

DIGITAL DISPLAY ADVERTISING TRENDS

2023

Research Created for Marketers



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

Ascend2[™]
RESEARCH-BASED MARKETING

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PUT THIS CONTENT
TO GOOD USE!
↓

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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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

N = 384 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	25%
B2C (Business-to-Consumer)	47%
B2B and B2C Equally	28%

Number of Employees

More than 500	44%
50 to 500	37%
Fewer than 50	19%

Primary role in company

Owner / Partner / C-Level	25%
Vice President / Director / Manager	53%
Non-Management Professional	22%

DIGITAL DISPLAY ADVERTISING TRENDS 2023

Marketers have long used digital advertising campaigns to get their brand in front of a wide audience of potential customers, but with rapid advances in technology, marketers now face a new set of challenges when it comes to executing digital display ads.

So how are marketers executing digital display advertising campaigns as a part of an integrated marketing strategy?

To help answer this question, Ascend2 and our Research Partners fielded the Digital Display Advertising Trends 2023 survey. We thank the 384 marketers who responded to this survey during the week of August 14, 2023.

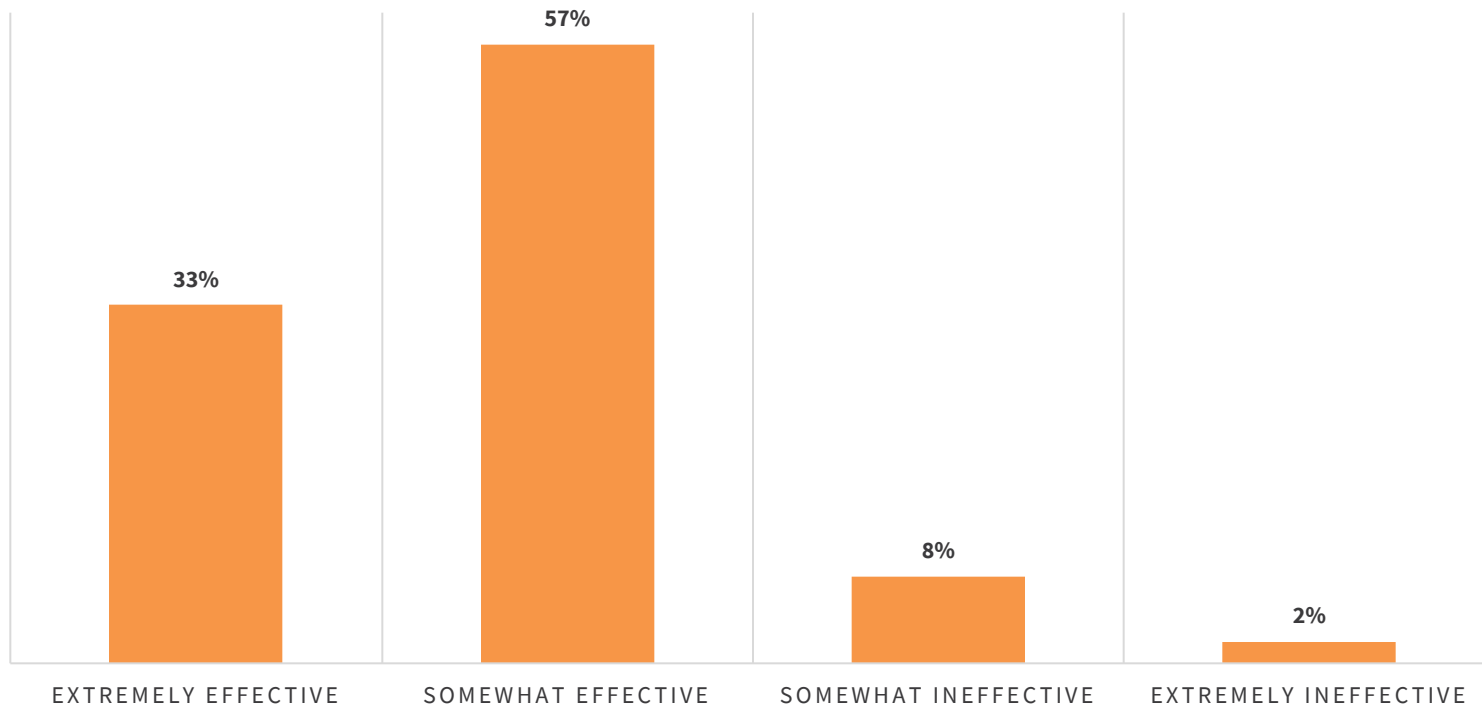
This Survey Summary Report, titled *Digital Display Advertising Trends 2023*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

