

# The why behind the 15% growth in online advertising

The IAB asked marketing decision makers about their attitudes towards online advertising



# Marketing decision makers survey

Conducted by **YouGov**® on behalf of **iab**.uk

Quantitative method:



**YouGov**®

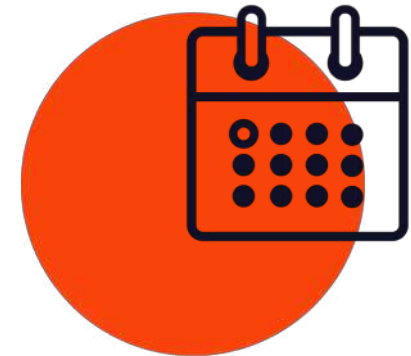
Marketing decision makers  
omnibus

Sample:



504 marketing decision makers

Dates:



11th-15th Apr 2019



# Marketing decision maker attitudes towards online advertising





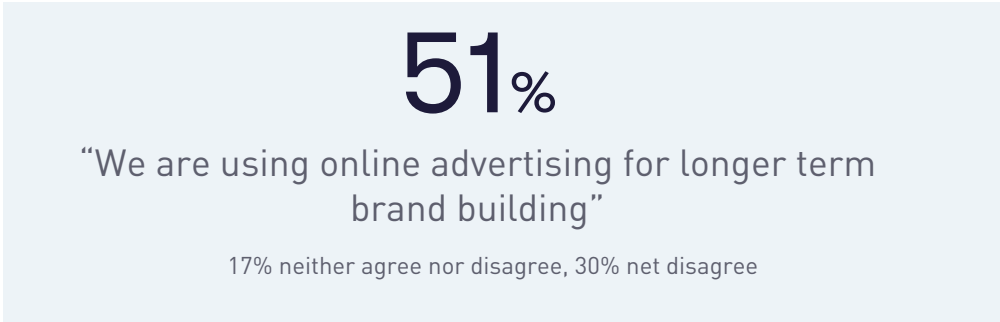
# Marketing decision makers believe their online advertising is more effective than ever and are using it to build brands



Marketing Decision Makers responsible for online advertising

To what extent do you agree or disagree with each of the following statements about online advertising:

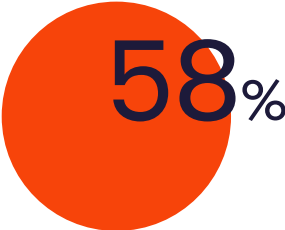
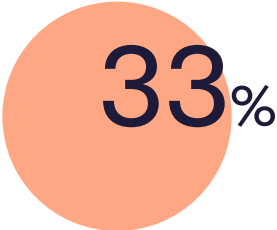
Net agree:



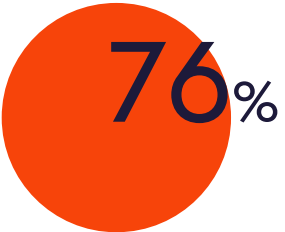
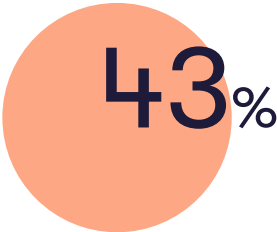
Small (<50 employees)

Medium & Large (50+ employees)

Net agree:



Net agree:





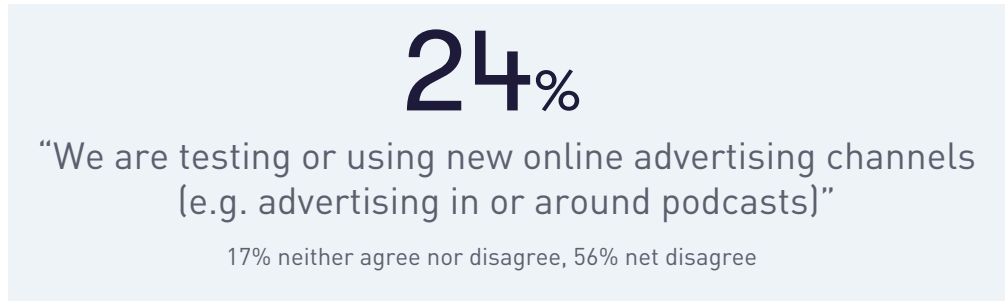
# Larger companies are much more likely to be testing or using new online channels and new technology



Marketing Decision Makers responsible for online advertising

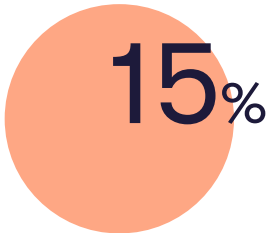
To what extent do you agree or disagree with each of the following statements about online advertising:

