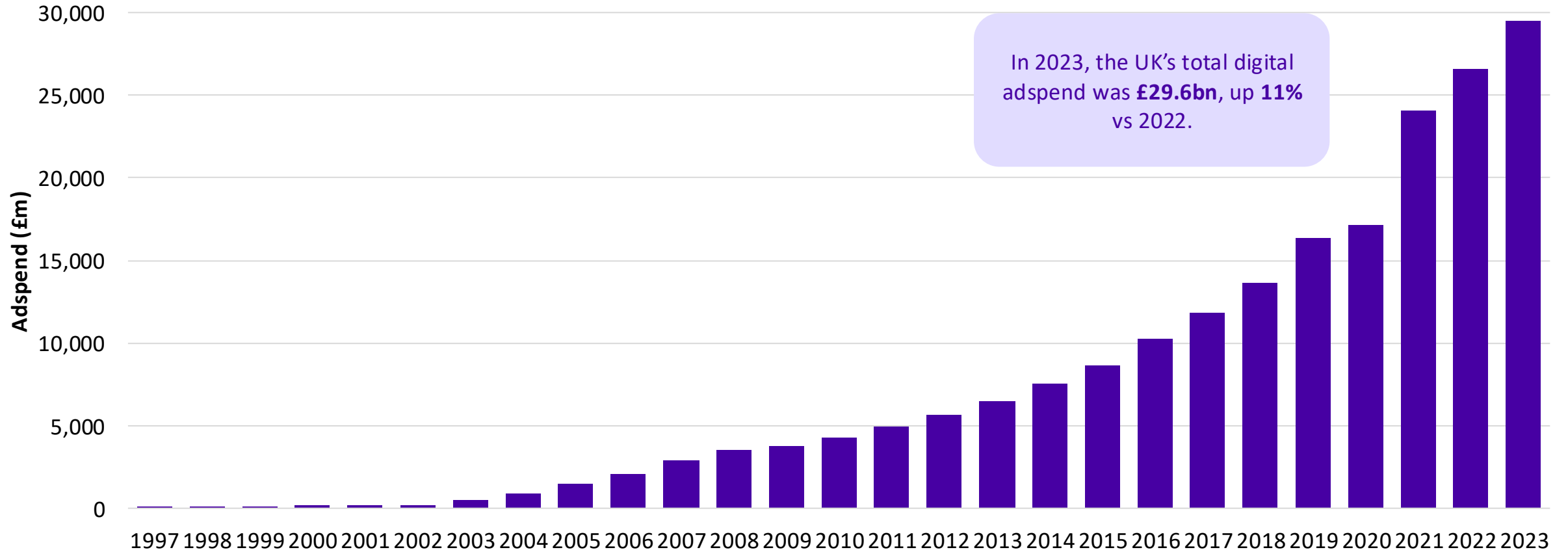


Digital Training Introduction to digital advertising

Trends in digital advertising

Digital advertising spend continues to grow



Trends in digital advertising

Building trust is more important in digital

Over half of UK advertising budgets are spent on digital and social channels, which are not viewed as trustworthy. When we asked our Bauer Insiders panel:

61%

Find it difficult to know what information to trust on social media.

