



THE STATE OF PROGRAMMATIC ADVERTISING

STRATEGIES, TACTICS & TRENDS



Research Series Conducted in Partnership with Leading Providers
of Marketing Technology and Digital Marketing Agency Services.

Ascend²
RESEARCH-BASED MARKETING

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➤ Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

Survey Respondents

Primary Marketing Channel

B2B	34%
B2C	41%
B2B and B2C equally	25%

Number of Employees

More than 500	19%
50 to 500	22%
Fewer than 50	59%

Primary role in company

Owner / Partner / C-Level	46%
Vice President / Director / Manager	38%
Non-Management Professional	16%

Programmatic Advertising

The landscape of programmatic advertising and how it improves the efficiency of the online ad buying process is rapidly changing due to advancements in technology and economic conditions.

But how is the state of programmatic advertising effecting how marketers execute?

To help you answer this question, Ascend2 and our Research Partners fielded the State of Programmatic Advertising Survey. We thank the 264 marketers who responded to this survey during the week of May 4, 2020.

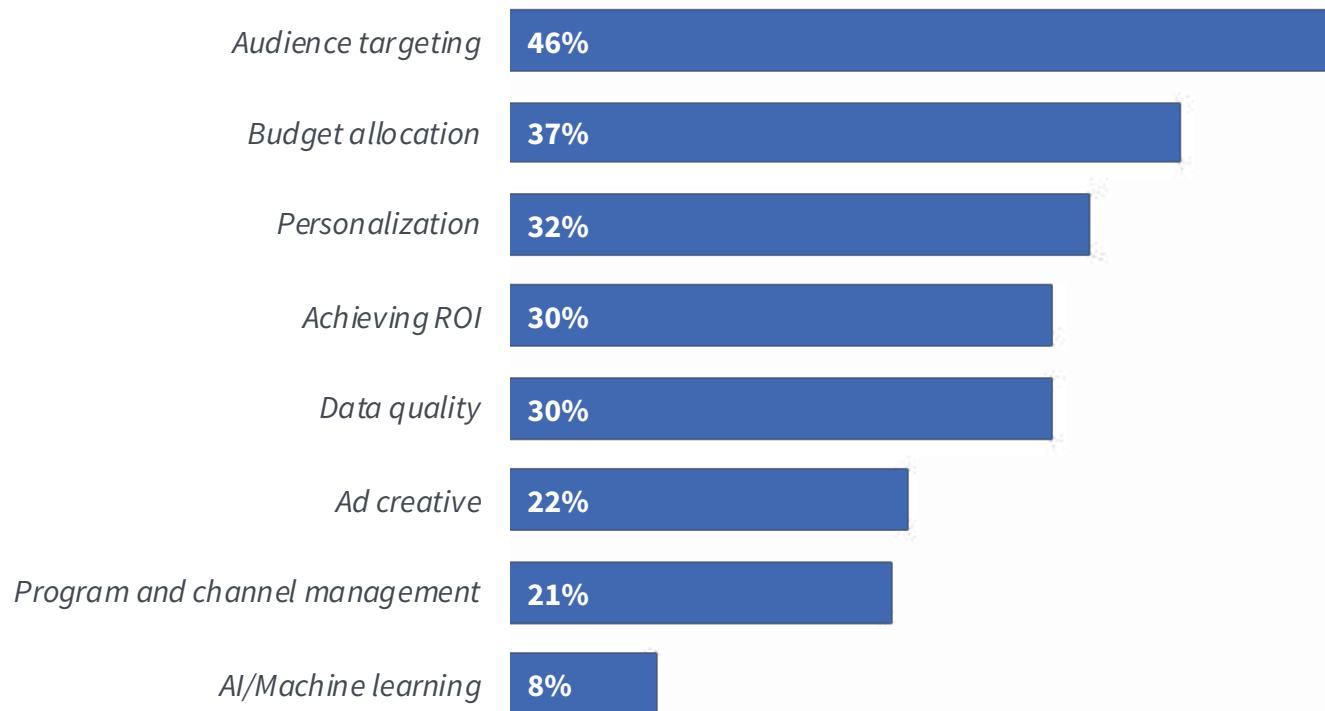
This Survey Summary Report, titled *The State of Programmatic Advertising*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Top Challenges

Serving advertising campaigns to the appropriate audience is critical to the success of a programmatic strategy and nearly half (46%) of marketers find that getting **audience targeting** right is a top challenge. 37% of marketing professionals surveyed report that allocating enough **budget** to make an impact is also a major obstacle when executing a programmatic strategy.

