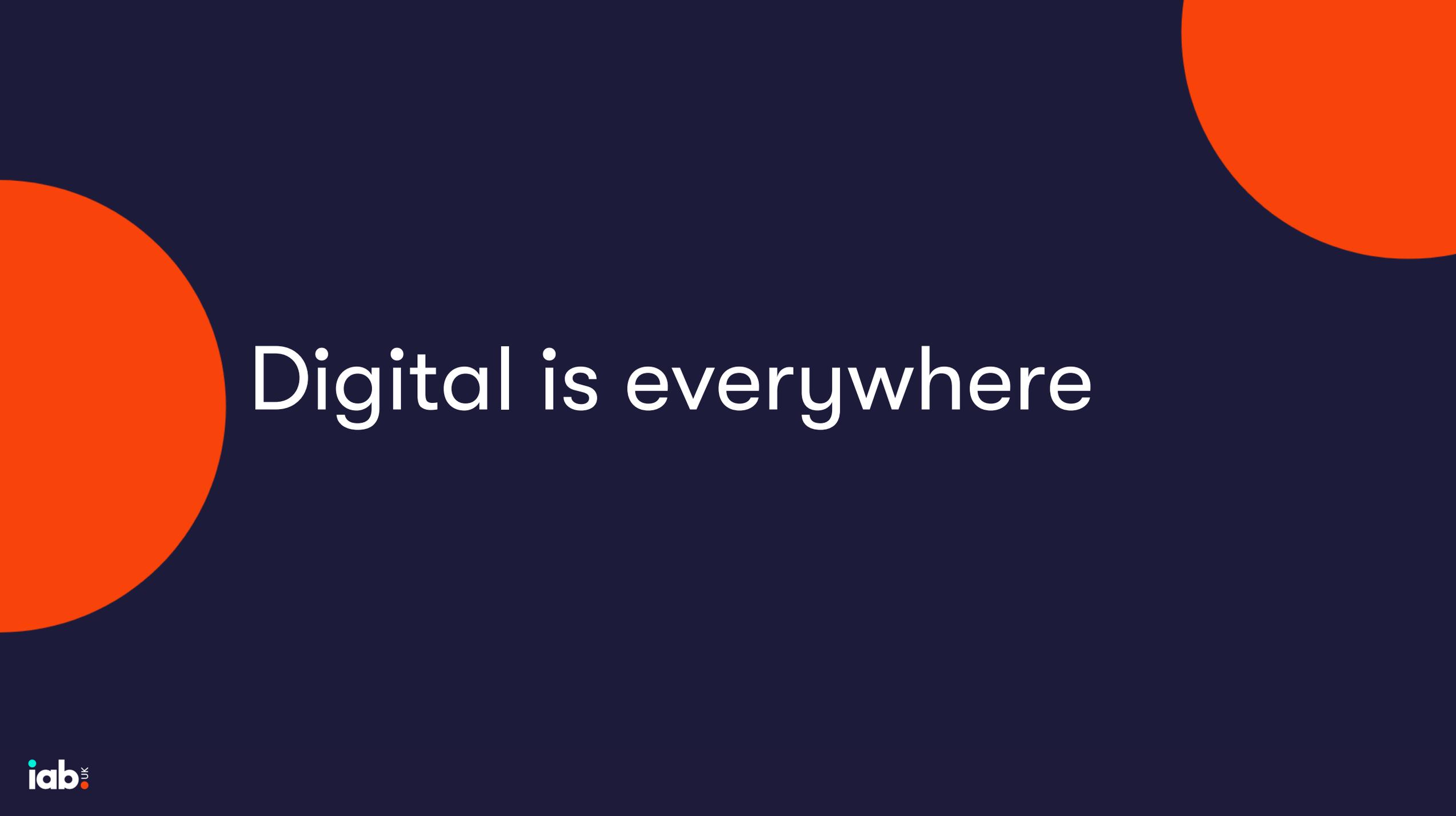




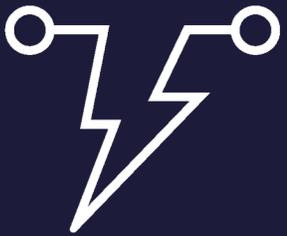
Why digital advertising works





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 