



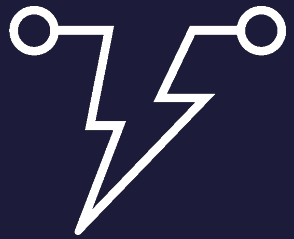
# Why digital advertising works





Digital is everywhere

# Digital offers scale to ensure you reach your audience



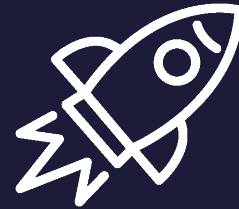
**89%**

of adults used  
the internet  
daily in 2020



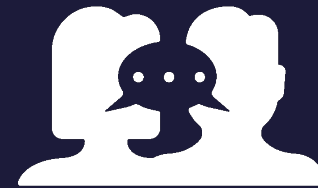
**7 in 10**

say technology has  
made lockdown easier



**3.38hrs**

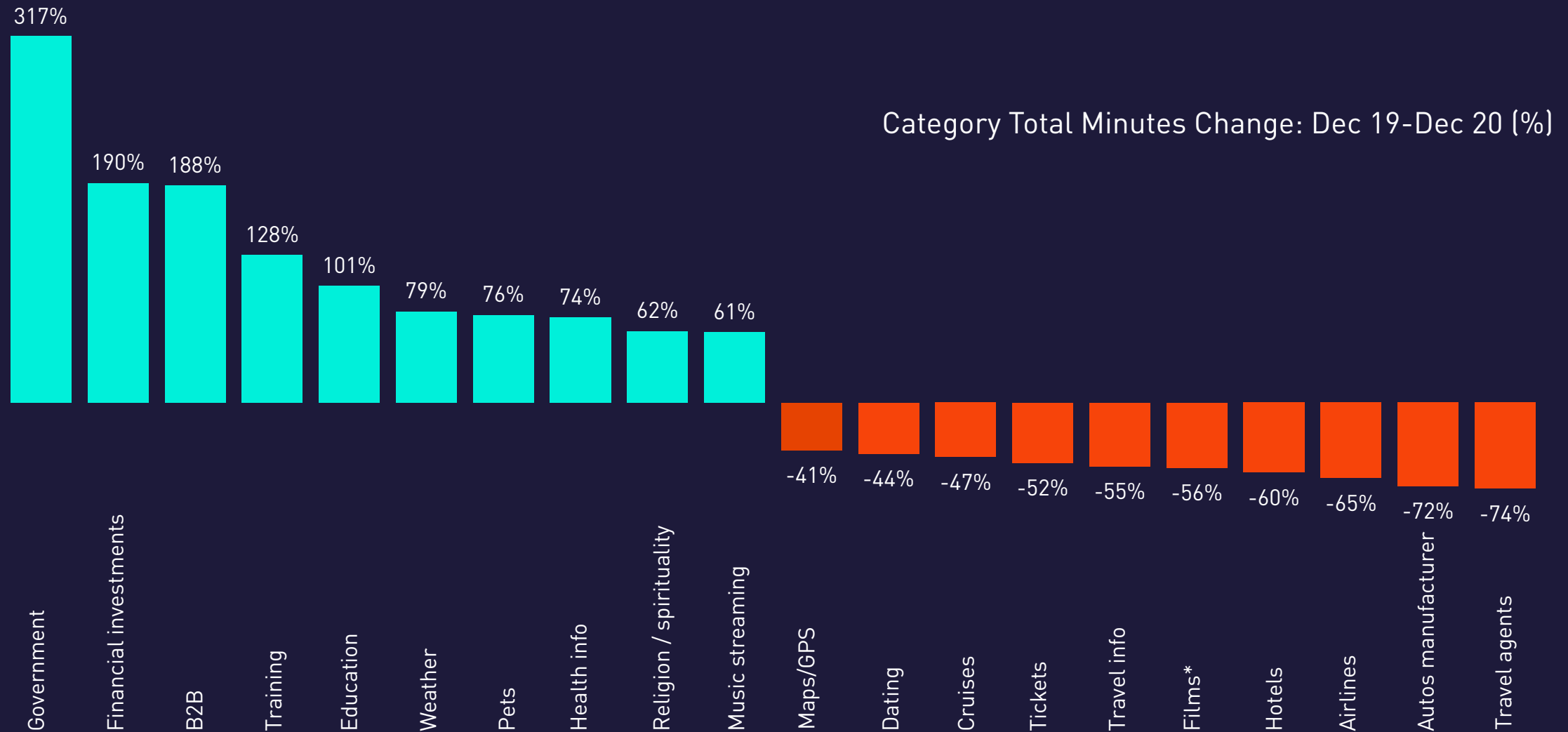
spent online per day  
for the average UK  
adult in 2020