72% among 16-34s
+2% vs December 2022

53%

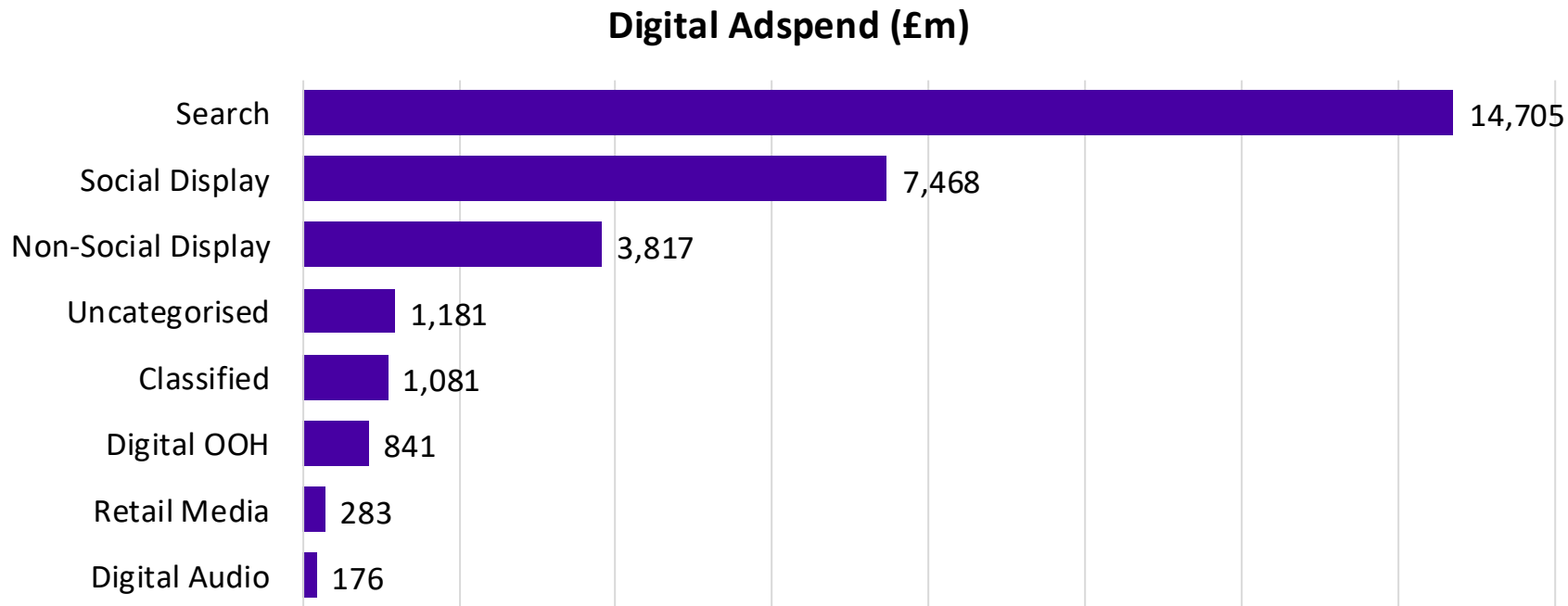
Find it difficult to know what information to trust online.

68% among 16-34s
+2% vs December 2022

Trends in digital advertising

Publishers have new competitors

While our traditional publishing competitors also have extensive digital advertising offerings, we face much greater competition from large platforms. Therefore, we need to highlight the value of premium and trusted brands in the digital space, **as well as the benefits of working with us.**



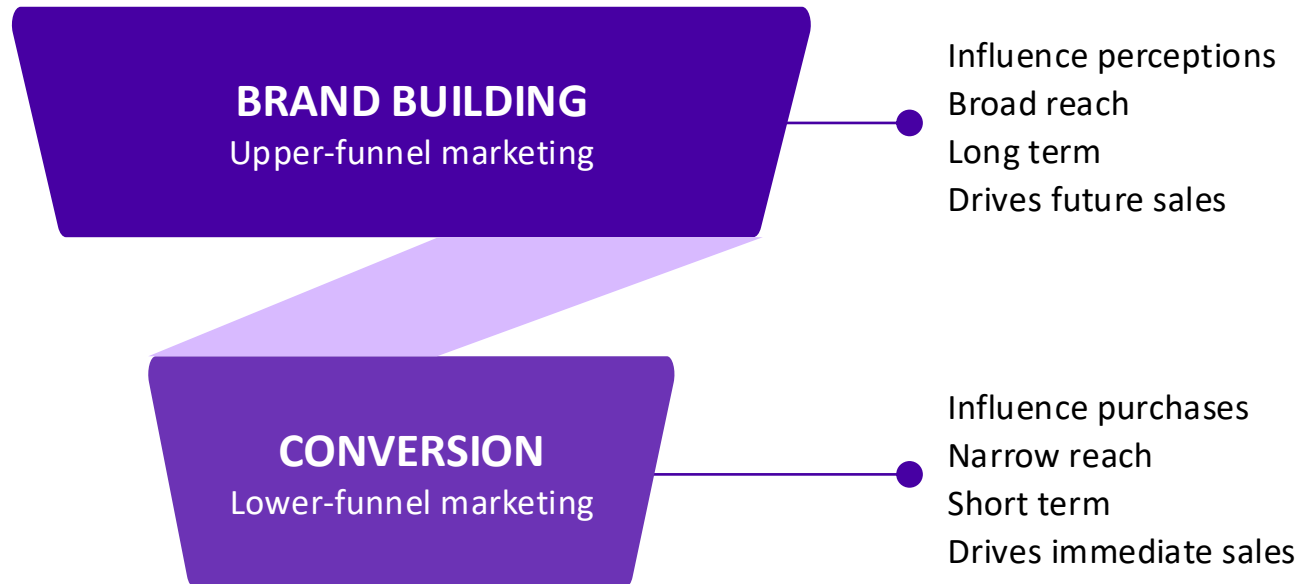
75% of digital adspend is concentrated in search and social, dominated by Google and Meta.