hrs

spent online per day by the average UK adult

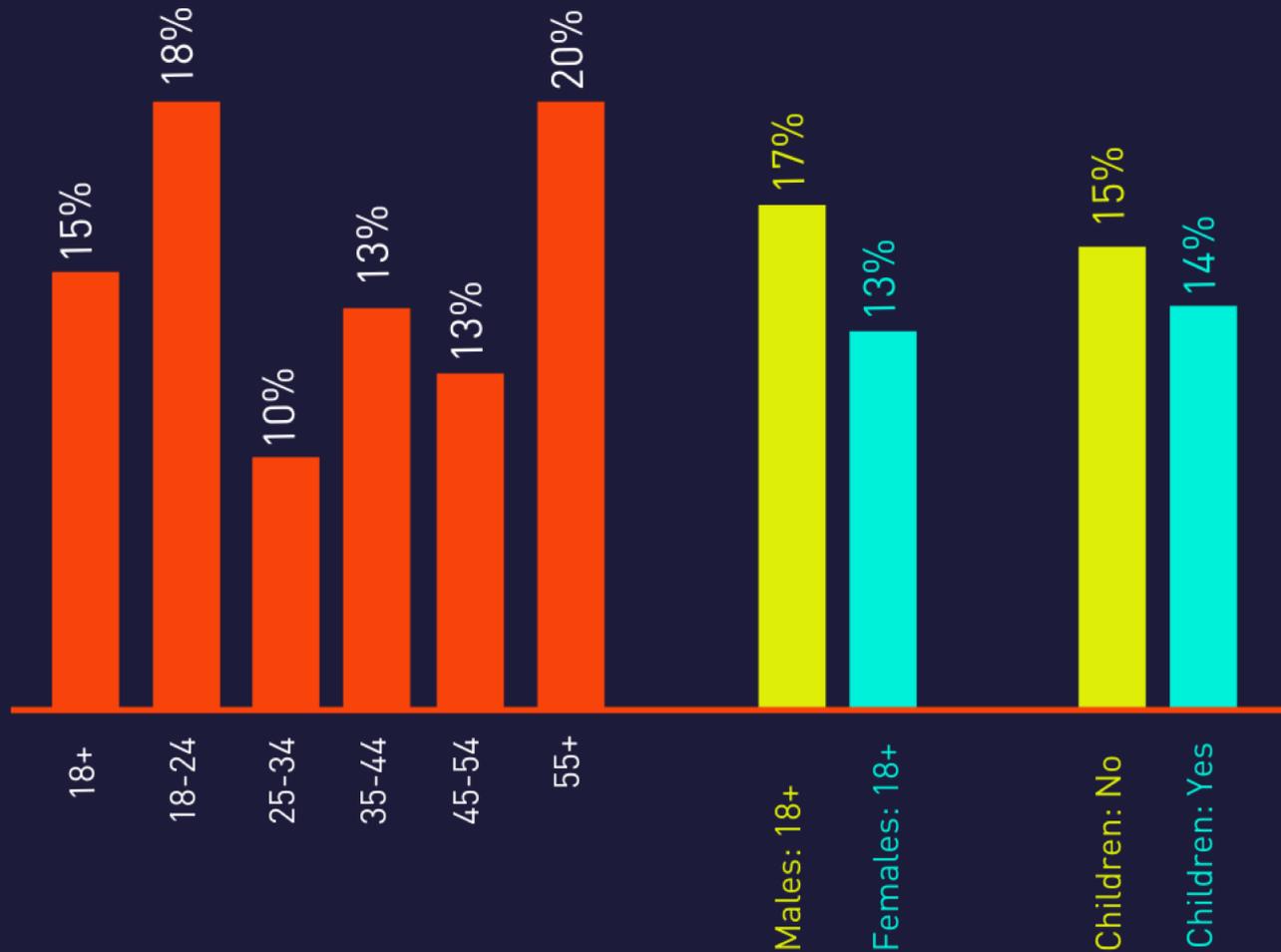


9.4m

tune into podcasts every week