DIGITAL DISPLAY ADVERTISING EFFECTIVENESS

Nine out of ten marketing professionals surveyed find that their digital display advertising is effective at driving conversions and sales according to our research. One-third (33%) of those surveyed describe digital display advertising as extremely effective in supporting these sales efforts, with another 57% reporting moderate effectiveness.

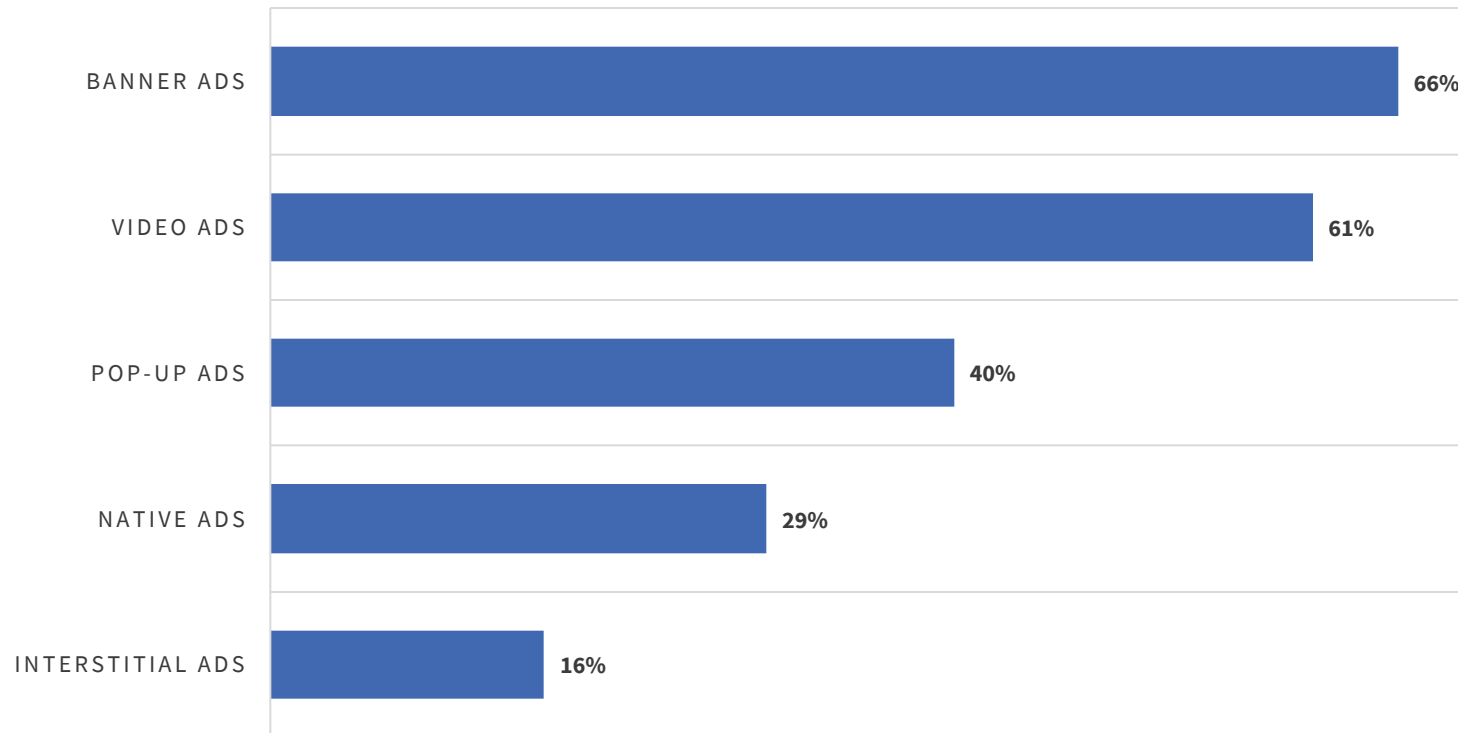
HOW EFFECTIVE DO YOU FIND DIGITAL DISPLAY ADVERTISING IN DRIVING CONVERSIONS AND SALES?