Trends in digital advertising

Advertisers need presence throughout the buying journey

Nielsen research demonstrates the importance of balancing upper- and lower-funnel strategies for driving long-term outcomes. Digital marketing often skews towards immediate purchase, but without brand building the effects are short-lived.



Auto Brand

Upper-funnel 5% less effective in short-term sales, but 18% more effective in long-term.

Lower-funnel 7% more effective in short-term sales, but 18% less effective in long-term.

Tech Brand

Upper-funnel 7% less effective in short-term sales, but 87% more effective in long-term.

Lower-funnel 5% more effective in short-term sales, but 60% less effective in the long-term.



Trends in digital advertising

Data and creativity both matter

McKinsey research shows marketers who integrate creativity and data have higher growth than competitors. The diagram below shows annual growth vs a score against “data-driven” creativity (out of 5). This suggests the importance of great creative and using data to in marketing efforts.



Digital Display: Module 1

What you need to know

Digital display advertising can be targeted in several ways

– helping us reach the right people at the right time



Audience

Target based on users' behaviours, interests, demographics, or purchase intent.

Example: target Gift Buyers with seasonal promotions.



Context

Target content being read e.g., category, keywords, or the website/app.

Example: for EVs, target electric autos content.



Device

Target users based on information shared about the device being used.

Example: reach iPhone users with an upgrade message.



Location

Target user locations, such as postal district, town, city, region, or country.

Example: local retail promotions for a bike dealership.



Time

Target activity based on the user's current time, day of week, or date.

Example: target Golfers when in season.



Digital display advertising can be reported and measured in many ways – here are some of them:



Delivery

- ▶ How many impressions were delivered?
- ▶ How did we deliver vs what was booked?
- ▶ When did the campaign deliver?
- ▶ Where did the campaign deliver?
- ▶ On what sites/sections did the campaign deliver?
- ▶ Who was the ad delivered to?



Performance

- ▶ How many clicks were there?
- ▶ When did the clicks happen?
- ▶ What creative performed best?
- ▶ Where did the clicks happen?
- ▶ On what sites/sections did clicks happen?
- ▶ Who clicked on the ad?
- ▶ How could we perform better next time?



Measurement

- ▶ **Attribution:** comparing users exposed to the ad with those taking an action. This uses tracking on the ad and the intended destination.
- ▶ **Attention:** understanding how long the ad was seen for – based on panel data, eye-tracking, and predictions.
- ▶ **Brand studies:** surveys delivered to those who have and have not seen the ad to track impacts on awareness, consideration, and attitudes.
- ▶ **Click/UTM tracking:** tracking attached to a link someone clicks on to tell an analytics tool where it came from.
- ▶ **Econometrics:** using long term data on media spend and outcomes to identify optimal ways to allocate budgets using advanced statistical methods.

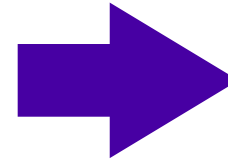
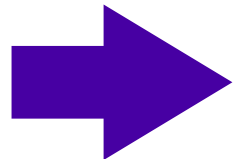


Five reasons to use digital display

- ▶ **Awareness:** reach a wide audience, even if they are out of market. This increases brand awareness and visibility which helps when users are closer to a purchase.
- ▶ **Targeting:** flexibility in targeting options, meaning you can reach the right people at the right time, in the right environment.
- ▶ **Creativity:** ability to deploy creatives quickly at low cost that are supported by many websites, with the option to include interactivity and animation.
- ▶ **Measurement:** a range of tools for measuring delivery and performance – providing accountability in media spend.
- ▶ **Optimisation:** based on real-time data, campaigns can be refined at pace to deliver the best possible performance.



Why should advertisers invest in digital display in premium publisher environments?