Lockdown means we are spending more time online than ever before

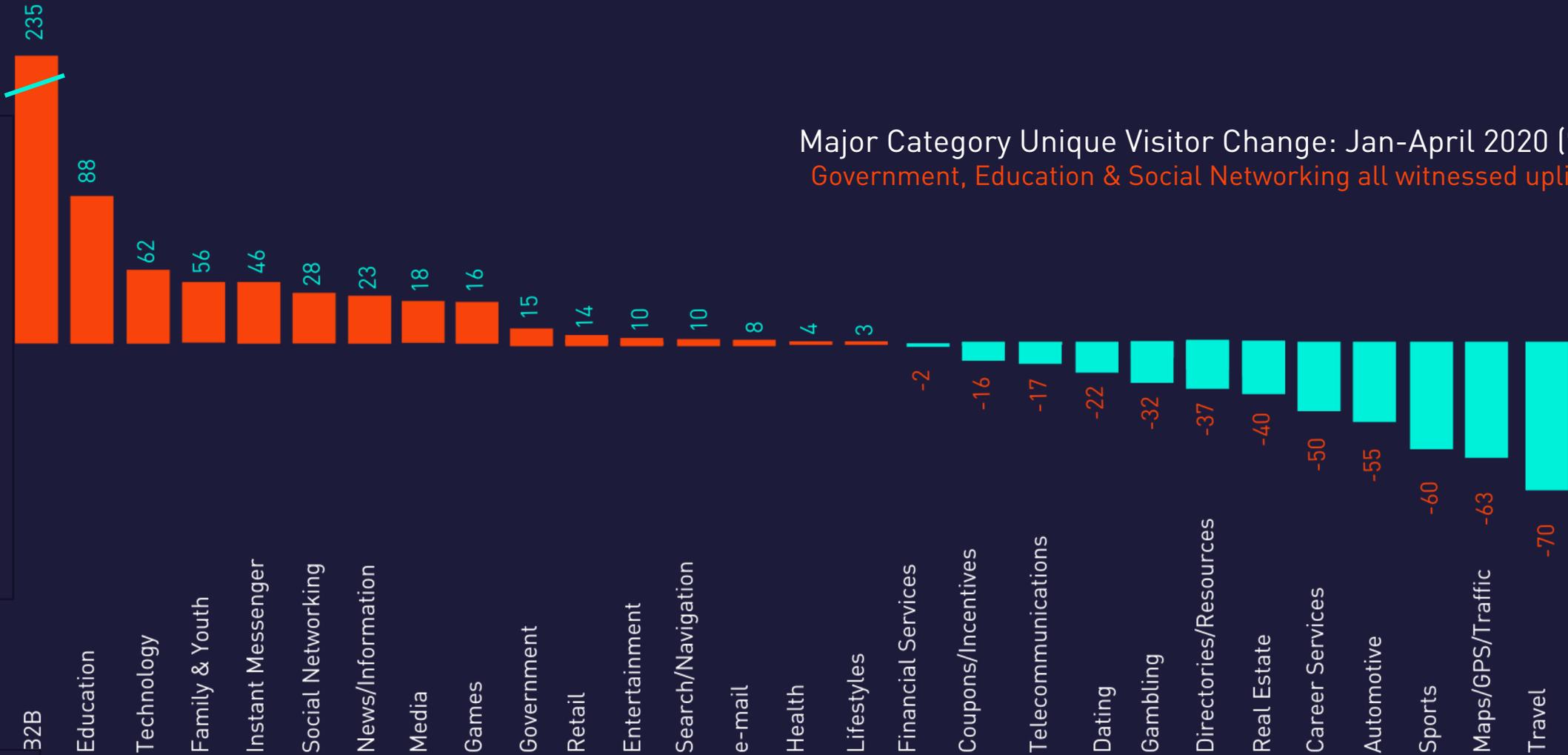
The opportunity to view digital has never been greater

