



IAB Canada

Barometer Report: *Digital for Reach*

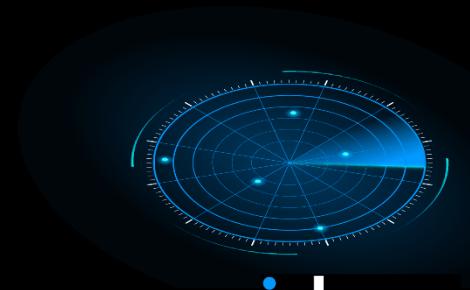
February 24, 2022



Digital for Reach Barometer Report

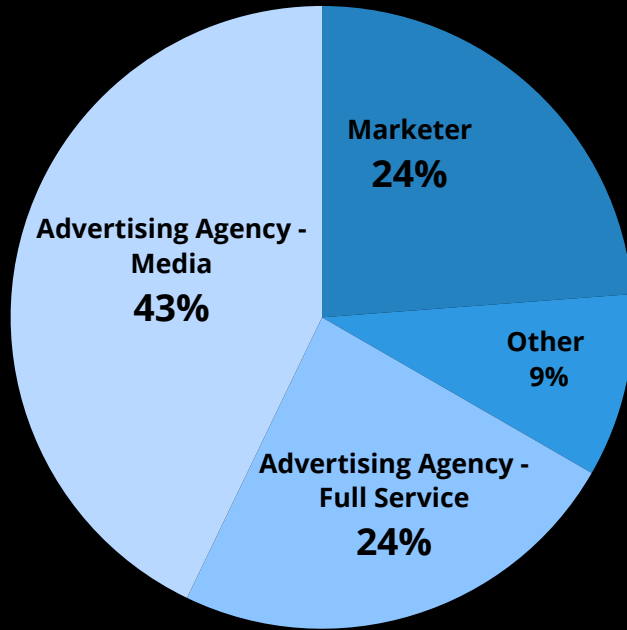
IAB Canada Buy-Side Member Survey

- Priorities
- Estimated +/- expenditures 2022
- Sentiment around buying digital media in Canada 2022

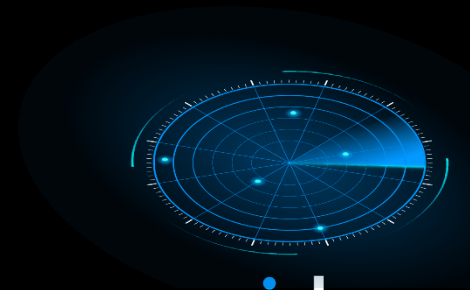


Barometer Respondents

Who Responded



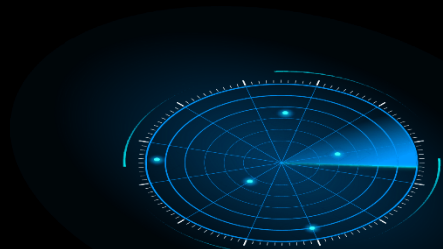
66% Directors or Strategy Developers/Owners



A 2022 Probe into Digital for Reach

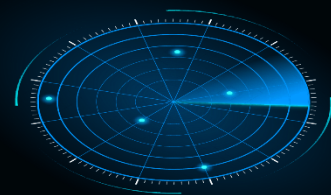
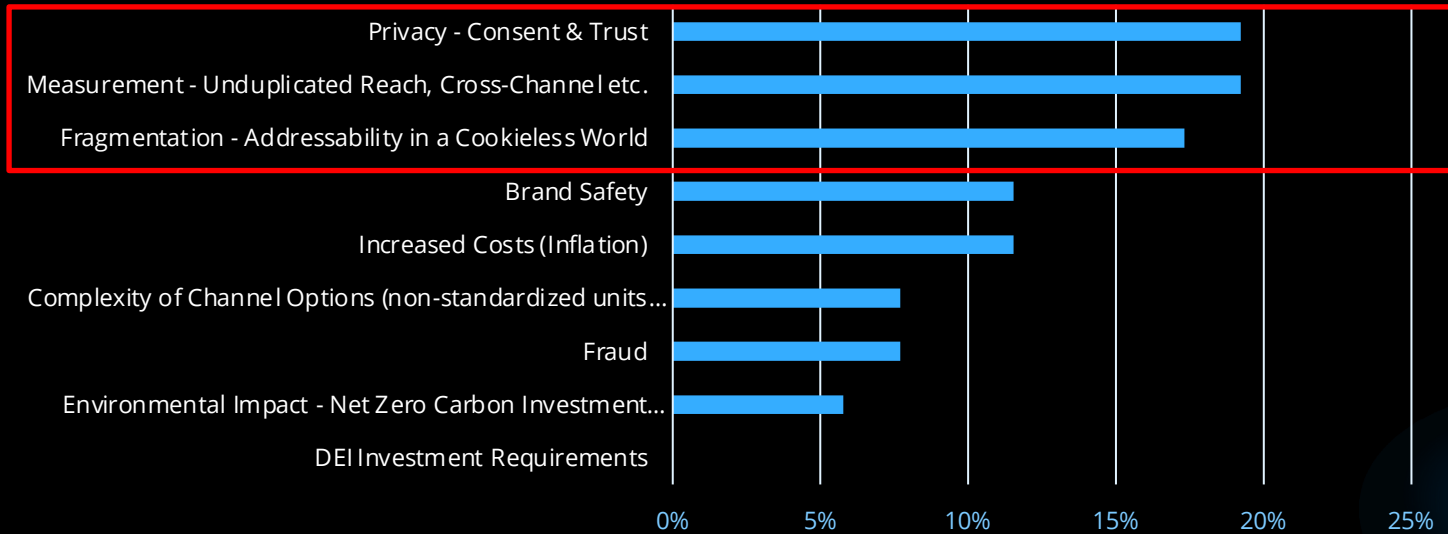
Reaching Audiences in 2022

