

About Our Data

Theorem's DigitalPerspectives is a quarterly report based on a survey of leading digital media agency leaders. DigitalPerspectives was designed to uncover emerging trends, changes, developments, and concerns in the fast-moving digital media marketplace. The survey is conducted by way of a combination of face-to-face interviews and online questionnaires. Questions are designed to collect both qualitative and quantitative feedback to result in major insights.

The Theorem panel is composed of a wide range of agency types, sizes and specialties – from large, integrated agencies to smaller, independent firms. The panelists represent a range of roles as well, including senior titles (partner, executive director), mid-level roles (communications planning, associate director, programmatic trader), and more junior positions (planner/buyer, account executive.)

Key Takeaways



Given the headline-capturing concerns around “fake news,” advertisers have a heightened interest in brand safety, which represents the top concern for agency panelists.



Together with transparency, the market wants a safer programmatic environment, and media owners to offer an easy way of trading with them backed up by data, measurement and insight.



Panelists believe that a media owner can have a great content offering with innovative and creative ideas but only if they have the data and measurement capabilities to prove the value.



Panelists report that tag implementation and reporting are common concerns regarding a media owner's ad operations. In addition to accurate reporting, panelists want increased transparency and trust through measurement, insights and robust targeting.

Brand Safety is a Top Concern

“It's really all about client education. And they understand viewability now, that's why it has to be measured on every campaign. Brand safety and fake news are the main topics at the moment, so that's what we get asked about more now.”

Digital Account Manager



Solving the Transparency Issue

“Transparency and brand safety. Transparency is massive together with the use of data, where the data is coming from, can we use it etc. Changes to EU law means we need to know and communicate to our clients as transparently as possible.”

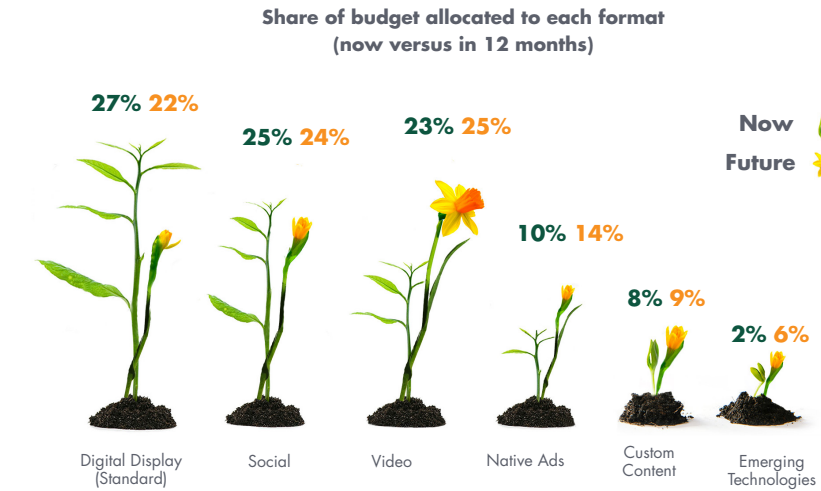
Account Director

“Data and everything that it encompasses, how they monetize it, how they use it for insights, measurement, for anything and everything - it's going to be about data.”

Associate Client Director

The pressure from advertisers is reflected in agencies' demand for transparency, robust data and safe buying methods from media owners.

Spend Shifting Toward Video and Native



Overall, video and native advertising is growing, taking some spend away from display. The rise in social advertising also reflects an increase in video as Facebook, Twitter, and Snapchat, are all considered video platforms.

Data and Targeting Solutions Take Centre Stage

In the current environment, a good idea is only half the battle for media owners. Creative ideas need to be backed with data and targeting solutions to prove value.



Inaccurate Reporting Plagues Media Owners



Inaccurate reporting and lack of measurement are common issues in a media owner's campaign management.

Leveraging Media Owner Insights to Prove Value of Audience and Content

“Audience insights which go beyond demo and location but look at their actual behaviors: what do they really like, what don't they like, how they engage with content and the brand, do they have a preference for a particular format, how do we reach that audience in the best way etc.”

Group Digital Director

“Future trends and understanding their insights before they actually happen is key. Understand what content resonates better with specific audiences, content engagement strategies that works better than others etc.”

Account Manager



theorem
SEEING WHAT'S POSSIBLE

Panelists believe that insights on future audience behavior is what will help the buy side better inform future spend and bring value to a media owner's offering.

Growth of Private Marketplaces Accelerates

Digital display breakdown across buying methods
(now versus in 12 months)

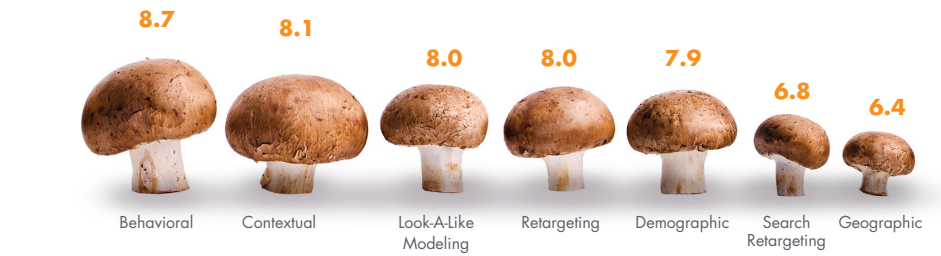
Now Future



Private Marketplaces are taking spend away from Open exchanges and Direct as it's providing safety and efficiency.

Pinpointing Value in Media Owners' Data

Targeting strategies in demand for programmatic campaigns
(score from 1 to 10)



Panelists report that media owners should offer advanced targeting abilities that trading desks cannot offer themselves, such as information about unique segments, specific verticals and categories. Demographic, geographic, search and retargeting data is table stakes for agencies as they can take this on themselves.

About

Theorem's DigitalPerspectives monitors what's trending in digital media. We regularly engage with members of our Media Owner Panel, a group of agency executives who represent a spectrum of agency sizes and types and who provide market insights on the industry's burning issues of the day. Theorem uses the panel to take the temperature of the market and identify new and emerging digital media trends.

Contact

For more information, contact the following:
Henry Rowe
Managing Director, EMEA
00 44 (0) 7808 921 835
hrowe@theoreminc.net

Digital Perspectives UK Trends Summer 2017



theorem
SEEING WHAT'S POSSIBLE