

A PIXABILITY REPORT

YOUTUBE & CONNECTED TV MEDIA AGENCY SURVEY

2021



TABLE OF CONTENTS

Introduction	1
Methodology	1
Respondent Profile	2
Results Summary	3
01 YouTube Advertising Shifts & Agency Strategies	4
02 YouTube Brand Safety & Suitability Strategies	11
03 Connected TV Advertising Strategies	17



INTRODUCTION

Methodology

In February 2021, Pixability's insights team conducted an online survey of U.S.-based media agencies that are involved in executing YouTube and Connected TV campaigns for clients. The goal of the survey was to understand industry pains around YouTube and CTV advertising and how agencies are shifting strategies to adjust to the changes in media consumption that accelerated in 2020. Below are details on the survey base and field dates:



177

U.S. Media Agencies Running YouTube/
Connected TV Campaigns for Clients



FEBRUARY 2021

Field Dates for Data Collection



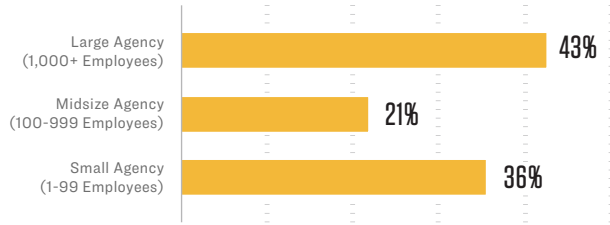
YouTube & Connected TV Media Agency Survey 2021



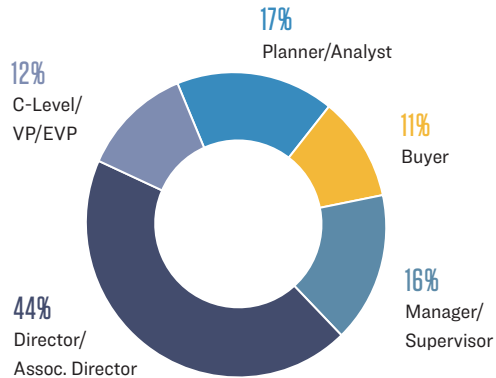
INTRODUCTION

Respondent Profile

Company Size

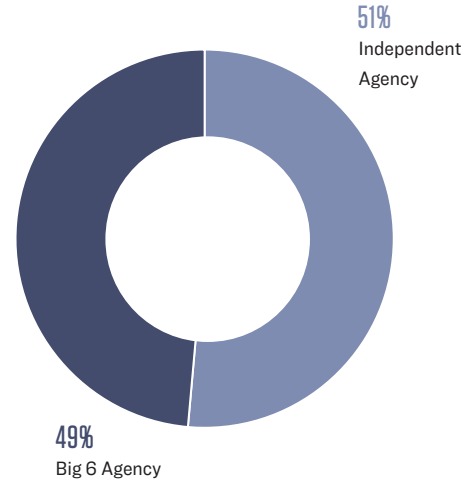


Job Title



Big 6 vs. Indie Agencies

The survey was able to achieve a balanced number of respondents from smaller independent agencies vs. large Big 6 agencies to see how strategies differ between the two types.



INTRODUCTION

Results Summary

- Agencies are anticipating that in 2021 YouTube (including YouTube for TV screens) will be the No. 1 beneficiary of ad dollars shifting away from traditional TV, followed by some Connected TV (CTV) players.
- Both YouTube specifically and the whole category of CTV will see big increases in spending in 2021, with 77% of agencies predicting an increase in client spend on YouTube, and 86% predicting an increase in overall CTV ad spend.
- To manage YouTube campaigns for clients, agencies are using a combination of approaches, with 66% of agencies working with 3rd party managed services companies on execution, brand suitability, and brand safety measurement.
- Agencies recognize the importance of brand suitability and audience targeting on YouTube, and see the potential that anywhere from 37% to 51% of their

campaign impressions can be off-target in terms of audience or context if they don't use the right tactics.

- There will be a big shift in how agencies are set up in coming years to accommodate the massive CTV trend. Today, 37% of agencies have one consolidated team to manage CTV, YouTube, and TV campaigns in a unified way, but this will flip in the near future to 67% of agencies having this type of consolidated video team.