- Privacy, Measurement and Addressability take centre stage as top priorities in 2022
 - Rapid regulatory activity, lack of consistency in measurement & accountability and the uncertainties of cookie independence are top of mind
- Static planning in a flexible media environment - almost a quarter of budgets are locked in at the get-go with little flexibility for incremental spending on positive returns
 - Advanced measurement practices are being deployed in less than 20% of media buying activity
- Vast majority of investment is done with a “loose” rubric on quality standards
- Contextual advertising is having its second life while buyers are willing to invest in testing new models emerging from the cookieless sandboxes
- Video continues to push ahead with additional growth potential
- Market is expressing cautious optimism for 2022



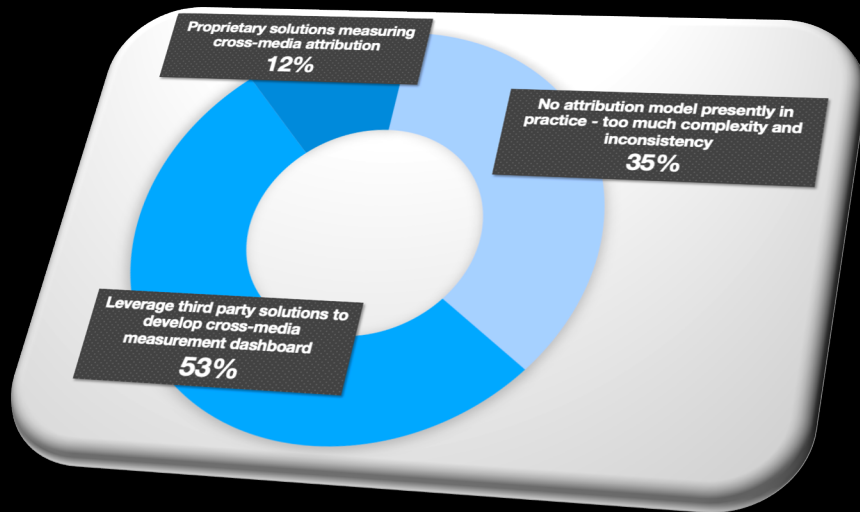
Top Priorities in 2022

Privacy, Measurement & Cookieless Addressability Front and Center



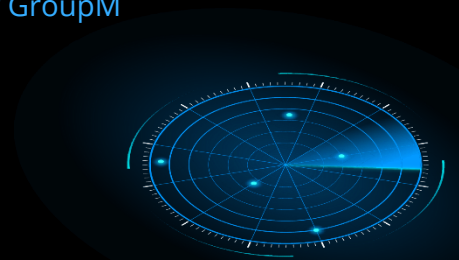
On Measurement & Attribution

35% **do not** have an attribution model in place citing it is too complex & inconsistent



"...the intention is not to blow up and start from ground zero, but rather to break things apart to help simplify"

