Digital display outperforms in key brand metrics versus investment

This chart is based on analysis of 125 campaigns measured by Kantar, tending to be larger campaigns (over 5 million impressions). It does not necessarily represent all campaigns or reflect UK media ad spend.

Data Source: Kantar global CrossMedia studies, 2015-2019. (125 studies). Please note: this chart is based on the campaigns within Kantar’s database and the investment levels are therefore not necessarily reflective of the UK.