

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

AUSTRALIA - NEW ZEALAND FINDINGS



Attribution is key in the cookieless world, but there is a lack of know-how

Measurement is becoming more complex across a plethora of emerging media channels and formats.

Skills shortages abound as the industry recovers. Marketers, media agencies, and publishers are facing pressure to develop their workforces for a new era in marketing.

The post-cookie challenge will be for all parties to have a plan for ad reach, activation, and measurement once cookies go away for good.

Opportunity lies in going back to the basics and relearning data in 2022

The real work with **first-party data** begins. Forming close partnerships with ad tech providers is core 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** to stay top-of-mind as consumers look to spend in 2022.



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

>46%

of **marketers** plan on increasing their budgets

>50%

of **media agencies** plan on increasing their budgets



Top channels where media spend will increase

Connected TV / Programmatic Video / Social



Top channels where media spend will reduce

Print / Out of Home / Radio



Marketers

CHALLENGES

- Driving revenue
- Marketing ROI
- Ad measurement

OPPORTUNITIES

- Investing in digital channels
- Brand-building activity
- Driving performance



Agencies

- Filling skill gaps
- Marketing ROI
- Ad measurement

- Deeper audience insights
- Team upskilling
- Brand-building activity



Publishers

- Measurement
- Audience insights
- Team upskilling

- Deeper audience insights
- Launching new products
- Growing first-party data



Importance of advertising on the open internet

70%

of **marketers** on average say it is very important (rated 7 out of 10 or higher)

68%

of **media agencies** on average say it is very important (rated 7 out of 10 or higher)



Key areas where professionals want to upskill

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



Top challenges with Programmatic Advertising

1. Inventory quality
2. Finding the right person 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

Learn more about where advertising is headed in 2022

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