



IAB EUROPE BUYERS SURVEY ON DIGITAL ADVERTISING QUALITY JULY 2022

iab europe.eu



THE SURVEY

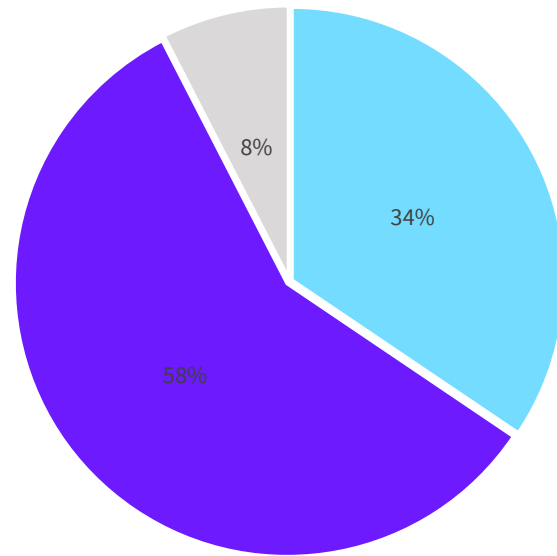
This new survey asked brands/agencies about the following:

- The importance of key issues faced when buying digital advertising
- Attitudes towards quality standards in both markets with and without a scheme
- The drivers of buying digital advertising
- Understand if quality standards provide value to advertisers and agencies in purchasing decisions

RESPONDENT BREAKDOWN

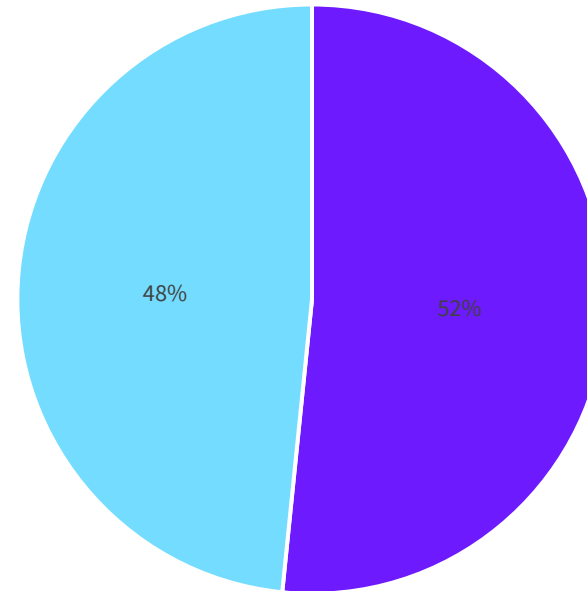
119 Respondents in total from across Europe

Type of company
■ A Brand ■ An agency ■ Other (please specify)



