

We are currently in the midst of big changes in the programmatic advertising industry but whoa can it be overwhelming. It brings up lots of questions like, how do you know where to put your advertising budget and how can you plan your programmatic campaigns effectively?

That's why we put together this one-page report (with content we took from our larger Programmatic Trends for 2022 report). Let's break down all of the global challenges you may face and find out how you can overcome them.

THE STATE OF PROGRAMMATIC AUDIO

SHOULD YOU ADD DIGITAL AUDIO TO YOUR MEDIA PLANS?

The digital audio space, and more specifically podcasts, have seen massive growth during the pandemic. Weekly podcast listenership increased 17% since last year, and Spotify experienced a 30% increase in ad-supported monthly active users in 2021 vs 2020. While the audience for digital radio was down over the past 18 months, we think it's on track to make a strong return.

Digital audio is not really a top priority for marketers with only one in four marketers putting it high on their media plans. But if audience

numbers continue climbing, one in two will consider it. The interest for audio-based campaigns is significantly higher in the UK and APAC compared to North America.

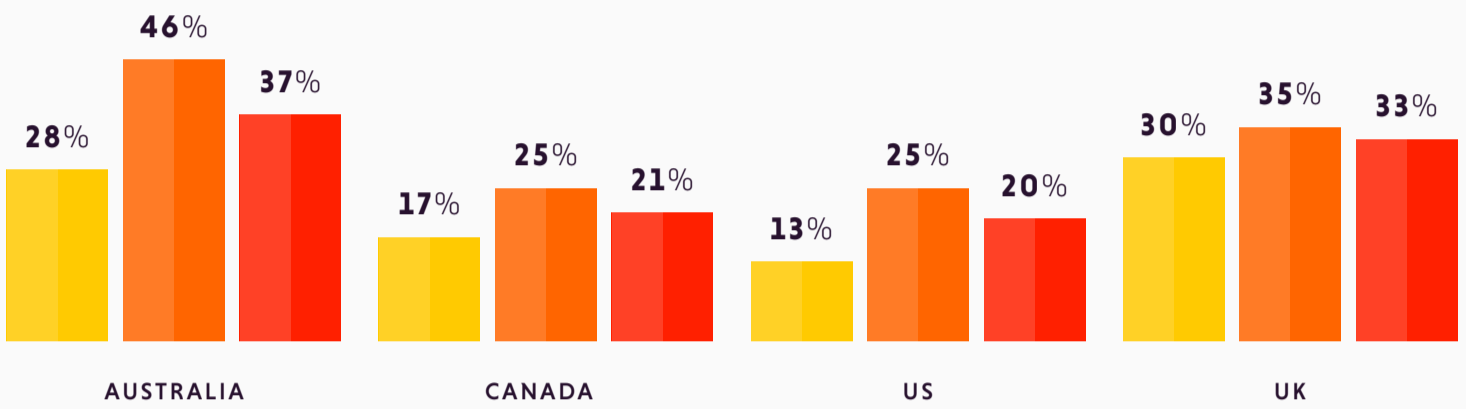
Historically, D2C brands have seen digital audio as a key platform to raise brand awareness for younger audiences. Our survey suggests that media agencies across the world are going to suggest programmatic audio to their clients while brand marketers are less likely to take the audio approach.

PROGRAMMATIC AUDIO IN EXISTING MEDIA PLANS

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021

BRAND AGENCY OVERALL



PROJECTIONS FOR 2022

Digital audio doesn't have the draw that video and display do, but we do think that about half of those with interest in the channel will look to boost spending this year. This is most true for the UK and Canada with US audio budgets remaining the same.

Agency marketers are more optimistic in their audio outlook for 2022 in the UK and the brand marketers in Canada are likely to lead the charge next year.