Advertisers benefit from a premium environment that reaches engaged audiences. Over time we build a trusted relationship with audiences.

This increases the likelihood that a brand will be noticed because users have more time to see an ad and trust what we are showing them.

This increases performance. Comscore research shows premium publishers are **3x** more effective at driving mid-funnel brand metrics.

Digital Training Introduction to Paid Social

Social Media Platforms



Instagram

What: Vertical video, images, stories, ideas, tips and inspiration
Who: Core age 25-44



Facebook

What: Community and engagement delivers value, retro content is popular, events and competitions
Who: Core age 25-54



TikTok

What: Short form video, entertainment and personality is essential, sparks content trends, commerce is deeply embedded
Who: Core age 19-34



YouTube

What: Long and short form video, content with more depth i.e. series, conversation/podcasts and explainers
Who: Core age 25-34



Pinterest

What: Visual content, inspiration, trend spotting and creative ideas. Key areas include home décor, fashion and food
Who: Core age 25-34



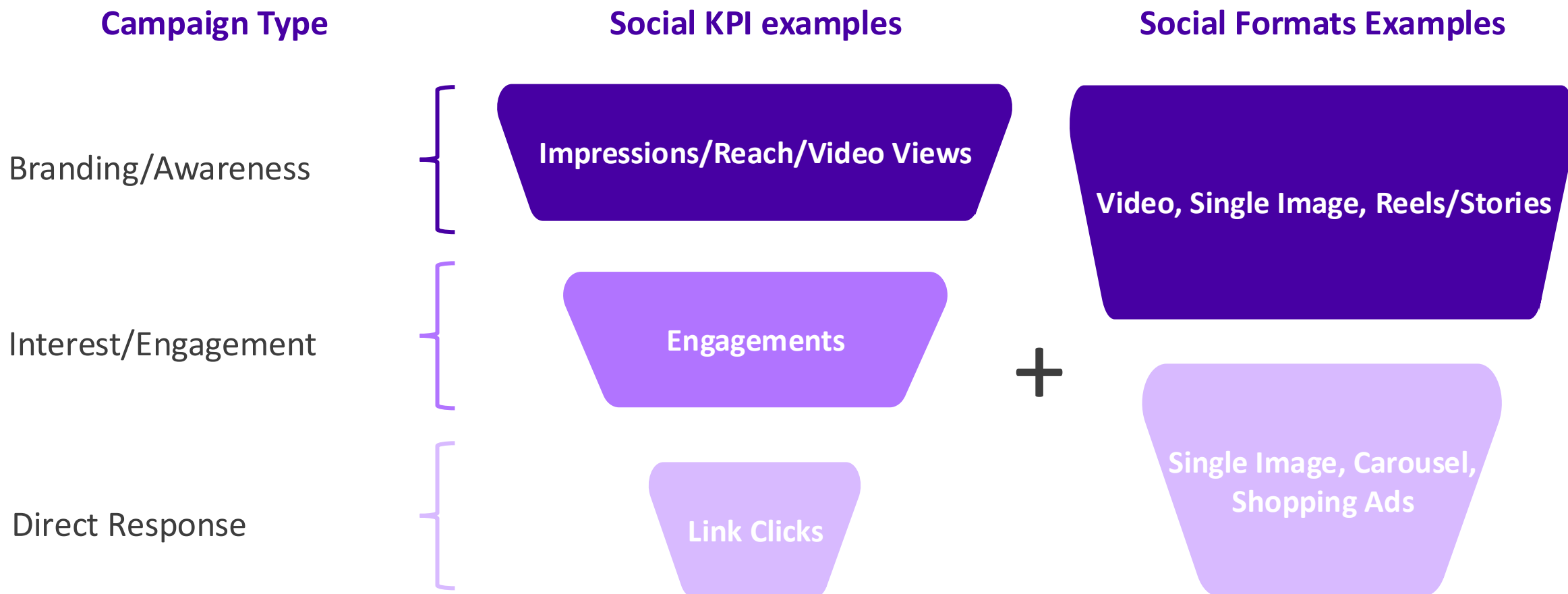
LinkedIn

What: Professional networking, career development, job opportunities, B2B content and advertising
Who: Core age 25-34



The Funnel

From awareness to direct response campaigns, Bauer Publishing's Paid Social packages offer advertisers options throughout the funnel.



*KPI Metrics vary between social platforms, formats and market packages