TYPES OF DISPLAY ADS USED

Two-thirds (66%) of marketers surveyed commonly use banner ads as a part of their digital display advertising programs, the most commonly reported format. For another 61% of marketers, video ads are frequently used. Interstitial ads, or full-screen ads that provide interactive opportunities for marketers, are the least common format used with only 16% of respondents reporting their use.

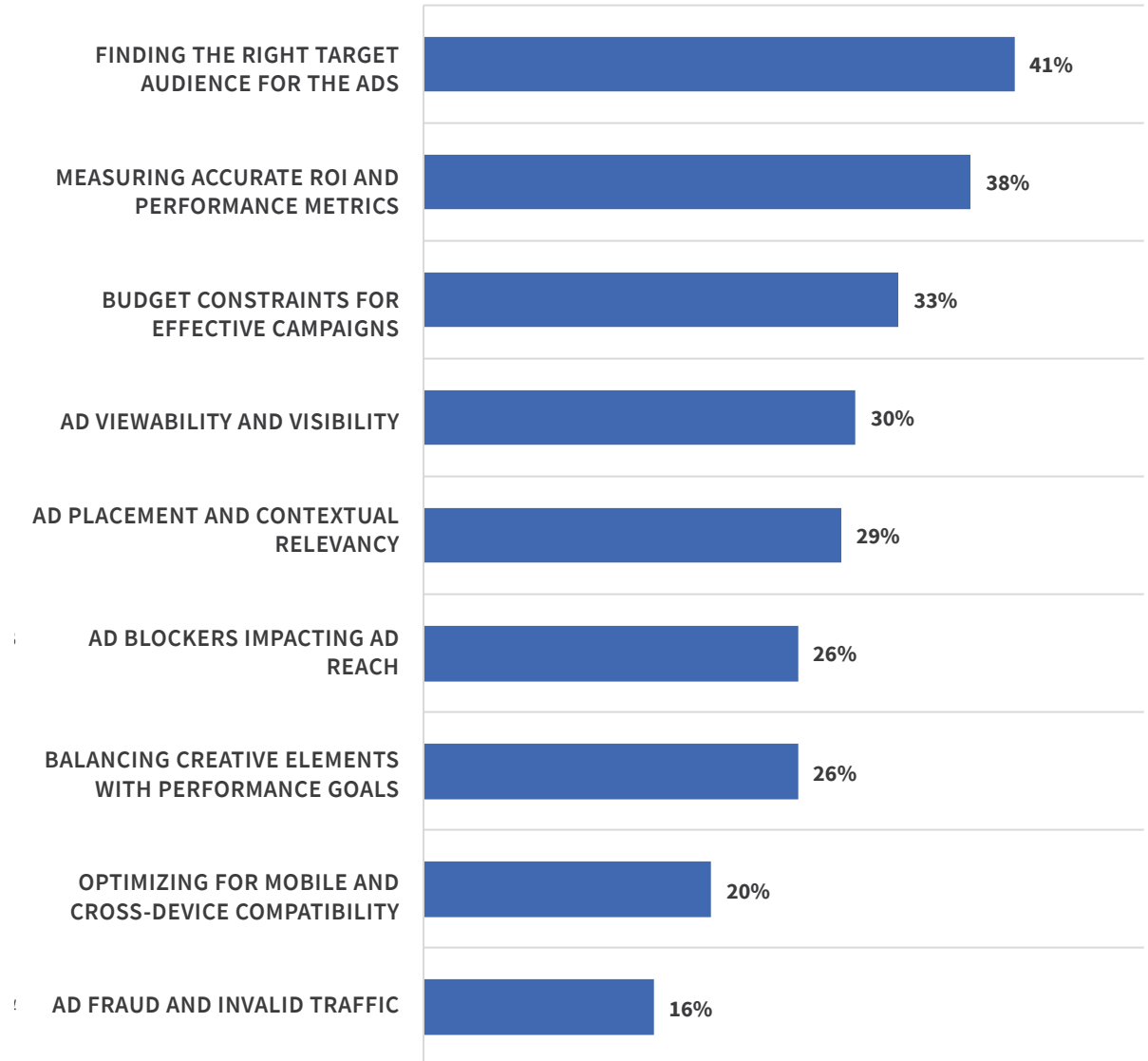
WHICH DIGITAL DISPLAY AD FORMATS DO YOU COMMONLY USE?