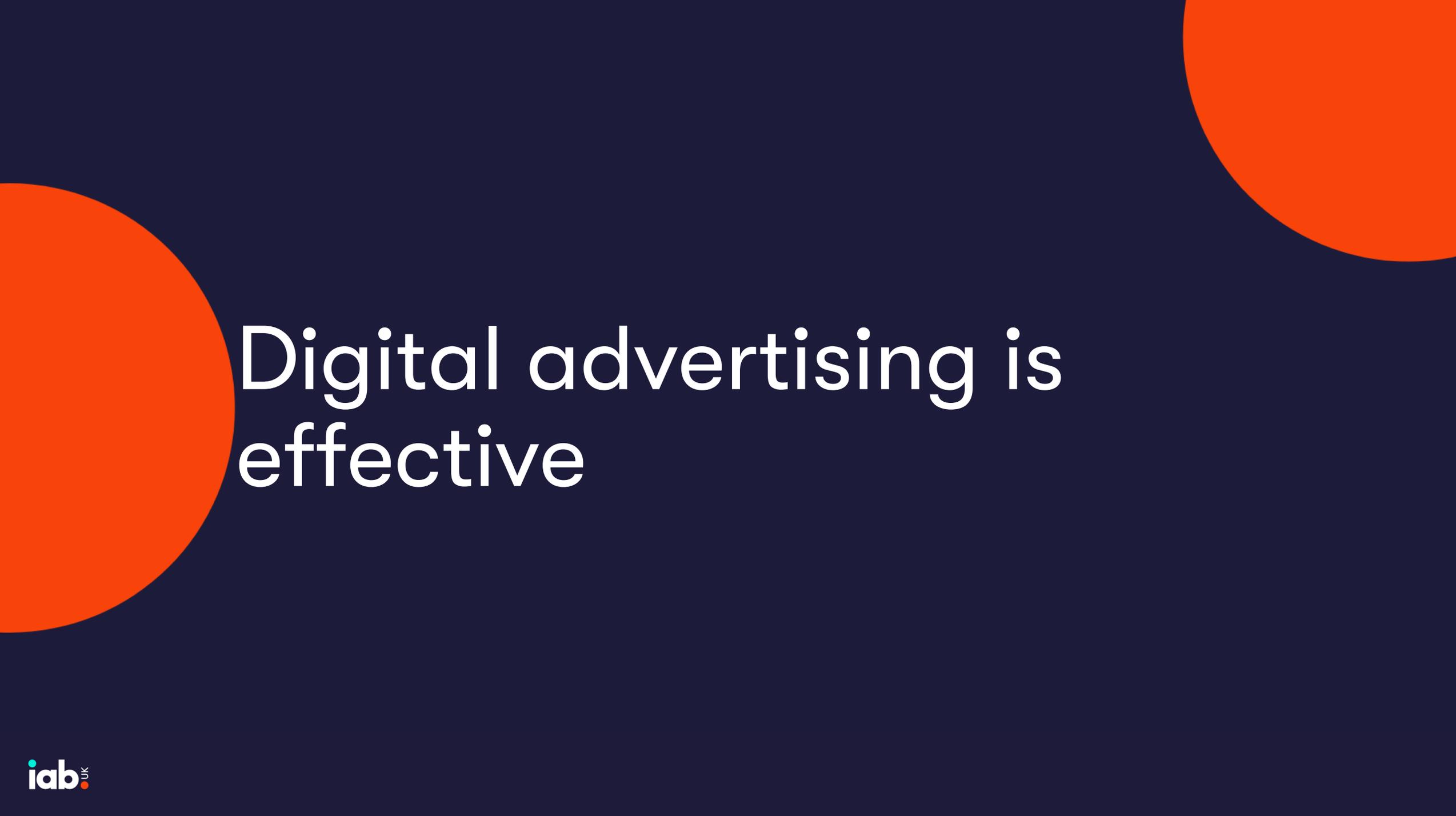


Time online % change by demographics:
Jan – March 2020

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

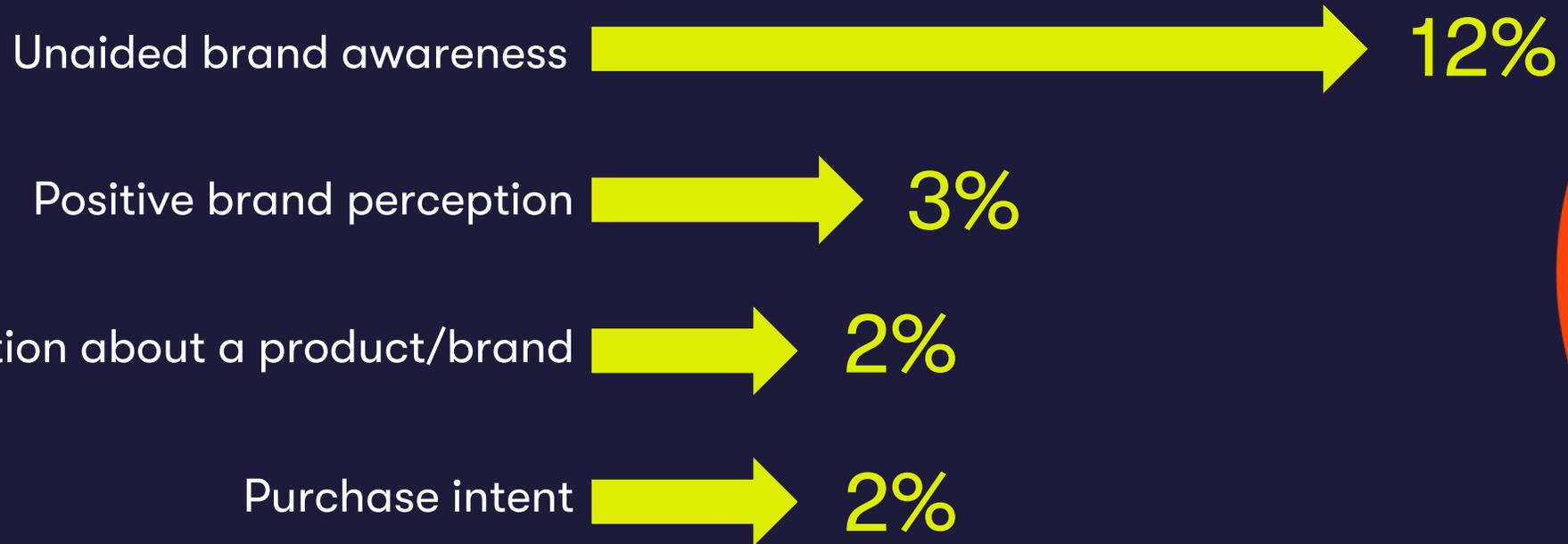
