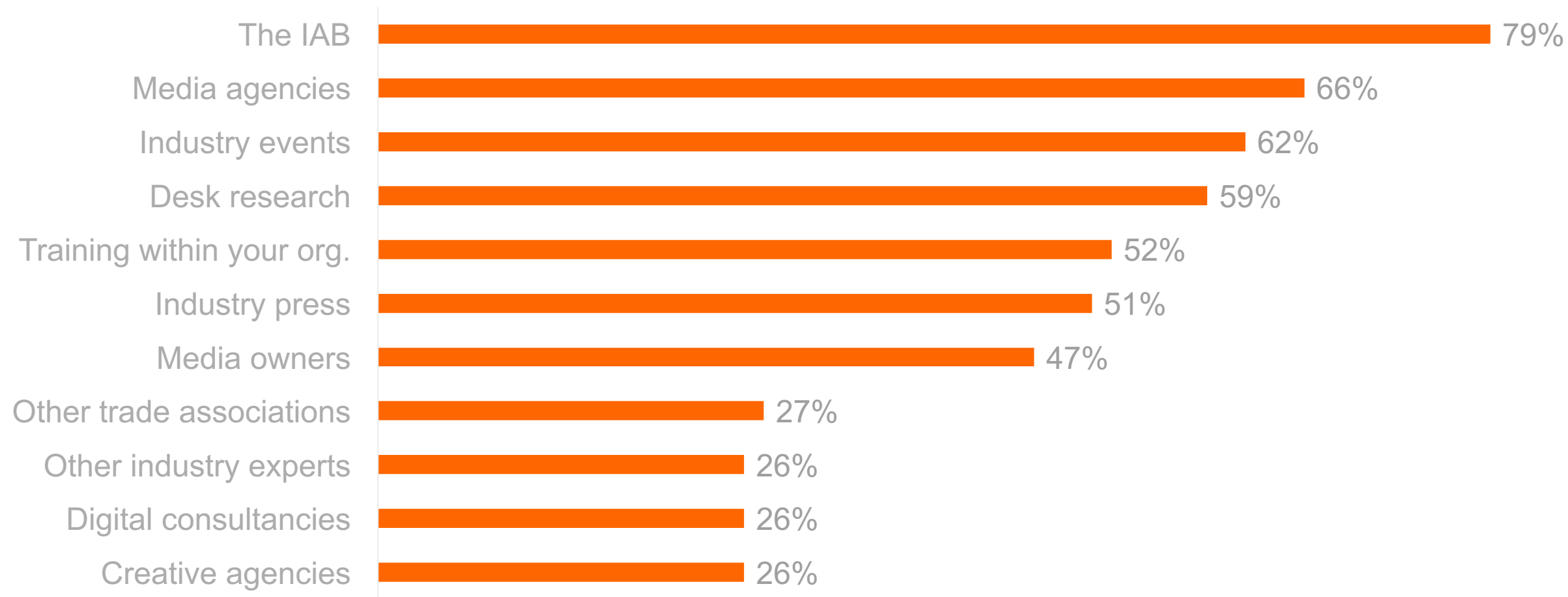


Base: Those currently using digital advertising to promote products or services, N=75



Advertisers use a range of sources to understand industry issues

Q: Who or how do you currently get educated on industry trends and issues?



Base: Those currently using digital advertising to promote products or services, N=73



Measurement and budget restraints are the biggest barriers for digital investment

Q: What barriers are there for your organisation investing more budget in digital advertising?

