

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 DISPLAY

SHOULD YOU ADD DISPLAY TO YOUR MEDIA PLANS?

Marketers were really excited about programmatic ad platforms in 2021, especially since global economies started to rebound (pre-Omicron). With so many alternate platforms, like connected TV and gaming consoles as options, online display still remains a trusted way for marketers to reach audiences. The stats show that six in ten media planners globally had online display among the top three programmatic channels where they spent their ad dollars currently,

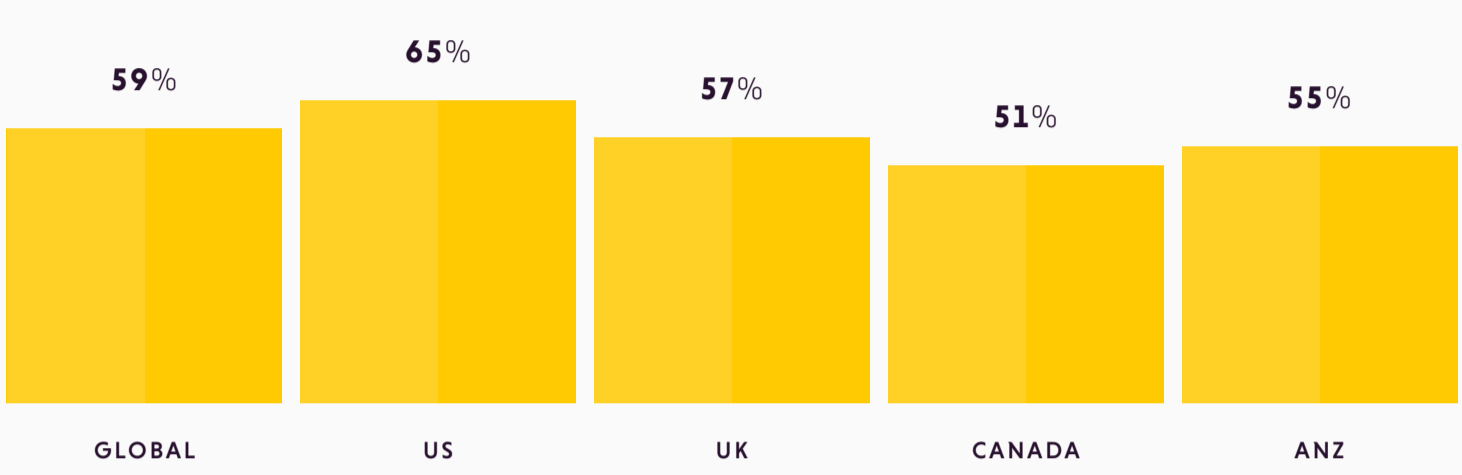
and one in four said it's the most important channel for their existing media buying strategy.

What's happening with display in the US? Brand marketers are spending more on display campaigns than agency marketers. All of this interest in display has resulted in 15% growth in display ad spending in 2021. We expect this to normalize to 9-10% growth next year.

ONLINE DISPLAY IN EXISTING MEDIA PLANS

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021



PROJECTIONS FOR 2022

Online display campaigns will continue to be a top spend for marketers in 2022. 58% of marketers are looking to increase spending across online display campaigns and a whopping 80% of Canadian media planners are expected to boost their budgets for programmatic display campaigns.

