

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

ASIA FINDINGS



Consumer behavioural change is shifting business strategies

Shifting consumer buying behaviour means advertisers need deeper audience insights, informed by first-party data.

Driving revenue is a priority for marketers, as is demonstrating ROI from marketing activities.

Digitalisation will influence hiring and resourcing within organisations as brands, agencies, and publishers look to fill critical skill gaps in order to innovate their ad strategies and stay ahead of the competition.

Digital shifts are creating opportunities to build brand and fill skill gaps

Post-COVID demand uptick is spurring expansion and growth, naturally leading marketers to **invest in brand-building activity**.

Advertisers are investing in **digital channels and platforms**, and leveraging AI and ML technology to stay ahead.

With the increasing dominance of digital, advertisers and publishers alike see the opportunity to **learn and upskill their teams** to fill key knowledge gaps.



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

Programmatic Video / Social / Programmatic Display



Top channels where media spend will reduce

Radio / Print / TV



Marketers

CHALLENGES

- Consumer change
- Driving revenue
- Growing first-party data

OPPORTUNITIES

- Brand-building activity
- Investing in digital channels
- Exploring international markets



Agencies

- Marketing ROI
- Digital transformation
- Growing first-party data

- Deeper audience insights
- Investing in digital channels
- Using AI and ML tech



Publishers

- Audience insights
- Measurement
- Growing first-party data

- Driving performance
- Launching new products
- Using AI and ML tech



Importance of advertising on the open internet

78%

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

85%

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. Growing first-party data



Top challenges with Programmatic Advertising

1. Reach capabilities
2. Inventory quality
3. Data quality



Top considerations when working with ad tech partners

1. Campaign performance
2. Performance and brand advertising capabilities
3. Audience insights

Learn more about where advertising is headed in 2022

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