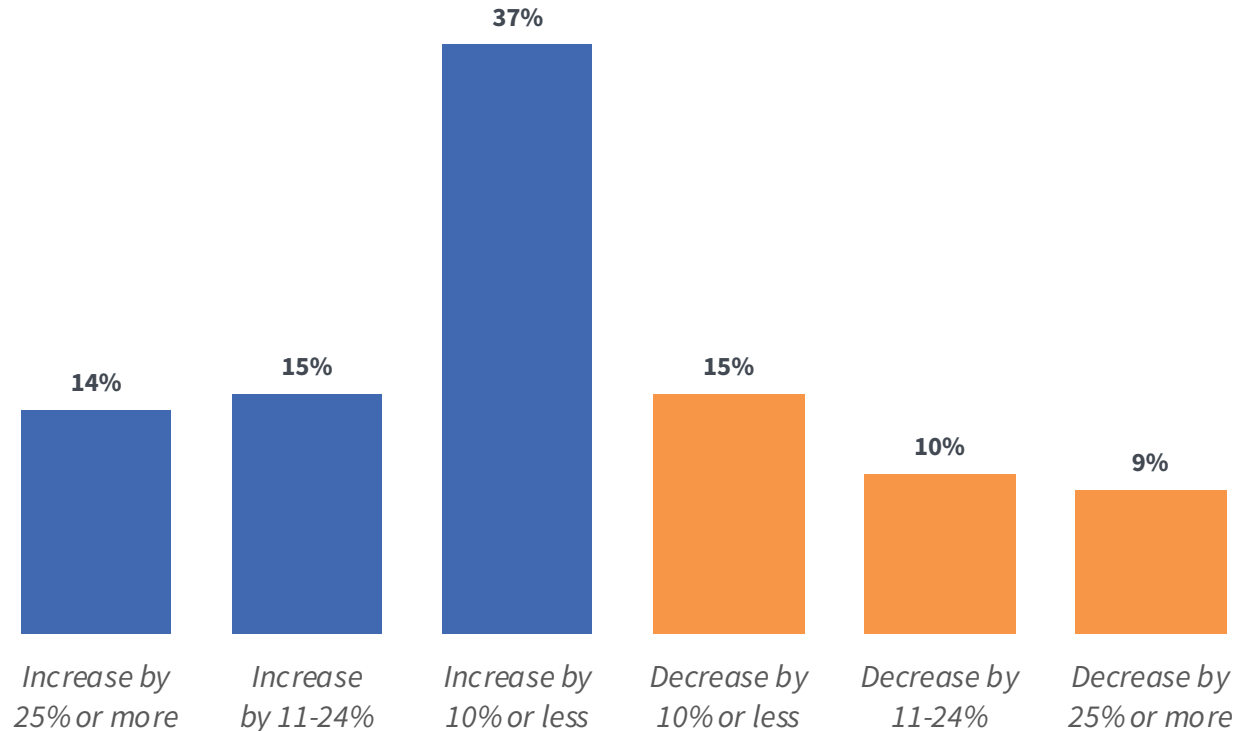
What are the TOP CHALLENGES when executing a programmatic advertising strategy?



Short-Term Budget Trends

Programmatic advertising can stretch often limited ad budgets further than traditional options and despite uncertainty across many industries, about two-thirds (66%) of marketers report expecting an **increase in budget** for programmatic advertising in the months ahead. This leaves 34% of marketers who say programmatic spend will be **scaling back** in the months ahead.

