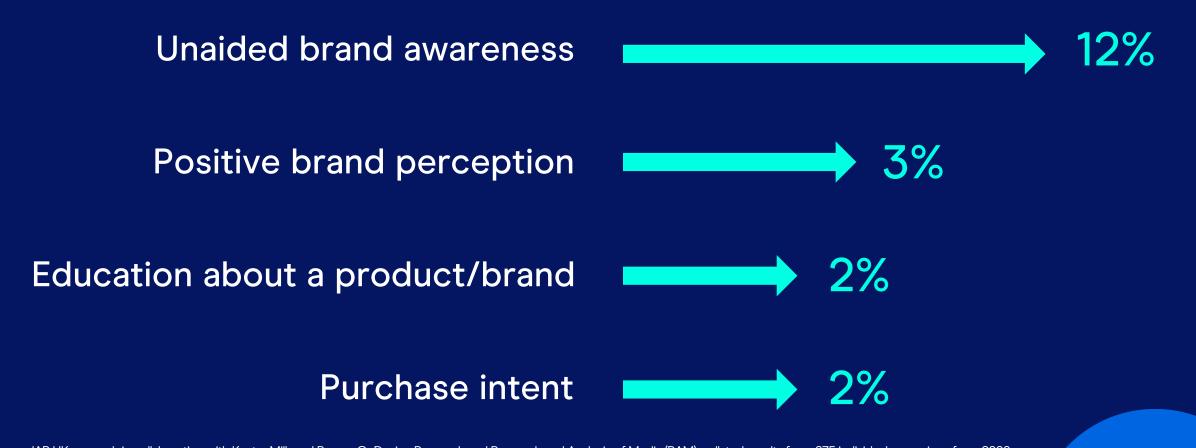
## Digital display advertising is effective across all metrics





## The power of getting it right

Digital display campaigns that are well executed (top 20%) can deliver:

SX

Awareness | Favorability | Purchase intent

IAB UK research in collaboration with Kantar analysed the brand metrics of 263 individual campaigns, and 125 cross-media campaigns to show how effective digital display can be, when executed well by examining the top 20% performing digital display campaigns and the difference between a number of brand metrics.

