



Digital advertising is
effective

Digital display advertising boosts...

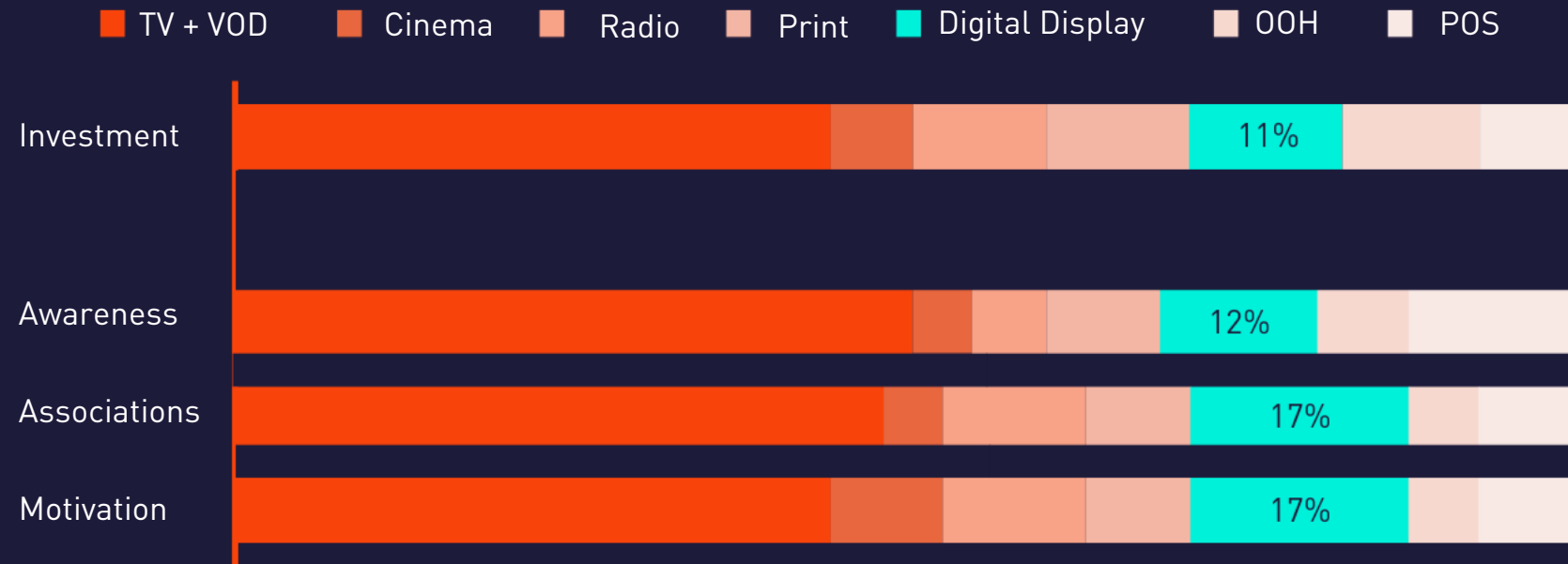
Unaided brand awareness → 12%

Positive brand perception → 3%

Education about a product/brand → 2%

Purchase intent → 2%

Digital display outperforms in KPIs vs spend



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.

Advertising online delivers a positive ROI in offline sales

£1.94

delivered for every £1 spent
on digital display advertising

About this figure:

- Offline ROI is calculated using Sainsbury's Nectar insights and Nielsen Homescan data, to measure the halo effect of branded advertising in other supermarkets
- Six consumer goods brands programmatically serving standard display ads to the desktop and mobile web were tested with Nectar and Homescan
- Advertising positively affected brand scores, especially awareness and perceptions of 'premium'

The power of getting it right

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

5x

↑awareness ↑favourability ↑purchase intent

The Five Rules of Attention

1. **Quality environments** – content sites and premium content sites generate **3x** more attention for ads than task sites
2. **Position**
 - Ads in prominent positions get **2x** more attention
 - Ads below the fold can generate high levels of attention when interest in the content is high
3. **Clutter** – one or two ads per screen command **more than double** the attention of three plus ads.
4. **Targeting** – quality targeting boosts attention by **107%**
5. **Fit for purpose** – optimising creatives to a platform led to an 89% boost in attention