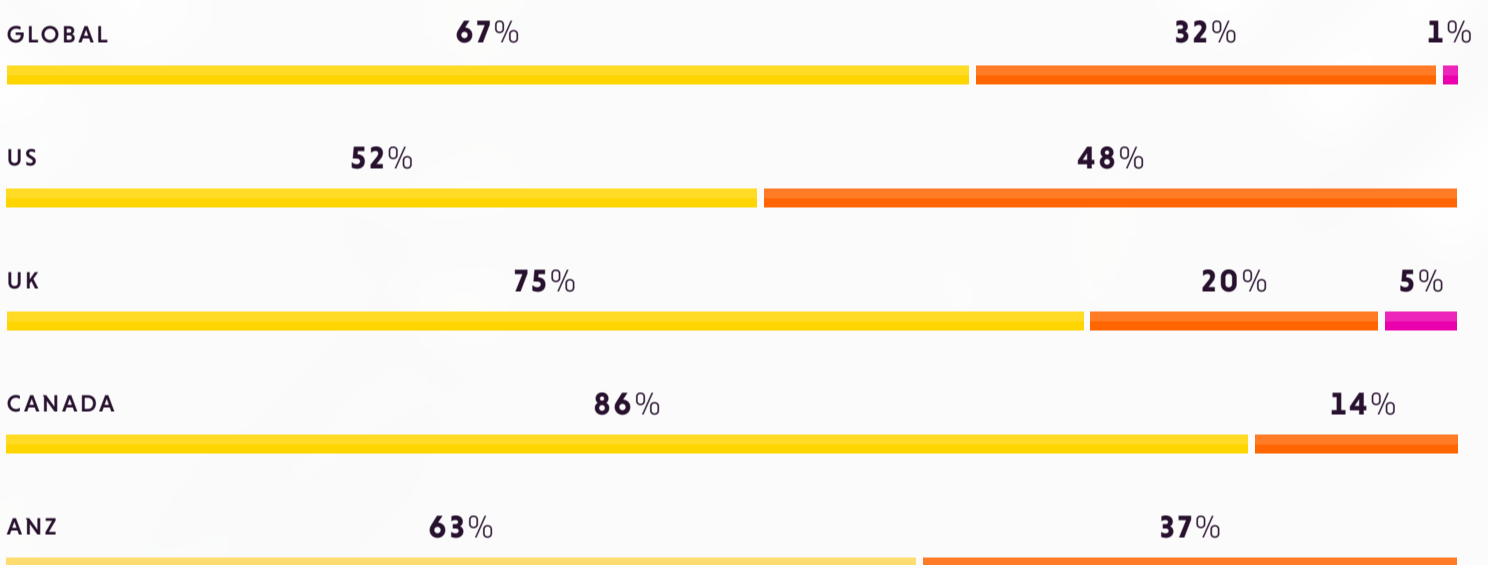


CHANGE IN SPENDING ACROSS PROGRAMMATIC AUDIO CAMPAIGNS

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021

INCREASE CONSTANT DECREASE



IN-HOUSE OR MANAGED SERVICE?

How are marketers activating their audio campaigns? Depends on location. In the UK, they prefer a more hand-holding/ managed service approach, the hybrid approach is becoming more common in North America but most are still using a managed service through a self-serve platform. The Australian marketers prefer going down the in-house route.

The popular audio publishers that marketers are looking to use are Spotify, SoundCloud and Pandora while Canadian marketers are more likely to go with aggregators like Google DV 360 and The Trade Desk.

THE CHALLENGES OF PROGRAMMATIC AUDIO

Selecting activation partners for audio can be a big challenge with reach, cost and measurement topping the list of concerns. In the US, reach is the top priority, while creative support and cost remain key considerations for marketers in the UK. Measurement and attribution are important for marketers in Canada.