IAB ALM 2022 - Adam Gerber, Executive Director, Investment Strategy GroupM

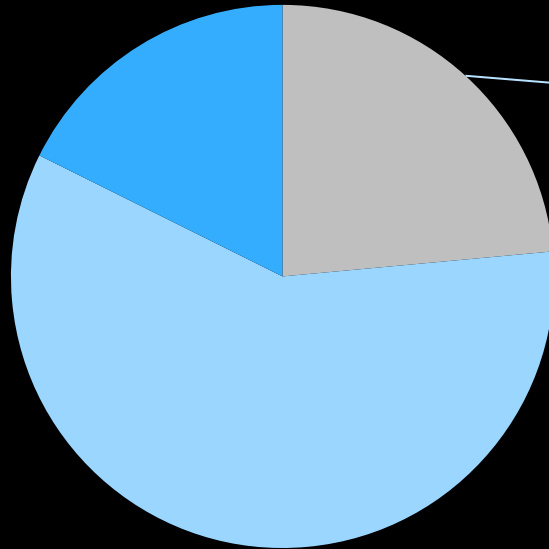


Incrementality Planning

Incremental budgets predominantly based on ROAS – less than 20% on deeper metrics

Substantial - Deeper modelling to optimize budgets to custom second and third level acquisition/success metrics

18%

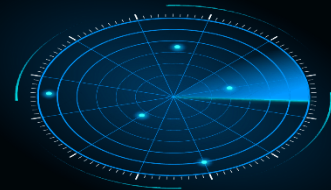


None - Budgets are set and spent according to initial plan

23%

Some - Budgets are set to optimize and spend according to first level media metrics - ROAS

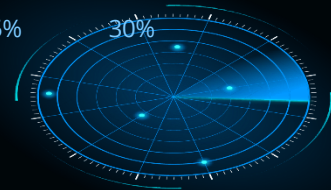
59%



Gold Standard ...

...Could not come soon enough.

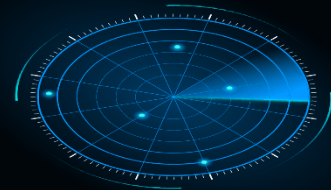
50% are buying without firm protections



Planned Method of Addressability 2022/23

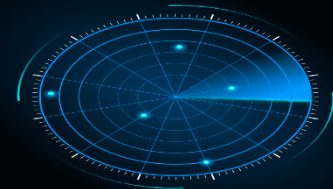
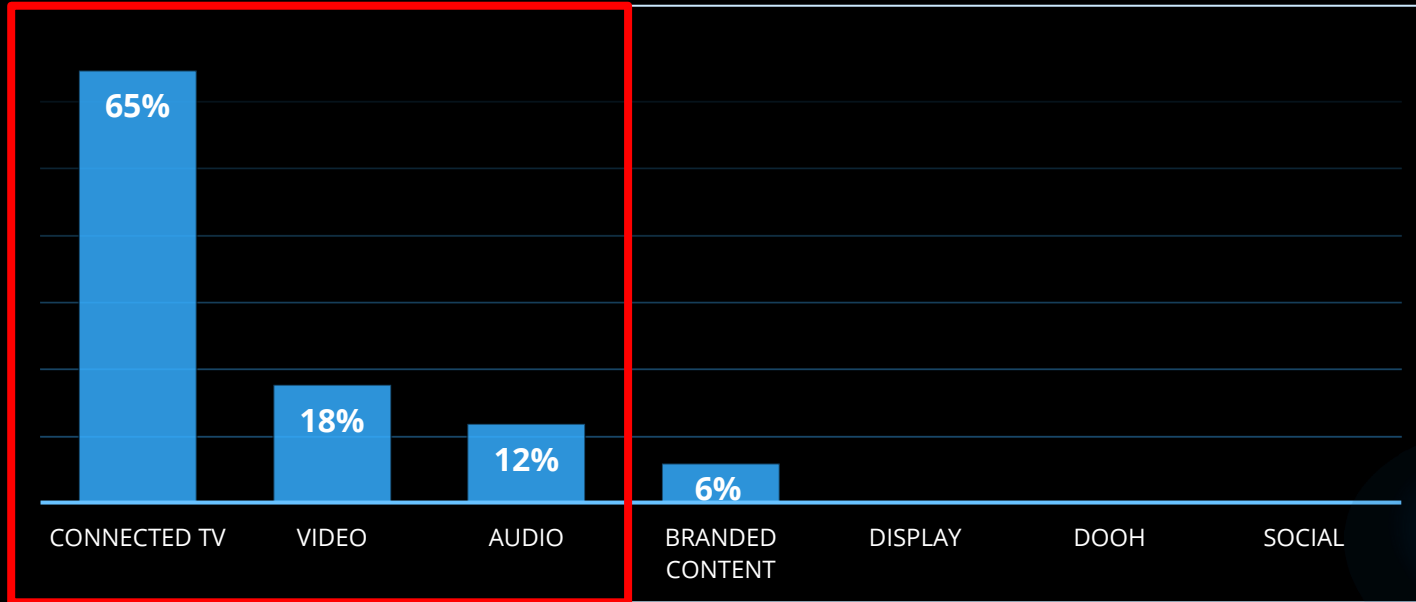
Bullish on contextual advertising and confidence in testing progressive new approaches.