TOP CHALLENGES

For 41% of marketers, finding the right target audience for digital display advertising is among their top challenges when executing their strategy. Measuring performance, working with limited budgets, and ad viewability are also listed as the most significant challenges for 38%, 33%, and 30% of marketers surveyed, respectively.

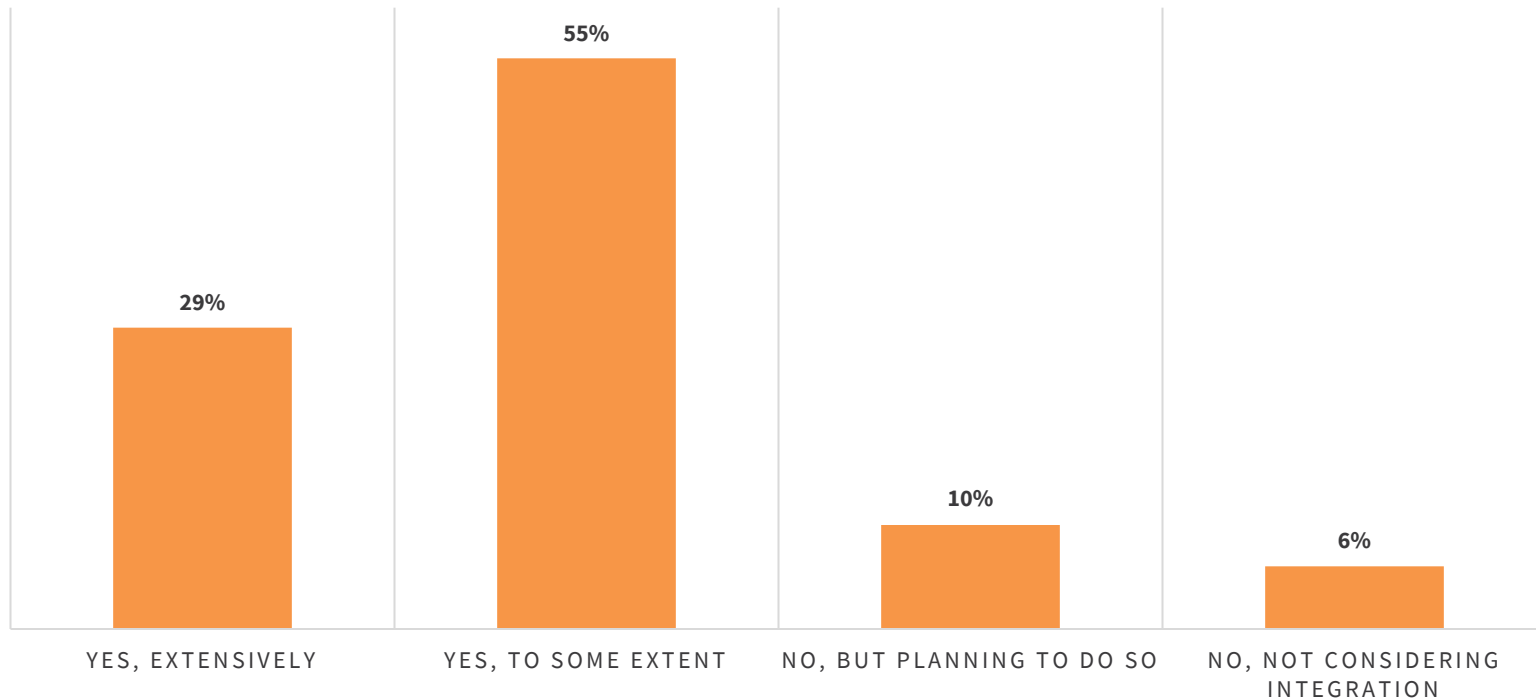
WHAT ARE THE MOST SIGNIFICANT CHALLENGE(S) REGARDING DIGITAL DISPLAY ADVERTISING?