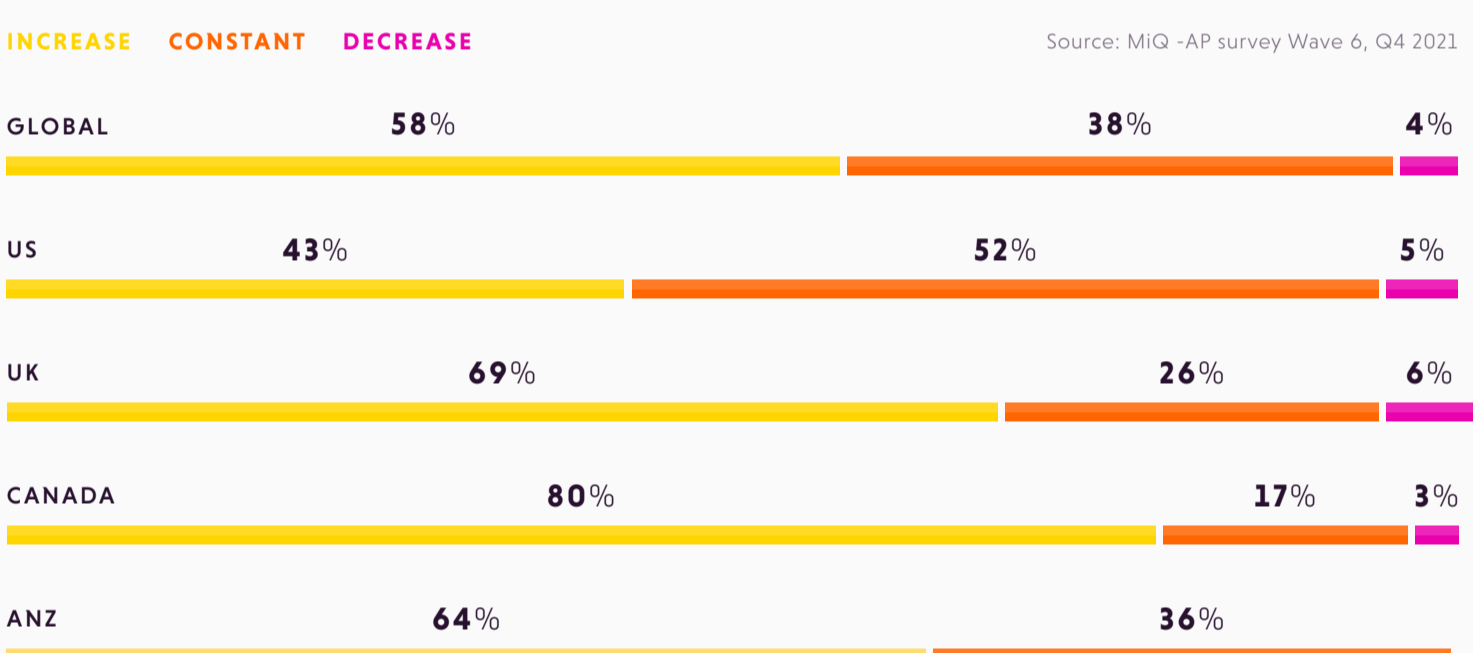
What will influence these changes in ad spending for programmatic display campaigns? The size of the company, programmatic maturity and fluctuations in advertising budgets, to name a few. For example, we predict that low-spending advertisers in mature markets like the US and

the UK, will continue aggressive expansion in the display landscape. While in Canada and Australia, medium and large-scale businesses will invest in display, yet small businesses will be more cautious.

CHANGE IN SPENDING ACROSS DISPLAY CAMPAIGNS IN 2022

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021



IN-HOUSE OR MANAGED SERVICE?

Planning not only covers budgets but how the media will be activated. Marketers in the US and UK lean towards in-housing or a hybrid approach of executing programmatic display. If you look at Australia and Canada, about four in ten of those marketers are still likely to take the managed service route.

Surprisingly, we see small and medium businesses building in-house capabilities, even though it is a challenge.

THE CHALLENGES OF DISPLAY CAMPAIGNS

Display campaigns can be really complex leaving marketers to struggle with identifying performance, reach, optimization, measurement, cost and analytics when activating their programmatic display campaigns. These challenges are different depending on location. Marketers in the US struggle with performance and measurement while achieving optimal scale for display campaigns keeps marketers in the UK and Canada up at night. Australian marketers identify campaign optimization as their biggest roadblock.

