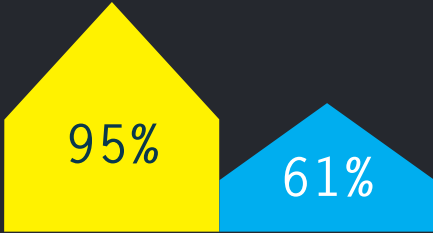
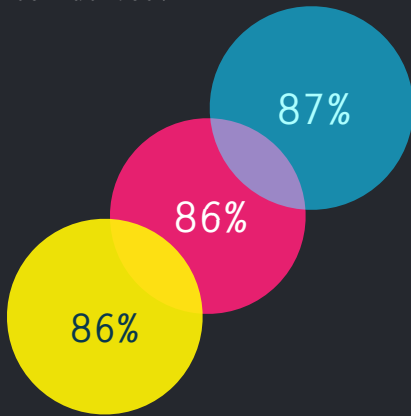


A closer look at retargeting, programmatic advertising and performance marketing in the UK



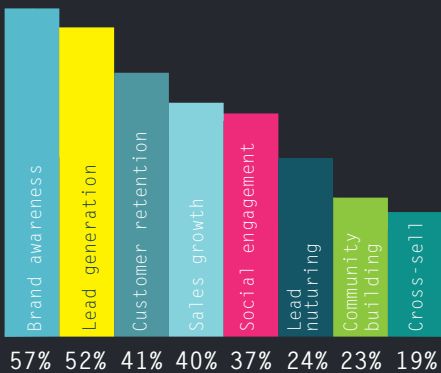
- 95% of UK marketers surveyed, plan for programmatic ad budgets to increase or stay the same this year
- 61% believe that programmatic ads provide a greater return on investment

Retargeting is performing as well as or better than alternatives:

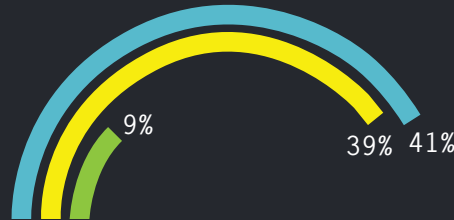


- 87% agree, when it's compared to other display ads
- 86% agree, when it's compared to email
- 86% agree, when it's compared to search

Which objectives does retargeting fulfil?

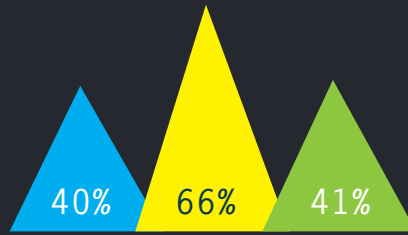


Marketers face challenges around solving attribution:



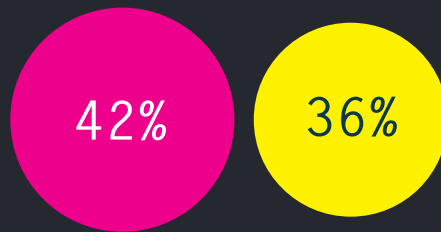
- 41% aren't sure how to effectively implement or analyse attribution tracking
- 39% attribute only 10-24% of conversions to view throughs
- 9% attribute 50% of their conversions to view throughs

Media buys are matching modern consumption:



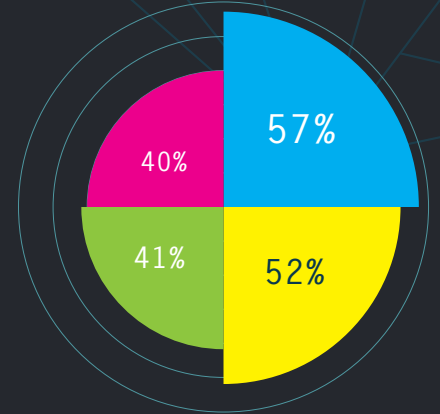
- 40% of marketers are buying programmatic ads on mobile
- 66% of marketers are buying programmatic ads on social media
- 41% marketers say social media is the hottest topic in retargeting, with email retargeting placing second

Investment in retargeting is increasing:

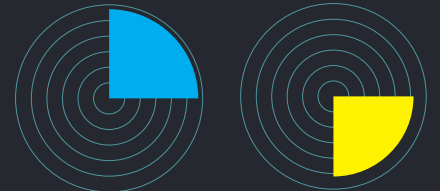


- 42% marketers spend 10-24% of their entire online ad budget on retargeting
- 36% marketers intend to increase their retargeting budgets over the next 12 months

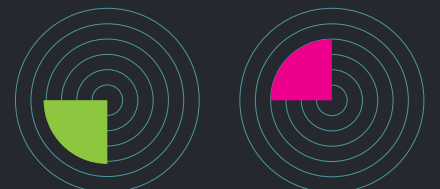
Retargeting is being redefined throughout the funnel:



Marketers retargeting top objectives are:

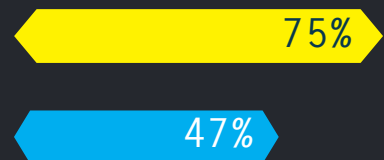


Brand awareness      Lead generation



Customer retention      Sales growth

The attribution gap is at the front of marketers' minds:



- 75% consider attribution to be important or critical to success
- 47% feel that the future of attribution is better multi-touch tracking

FOR MORE INFORMATION CHECK OUT - [THE FULL 'STATE OF THE INDUSTRY' REPORT](#)