Online is the go-to for education and tech during lockdown



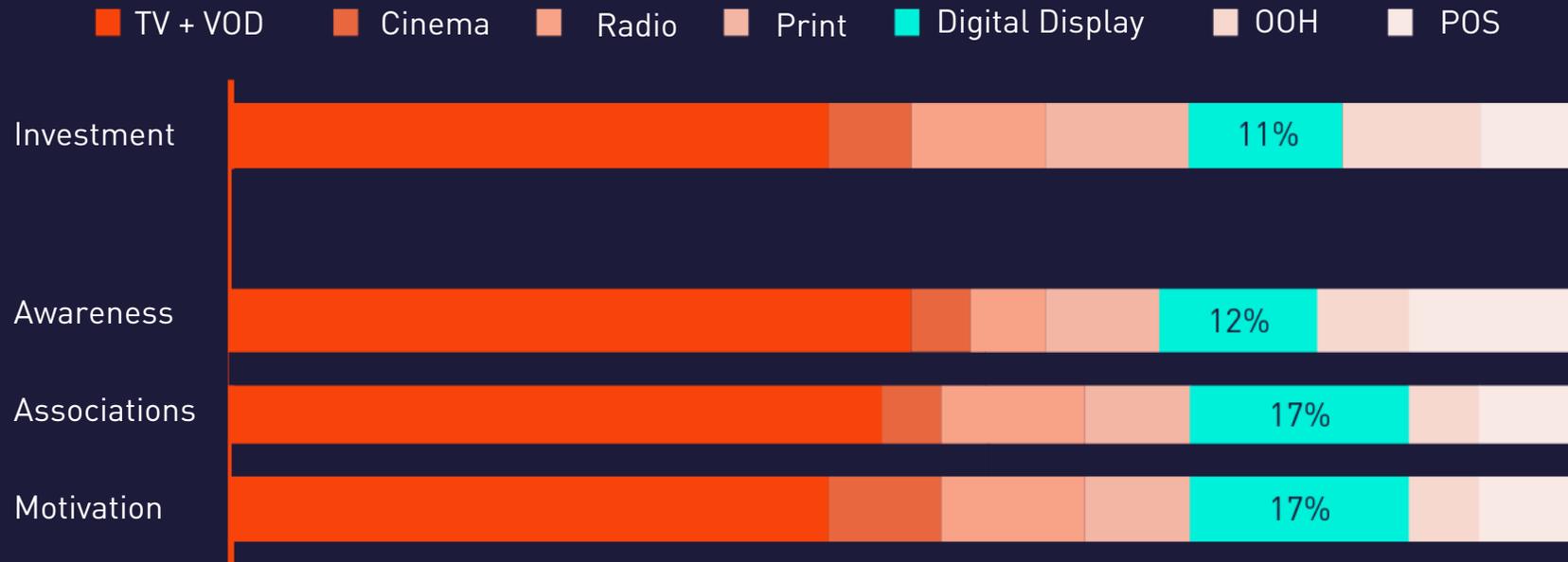


Digital advertising is
effective

Digital display advertising boosts...