EXTENT OF INTEGRATION

Integrating digital display data and strategy with adjacent channels along the customer journey can help improve the customer experience and improve campaign performance, but only 29% of marketers report doing so extensively. Another 55% say they are integrating their digital display ad efforts with other marketing channels to some extent and 10% are planning to do so.

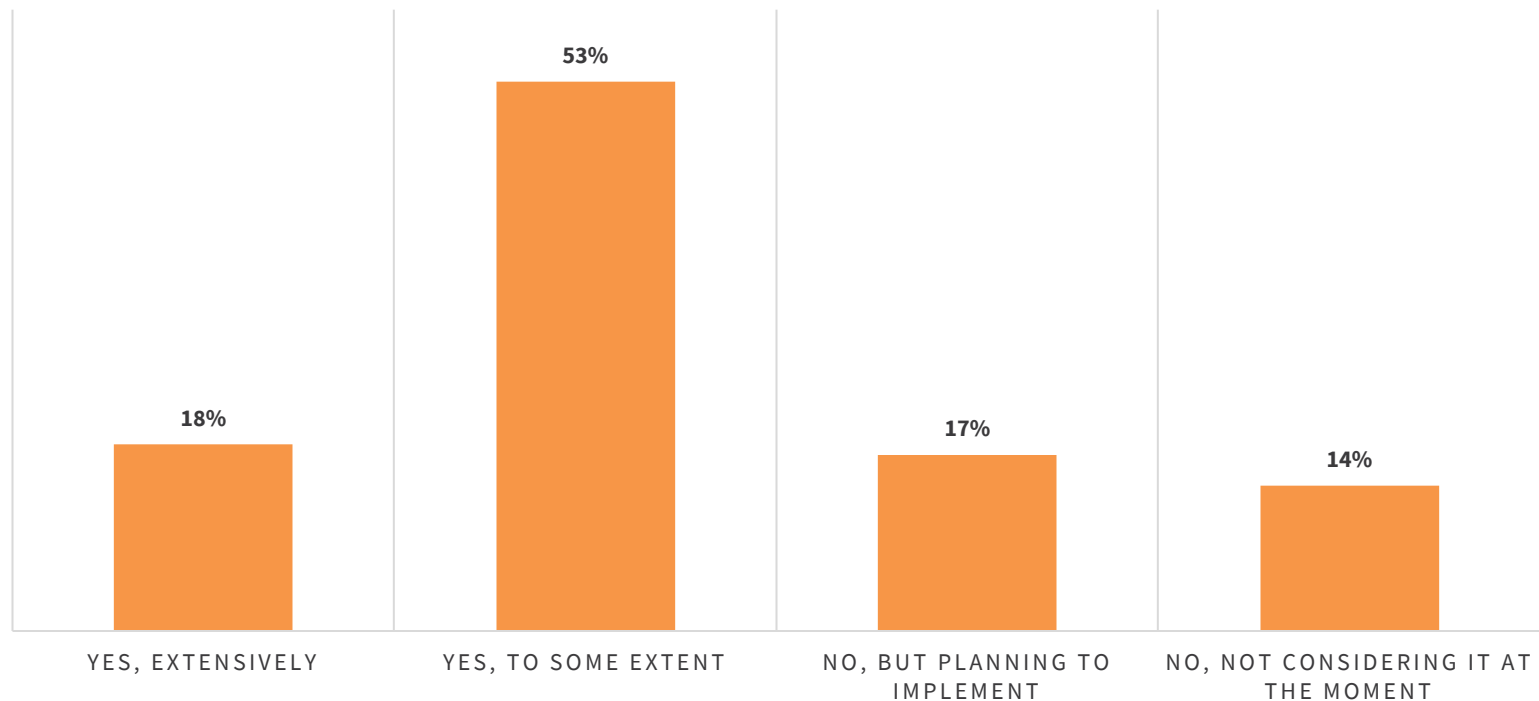
ARE YOU INTEGRATING YOUR DIGITAL DISPLAY ADVERTISING EFFORTS WITH OTHER MARKETING CHANNELS (E.G., SOCIAL MEDIA, EMAIL MARKETING) FOR BETTER CAMPAIGN PERFORMANCE?



