



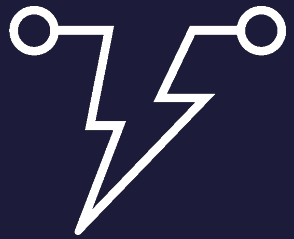
Why digital advertising works





Digital is everywhere

Digital offers scale to ensure you reach your audience



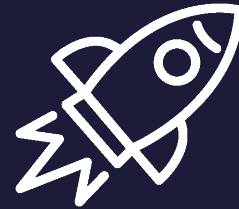
89%

of adults used
the internet
daily in 2020



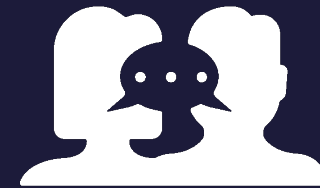
7 in 10

say technology has
made lockdown easier



3.38hrs

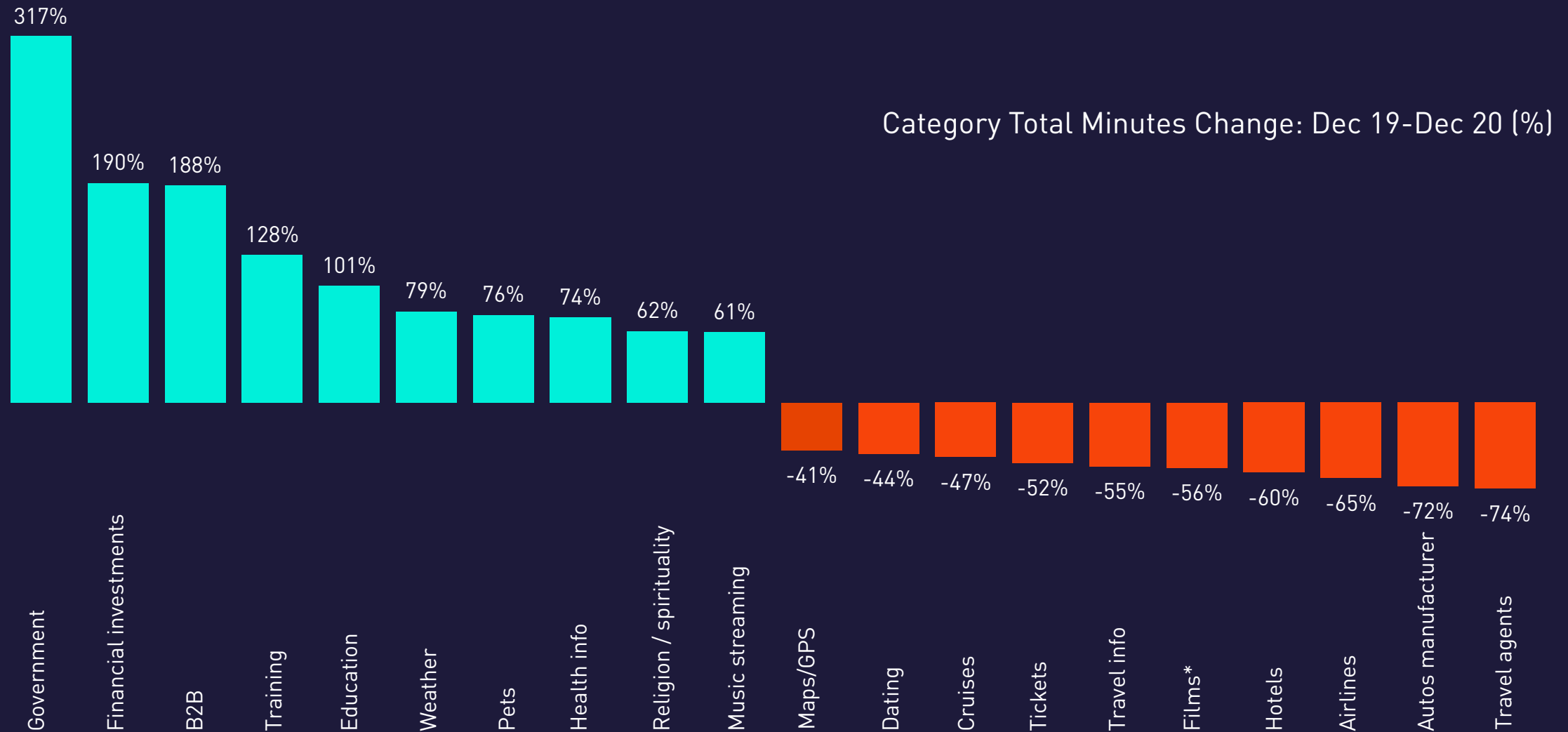
spent online per day
for the average UK
adult in 2020