NOTE: For many of these results, we saw some interesting differences between how larger Big 6 agencies and smaller indie agencies are approaching YouTube and CTV. Some of that data will be captured in this report, but for a deeper look at breakouts of the data, please email info@pixability.com.



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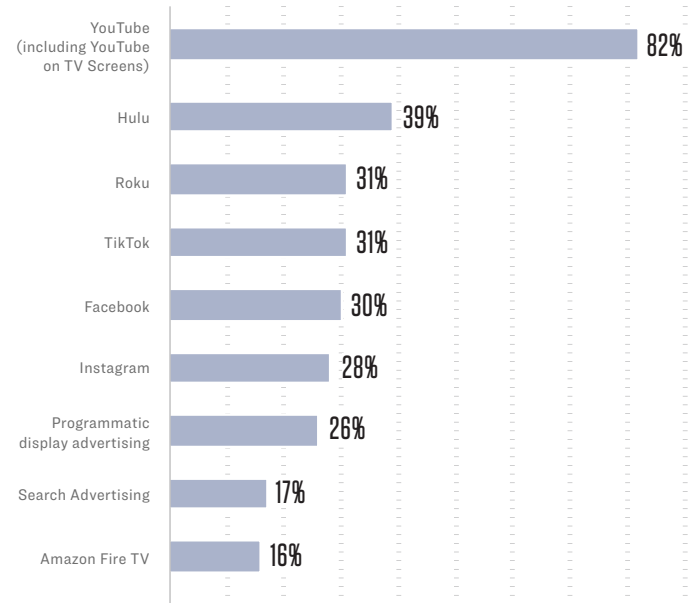
SECTION 01

YOUTUBE ADVERTISING SHIFTS & AGENCY STRATEGIES

The Big Shift: Agencies Overwhelmingly See TV Dollars Moving To YouTube

- When asked about which digital advertising channels would see the biggest benefit of dollars shifting away from TV advertising, agencies saw YouTube as the major beneficiary.
- Agencies also anticipate that Hulu and Roku will be big beneficiaries of TV dollars shifting to digital.
- These results aren't surprising since YouTube is the No. 1 ad platform in terms of Connected TV viewership and Hulu is No. 2 according to [Comscore's OTT Intelligence Platform](#), so both are obvious choices for supplementing TV reach.

Percent Of Agencies Indicating That Each Digital Channel Will Be A Major Beneficiary Of Ad Dollars Shifting Away From Traditional TV



Q. Thinking about how advertisers are shifting ad dollars away from traditional TV advertising to digital channels, which 3 channels or platforms do you think will see the majority of the benefit in 2021? (Select 3)

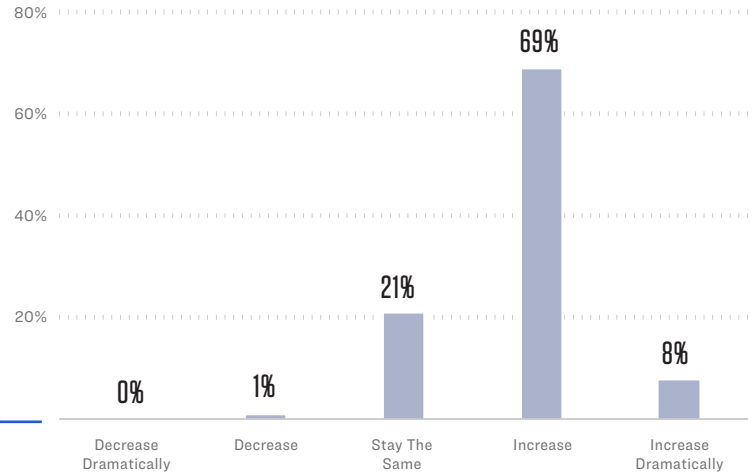


YOUTUBE ADVERTISING SHIFTS & AGENCY STRATEGIES

YouTube Spending In 2021: 77% Of Agencies Are Predicting An Increase

- 77% of agencies predict that their clients' spending on YouTube will increase in 2021 compared to 2020 (with 8% anticipating a dramatic increase). This is
- Interestingly, indie agencies are more likely than Big 6 agencies to be expecting a big spike in clients' YouTube spending with 87% anticipating an increase. This is consistent with a recent graphic posted by eMarketer that showed that [YouTube is the No. 1 platform in terms of anticipated spend increase in 2021.](#)
- Interestingly, indie agencies are more likely than Big 6 agencies to be expecting a big spike in clients' YouTube spending with 87% anticipating an increase. This is consistent with a recent graphic posted by eMarketer that showed that [YouTube is the No. 1 platform in terms of anticipated spend increase in 2021.](#)

