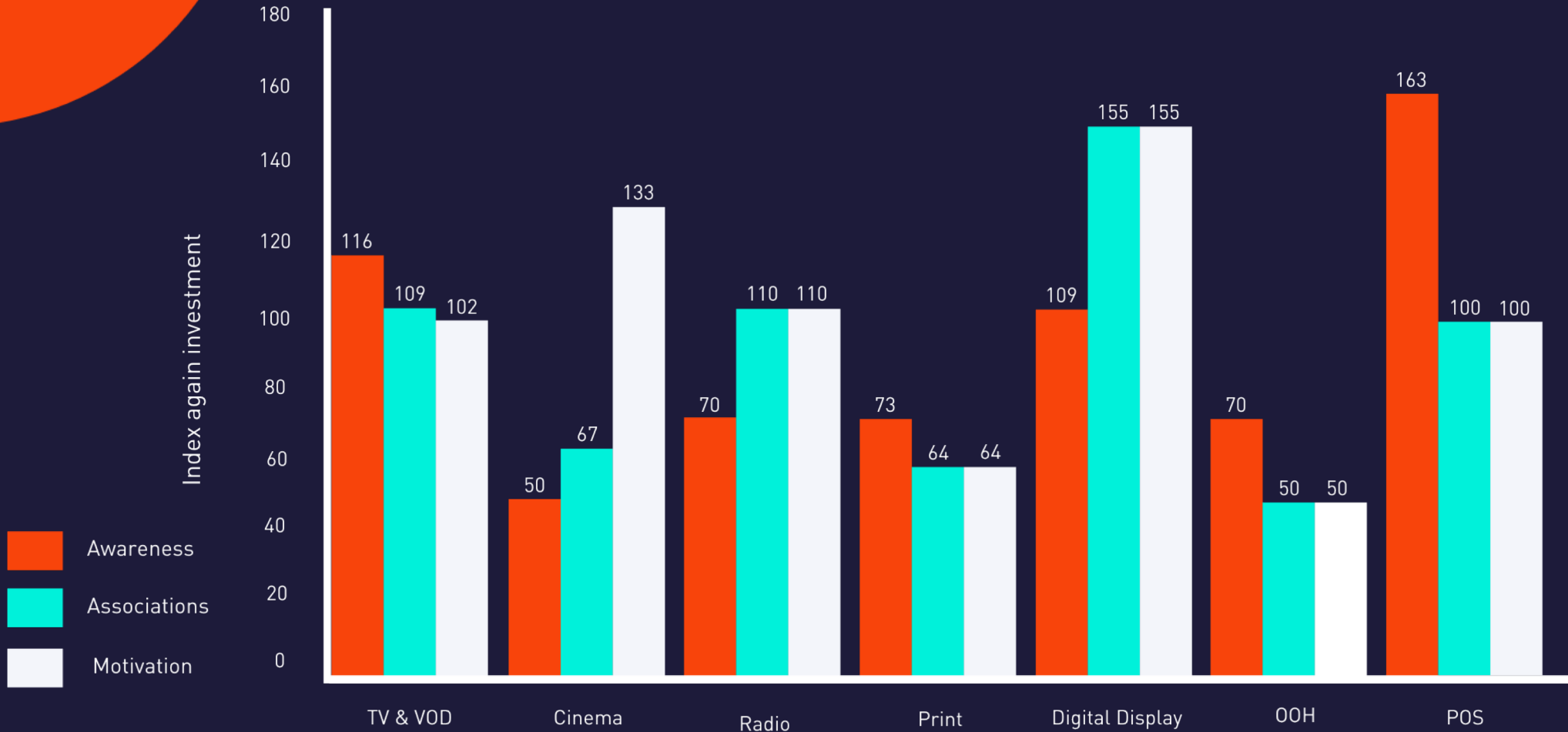




Digital advertising is  
cost effective

# 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.