10.1m

tune into podcasts
every week

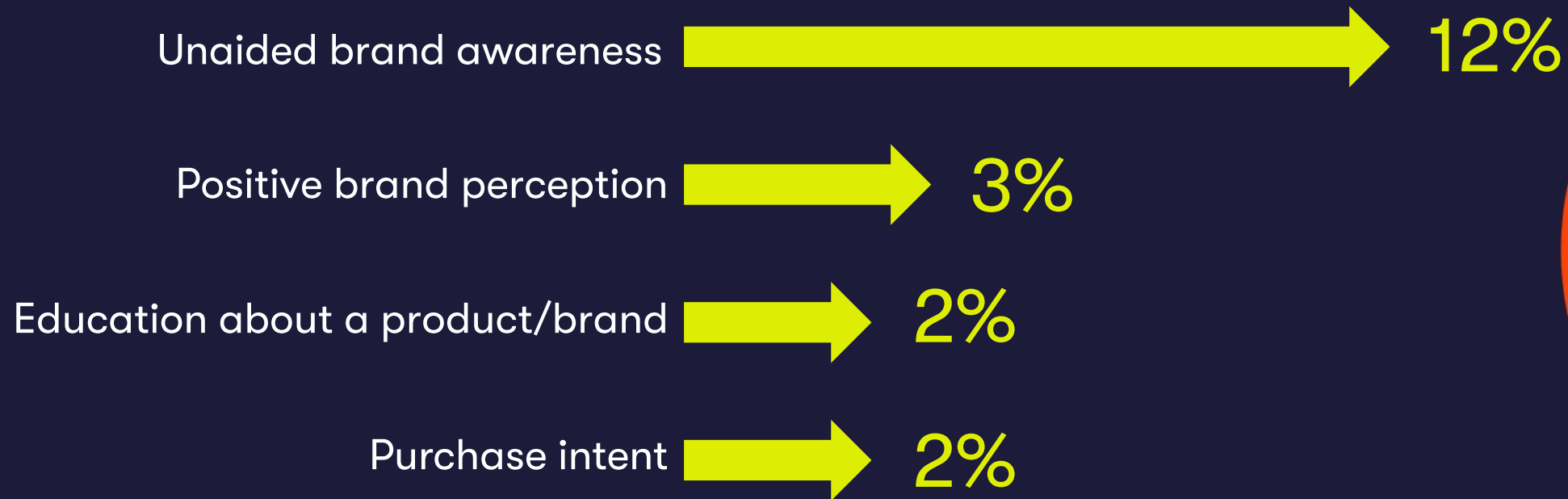
Changes in minutes online by category– December 2020 vs December 2019