Percent Of Agencies Indicating They Believe YouTube Spend Will Increase Or Decrease In 2021



Q. Thinking about client campaigns in the coming year (2021), overall, how do you think the ad spend on YouTube (including YouTube on TV Screens) will change compared to 2020?

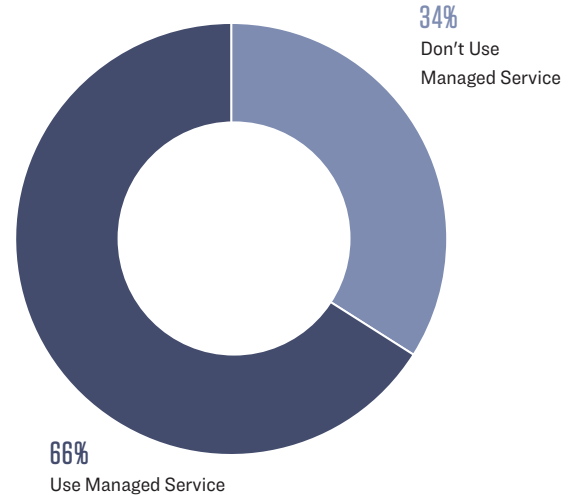


YOUTUBE ADVERTISING SHIFTS & AGENCY STRATEGIES

The Majority Of Agencies Partner With 3rd Party Managed Service Providers For A Variety Of YouTube Advertising Services

- Overall, 66% of agencies are working with 3rd party YouTube managed service partners for campaign execution, pre-campaign brand suitability, or post-campaign brand safety/suitability measurement.
- Big 6 agencies are more likely to turn to managed services for brand suitability and safety, and as a result are more likely to work with a managed service partner than indie agencies (72% vs. 59%).
- Google's [YouTube Measurement Program](#) outlines which providers are certified partners in each area.

Percent Of Agencies Working With 3rd Party Managed Service Providers For YouTube Campaigns



Based on answers to 3 questions asking how they execute YouTube campaigns, and whether they use 3rd parties for pre- and/or post- campaign brand suitability.

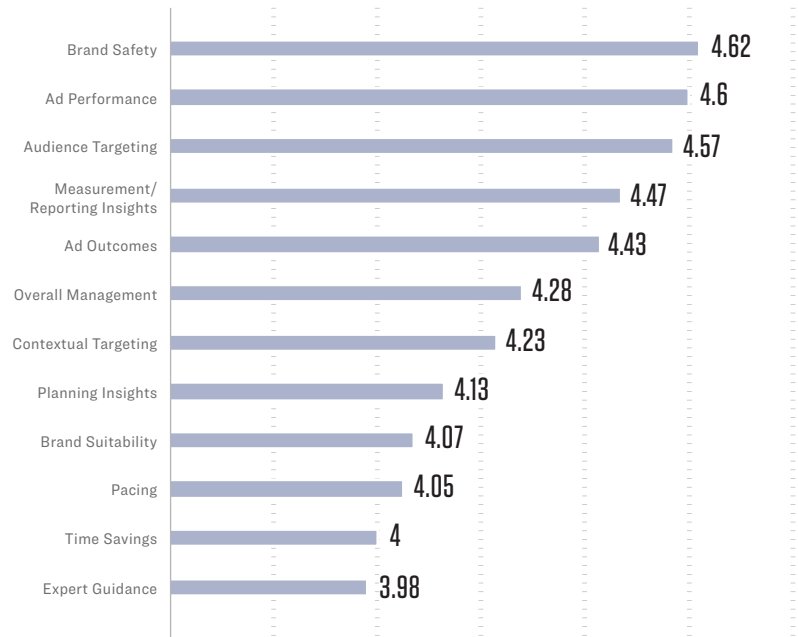


YOUTUBE ADVERTISING SHIFTS & AGENCY STRATEGIES

Agencies Rate The Pains They Most Need Addressed By 3rd Party YouTube Managed Service Companies

- Brand safety, ad performance, and audience targeting are the three most important benefits agencies expect from partners.
- Indie agencies prioritize these benefits slightly differently than large Big 6 agencies, prioritizing ad performance and audience targeting over brand safety.

