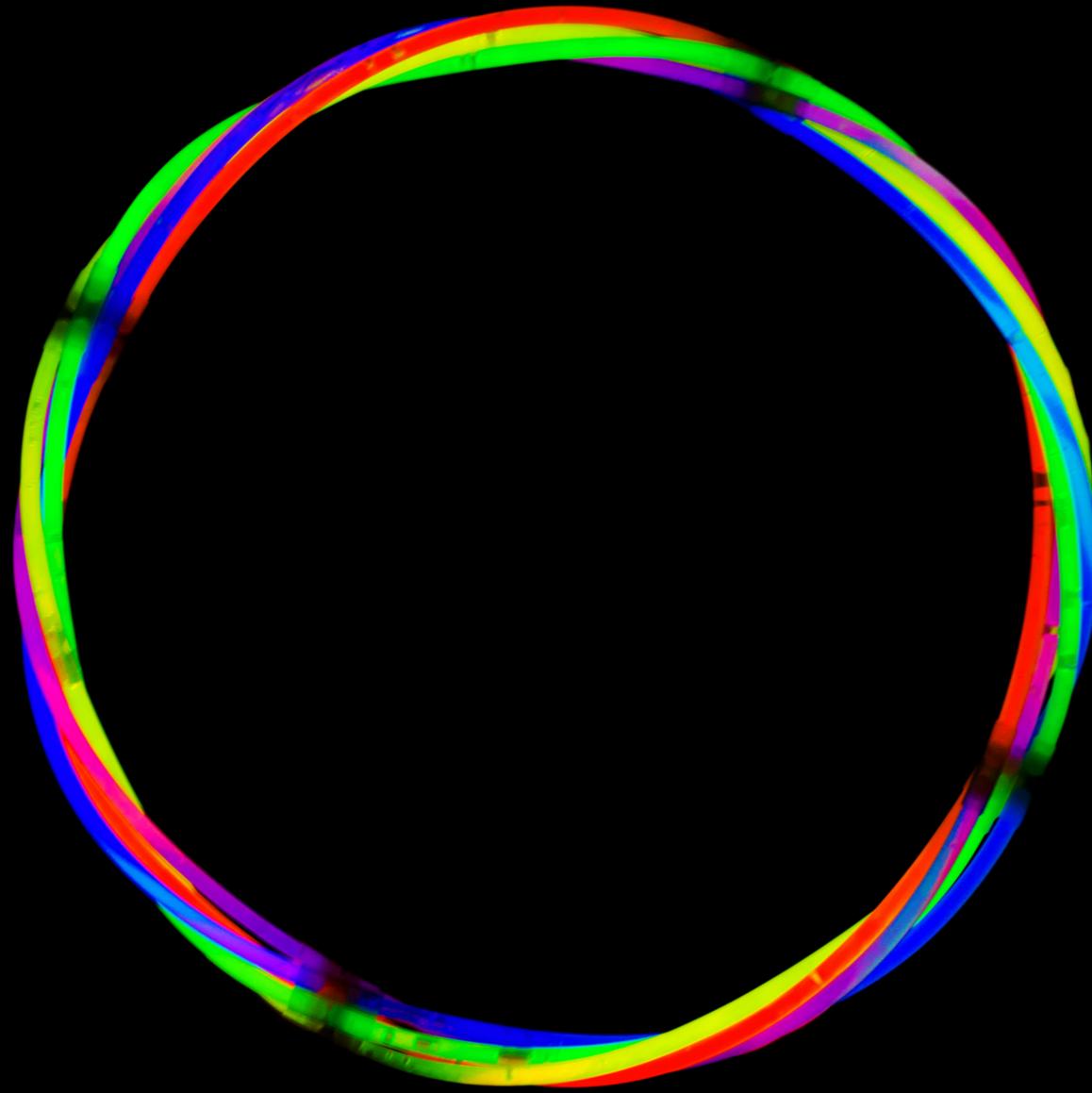


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Flashpoint

The digital advertising ecosystem

Overcoming new barriers to achieve better results

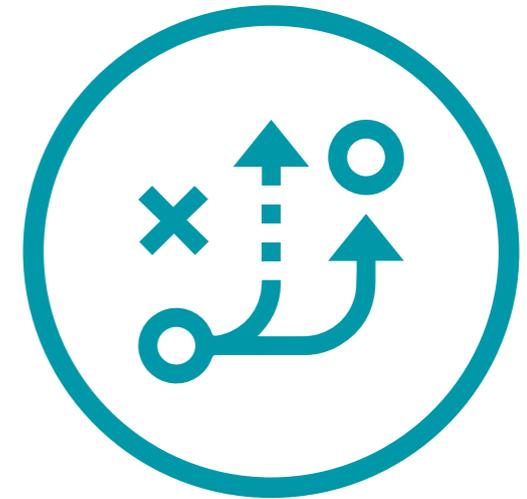
Rethinking digital strategies

As stakeholders struggle with the evolving complexity of digital advertising and emphasise accountability, the importance of strategy will grow. Many advertisers will likely become more thoughtful about where to put their dollars. For example, some might see investing more heavily in social media as a compelling play that can get them closer to the human deliverability, not just the viewability that they seek – even if social dollars are spent more quickly than other digital ad dollars.