**10.1m**

tune into podcasts  
every week

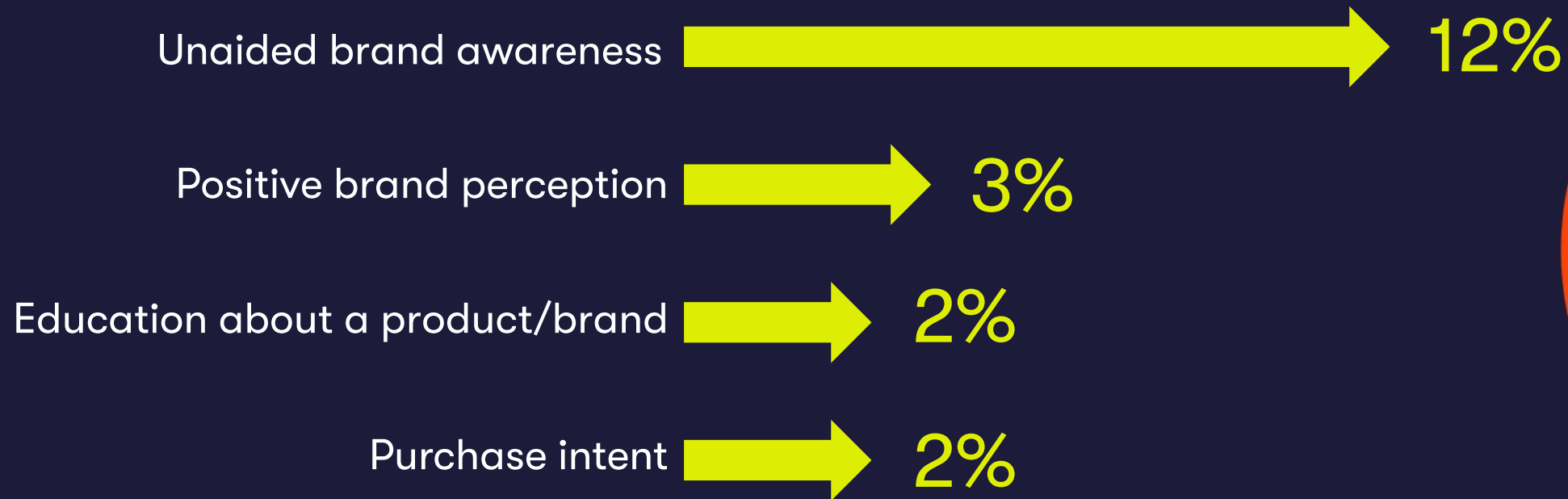
# Changes in minutes online by category– December 2020 vs December 2019



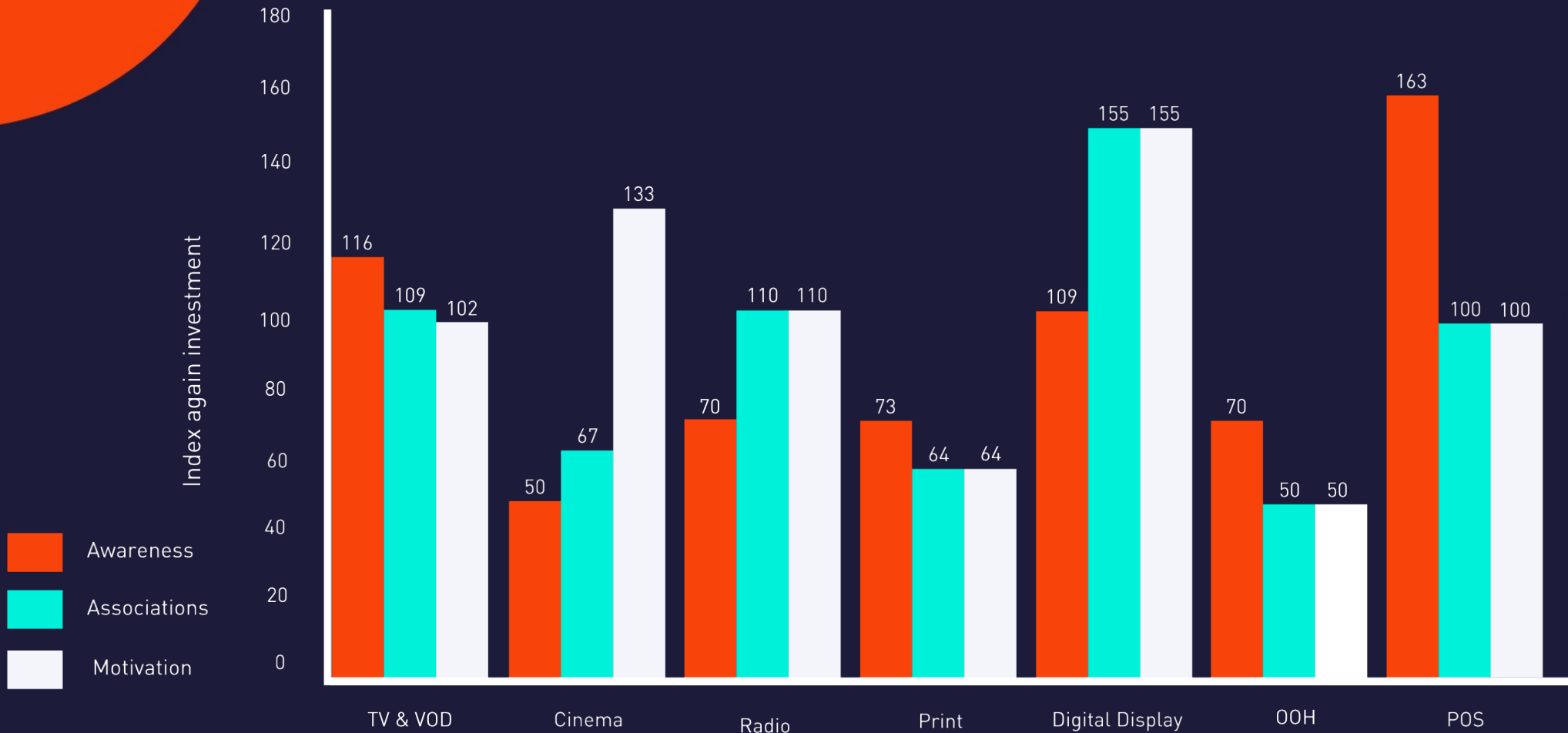


Digital advertising is  
effective

# Digital display advertising boosts...



# 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.

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



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

# Digital makes up 62% of £25.36 billion UK market