Average Rating Of Benefits On A Scale Of 1 To 5 With 5 Being Most Important



Q. On a scale of 1-5, with 1 being not at all important, and 5 being very important, how important is it that your 3rd party YouTube managed service company provides you with each of the following benefits?

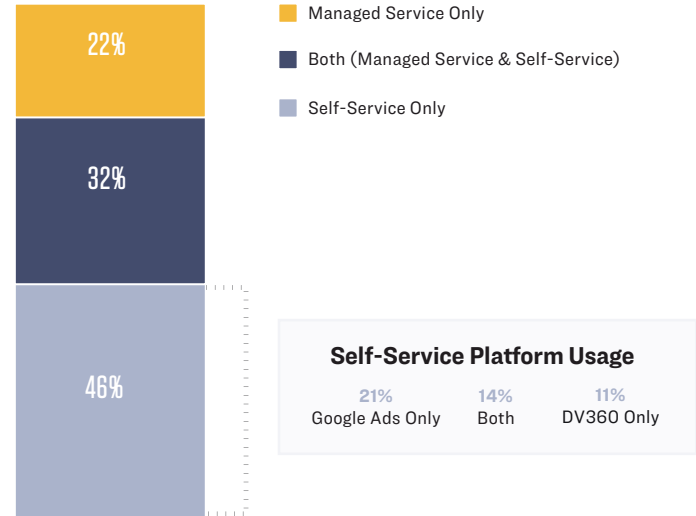


YOUTUBE ADVERTISING SHIFTS & AGENCY STRATEGIES

For Executing YouTube Campaigns Specifically, 54% Of Agencies Are Using Partners

- Over half of all agencies are using managed service to execute YouTube campaigns (54%), with 22% using managed service only and 32% using a combination of managed and self-service.
- Just under half of agencies (46%) are executing YouTube campaigns on their own without any managed service help.
- Google Ads is the slightly more used native platform for self-service (21% vs. 11% for DV360), with 14% of agencies using a combination of both platforms.

Percent Of Agencies Managing YouTube Campaigns Through Managed Service Or Self-Service



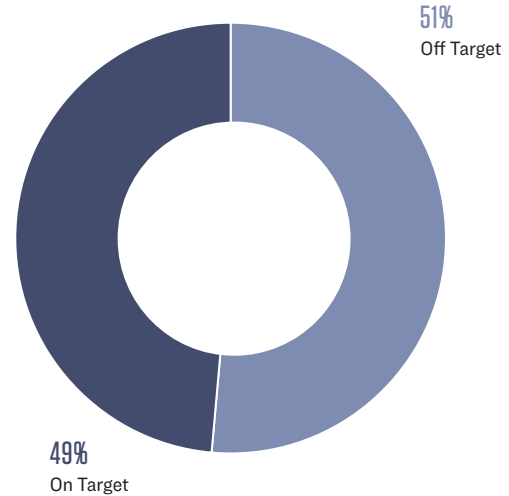
Q: Which of the following best describes the primary way that your agency handles and executes YouTube campaigns for clients?



Audience Targeting: Agencies Indicate The Risk Of Not Using Behavioral Tactics

- Overall, agencies believe that YouTube campaigns that are executed without leveraging audience targeting strategies can result in 51% of impressions missing the intended target.
- This is important to note for any agency that is relying on contextual targeting only, without mixing in very effective behavioral tactics.

Percentage Of Campaign Impressions That Respondents Estimated Would Not Reach The Target Audience If Audience Targeting Was Not Used



Q. If an advertiser were to run a campaign on YouTube without leveraging audience targeting tactics (behavioral and affinity targeting etc.), what percentage of the campaign impressions do you think would reach people who are NOT the exact target audience of the advertiser?



