Advertising in an Accelerating Digital Future: Where is it Headed?

**AUSTRALIA + NEW ZEALAND FINDINGS**

Opportunity lies in going back to the basics and relaunching data in 2022.

The real work with first-party data begins. Earning client partnerships and ad tech providers is key to this area.

Advertisers (agency and marketer) are looking to learn and upskill their teams.

It’s crucial for marketers to continue investing in brand-building activity, by staying top-of-mind as consumers look to spend in 2022.

The importance of advertising on the open internet is growing, with spend slated to increase significantly in 2022.

**Media budgets are growing to meet a highly digitised market, with spend slated to increase significantly in 2022.**

- **Top channels where media spend will increase:**
  - Connected TV
  - Programmatic Video
  - Social

- **Top channels where media spend will reduce:**
  - Print
  - Out of Home
  - Radio

**CHALLENGES**

- Driving performance
- Ad measurement
- Filling skill gaps
- Marketing ROI

**OPPORTUNITIES**

- Investing in digital channels
- Brand building activity
- Team upskilling
- Audience insights

**MARKETERS**

- Agencies
- Publishers

**Key areas where professionals want to upskill**

1. Audience insights and behavioral change
2. Digital marketing
3. Attribution and measurement

**Top challenges with Programmatic Advertising**

1. Inventory quality
2. Finding the right price for the job
3. Data quality

**Top considerations when working with ad tech partners**

1. Campaign performance
2. Audience insights
3. First-party data access

**Importance of advertising on the open internet**

- **70% of marketers say it is very important (rated 7 out of 10 or higher)**
- **68% of media agencies say it is very important (rated 7 out of 10 or higher)**

**DOWNLOAD THE REPORT**

Learn more about where advertising is headed in 2022.