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.
- The average UK adult spent 3.38 hours online per day in 2020.
- 10.1 million tune into podcasts every week.
Changes in minutes online by category – December 2020 vs December 2019

Category Total Minutes Change: Dec 19-Dec 20 (%)

Source: ComScore MMX Multi-platform, UK Adults 18+. *Films includes sites such as IMDB and Guardian Film. MMX Multi-platform includes: desktop browsing, desktop video streams, smartphone browsing and apps, tablet browsing and 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.

Q: Please consider the pairs of statements below. For each pair, please can you indicate which statement is most preferable to you? Base: All Respondents 1,200

- “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

5.2% increase

An increase of £808m year-on-year

Source: IAB UK / PwC Digital Adspend Study 2020
Digital’s share grew to 70% of a £23.46 billion market

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

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

2020

Total market
£23.46bn

Digital 70%

Television 16%

Cinema 0.2%

Direct Mail 4%

Radio 3%

Out of Home 3%

Press 4%