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SECTION 02

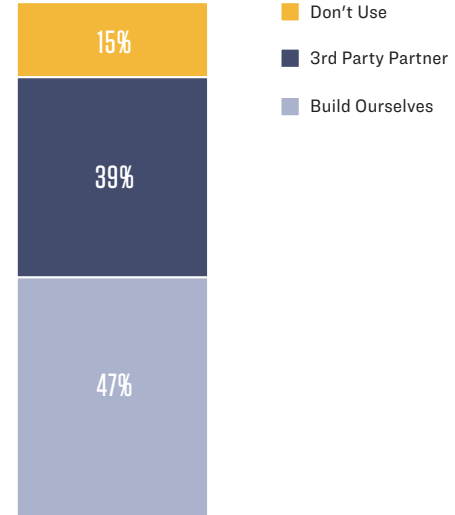
YOUTUBE BRAND SAFETY & SUITABILITY STRATEGIES

YOUTUBE BRAND SAFETY & SUITABILITY STRATEGIES

Pre-Campaign Brand Suitability: A Surprising Percentage Of Agencies Are Managing This Themselves Or Not Managing It At All

- Shockingly, 15% of agencies are not using pre-campaign inclusion or exclusion lists at all when running YouTube campaigns. This could mean that their client's ads could be running on content that is not aligned with the brand's values.
- Also surprising is that 47% of agencies are building inclusion/exclusion lists themselves. This is something that only works if they have a team and technology monitoring those lists daily as the suitability of channels change constantly.
- Big 6 agencies are much more likely to be working with a 3rd party for pre-campaign suitability, while many indie agencies are trying to manage it on their own.

Percent Of Agencies Handling Pre-Campaign Brand Suitability In Each Way



Q. How does your company handle pre-campaign inclusion and exclusion lists for YouTube brand safety and suitability?

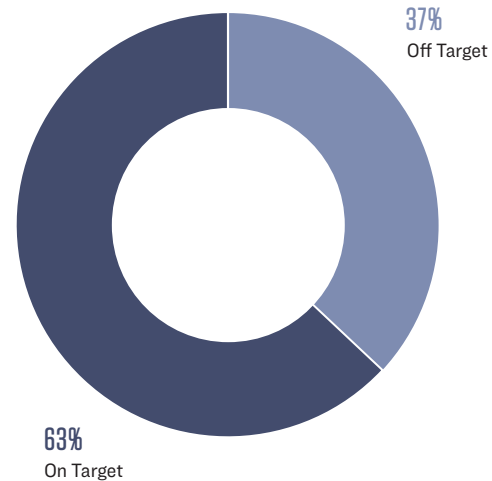


YOUTUBE BRAND SAFETY & SUITABILITY STRATEGIES

Brand Suitability Alignment: Agencies Indicate The Risk Of Not Using The Right Measures

- Overall, agencies believe that for YouTube campaigns that are executed without leveraging brand suitability measures (inclusions, exclusions, etc.), it could result in 37% of impressions not being perfectly aligned with the brand.
- This is important to note for any agency not using suitability tactics. It's also important for those agencies managing their own pre-campaign brand suitability as a reminder that there is room for error if not done precisely.

Percentage Of Campaign Impressions That Respondents Estimated Would Be On Content That Didn't Specifically Align With The Brand's Values If Brand Suitability Measures Were Not Used