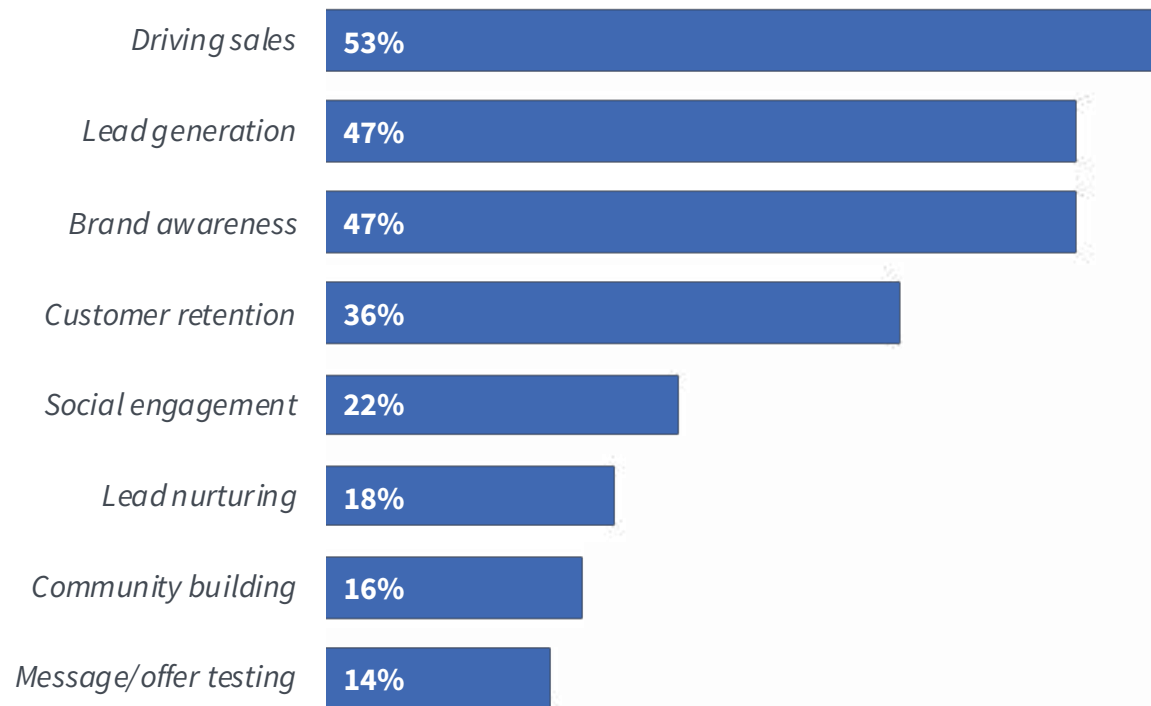
How do you expect your programmatic advertising BUDGET to change in the next 6 months?



Primary Objectives

Marketers' efforts in programmatic advertising are mainly **sales-driven** according to 53% of those surveyed. Programmatic is not only being utilized to drive more sales, it is also included in top-of-the-funnel strategizing for 47% of marketers who say **lead generation** and building **brand awareness** are primary objectives of a programmatic advertising program.

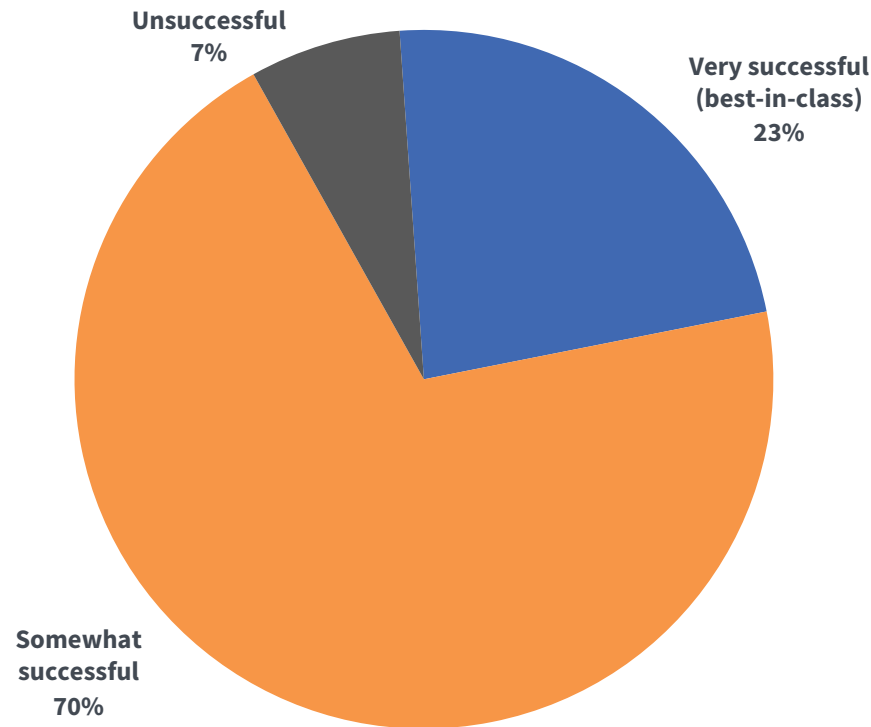
What are the PRIMARY OBJECTIVES of a programmatic advertising program?