USE OF PROGRAMMATIC ADVERTISING

Only 18% of marketing professionals surveyed are currently leveraging programmatic advertising, which uses automation and algorithms to purchase and sell digital advertising space, for their digital display campaigns. Over half (53%) of those surveyed are using programmatic advertising to some extent and another 17% say they are planning to implement it.

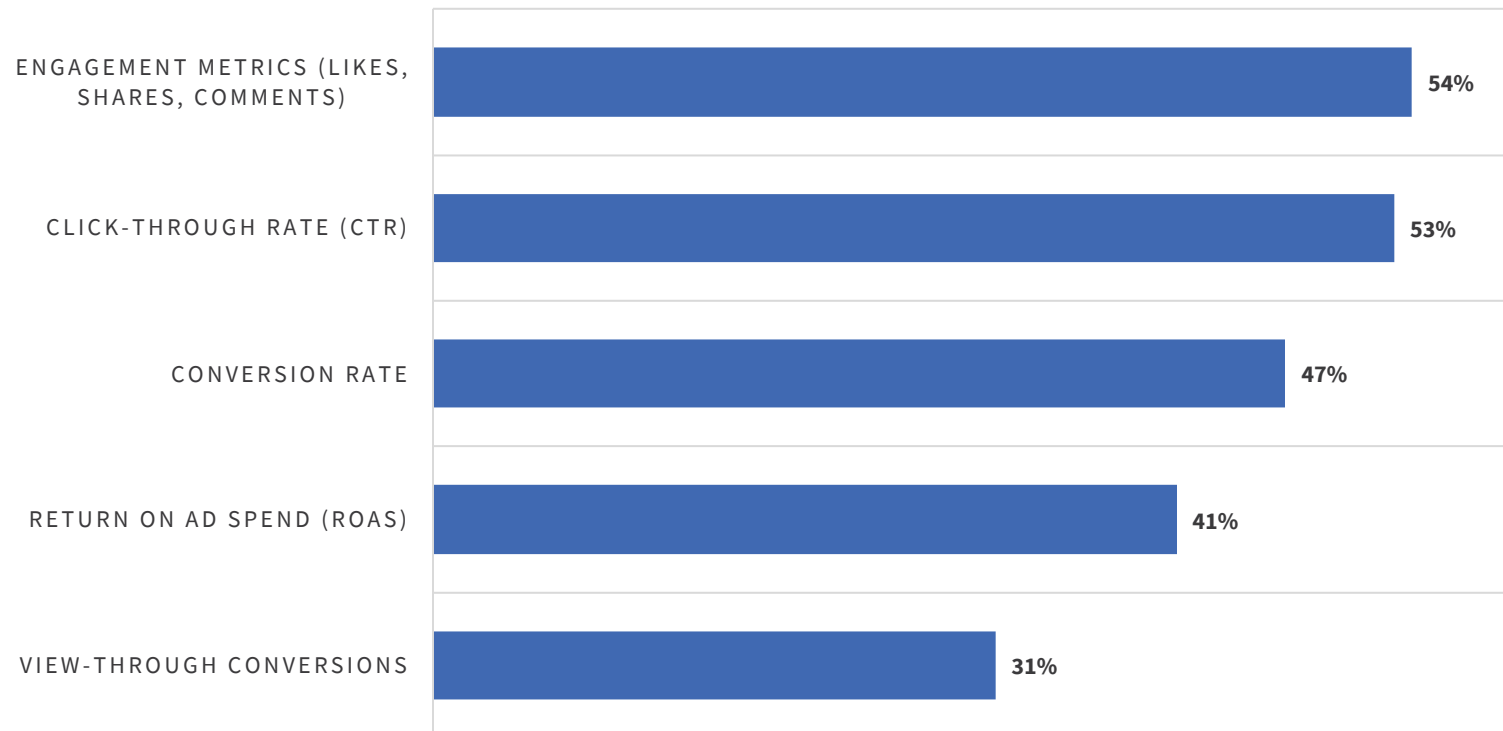
ARE YOU CURRENTLY LEVERAGING PROGRAMMATIC ADVERTISING FOR YOUR DIGITAL DISPLAY CAMPAIGNS?