Respondents from country with or with out scheme

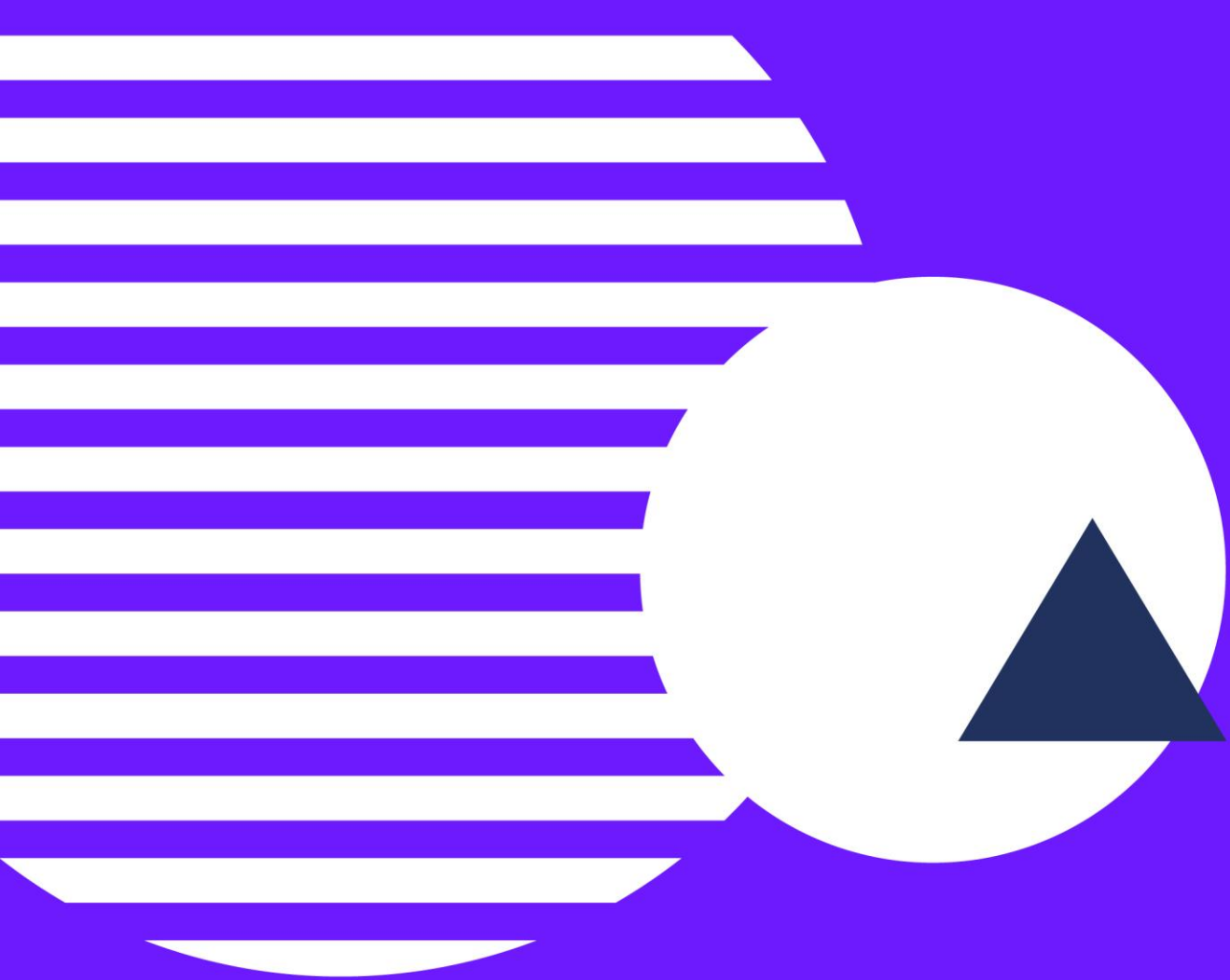
■ With Scheme ■ With Out Scheme



SUMMARY

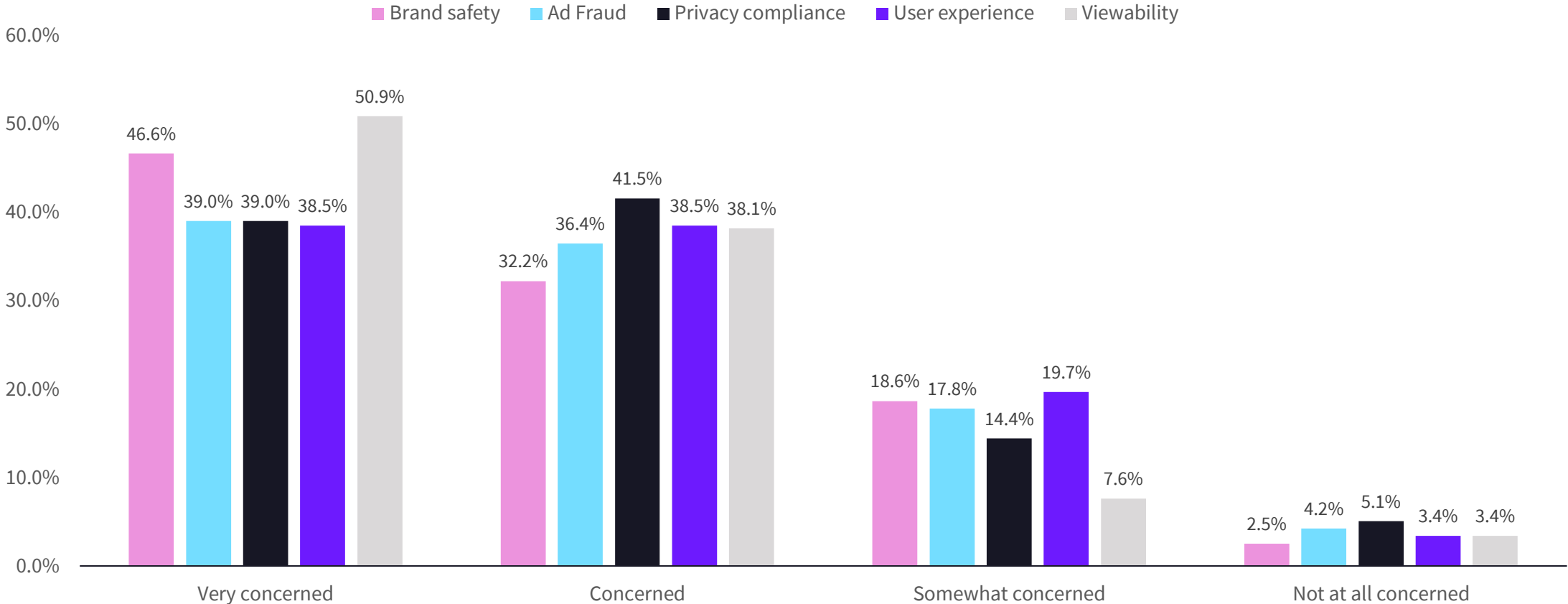
- Brand safety and viewability are the most important issues faced
- Nearly all buyers agree that buying a quality media environment is important
- Majority are willing to pay a premium for high quality inventory
- 92% prefer buying with suppliers that adhere to industry standards
- Three quarters check if a media owner adheres to industry standards before buying with them

NB: we refer to markets with and without a national quality scheme throughout the research. A 'scheme' includes standards such as the IAB UK Gold Standard, IAB Poland QUALID and Digital Ad Trust in France.



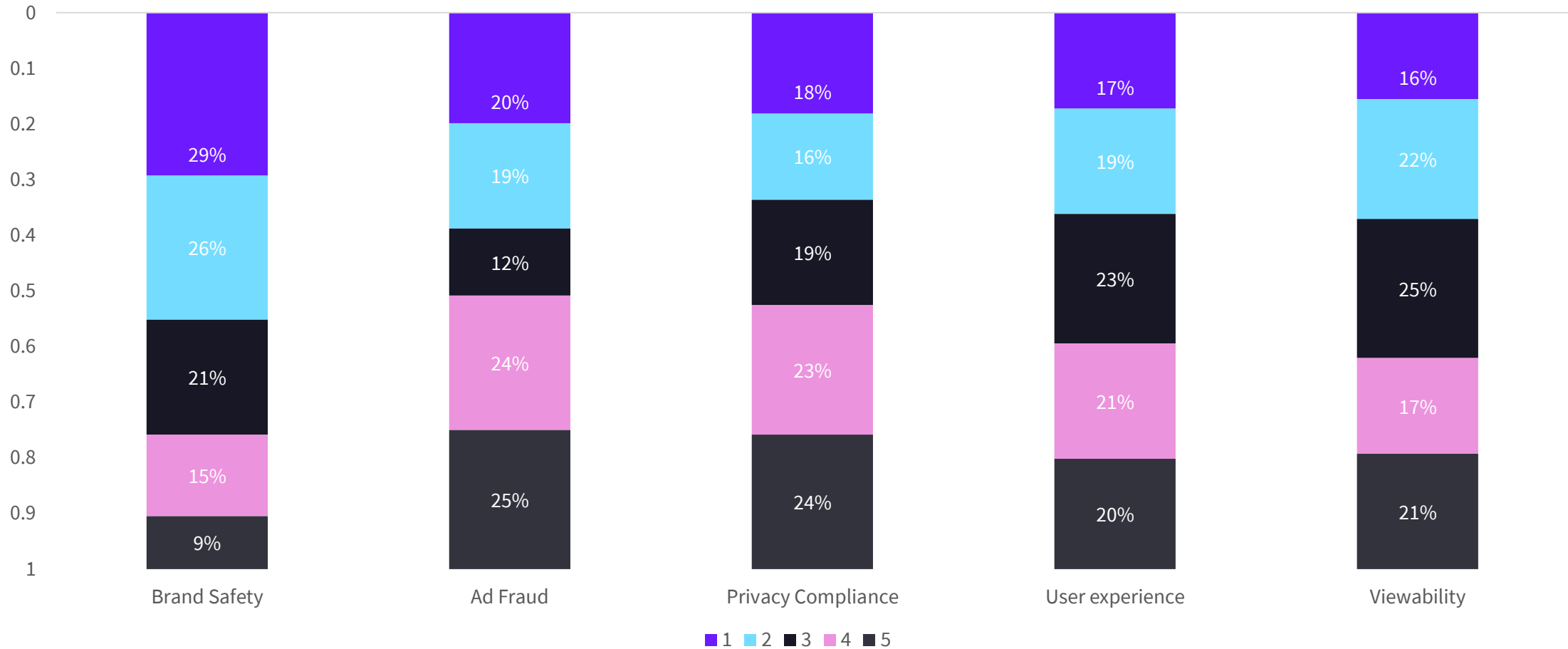
QUALITY CONCERNS IN DIGITAL ADVERTISING

WHEN BUYING DIGITAL ADVERTISING VIEWABILITY AND BRAND SAFETY ARE CONSIDERED BIGGEST CONCERNS



Q: When buying digital advertising please let us know how concerned you are about the following challenges?