Net agree:

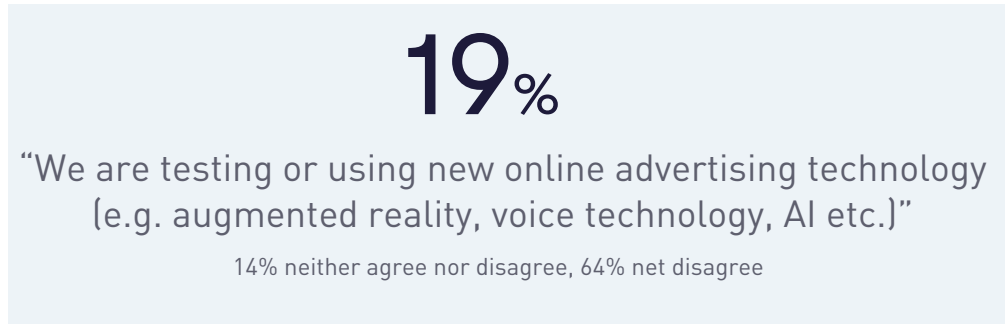
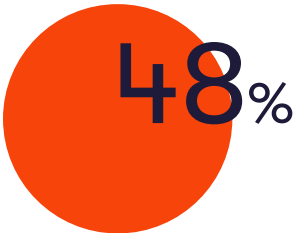


Net agree:

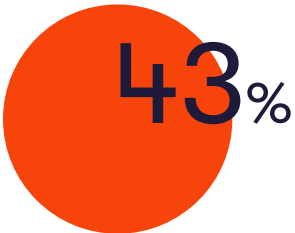
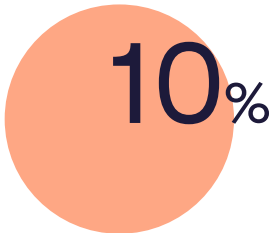
Small businesses (<50 employees)



Medium & Large (50+ employees)



Net agree:





A photograph of a group of men in a meeting. In the center, a man with dark hair and a beard, wearing a dark blazer and a lanyard, is gesturing with his right hand while speaking. He has a name tag that says "Ben Murphy". To his right, a man in a light blue shirt is leaning forward, listening intently. Other men are visible in the foreground and background, some out of focus. The scene is set in a modern office or conference room.

# Marketing decision maker attitudes towards online video



# Online video is effective for long term brand building and compliments activity in other media channels



Marketing Decision Makers  
responsible for online video  
advertising

To what extent do you agree or disagree with each of the following statements about online video advertising:

Net agree:

74%

“It compliments activity  
in other media channels”

9% neither agree nor disagree, 9% net disagree

70%

“It can be effective for  
long term brand building”

18% neither agree nor disagree, 5% net disagree

57%

“It is high impact and  
delivers business results”

24% neither agree nor disagree, 11% net disagree



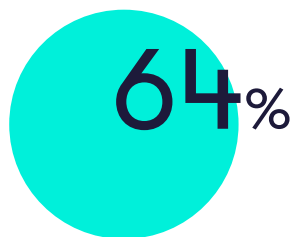
# Almost two thirds agree that online video assets should be made bespoke for the platform or device they are shown on



Marketing Decision Makers  
responsible for online video  
advertising

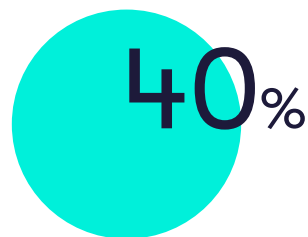
To what extent do you agree or disagree with each of the following statements about online video advertising:

Net agree:



“Online video assets should be made bespoke for the platform or device they are shown on”

16% neither agree nor disagree, 11% net disagree



“My business has increased spend on digital first video assets (e.g. shooting in vertical)”

20% neither agree nor disagree, 36% net disagree





A group of four people are seated around a dark table in what appears to be a conference or workshop setting. From left to right: a man in a grey sweater, a man in a red sweater with a yellow lanyard, a woman in a blue turtleneck with glasses and a red lanyard, and a woman in a white sweater with a red lanyard. They are all looking at a brochure or document on the table. The woman in the blue turtleneck is holding a pen and pointing at the document. There are two coffee cups on the table, one of which is a Pret A Manger cup. The background is slightly blurred, showing other people and tables. An orange circle is overlaid on the left side of the image, and a cyan circle is overlaid on the right side.