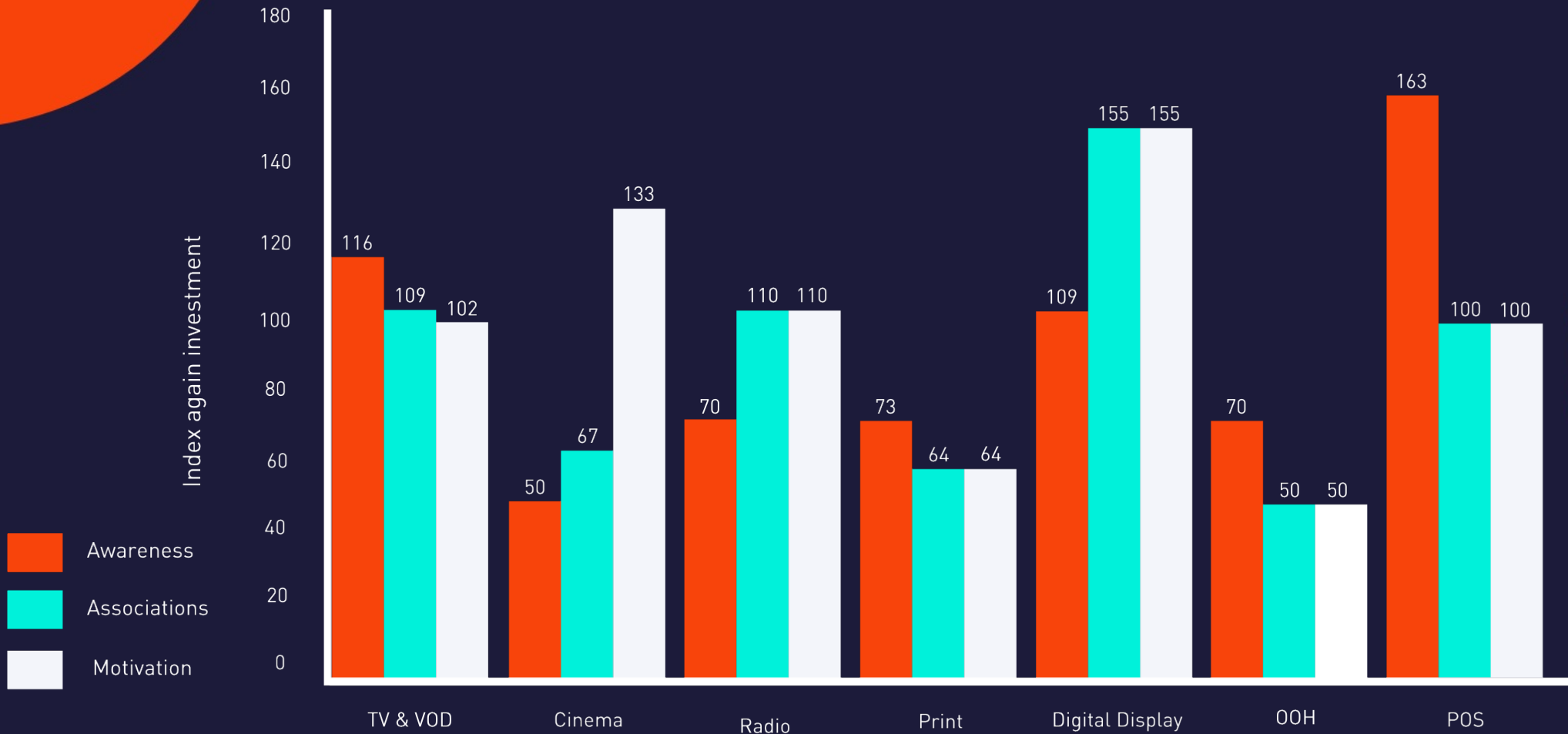


Digital advertising is
effective

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 2020

£16.47bn

An increase
of £808m
year-on-year

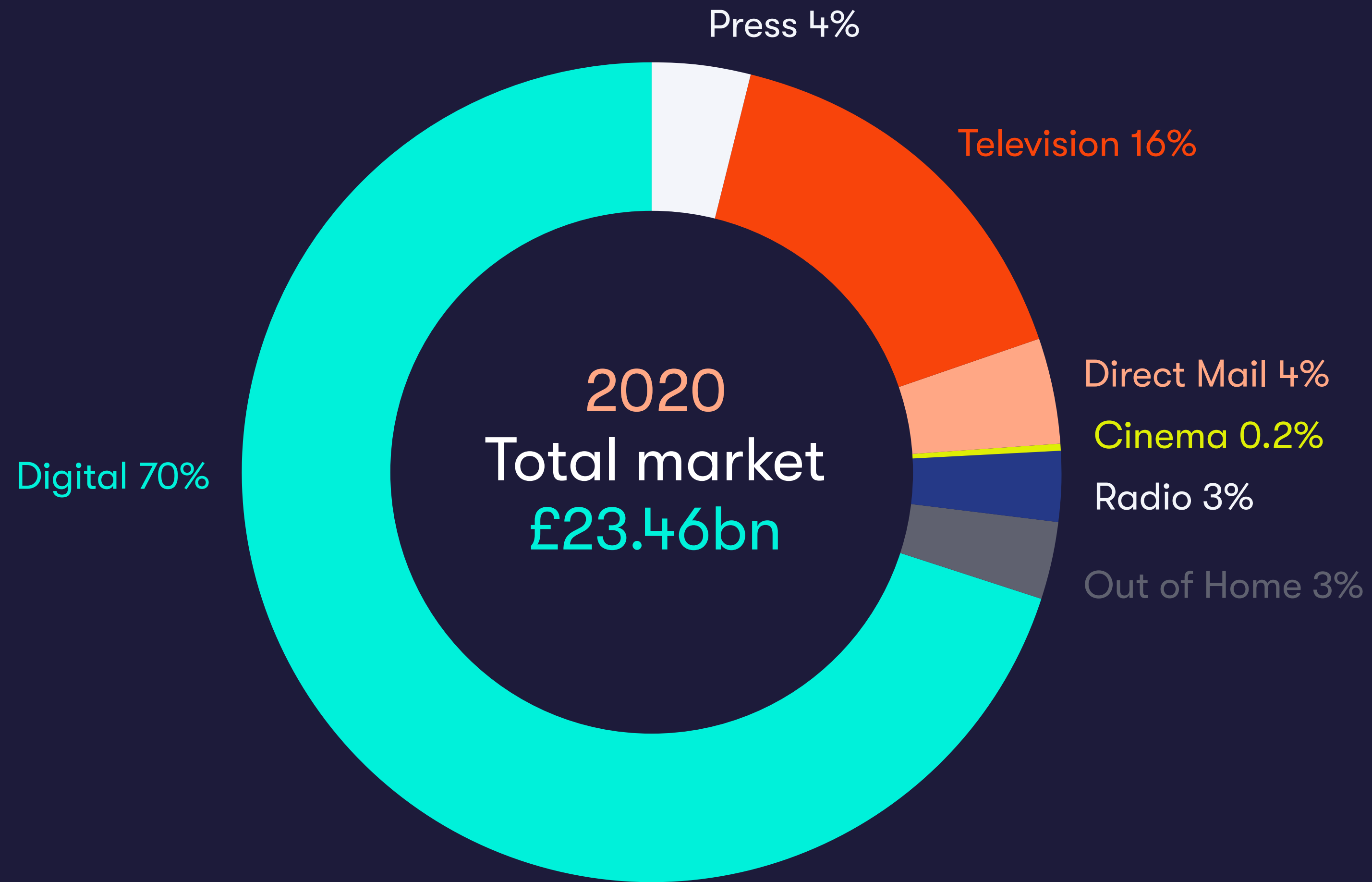
5.2% increase



Get all the detail from the
Adspend Analyser tool at
iabuk.com/analyse

Source: IAB UK / PwC Digital Adspend Study 2020

Digital's share grew to 70% of a £23.46 billion market



Get all the detail from the Adspend Analyser tool at iabuk.com/analyse

Digital includes broadcast VOD, digital audio and digital news / magazine brands.

Digital news / magazine brands have been removed from Press.

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

Source: IAB UK / PwC Digital Adspend Study 2020 & WARC