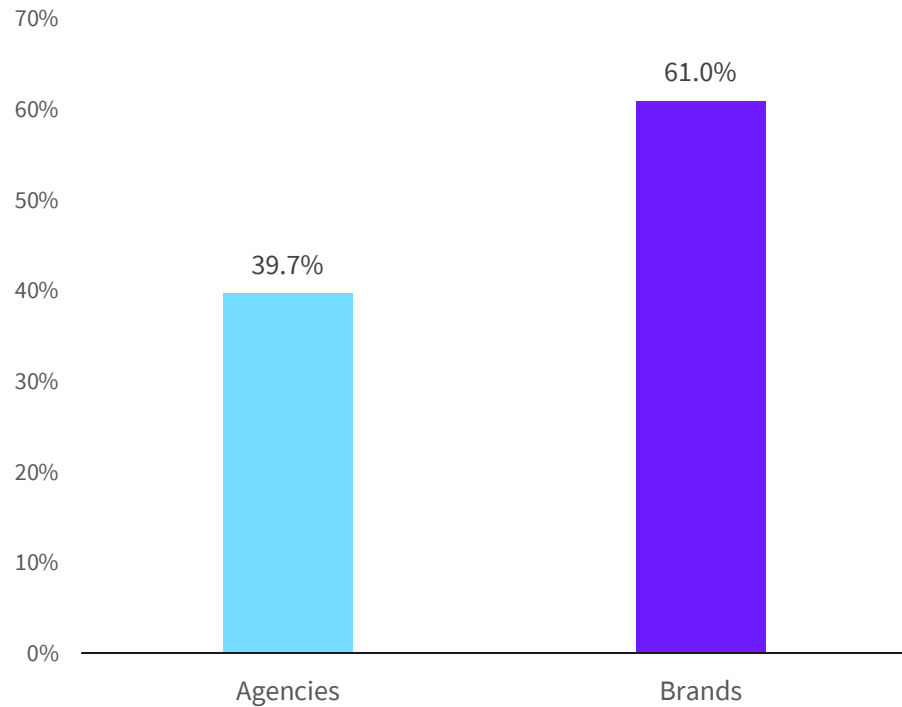
WHEN ASKED TO RANK CONCERNS, BRAND SAFETY AND VIEWABILITY REMAINED TOP 2



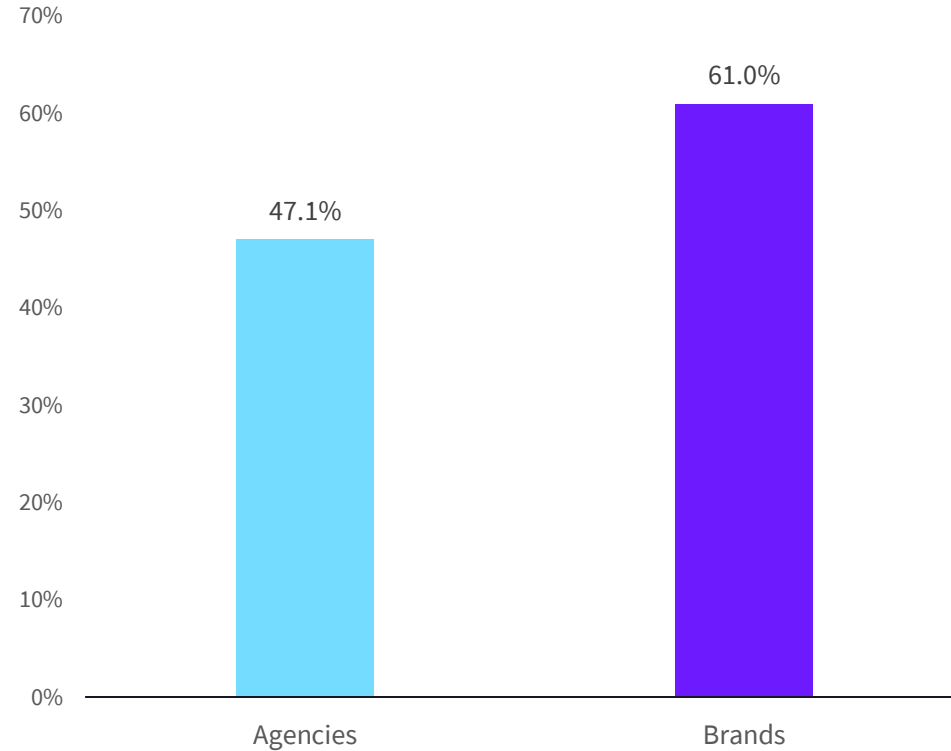
Q: Please prioritise these challenges from 1st to 5th (with 1st being the challenge you are most concerned about and 5th the least)

BRANDS MORE CONCERNED ABOUT BRAND SAFETY AND VIEWABILITY THAN AGENCIES

Responded 'Very Concerned' about Brand Safety



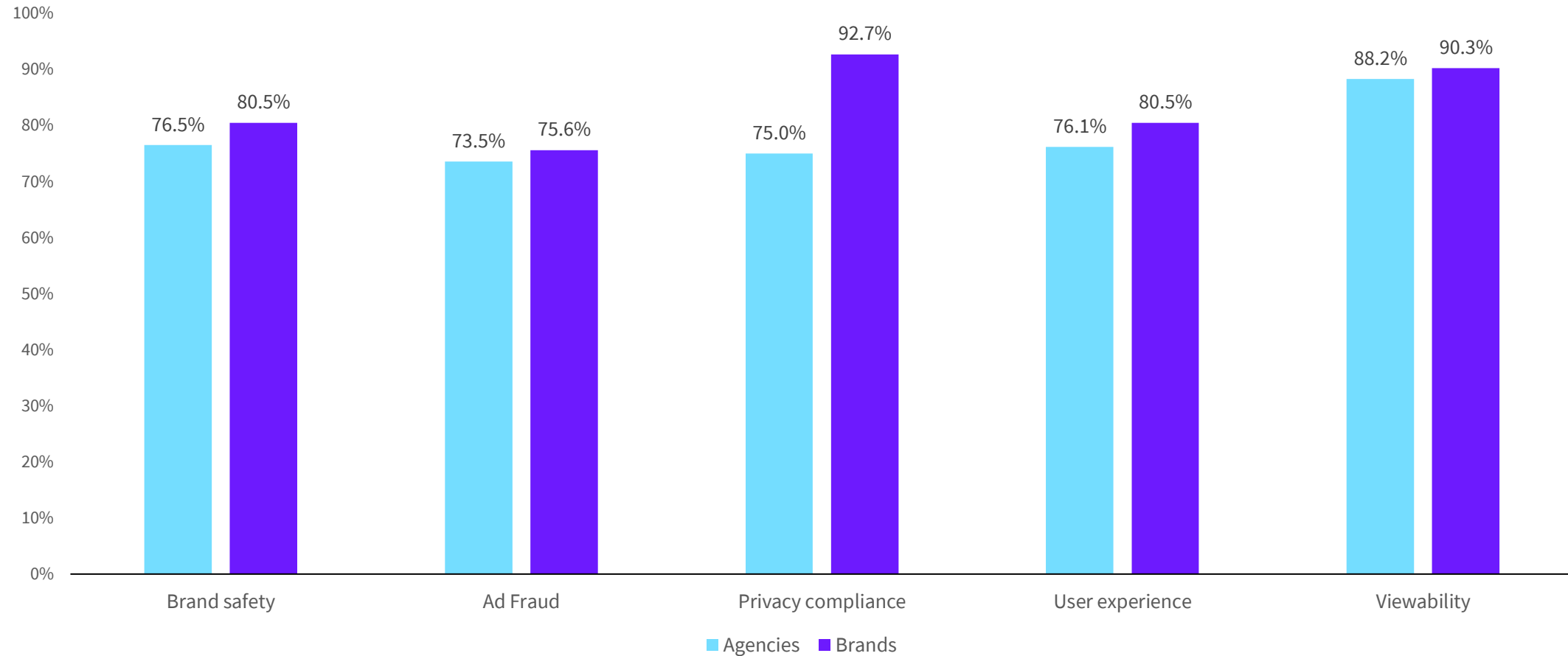
Responded 'Very Concerned' about Viewability



Q: When buying digital advertising please let us know how concerned you are about the following challenges?