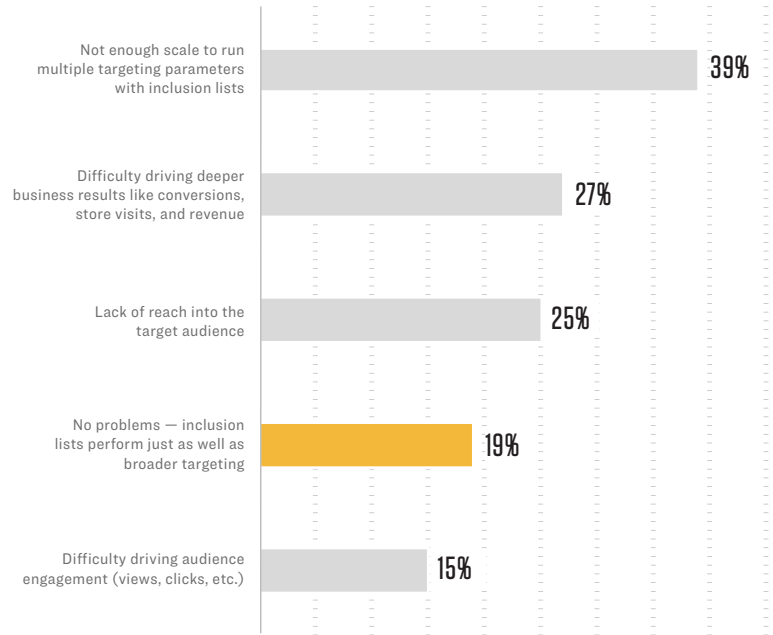
Q. If an advertiser were to run a campaign on YouTube WITHOUT using any brand suitability measures (exclusions, inclusions, or other methods), what percentage of the campaign impressions do you think would run on inventory that was NOT perfectly brand suitable for the advertiser?



Agencies Identified Problems They Run Into With Inclusion/Exclusion Lists

- Agencies indicated the No. 1 problem when using inclusion/exclusion lists is scale. This is a problem that many 3rd party partners can address based on the way they set up and execute the campaign.
- 19% of agencies don't run into any of these problems when using inclusion/exclusion lists.

Percent Of Agencies Indicating Each Is A Problem When Running YouTube Campaigns With Inclusion/Exclusion Lists



Q. Which of the following problems have you seen when running brand safe/suitable campaigns on inclusion lists (select all that apply)?

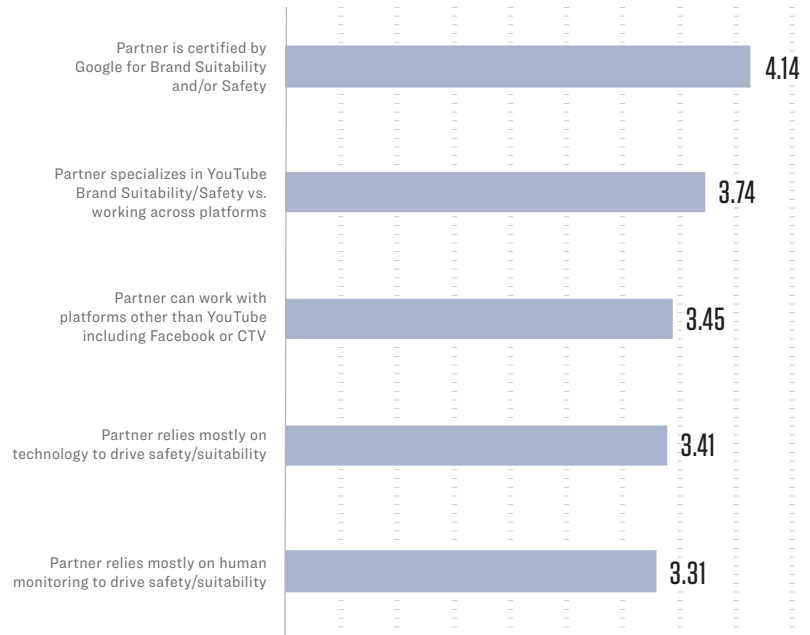


YOUTUBE BRAND SAFETY & SUITABILITY STRATEGIES

They Also Identified Qualities They Look For In A Brand Suitability/Safety Partner

- The most important qualification for agencies when looking for a brand safety or suitability partner is that they are [certified by Google](#).
- Agencies also value providers that specialize in YouTube specifically vs. offering brand safety or suitability across multiple platforms.
- Agencies also value the use of technology and human monitoring in delivering safety and suitability which supports that partners should provide a combination of both.