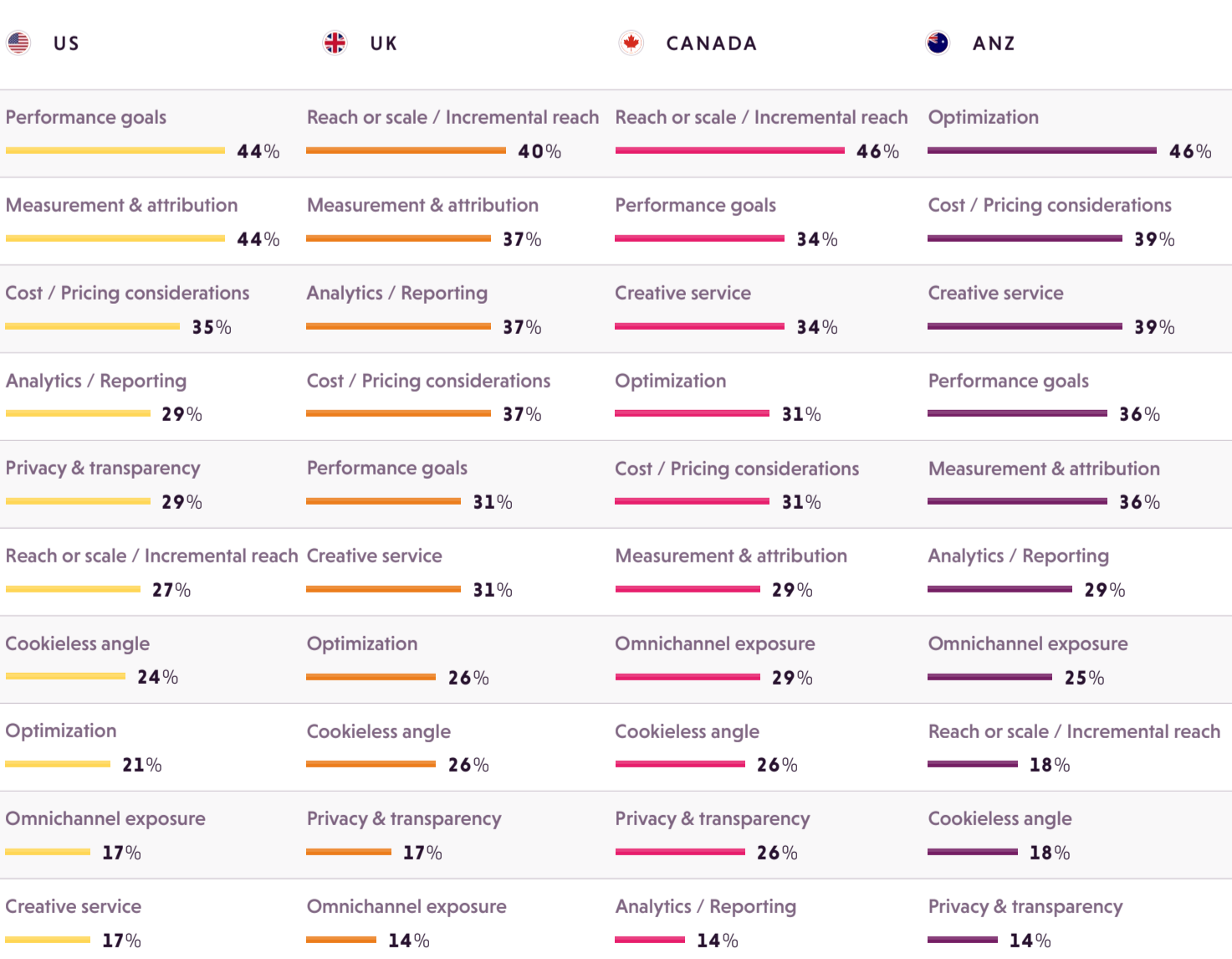
Cookieless should be topping the list, but ever since Google pushed back the deadline for the rollback of third-party cookies, cookieless planning has taken a back seat. We do think this may be brought into budgets starting in the second half of the year.



TOP CHALLENGES WHEN PLANNING/EXECUTING DISPLAY CAMPAIGNS

PERCENTAGE RANKING AMONG TOP 3

Source: MiQ -AP survey Wave 6, Q4 2021



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 or contact your MiQ representative.