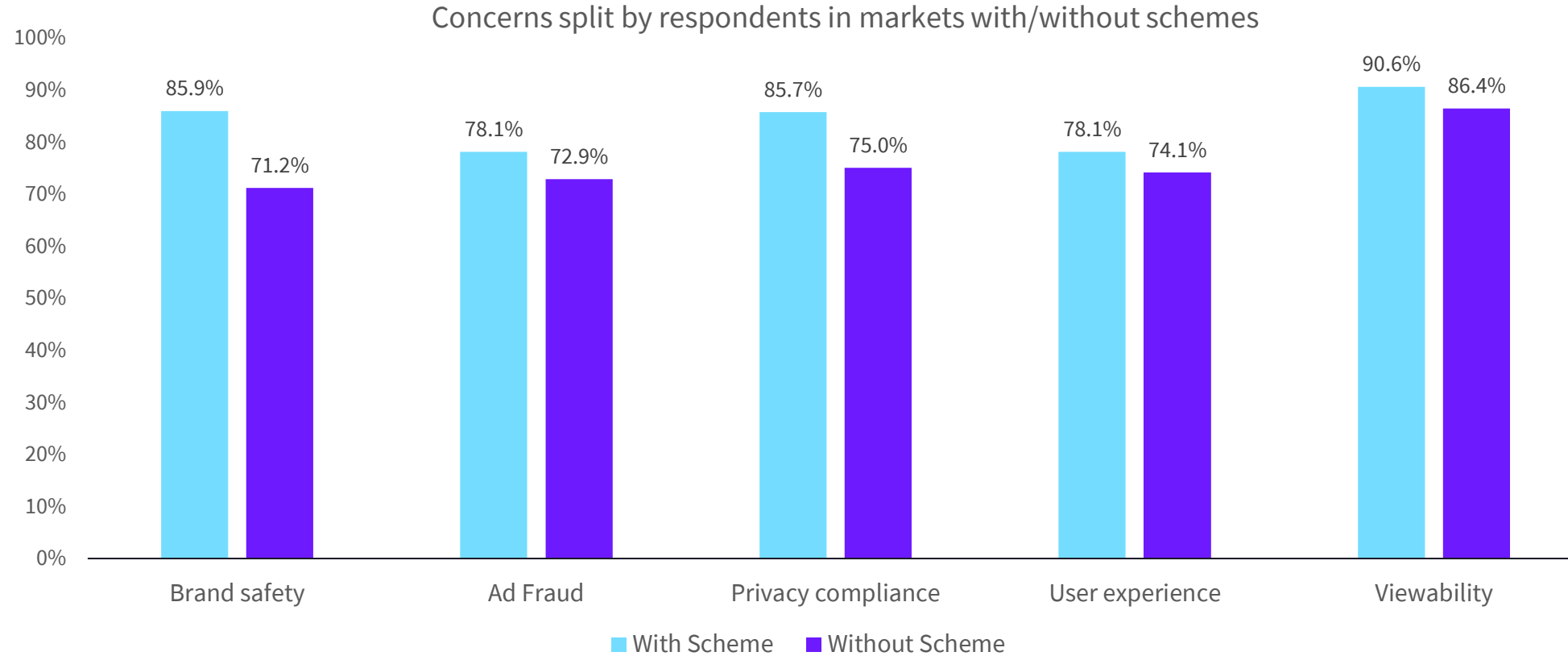
BRANDS VS AGENCIES ON QUALITY CONCERNS

Concerned or Very Concerned about specific issues faced in digital advertising



Q: When buying digital advertising please let us know how concerned you are about the following challenges?

BUYERS IN MARKETS WITHOUT SCHEME LESS CONCERNED ABOUT ALL QUALITY ISSUES



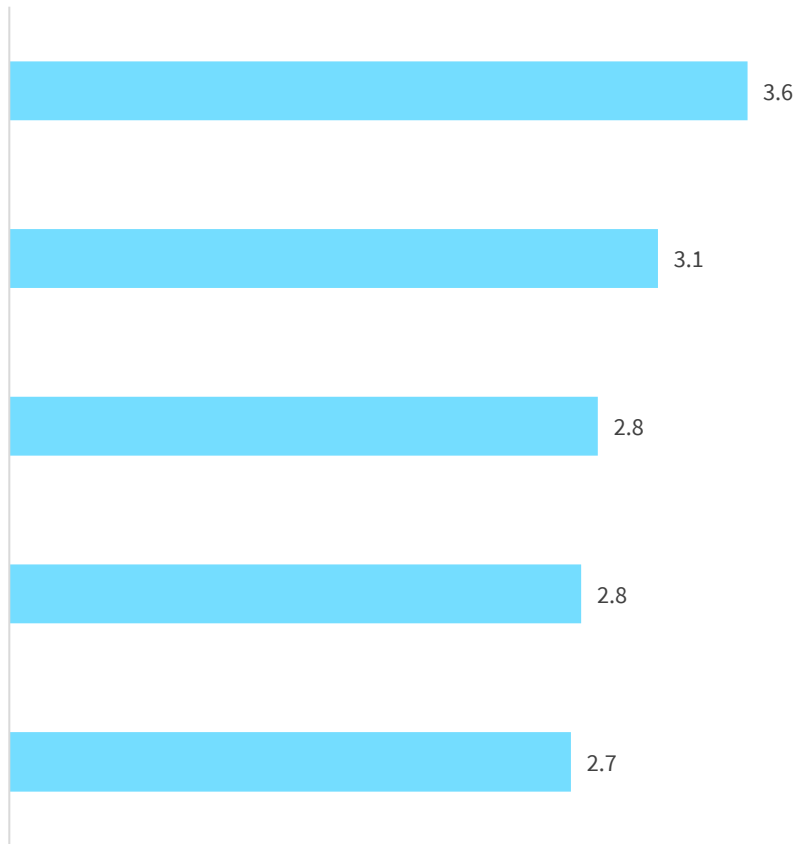
Q: When buying digital advertising please let us know how concerned you are about the following challenges?

Markets with a national quality scheme - UK, France, Poland, Germany, Sweden, Ireland, Italy

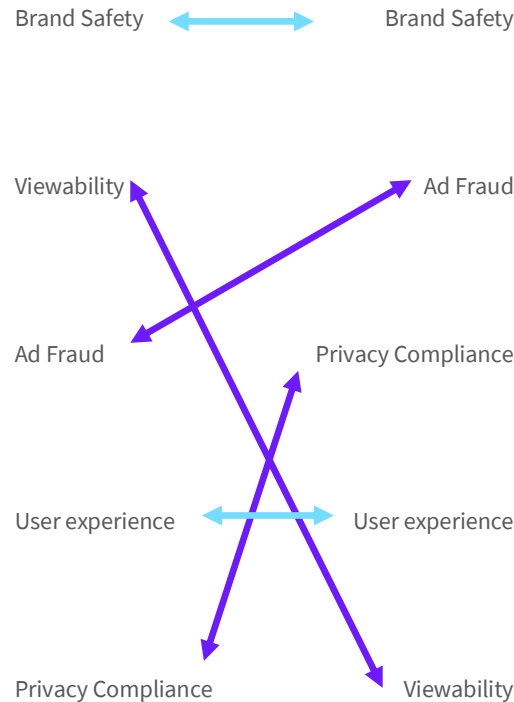
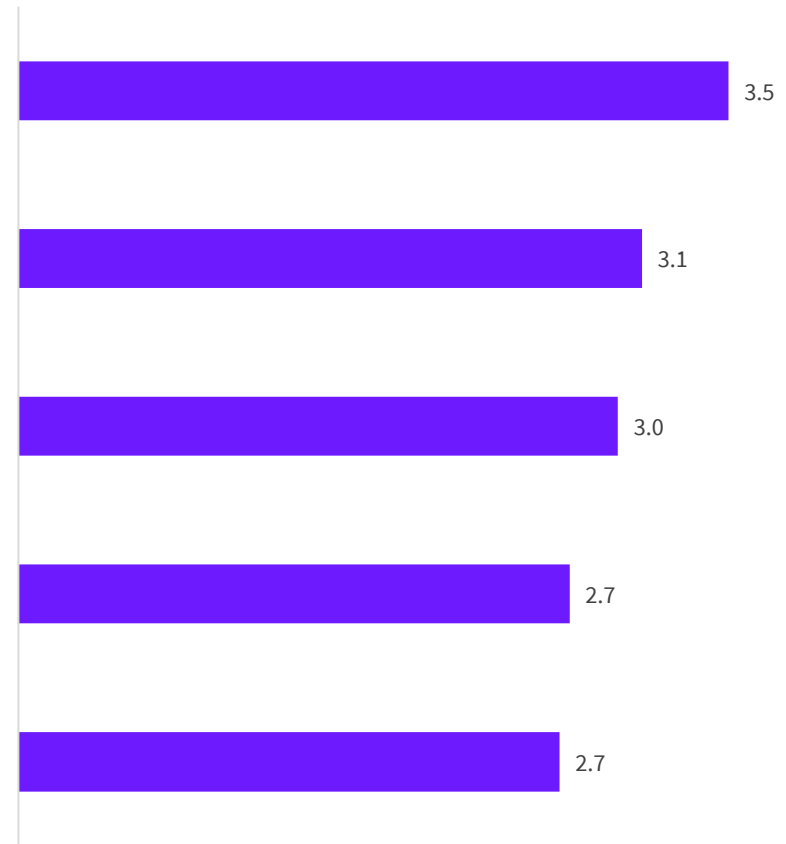
Markets without a scheme - Austria, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Greece, Hungary, Macedonia, Netherlands, Norway, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, Turkey, Ukraine