Average Rating Of Qualities They Look For On A Scale of 1 To 5 With 5 Being Most Important



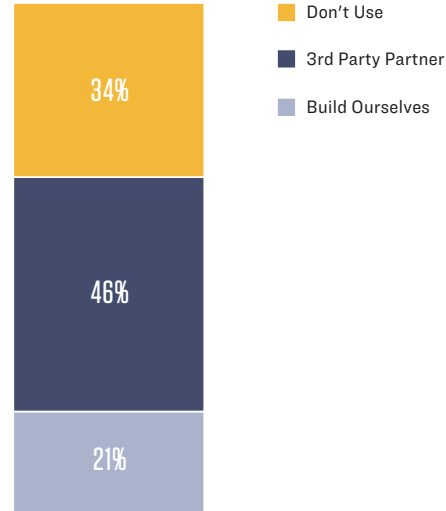
Q. How important are each of the following qualities when looking for a brand safety/suitability provider for YouTube? Please rate each on a scale of 1-5, with 1 being not at all important, and 5 being very important.



Post-Campaign Brand Safety Measurement: Agencies Less Likely To Use Than Pre-Campaign Tactics

- 34% of agencies are not doing any form of brand safety measurement at all, while 66% of are measuring campaigns with a combination of 3rd party partners and their own teams. This means that in general, agencies are more likely to be taking pre-campaign measures (85%), than they are to be measuring post-campaign.
- Those who are measuring the safety of campaigns are more likely to be working with a 3rd party partner.

Percent Of Agencies That Handle Post Campaign Brand Safety Measurement In The Following Ways



Q. How does your company handle post-campaign brand safety reporting for YouTube?



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SECTION 03

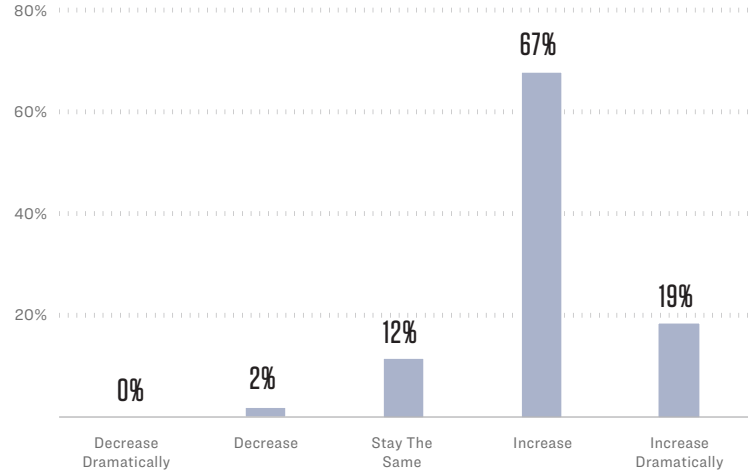
CONNECTED TV ADVERTISING STRATEGIES

CONNECTED TV ADVERTISING STRATEGIES

CTV Spending In 2021: 86% Of Agencies Are Predicting An Increase

- 86% of agencies anticipate their clients will increase their spend on CTV in 2021 with 19% anticipating a dramatic increase.
- This pattern matches that of how agencies predict an increase in YouTube spend but is even more dramatic.

Percent Of Agencies Indicating They Believe CTV Spend Will Increase Or Decrease In 2021



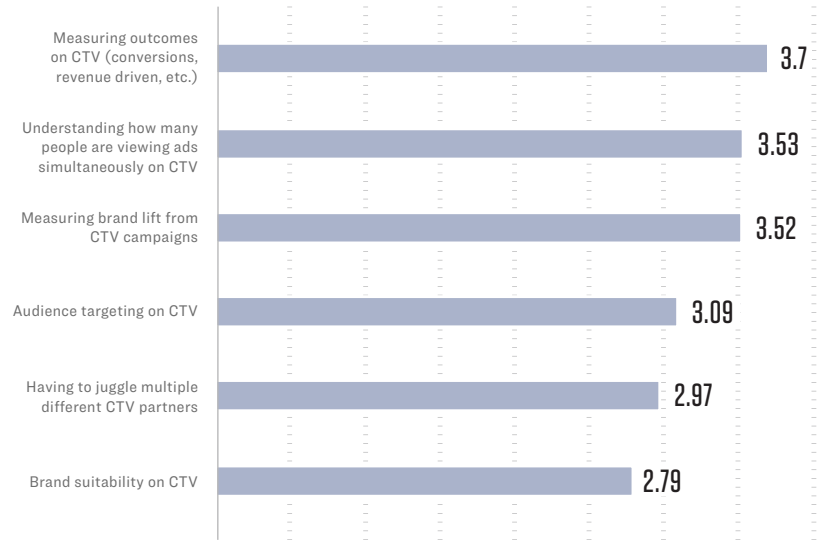
Q. Thinking about client campaigns in the coming year (2021), overall, how do you think the ad spend on Connected TV platforms as a whole will change compared to 2020?