Method of Addressability	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Identifiers - UID2 etc.	9.09%	18.18%	27.27%	0.00%	9.09%	9.09%	27.27%	0.00%	0.00%	0.00%	0.00%
Contextual Advertising	0.00%	7.69%	0.00%	7.69%	23.08%	23.08%	15.38%	15.38%	7.69%	0.00%	0.00%
Cohort Based Advertising	0.00%	16.67%	8.33%	8.33%	25.00%	25.00%	8.33%	0.00%	8.33%	0.00%	0.00%
Other	18.18%	18.18%	9.09%	0.00%	9.09%	36.36%	0.00%	9.09%	0.00%	0.00%	0.00%



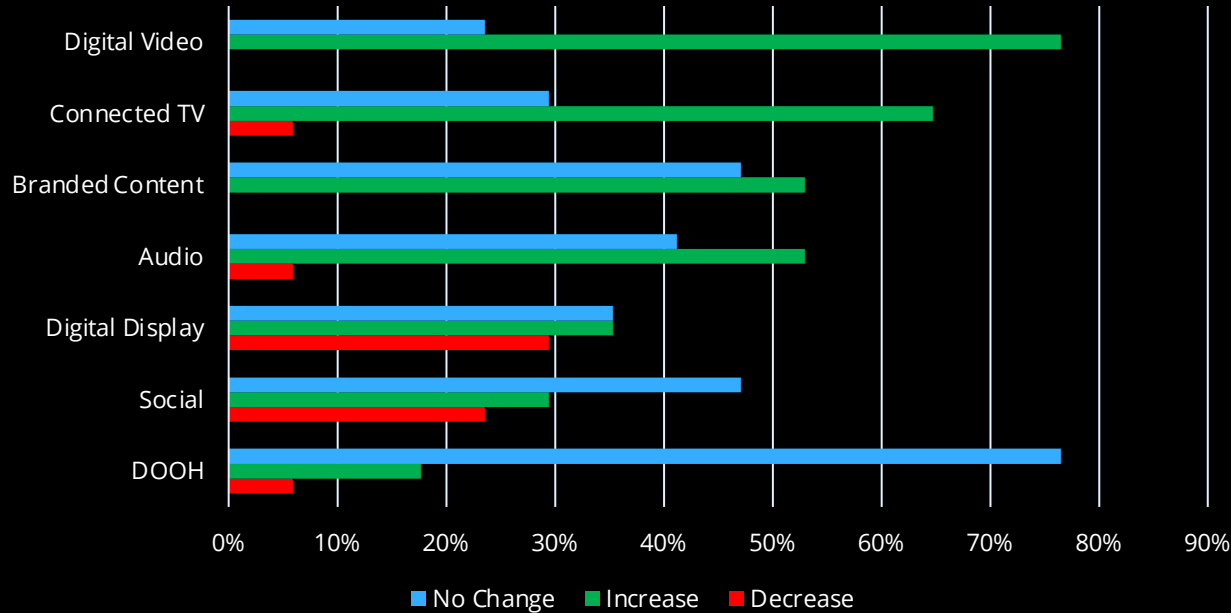
Greatest Opportunity for Growth in Reach

Video predicted to have most growth potential in 2022

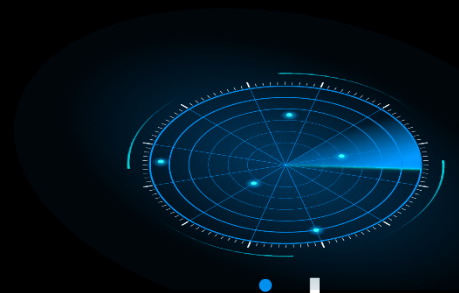


Expenditure Planning

Sight, Sound and Motion are on the increase - branded and audio content also on the rise.