RANKING CONCERNS FOR MARKETS WITH AND WITHOUT SCHEME

Markets with Scheme ranking of concerns



Markets without Scheme ranking of concerns

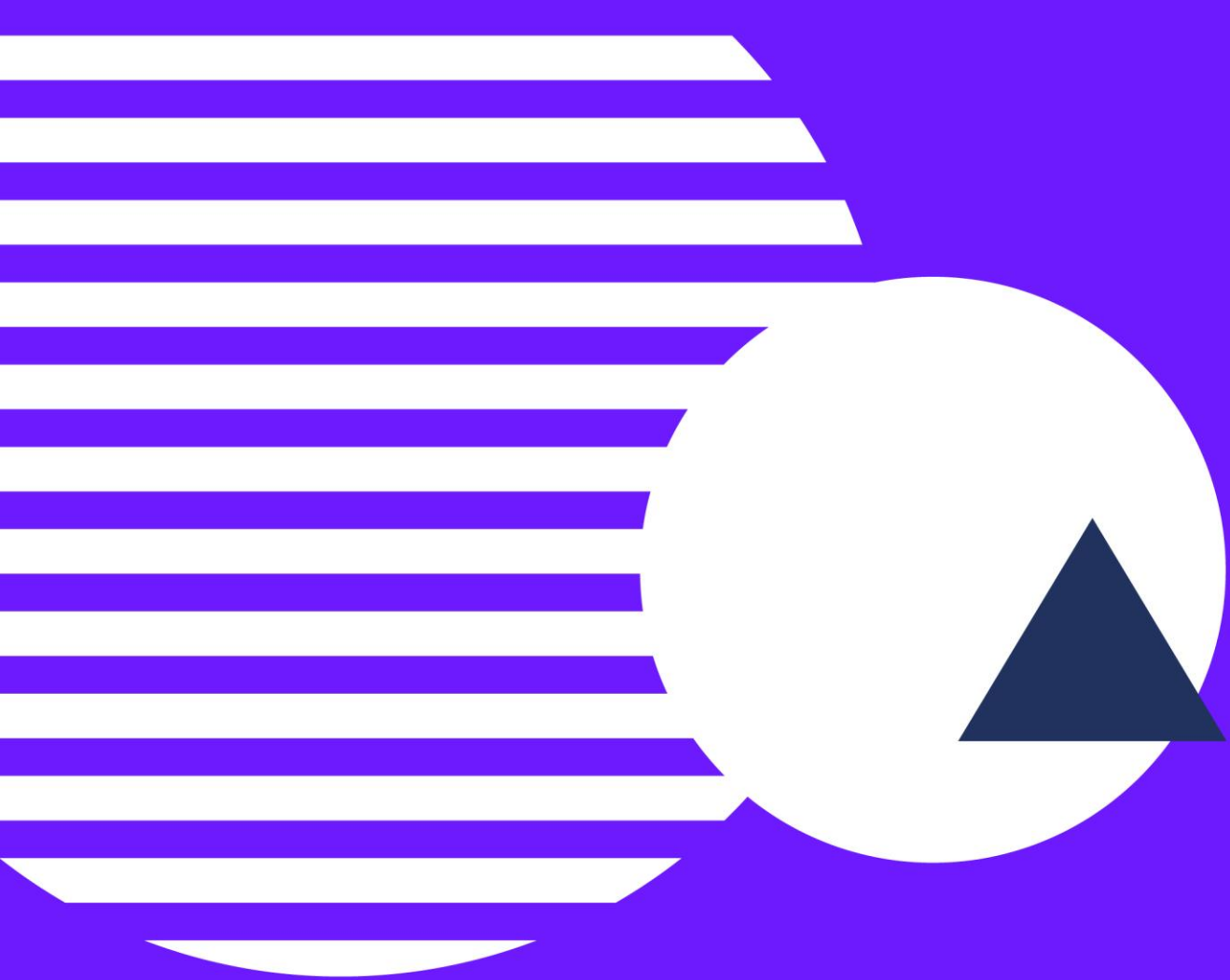


Q: When buying digital advertising please let us know how concerned you are about the following challenges?

Markets with a national quality scheme - UK, France, Poland, Germany, Sweden, Ireland, Italy

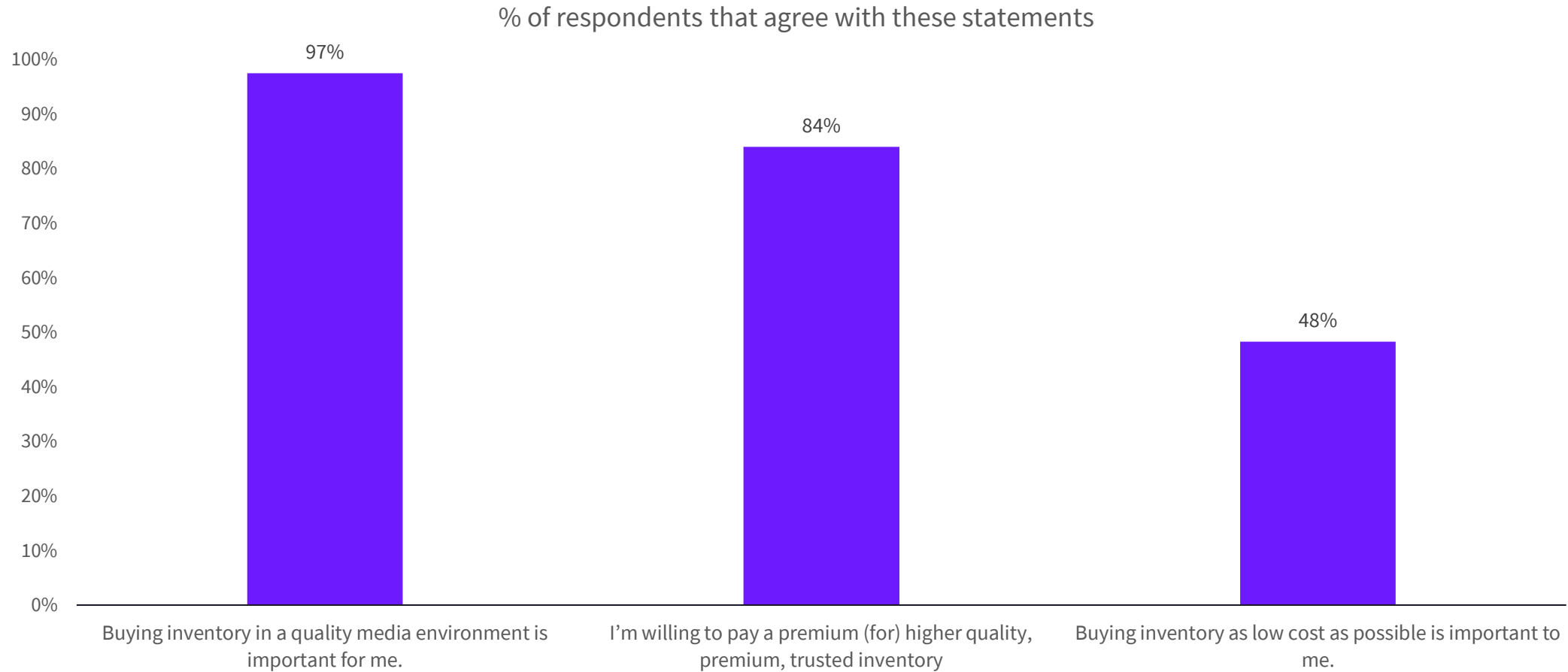
Markets without a scheme - Austria, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Greece, Hungary, Macedonia, Netherlands, Norway, Portugal, Romania,