In an environment that continues to reveal new risks, advertisers should assess their risks and ask new questions – especially when it comes to measurement campaigns,

associated costs, and related technical burdens. *Which of my campaigns are most subject to ad fraud or ad blocking, and where are they running? What proactive steps can I take to help keep my organisation constantly improving? Which potential partners can help me enforce accountability, validate data, and operate more rigorously?*

And as they think more strategically about their spending, advertisers should start to think beyond simply serving up ads. They should consider thinking more about digital advertising activities that can start conversations and engage prospects in more interactive, targeted, and innovative ways.



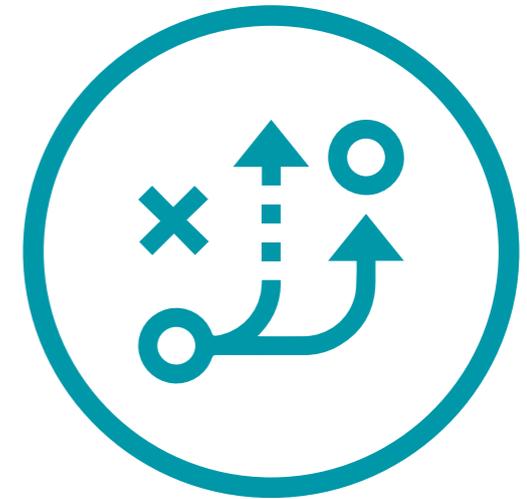
Many advertisers should start to think strategically about where they put their ad dollars, and they'll look for new avenues that can allow them to start conversations with prospects.

Rethinking digital strategies

Why? Because engagement and creativity matter in the digital space. Consumers' level of engagement with digital ads compared to television ads is decreasing, with 60 percent of consumers saying they are more likely to watch a television ad in its entirety rather than an online video ad in its entirety.³ Meanwhile, creativity and overall entertainment value remain very important for advertisements, with 76 percent of consumers reporting that they are more likely to watch an ad in its entirety on television or online if the ad is creative and entertaining.⁴

Many advertisers will likely come to the conclusion that targeted, higher-quality content can help remedy or combat ad fraud, and they should consider asking even more focused questions.

*Is it time to invest in pre-roll video ads?
How can we generate 'better' content that will make ads more relevant to target viewers and reduce the chance that they will be blocked, skipped, or ignored?
And how can we generate that new content efficiently?*



Many advertisers should start to think strategically about where they put their ad dollars, and they'll look for new avenues that can allow them to start conversations with prospects.

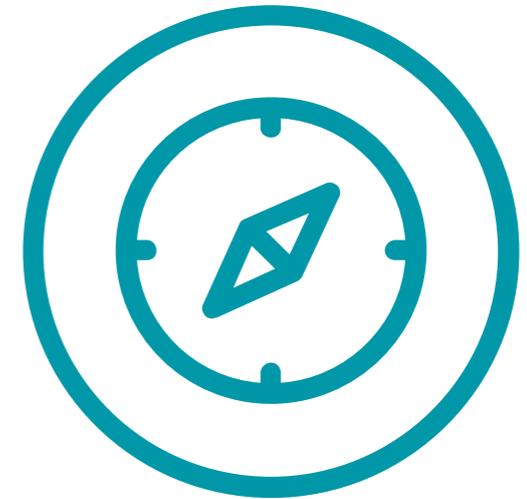
^{3,4} Deloitte Digital Democracy Survey: A multi-generational view of consumer technology, media and telecom trends. Tenth Edition. 2016.

Navigating uncertainties

For advertisers, agencies, publishers, platform operators, and other third parties, there remain plenty of unknowns in the digital landscape. Even as they address today's known complexities, unknown factors and new dimensions are constantly emerging. For example, the mobile face of digital advertising continues to evolve, experiencing its own unique set of pain points and prompting different considerations when it comes to accountability and strategy.

The good news is that the very thing that makes the digital ad ecosystem complex – its growth and diversity – also creates new business opportunities. Established service providers are delivering services to help stakeholders exhaustively track ads, deploy business-focused analytics,

establish in-house data capabilities, and leverage resources such as social listening tools that can enhance and justify the value of ad dollars spent. As start-ups enter the mix and as existing providers expand their offerings, new capabilities will emerge to help organisations overcome obstacles and realise additional value. New trade groups such as Trustworthy Accountability Group (TAG) – a digital-ad-focused program created by major US advertising associations – as well as fresh attention from existing trade groups should help the various industries work through issues, define leading practices, and establish guidelines for how to operate in a rapidly changing digital realm.



Despite many unknowns, new services and organisations will likely emerge to help stakeholders overcome digital advertising obstacles.

Let's talk

Understanding today's digital-advertising landscape requires an ability to see not only the layers of challenges, but the opportunities for solutions that can lead to new value. Developing a strategic, risk-based approach to digital advertising activities can make the difference between an organisation that simply rides trends and one that gets ahead of them – and even shapes them. Harnessing and capitalising on the risks inherent in this dynamic digital advertising ecosystem can accelerate performance. Performance done well – with improved brand safety, innovative new strategies, and effective data-driven measurement to power future decision-making – can yield a greater return on investment in this space. Want to start building a digital advertising strategy for tomorrow's trends? We should talk.

Contact

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