Strategic Success

Programmatic advertising is fast becoming an effective addition to overall marketing strategies. A 93% majority of marketers are seeing at least **some success** from their programmatic campaigns while just under one-quarter (23%) say that programmatic is **very successful** at achieving the strategic objectives.

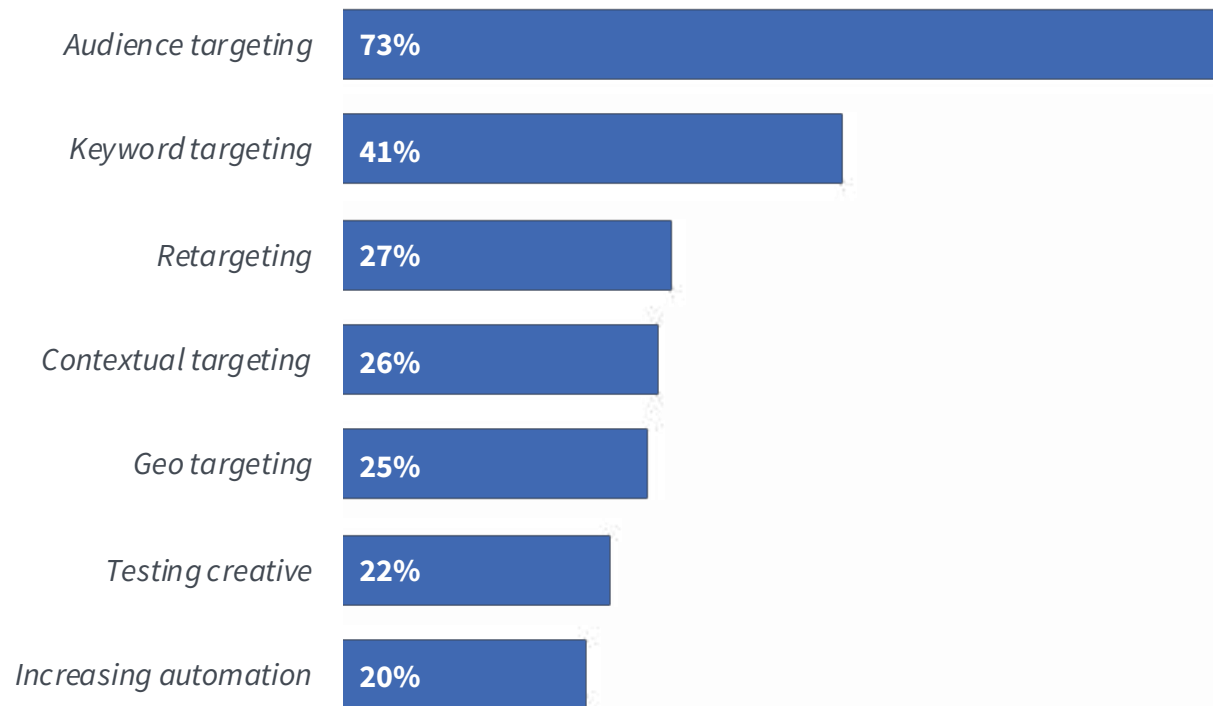
Which best describes the **SUCCESS** of achieving the objectives of programmatic advertising?



Most Effective Tactics

By a wide margin, marketers report that fine tuning a **target audience** is the most effective way to achieve positive results for a programmatic advertising program, with 74% of those surveyed saying so. **Keyword targeting** is also a tactic that marketers have seen the greatest success with according to 41% of those surveyed.