Serbia, Slovakia, Slovenia, Spain, Switzerland, Turkey, Ukraine



ROLE OF STANDARDS AND BUYING QUALITY AD INVENTORY

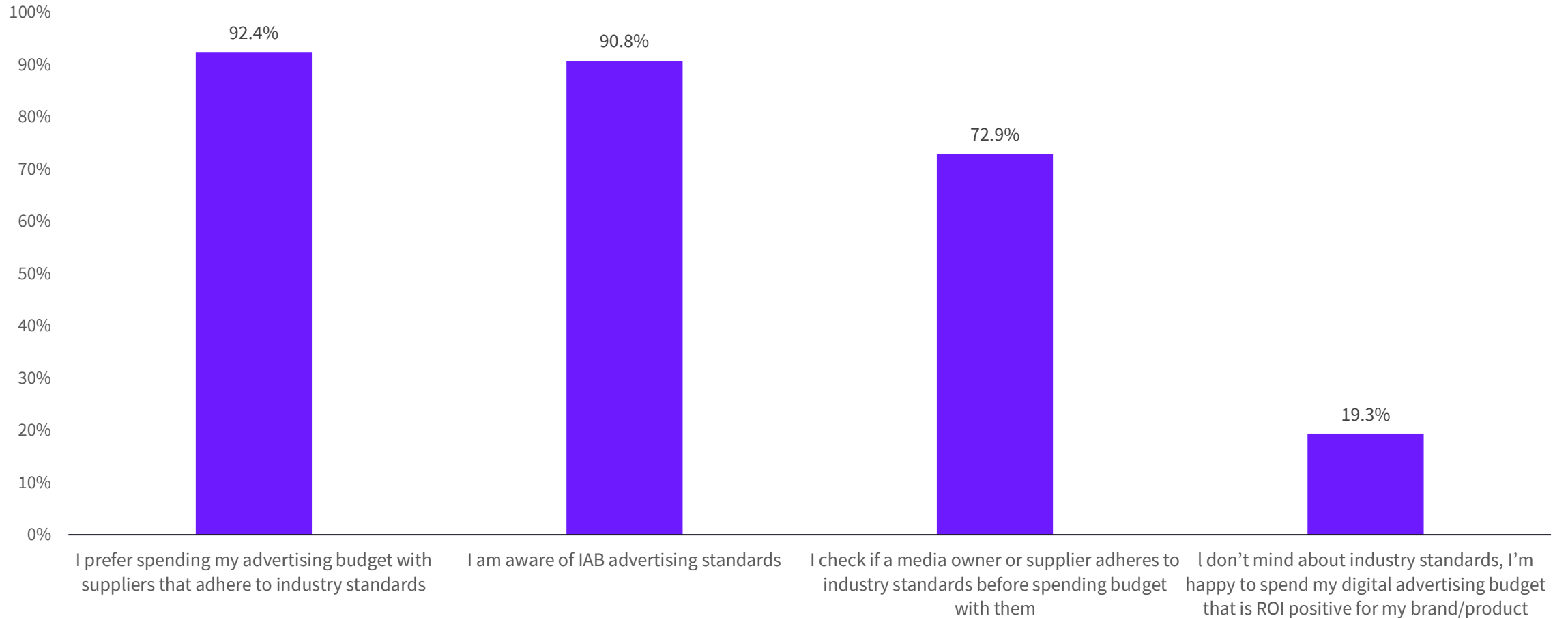
RESPONDENTS WILLING TO PAY FOR QUALITY AD INVENTORY



Q; Please let us know the extent to which you agree or disagree with the following statements

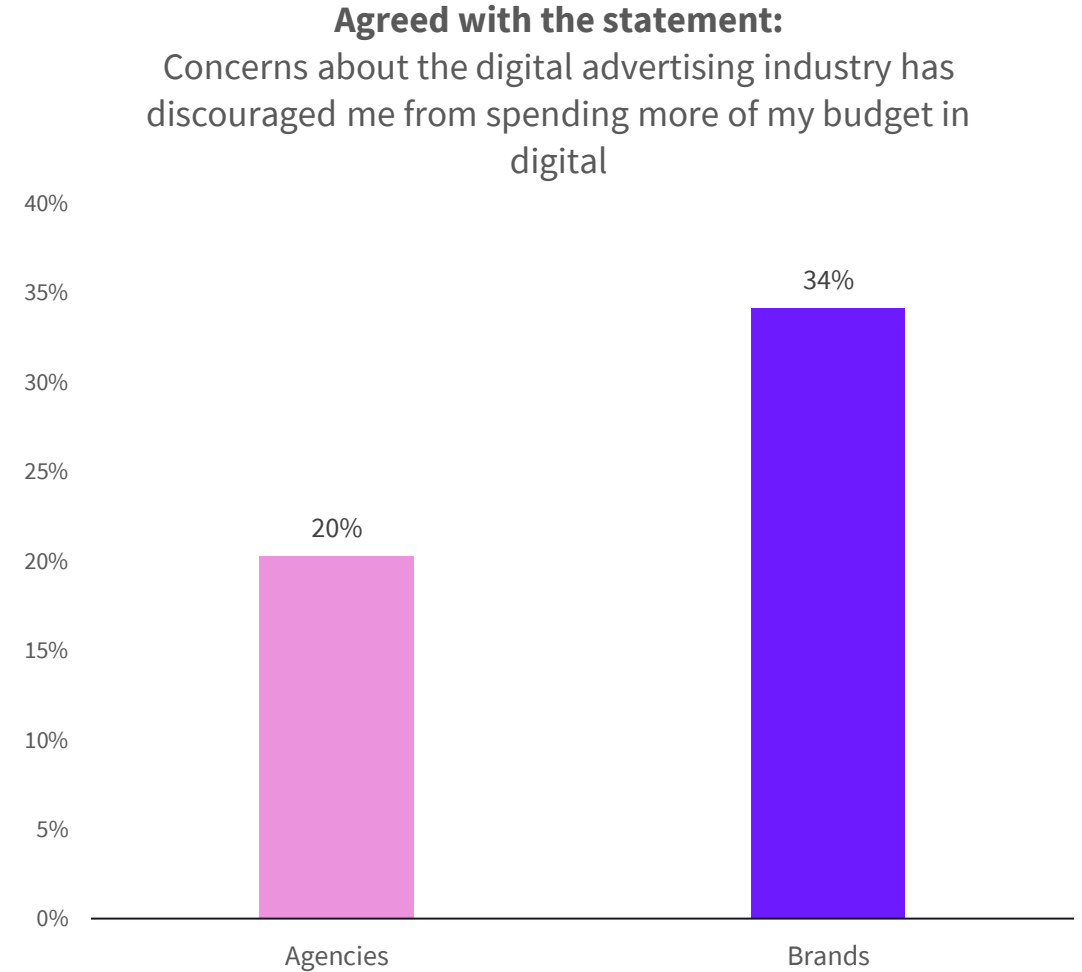
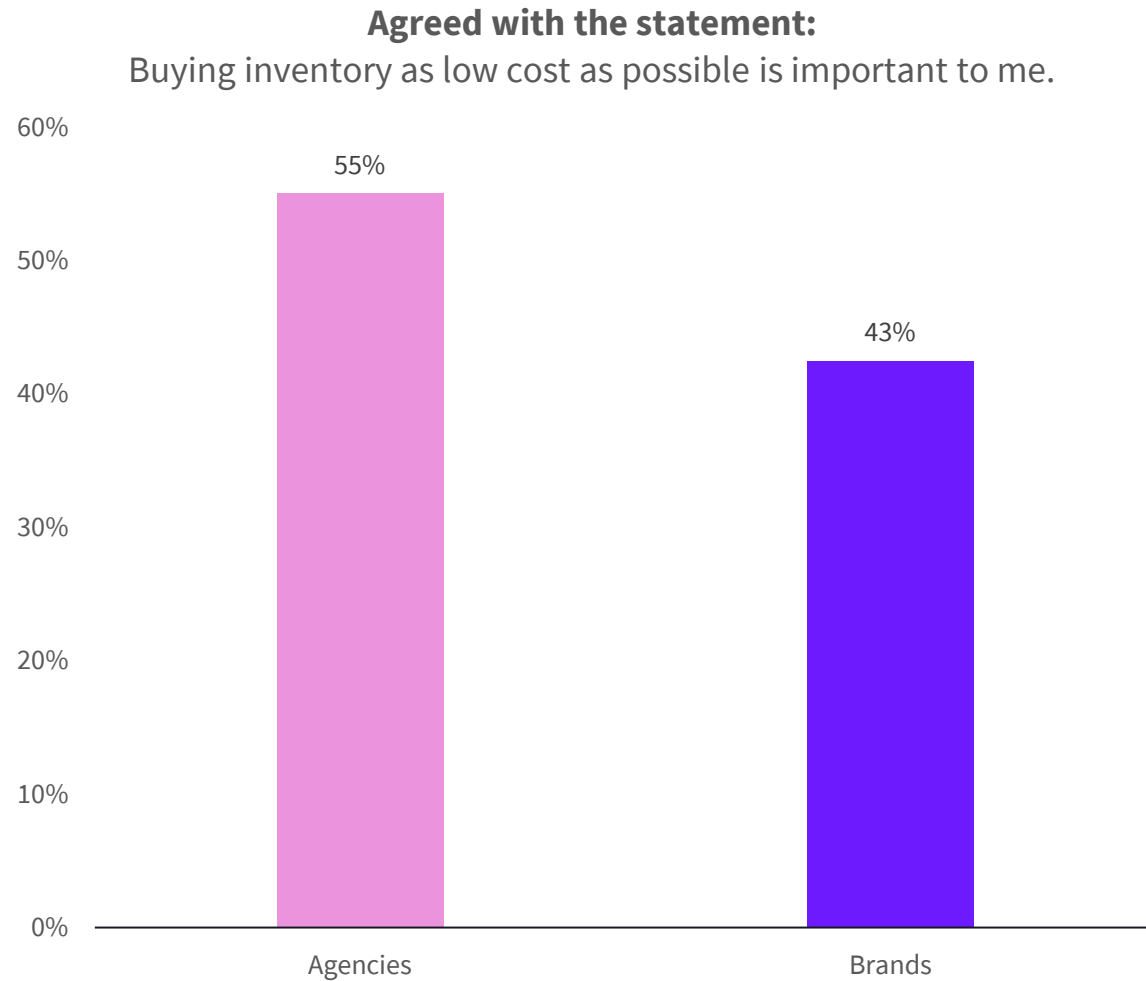
BUYERS ARE AWARE AND WANT INDUSTRY STANDARDS FOR QUALITY ISSUES