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.

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

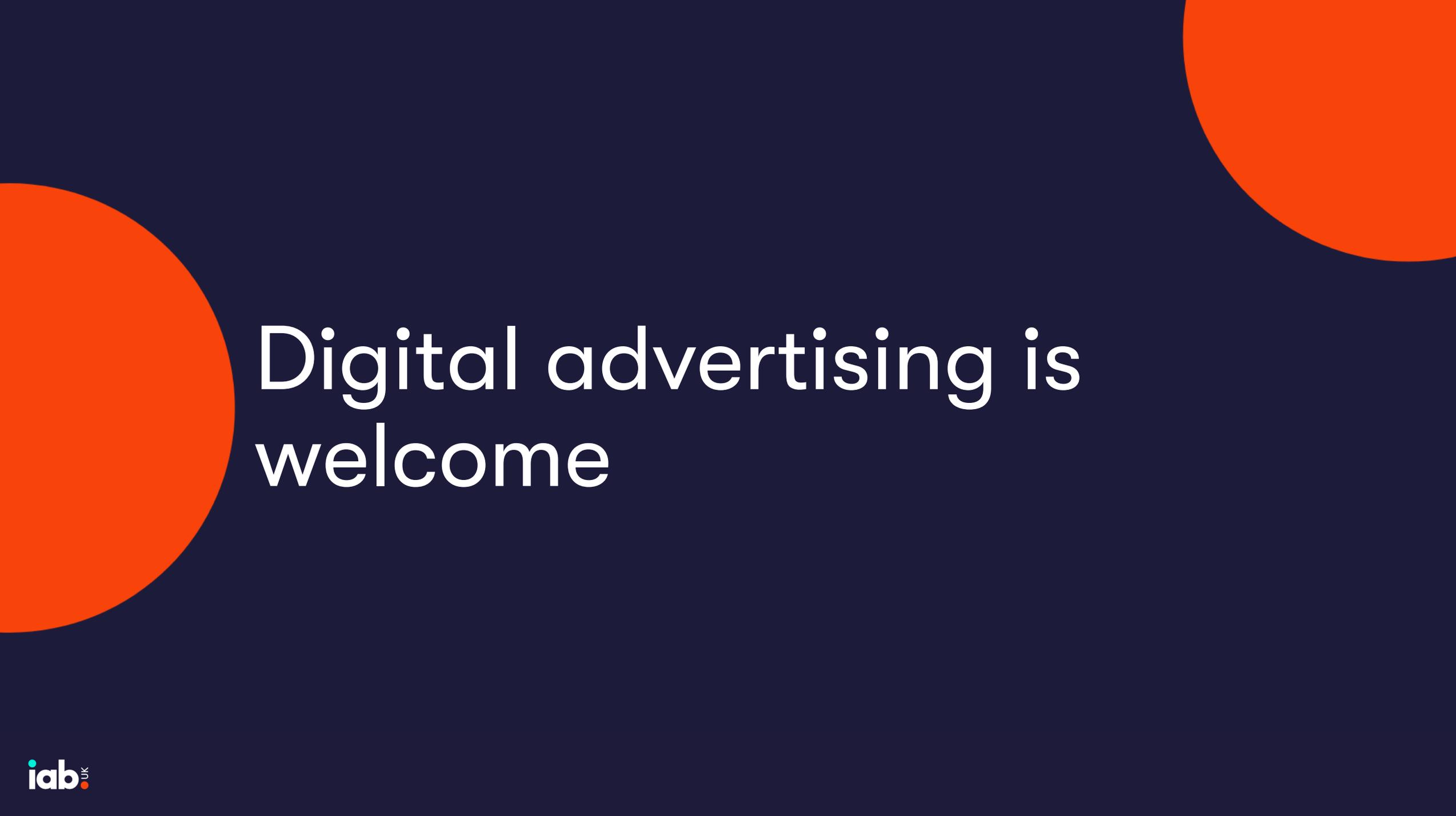
Digital display campaigns that are well executed (top 20%) can deliver:

