

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 VIDEO

SHOULD YOU ADD VIDEO TO YOUR MEDIA PLANS?

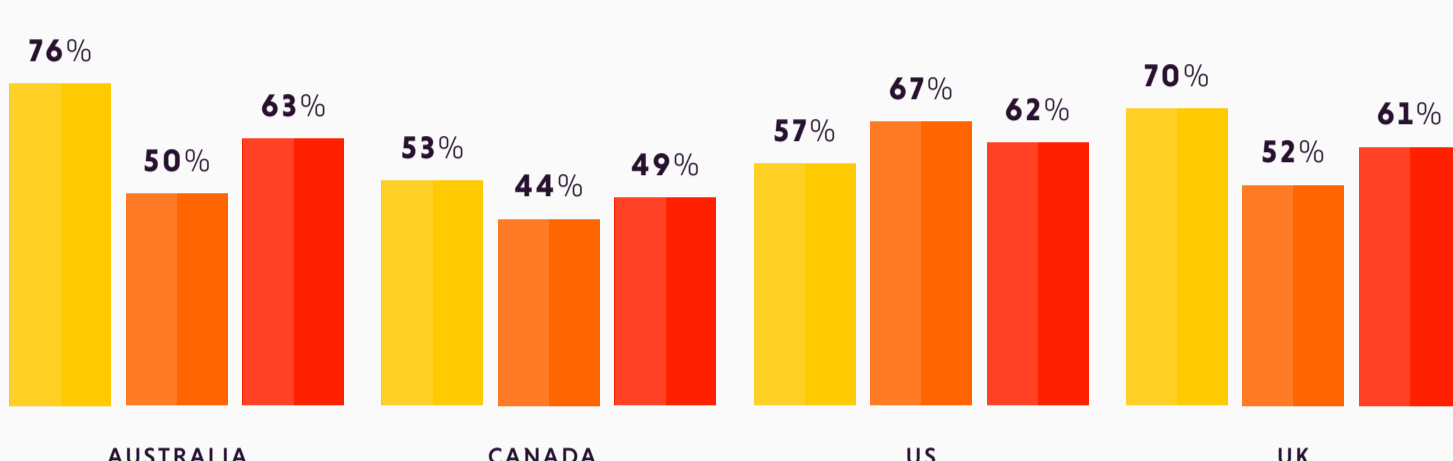
Interest and, in turn, spending on programmatic video spending has always been high, and it's not going away. About six in ten marketers have video as one of their top three priorities in their media plans.

We see that brand marketers are a bit more interested in video than agency marketers.

ONLINE VIDEO IN EXISTING MEDIA PLANS

BRAND AGENCY OVERALL

Source: MiQ -AP survey Wave 6, Q4 2021



PROJECTIONS FOR 2022

Programmatic video activations spending is hot for 2022. We see two in three marketers globally looking to increase their online video spending. Canadian advertisers are the most optimistic while one in two US marketers are going to keep their existing budgets.

Agency marketers are more likely to boost their spending in the US with brand marketers in the UK, Canada and Australia increasing their spending projections around video. Why are our predictions high? We see the growing Youtube market and improved metrics across

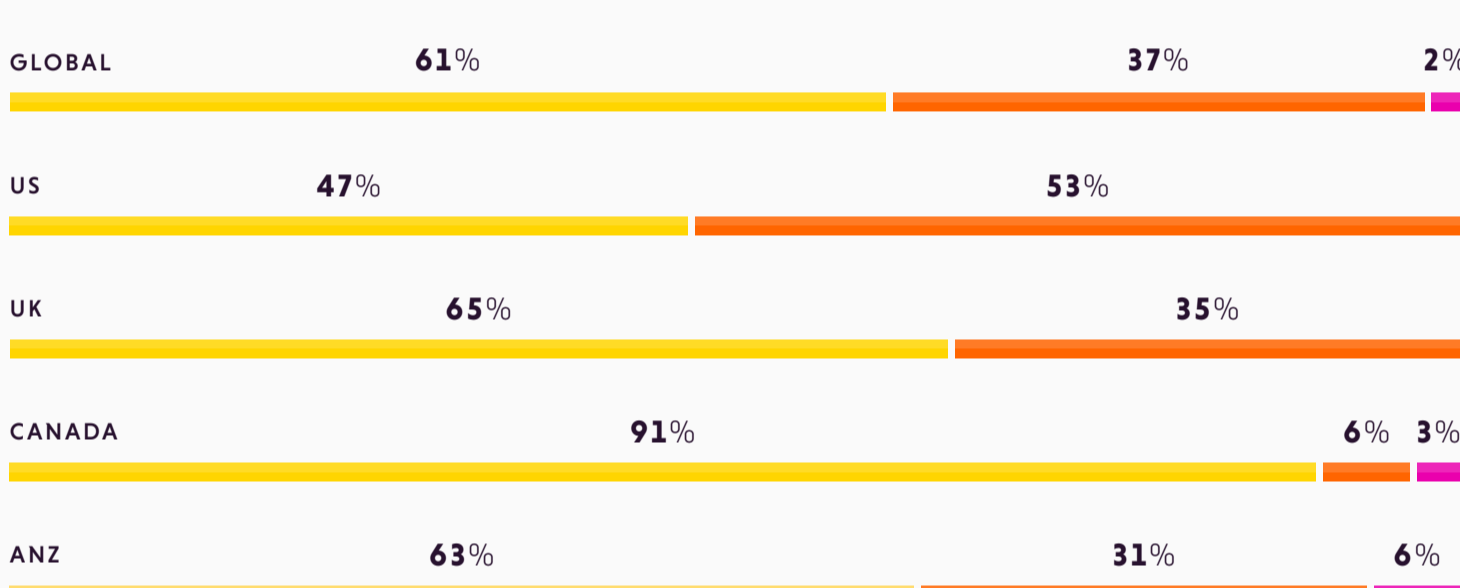
open video inventories, such as higher percentages of completions and enhanced viewability driving this change.