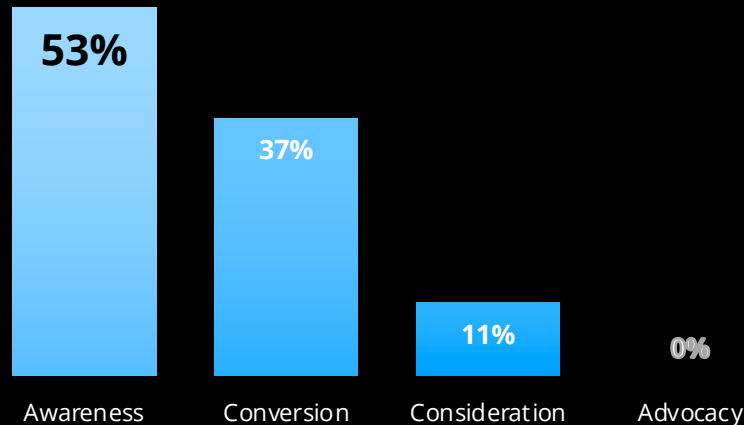


Almost **80%** plan to increase expenditure in Video this year

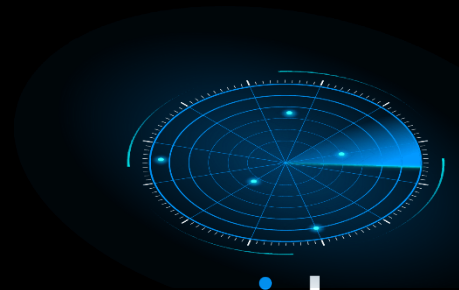


Funnel Focus in 2022

Re-focus on brand building – a positive movement for the industry



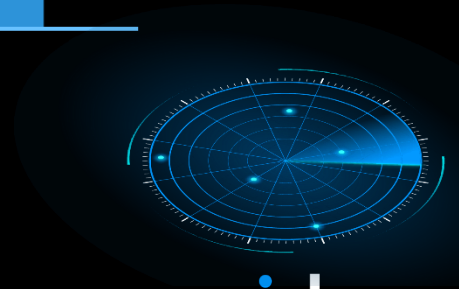
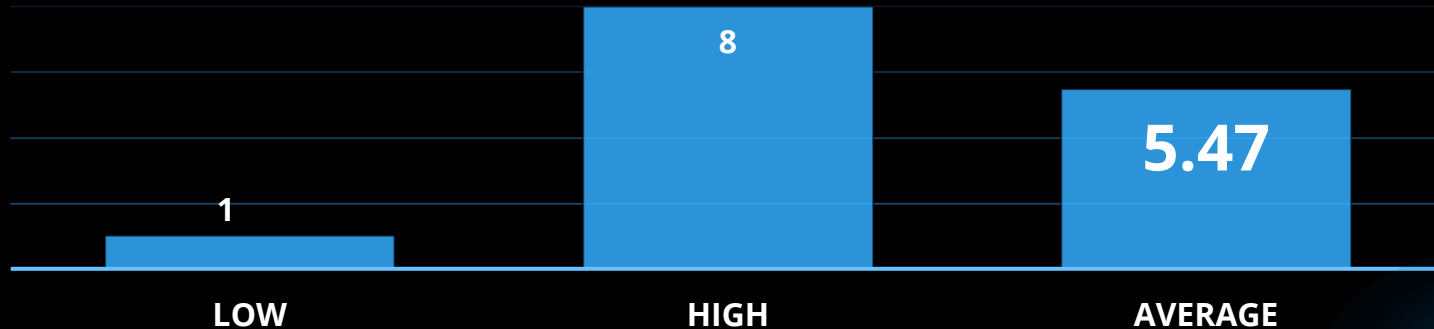
Growth of video and general call for cross-platform attribution modeling speaks to the push for brand awareness.



Looking Forward on 2022

Cautious optimism – on average the industry gets a **C-**

My general outlook towards Digital Media to establish Reach in 2022



Industry Marching Orders 2022

- Crack privacy-first models
 - GDPR-driven scrutiny from regulators being addressed – IAB Europe working with APD (Belgium) to develop acceptable code of practice
 - Bill 64 has national implications – acceptable framework must apply
 - Alternatives to RTB – squarely in the budget
- Develop “Pillar of Truth” for measurement
 - Industry races towards measuring audiences with impressions from a technical standpoint falling to baseline
 - Layering in context of consumer, safety and viability measures as well as engagement metrics
- Uphold a “Gold Standard” that incorporates the adoption of the latest quality measures
- Test to Invest – the end game is the development of frameworks that enable fluid expenditures for proven effectiveness
- Improve our outlook – a C- ? *Really?*
 - This is one of the most exciting times to be in our industry – we are collectively in the driver's seat.



Thank you for Supporting IAB Canada

Powerful Digital Leadership