Largest barrier

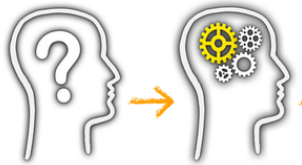


Difficulty measuring effectiveness –
37%



Lack of budget – 22%

Second largest barrier



Lack of understanding – 19%



Lack of budget – 16%



Lack of suitable
formats – 16%

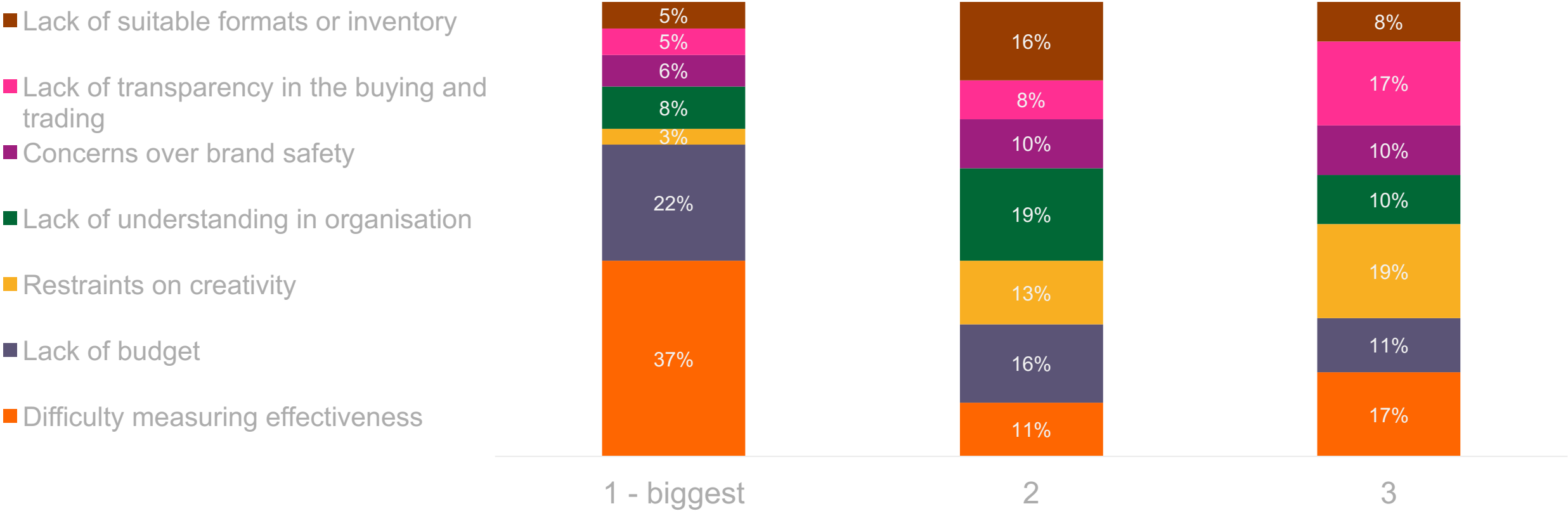


Restraints on
creativity – 13%



Measurement and budget restraints are the biggest barriers for digital investment

Q: What barriers are there for your organisation investing more budget in digital advertising?



Base: Those currently using digital advertising to promote products or services, N=63



Use of 3rd parties to aid ad measurement is commonplace

Q: Do you currently use a 3rd party to measure delivery of digital media/ measure campaign effectiveness/ attribution model?

50%

currently use a 3rd
party to verify the
delivery of digital
media

(40% yes, 10% sometimes)

45%

currently use a 3rd
party to measure
brand results

(19% yes, 26% sometimes)

52%

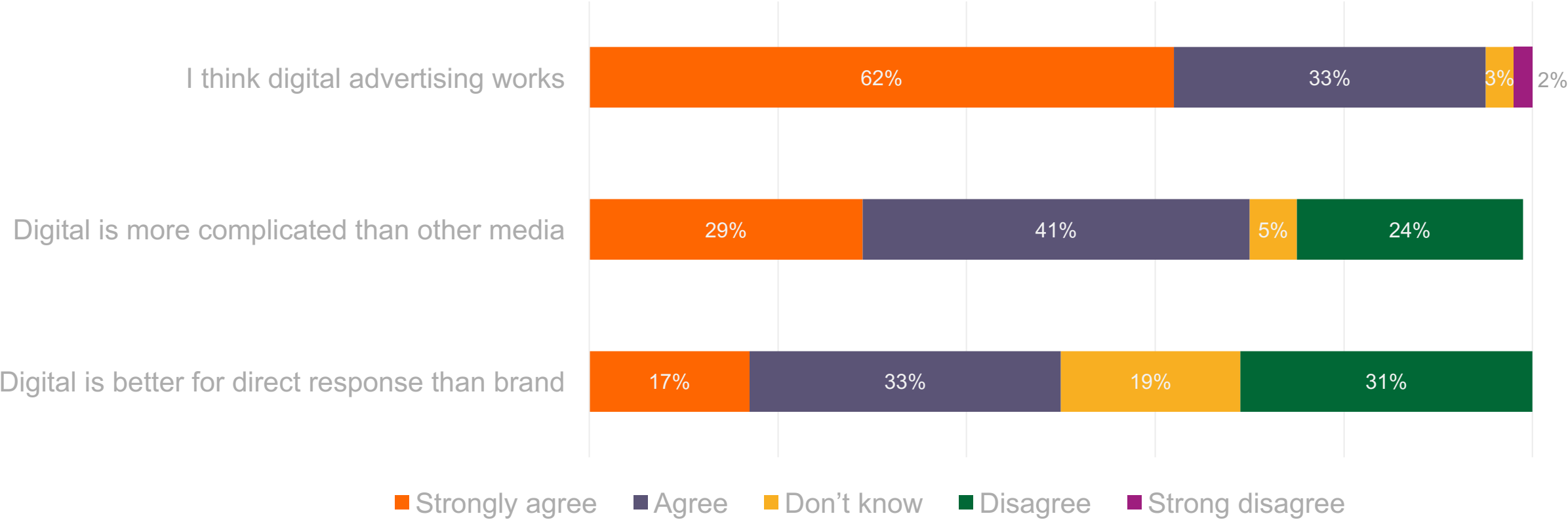
currently use an
attribution model

(31% yes, 21% sometimes)