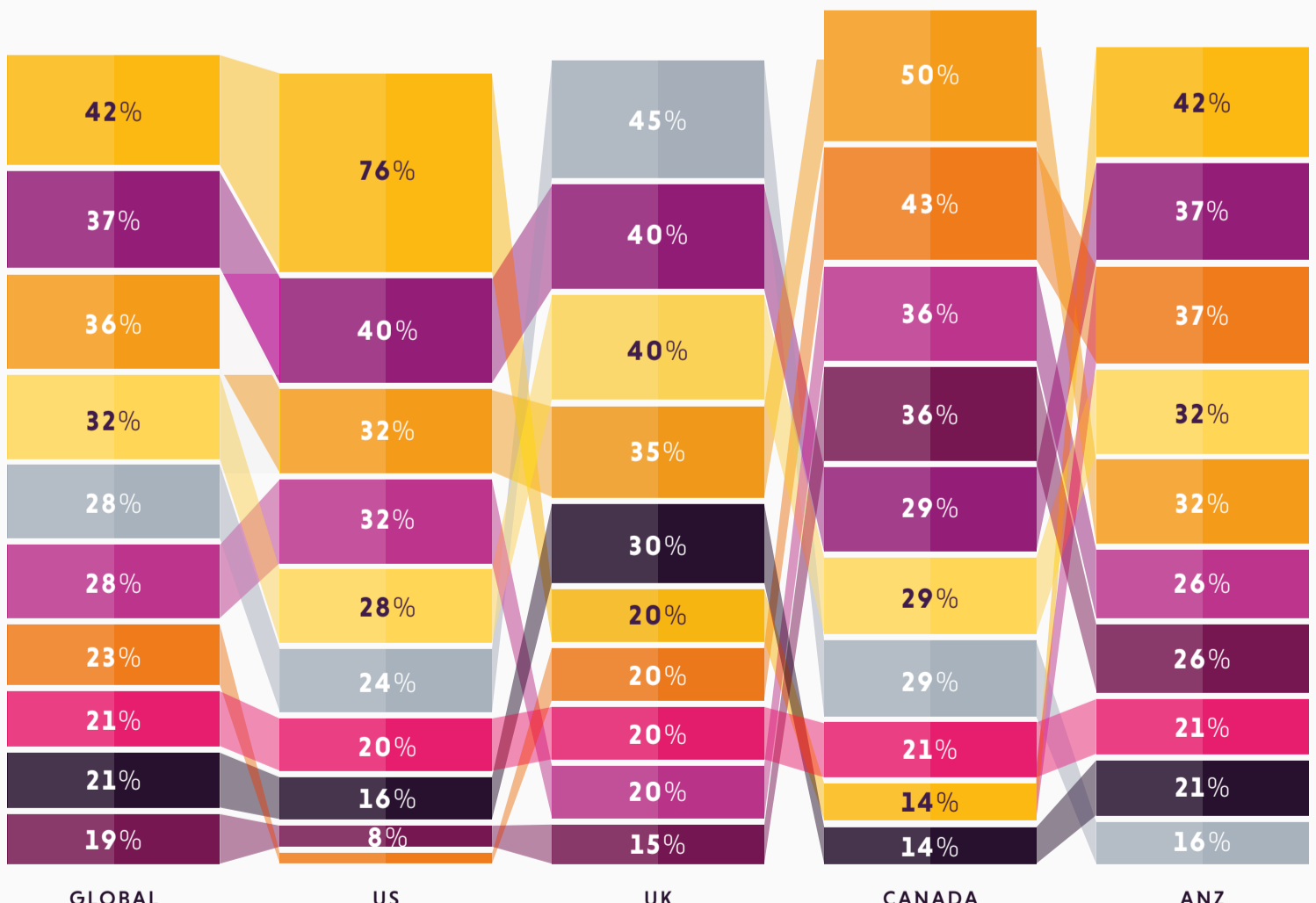
KEY CONSIDERATIONS FOR SELECTING ACTIVATION PARTNERS/ EXECUTING CAMPAIGNS

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021

PERFORMANCE GOALS REACH MEASUREMENT OPTIMIZATION OMNICHANNEL EXPOSURE
ANALYTICS / REPORTING COST COOKIELESS ANGLE PRIVACY & TRANSPARENCY CREATIVE SUPPORT

ORDER OF IMPORTANCE BY COUNTRY



Planning is hard. That's why we wanted to give you a peek into what challenges marketers around the world face when it comes to programmatic display campaigns. The predictions can help you see where your focus for 2022 should be.

Having a tough time with your 2022 planning? We get it, there's no one way to conquer programmatic planning or to get effective results. That's why chatting with a trusted media partner can help, get in touch with our team of programmatic experts.

Get started by reaching out to us at [wearemiq.com/contact](https://www.wearemiq.com/contact) or contact your MiQ representative.