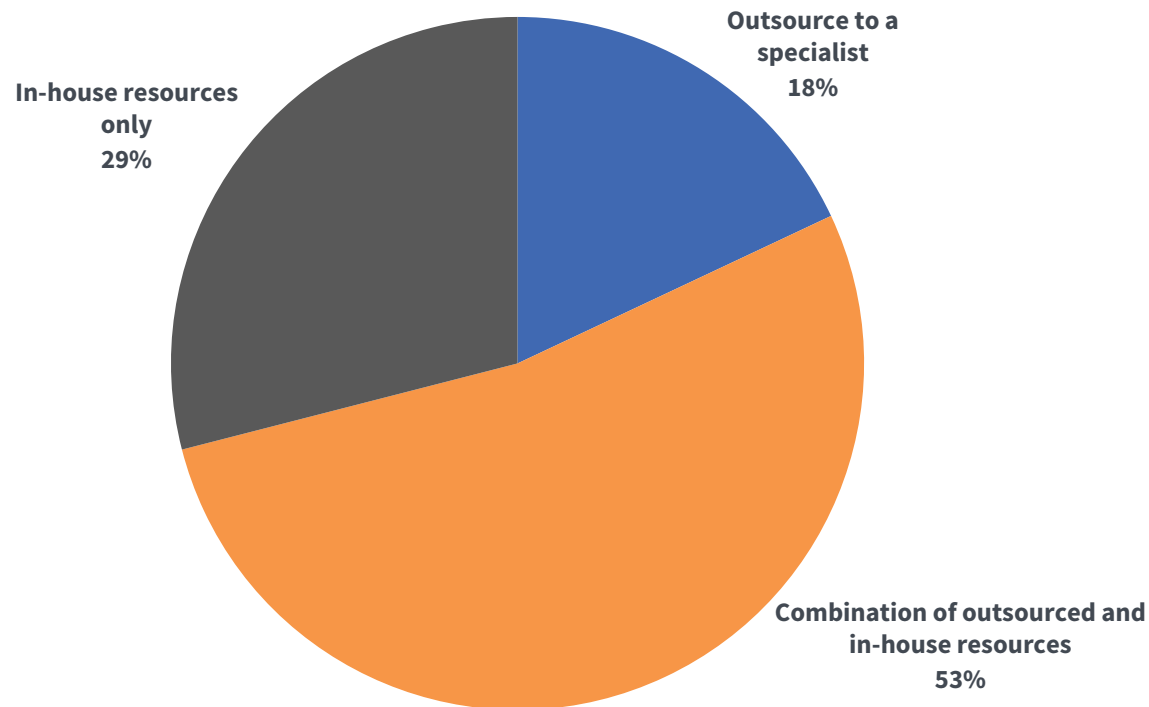
What are the most EFFECTIVE TACTICS for a programmatic advertising program?



Resource Allocation

Programmatic advertising is no longer an operation that businesses have to outsource. In fact, only about one-fifth (18%) of marketers report **exclusively outsourcing** their programmatic tasks to specialists. With evolving technologies such as self-service platforms, 82% of marketers report taking their programmatic ad-buying **in-house** to some extent.

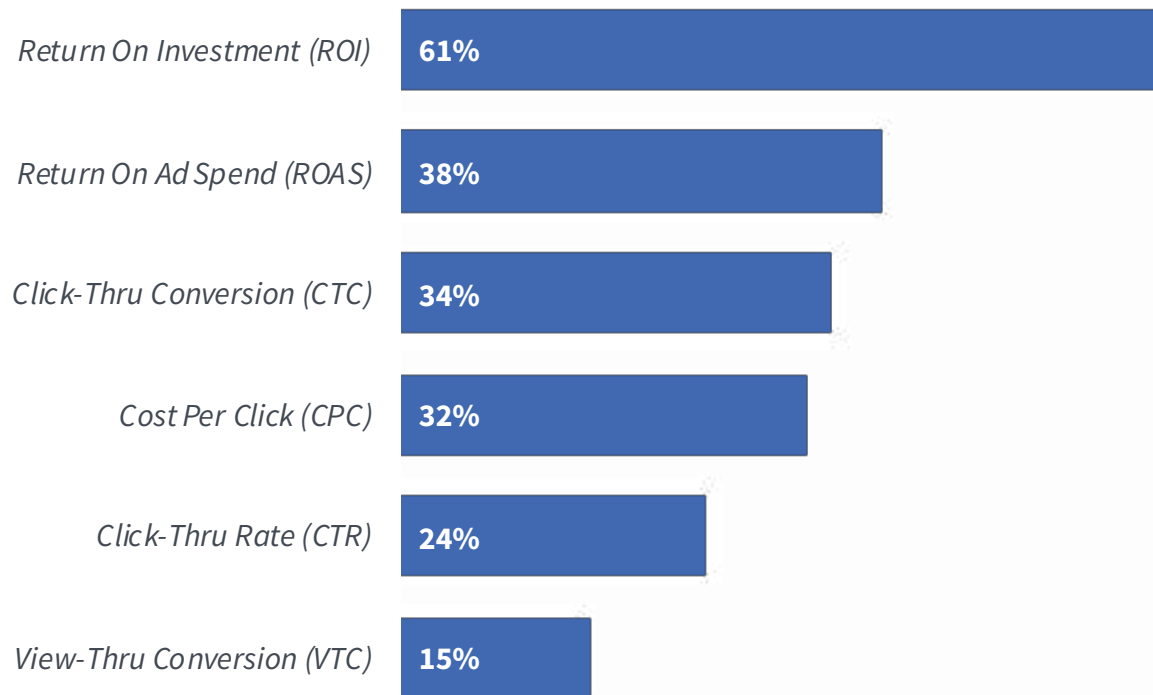
Which best describes the RESOURCES USED to implement programmatic advertising tactics?