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



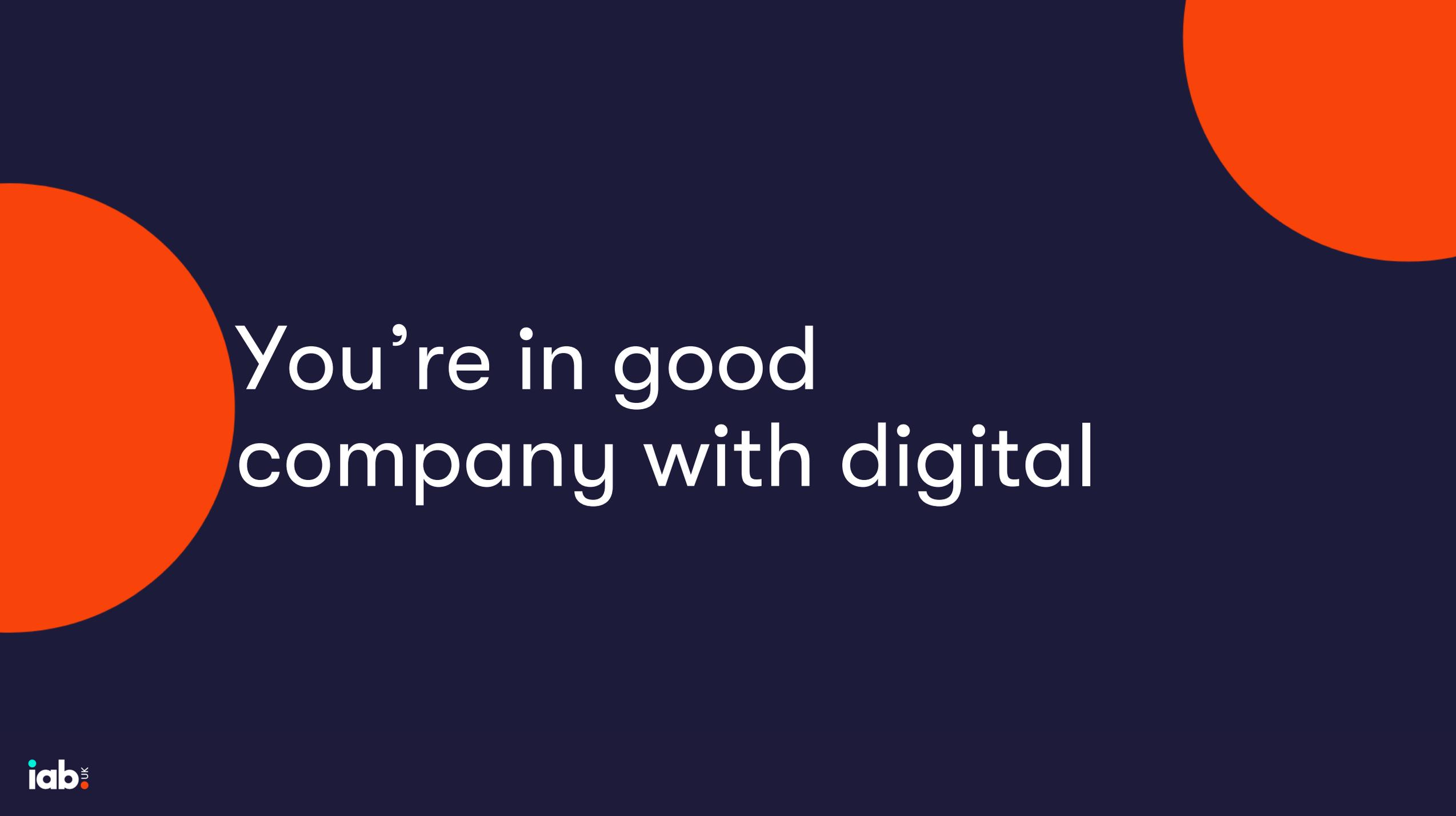
Digital advertising is
welcome

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

