

IAB Europe Digital Brand Advertising and Measurement survey

Key highlights



Key priorities

- 1 Cross-media measurement
- 2 Brand safety and fraud key to quality advertising
- 3 Viewability remains a key driver
- 4 Audience data availability in programmatic trading
- 5 Brand KPIs important for digital campaigns



Cross-media measurement remains top priority

Cross-media evaluation

2018 – 86%; 2017 – 89%

A better understanding of how online channels can work for brand advertising in combination with other media

2018 – 83%; 2017 – 85%

Identification of an agreed core set of effectiveness KPIs such as brand awareness or purchase intent

2018 – 82%; 2017 – 82%

Standardised reach and frequency metrics to measure campaigns

2018 – 82%; 2017 – 82%

An industry-wide online measurement currency

2018 – 75%; 2017 – 75%



Brand safety and ad fraud key to quality advertising



More than three quarters of the respondents state that **brand safety and invalid traffic** are most important to defining the quality of the ad environment.



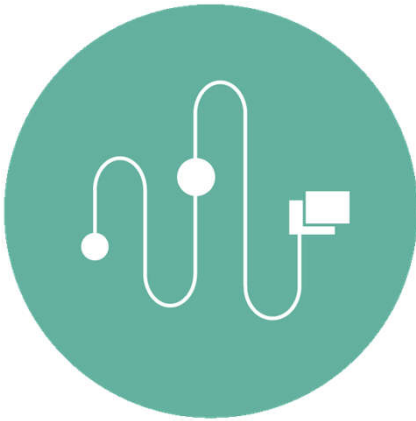
Viewability remains a key driver



More than 80% of stakeholders want to see a move towards viewable rather than served impressions



Audience data availability in programmatic trading



Programmatic trading is now mainstream and driving the need for real-time metrics. **More than 80%** of the respondents want to see industry-agreed audience data available in programmatic trading tools.



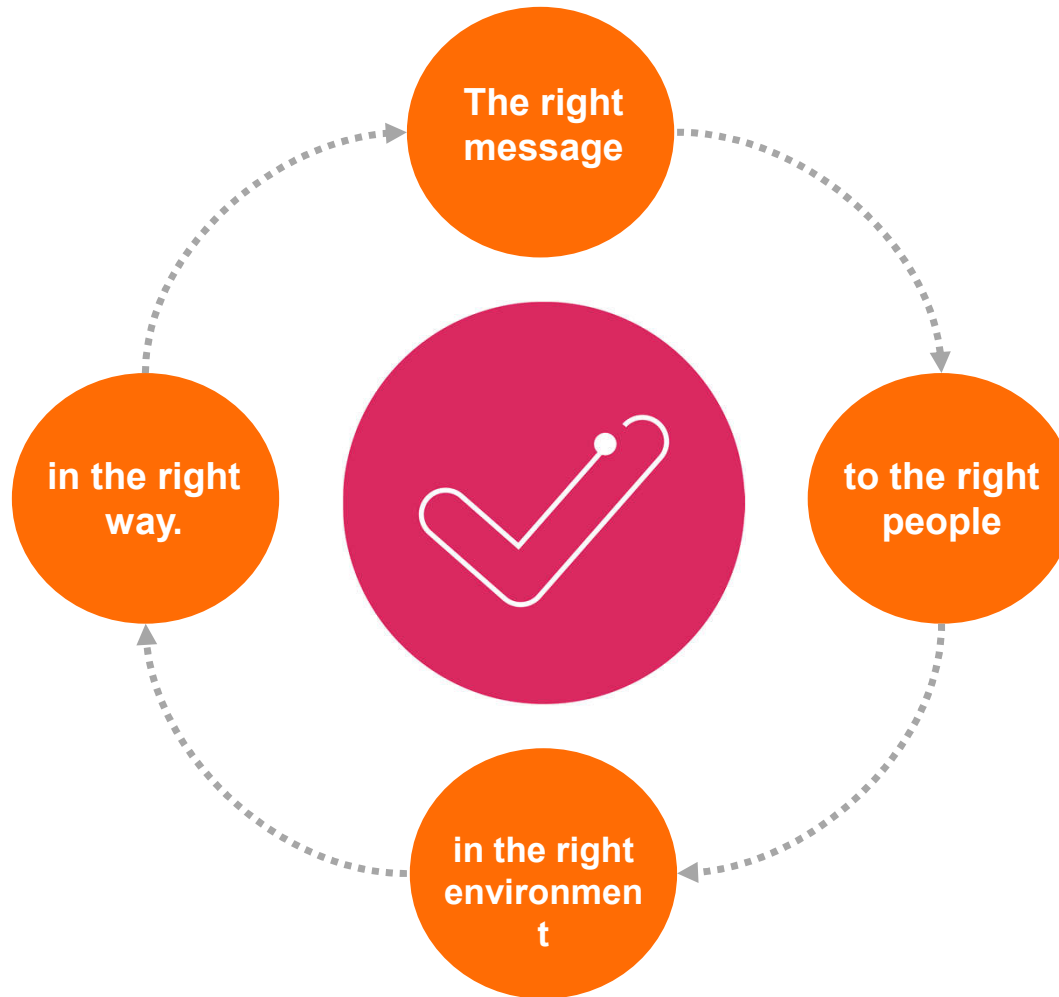
Brand KPIs important for digital campaigns



Brand awareness and **purchase intent** remain top KPIs for digital brand advertising campaigns



IAB Europe Quality Initiative





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