# Marketing decision maker attitudes towards social media



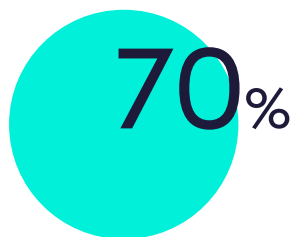
# Over 2/3 agree that paid for social media advertising compliments other channels and can be effective for long term brand building



Marketing Decision Makers  
responsible for social media  
advertising

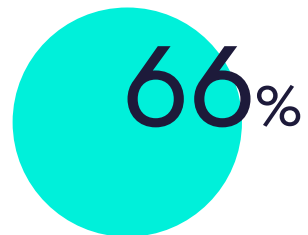
To what extent do you agree or disagree with each of the following statements about paid for social media advertising:

Net agree:



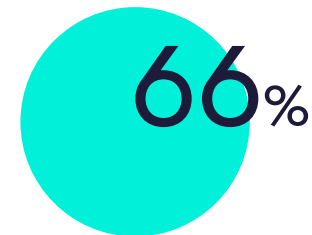
“It compliments  
activity in other  
media channels”

15% neither agree nor disagree, 8% net disagree



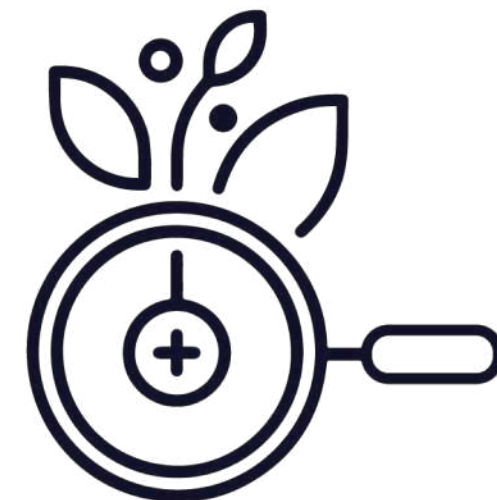
“It is effective for  
displaying contextually  
relevant messages”

16% neither agree nor disagree, 10% net disagree



“It can be effective for  
long term brand  
building”

20% neither agree nor disagree, 8% net disagree





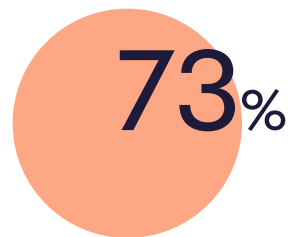
# Marketing decision makers identify paid social media as effective for reaching both mass audiences and select targeting audiences



Marketing Decision Makers  
responsible for social media  
advertising

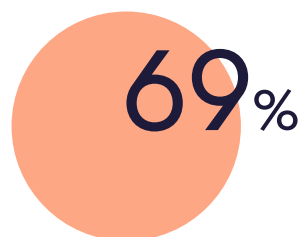
To what extent do you agree or disagree with each of the following statements about paid for social media advertising:

Net agree:



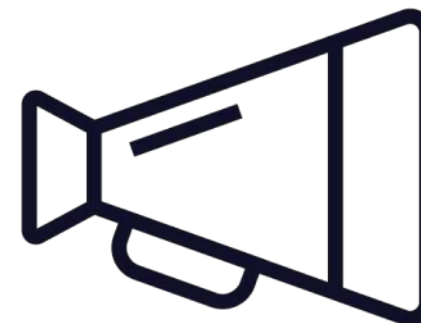
“It is a creative and effective way to reach mass audiences”

13% neither agree nor disagree, 11% net disagree



“It is a creative and effective way to reach select target audiences”

16% neither agree nor disagree, 11% net disagree





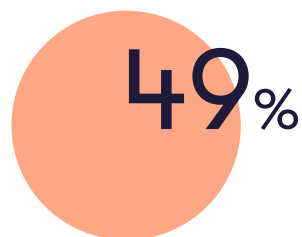
# The majority of marketing decision makers agree that paid for social media is high impact and brand safe



Marketing Decision Makers  
responsible for social media  
advertising

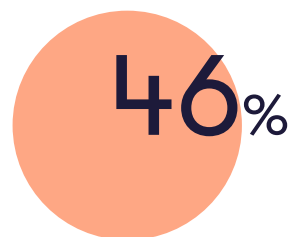
To what extent do you agree or disagree with each of the following statements about paid for social media advertising:

Net agree:



“It is high impact  
and delivers  
business results”

27% neither agree nor disagree, 17% disagree



“It is brand safe”

33% neither agree nor disagree, 10% disagree





For more information contact:  
[research@iabuk.com](mailto:research@iabuk.com)  
[@iabuk](#)