MEASURING PERFORMANCE

What are marketers using to gauge the overall performance of their digital display advertising campaigns? Engagement metrics such as likes, shares, and comments as well as click-through rate (CTR) are the most commonly used metrics according to 54% and 53% of those surveyed, respectively. Nearly half (47%) of marketers use conversion rates to measure success.

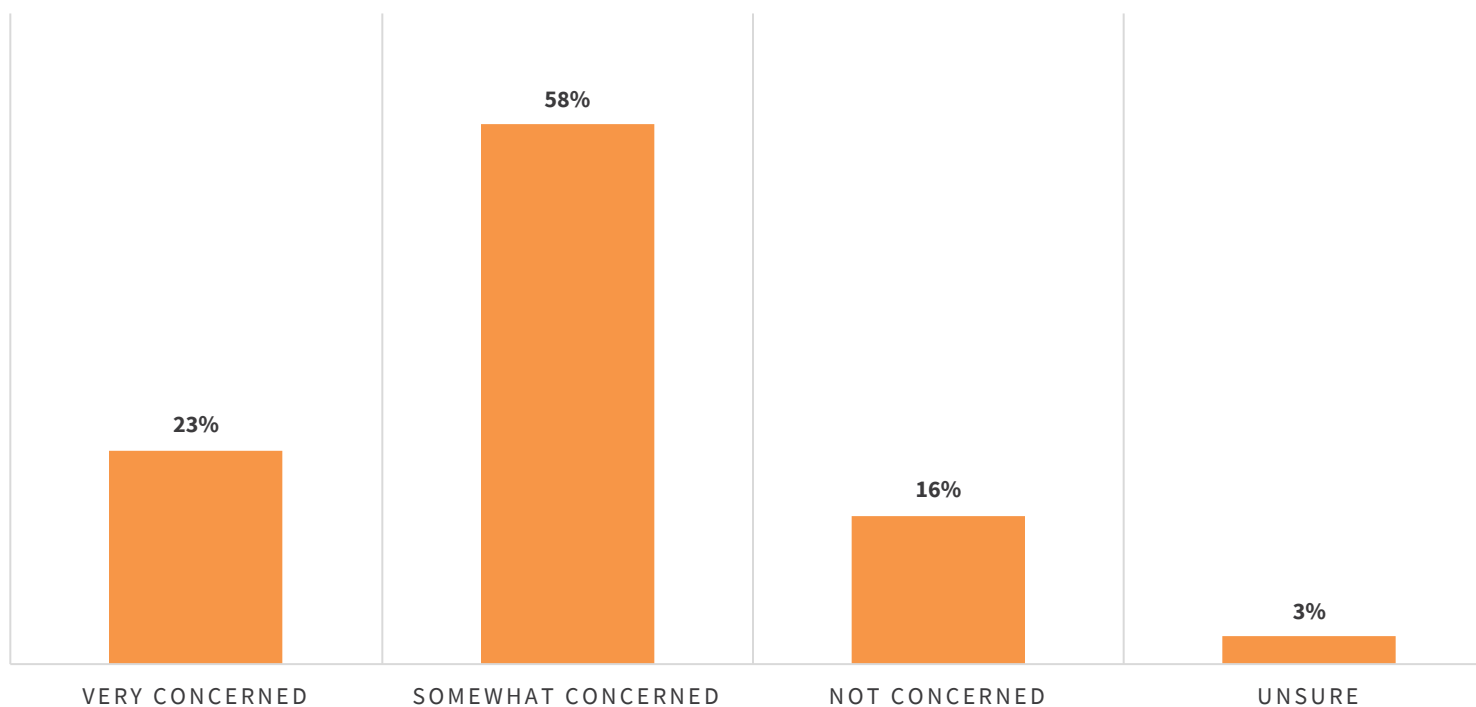
HOW DO YOU MEASURE THE SUCCESS OF YOUR DIGITAL DISPLAY PERFORMANCE ADVERTISING CAMPAIGNS?



CONCERN ABOUT DIGITAL AD FRAUD

81% of marketing professionals express some extent of concern over wasted budget spend and the potential impact on ROI that can be brought on by digital ad fraud or bots. Nearly one-quarter (23%) of those surveyed say they are very concerned about this and 16% report not being at all concerned. Another 58% feel just some concern.

RANK YOUR CONCERN ABOUT DIGITAL AD FRAUD/BOTS WASTING ADVERTISING SPENDING AND/OR IMPACTING YOUR ROI.