Meaningful Metrics

About six out of 10 marketing professionals surveyed (61%) report that measuring **Return On Investment (ROI)** is the most meaningful metric when evaluating the success of programmatic advertising campaigns. **Return On Ad Spend (ROAS)** and **Click-Thru Conversion (CTC)** are also helpful data to measure according to 38% and 34% of marketers, respectively.

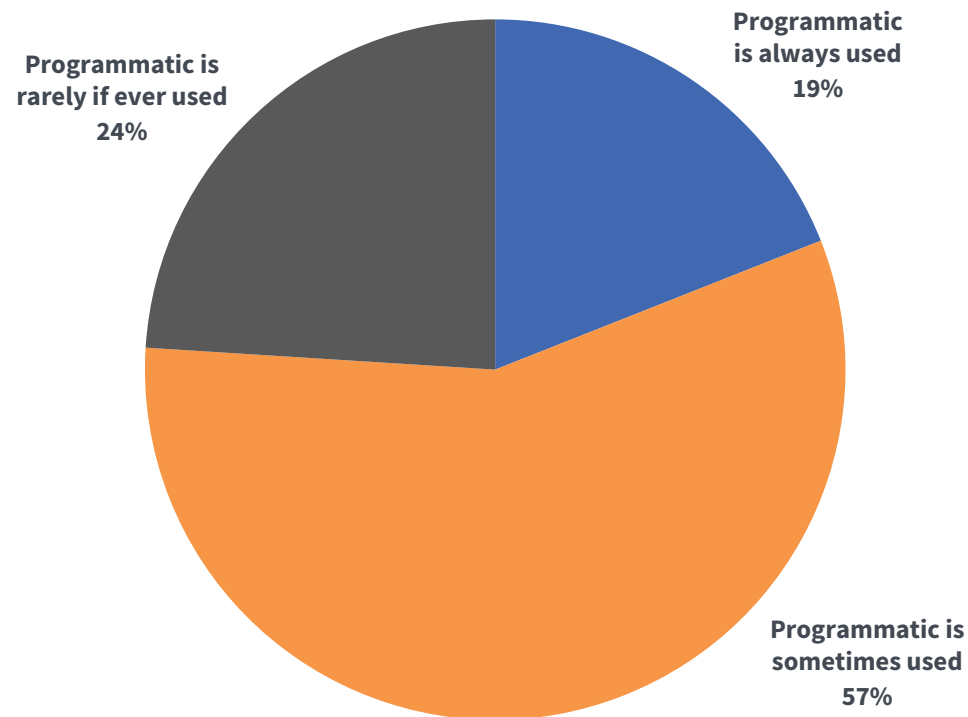
What are the most MEANINGFUL METRICS used in programmatic advertising?



Programmatic Use

With increased access to programmatic technologies, and a rapidly evolving landscape, this form of digital ad-buying is becoming a common component of marketing strategies. Three-quarters (76%) of marketing professionals surveyed report that they are using programmatic advertising to some extent as a part of their digital marketing efforts.

To what extent is PROGRAMMATIC ADVERTISING used?





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