% of respondents that agree with these statements



Q; Please let us know the extent to which you agree or disagree with the following statements

AGENCIES VS BRANDS ATTITUDES TO BUYING DIGITAL ADVERTISING

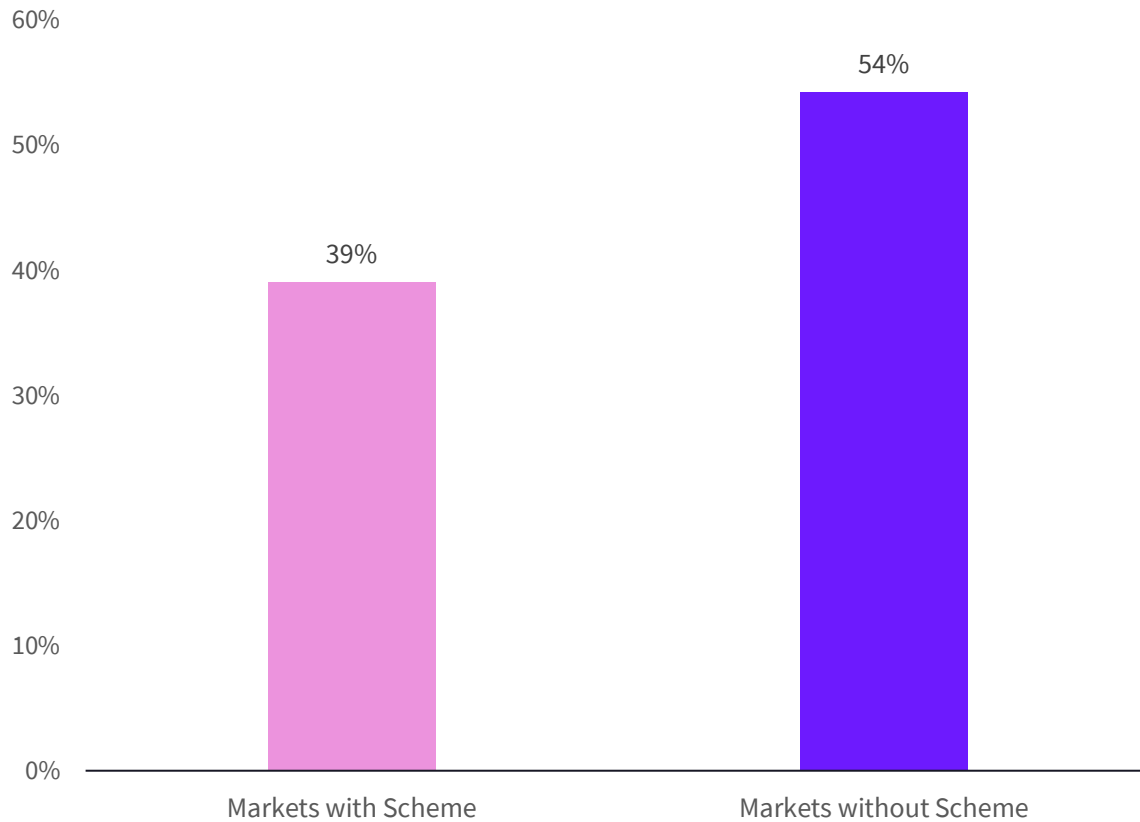


Q; Please let us know the extent to which you agree or disagree with the following statements

STATEMENTS THAT VARIED BETWEEN MARKETS WITH AND WITHOUT A SCHEME

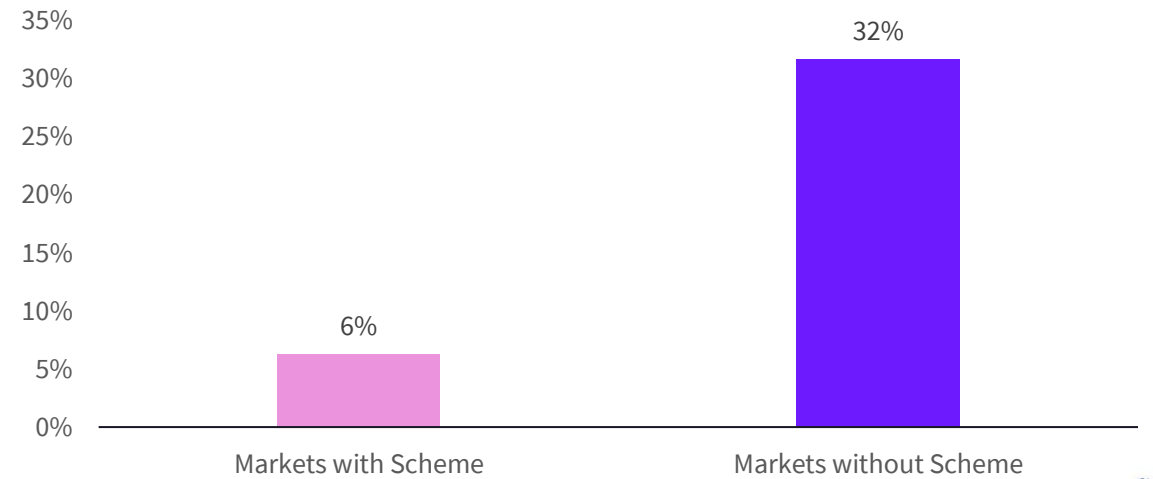
Agreed with the statement:

Buying inventory as low cost as possible is important to me.