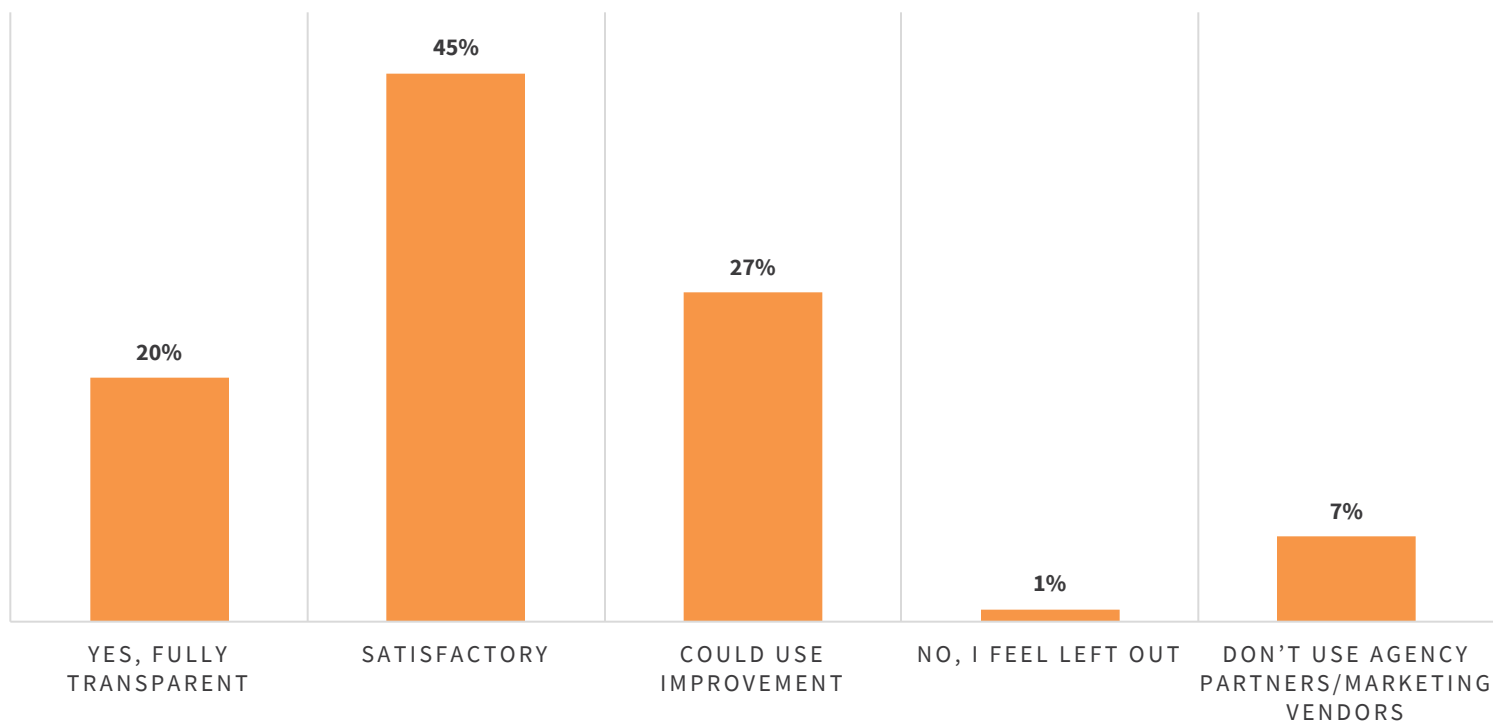


PARTNER AND VENDOR TRANSPARENCY

93% of those surveyed are using an agency partner or marketing vendor as a part of the execution of their digital display advertising programs. Just 20% of all marketers surveyed feel that these vendors are being fully transparent with them when it comes to critical campaign elements. 72% of those surveyed feel that the transparency is satisfactory or needs improvement.

ARE YOUR AGENCY PARTNERS AND/OR MARKETING VENDORS FULLY TRANSPARENT WHEN IT COMES TO CRITICAL CAMPAIGN ELEMENTS?

(e.g., audience building, attribution models, KPIs, pricing, budget allocation, ad fraud, bot impact)



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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