Why digital advertising works
Digital is everywhere
Digital offers scale to ensure you reach your audience

91% of adults were recent internet users in 2019

7 in 10 are dependent on online services

3.5 hours spent online per day by the average UK adult

9.4 million tune into podcasts every week
Lockdown means we are spending more time online than ever before

The opportunity to view digital has never been greater

Time online % change by demographics:
Jan – March 2020

Total minutes increased by 8% - higher among 18-24’s and 55+

Source: Comscore MMX Multi-Platform, Adults 18+, Jan & March 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps.
Online is the go-to for education and tech during lockdown

Major Category Unique Visitor Change: Jan-April 2020 (%)
Government, Education & Social Networking all witnessed uplifts

Source: Comscore MMX Multi-Platform, Adults 18+, Jan & April 2020, UK
MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps
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 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.
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

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

Digital advertising is welcome
People still accept, and can welcome, seeing ads as part of their online experience.

84% prefer to access online content for free and have ads present, as opposed to paying for content with no ads.

- “Even though it wasn’t relevant to the rest of the page I still welcomed it...I feel it was very appealing”
- “I recognise that not all advertising is bad, and sometimes I do get sucked in...I like it and I’ll go down that path”
- “I’m a sucker for ads...”
You’re in good company with digital
The total UK digital market in 2019

£15.69bn

15.4% increase

An increase of £2.09bn year-on-year.

Data Source: IAB UK/PwC Digital Adspend 2019.
Digital makes up 62% of £25.36 billion UK market

Digital includes broadcast VOD and digital news/magazine brands

Digital news / magazine brands have been removed from Press

Television includes spot advertising, sponsorships and other (such as product placement) with broadcaster VOD removed

Source: IAB / PwC Digital Adspend Study 2019 & WARC