CHANGE IN SPENDING ACROSS DISPLAY CAMPAIGNS IN 2022

PERCENTAGE OF RESPONDENTS

INCREASE CONSTANT DECREASE

Source: MiQ -AP survey Wave 6, Q4 2021



IN-HOUSE OR MANAGED SERVICE?

How should your programmatic video campaigns be activated? Well that depends where in the world you are. Apart from marketers in Australia, where the dependence on managed service partners for video activations is common, most advertisers want more control and are bringing it in-house.

Agencies acting on behalf of their major accounts lean towards a hybrid approach. This can give more transparency for execution, reporting and measurement for video campaigns.

THE CHALLENGES OF ONLINE VIDEO CAMPAIGNS

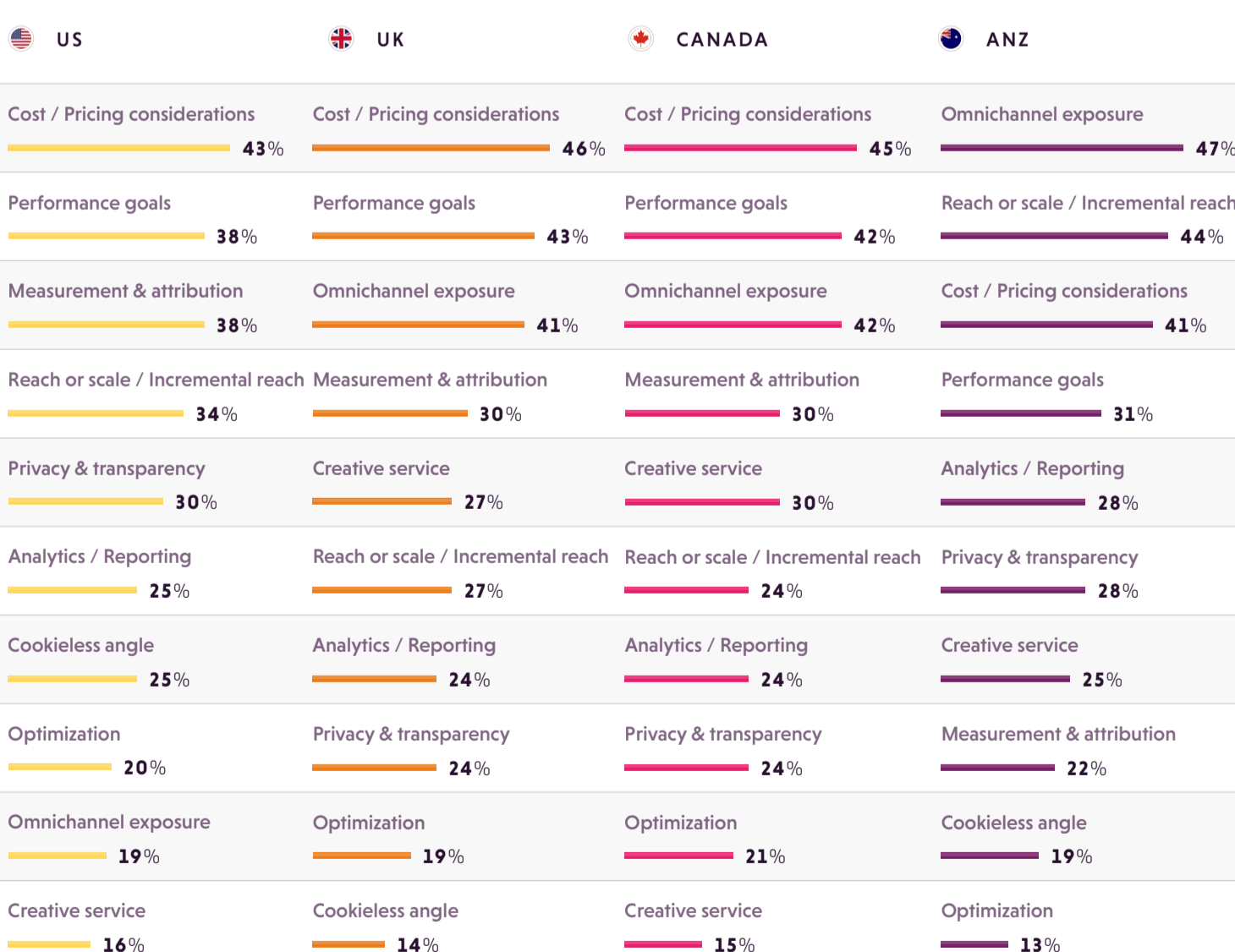
Video campaigns can be a challenge to both marketers and agencies. The marketers consider performance, scale, and cost. While agencies working on behalf of their clients are more price-sensitive, and the brands doing it themselves are putting a focus on performance. Analytics and reporting also top the list of challenges for small and medium scale advertisers globally.

Video campaign measurement and optimization cause headaches for four in ten British marketers and marketers in Australia and Canada are stressing about aligning the online video strategies to their omnichannel plans.

TOP CHALLENGES WHEN PLANNING/EXECUTING VIDEO 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 [waremiq.com/contact](https://www.waremiq.com/contact) or contact your MiQ representative.