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%

*average data is from a range of different campaigns against one brand metric, digital display including video*
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.

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.
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:

$5x$

↑<sup>awareness</sup>  ↑<sup>favourability</sup>  ↑<sup>purchase intent</sup>

Data Source: IAB UK/Kantar 'Rules of Effectiveness' study 2019.
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