Digital advertising is deemed complicated, but advertisers feel it works

Q. To what extent do you agree with the following statements about digital advertising:

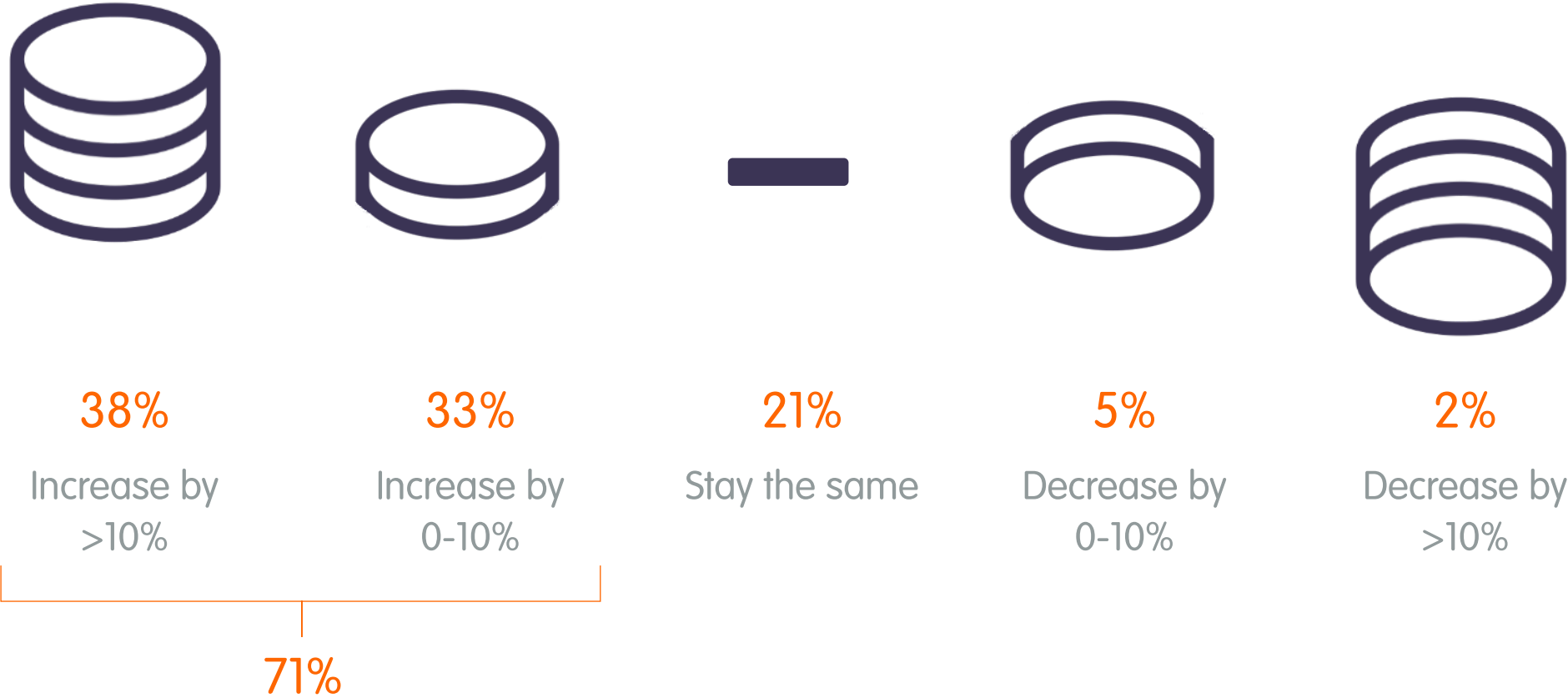


Base: Those currently using digital advertising to promote products or services, N=58



Most advertisers will increase their digital ad spend

Q: How do you expect your digital advertising budget to change by the end of 2018?



Base: Those currently using digital advertising to promote products or services, N=58

Summary

- The importance of mobile lags behind desktop advertising
- Digital is used mainly to raise awareness and drive outcomes
- Brand budget is not short in supply
- Advertisers are particularly knowledgeable on measurement, brand safety, attribution, viewability and programmatic
- Advertisers use a range of sources to understand industry issues
- Measurement and budget restraints are the biggest barriers for digital investment
- Use of 3rd parties to aid ad measurement is commonplace
- Digital advertising is deemed complicated, but advertisers feel it works
- Most advertisers will increase their digital ad spend



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