Biggest Challenges Of CTV: Measuring Outcomes Is The Most Difficult

- Measuring outcomes topped the list of challenges as many CTV platforms are delivering view data vs. business outcome tracking.
- Brand suitability is not yet seen as a big problem on CTV.

Average Rating Of Issues Agencies Found Challenging
On A Scale Of 1 To 5 With 5 Being Most Important



Q: On a scale of 1-5 with 1 being not at all challenging, to 5 being very challenging, please rate how challenging you see each of these issues in relation to advertising on CTV?

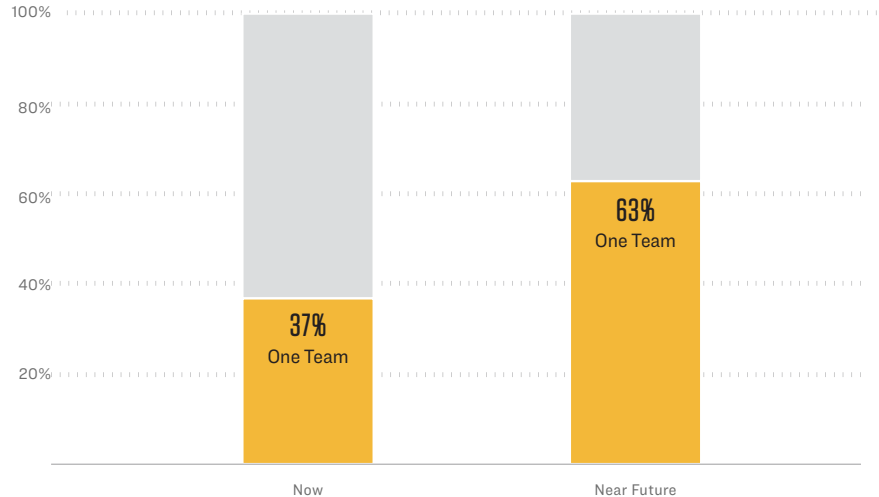


CONNECTED TV ADVERTISING STRATEGIES

Agencies Will be Shifting To Having One Team That Covers CTV, YouTube, And TV

- Right now, most agencies plan CTV, YouTube, and TV across a combination of separate teams with only 37% set up to manage all from one team.
- This will flip in the near future when a full 63% of agencies anticipate they'll be merging CTV, YouTube, and TV teams into one video team.

Percent Of Agencies Indicating They Manage CTV, YouTube And TV Campaigns From One Team Now Vs. What They're Planning For The Near Future



Q: Thinking about how Connected TV (CTV) campaigns are managed by your agency, which of the following best describes how the teams are arranged currently, and which best describes how the teams will be arranged in the near future?



ABOUT PIXABILITY

Pixability is a technology and data company that empowers the world's largest brands and their agencies to maximize the value of video advertising on YouTube, YouTube on TV, Amazon Fire TV, and Roku. We've run more YouTube campaigns than anybody, except for Google itself and we're known as a leader in YouTube insights. Pixability is also one of seven companies worldwide that is certified by Google as a leader in brand suitability and contextual targeting and is the only one of these also certified in YouTube content insights. To learn more about developing effective YouTube strategies, and to see our video advertising platform in action, contact us — we'd love to connect further, share our insights, and help you drive actions on YouTube.

CONTACT US FOR A DEMO

[Schedule A Demo](#) | info@pixability.com

YouTube Measurement Program Certifications



Measurement Program

Brand suitability & contextual targeting



Measurement Program

Content insights

AWARDS



Global Winner: Most Innovative Partner in Video Advertising, 2017

**Inc.
5000**
2020 HONOREE