Agreed with the statement:

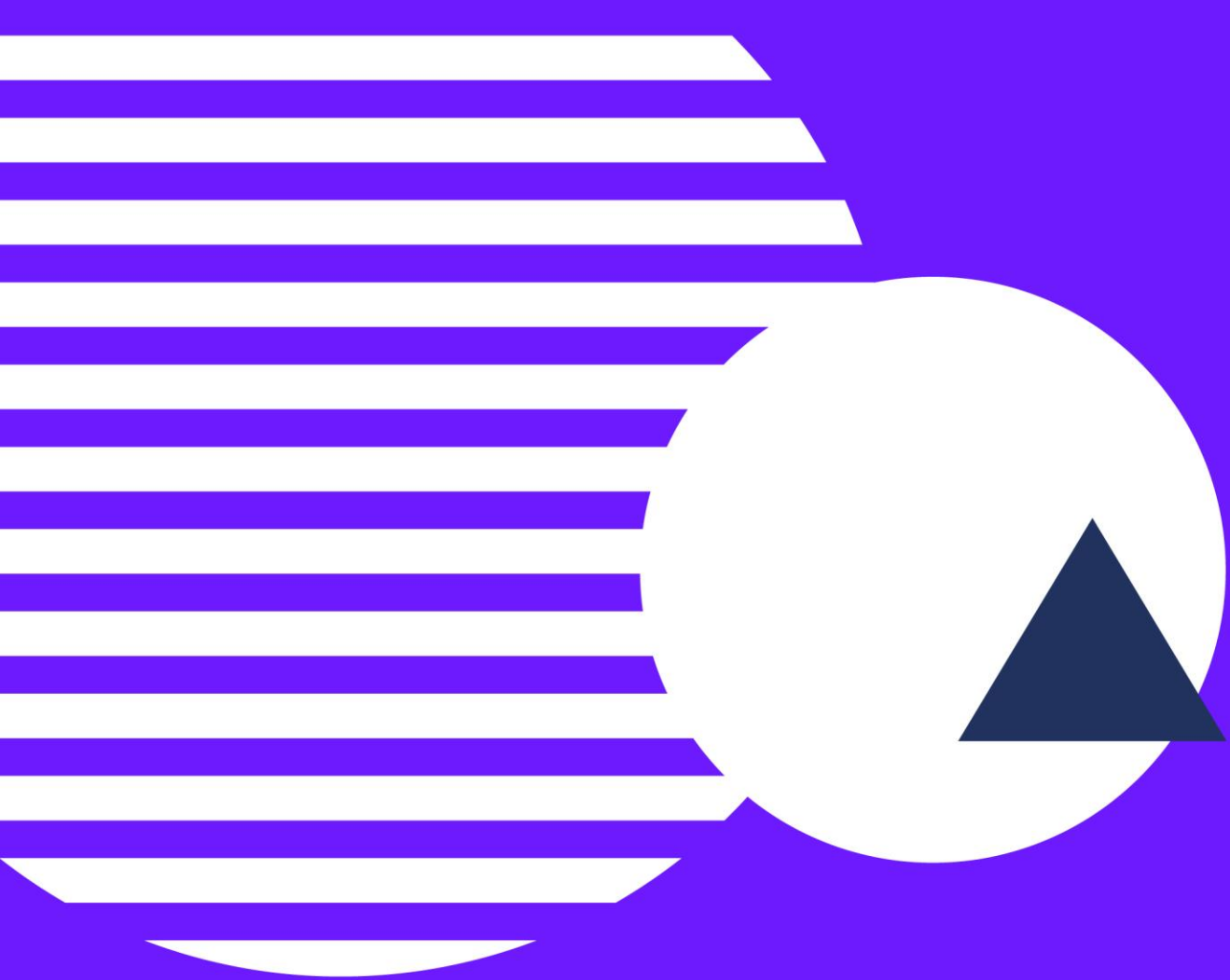
I don't mind about industry standards, I'm happy to spend my digital advertising budget (anywhere) that is ROI positive for my brand/product



Q; Please let us know the extent to which you agree or disagree with the following statements

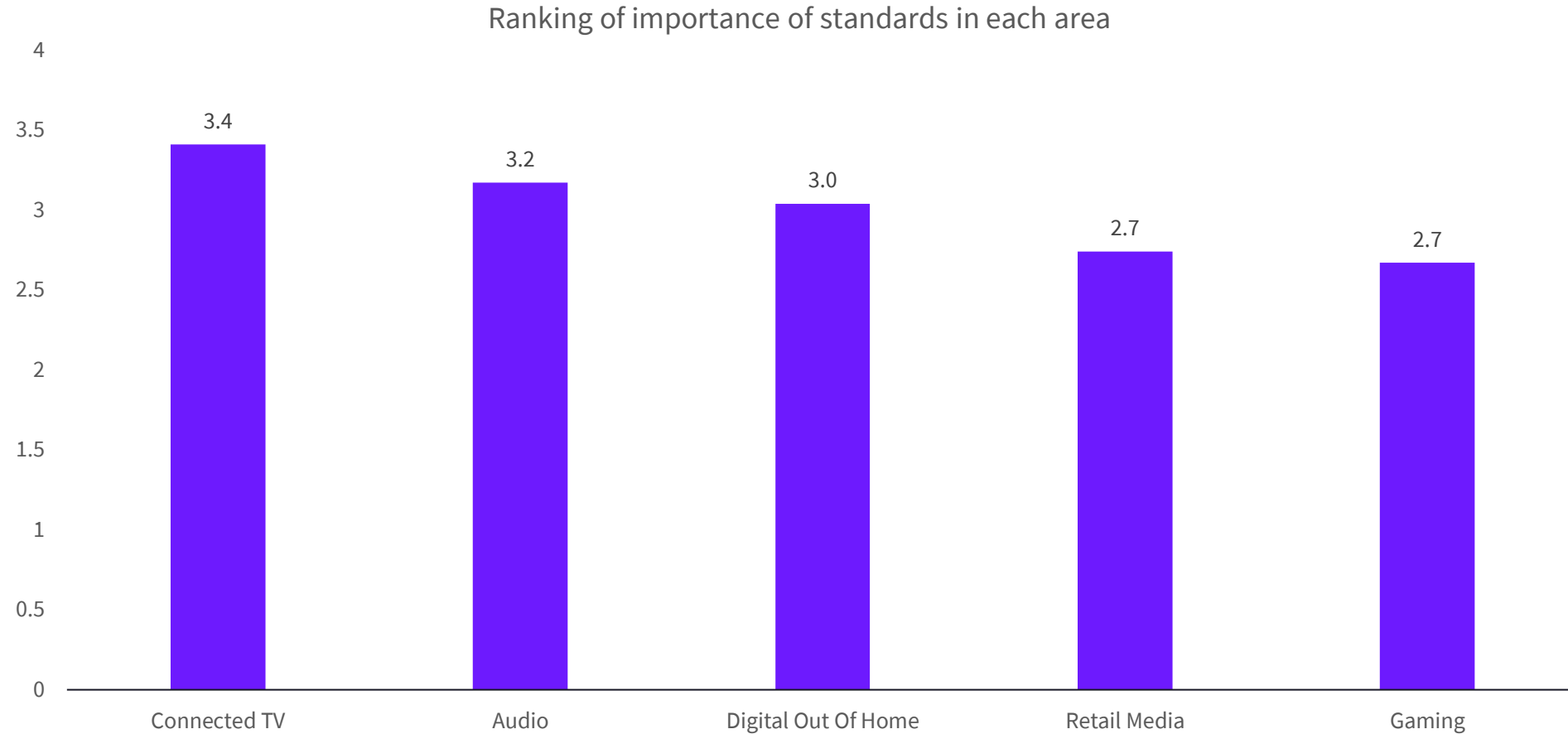
Markets with a national quality scheme - UK, France, Poland, Germany, Sweden, Ireland, Italy

Markets without a scheme - Austria, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Greece, Hungary, Macedonia, Netherlands, Norway, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, Turkey, Ukraine



AREAS TO FOCUS ON

CTV AND AUDIO ARE CONSIDERED THE AREAS MOST IN NEED OF DEVELOPMENT OF STANDARDS



Q; On a scale of 1 - 5 (with 5 being important and 1 being not important) how important do you think the development of standards in each of these new areas is?

PRIVACY, COOKIES AND ATTENTION OTHER KEY CHALLENGES



Q; Is there anything else regarding challenges in digital advertising or industry standards that you want to share with us (for example a challenge that you think the industry isn't doing enough about and should focus on)

CONTACT

Marie-Clare Puffett

Senior Manager, Marketing & Industry Programmes
Puffett@iab europe.eu

Lauren Wakefield

Marketing & Industry Programmes Director
wakefield@iab europe.eu