Programmatic Creative Advertising Survey

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The Jivox Programmatic Creative Advertising Survey evaluated the adoption, usage, perceptions, benefits, challenges and opportunities of Programmatic Creative, an emerging category of digital advertising that leverages Big Data to dynamically serve personalized ads to consumers on all screens.

165 Participants

The survey includes responses from more than 165 participants at leading media agencies, publishers and brands such as MediaCom, Digitas, Carat, NBC Universal, Comedy Central, CBS Corporation, Disney ABC TV Group, Campbell's Soup, Starcom MediaVest, AccuWeather and Razorfish.

Job roles of participants from agencies included media buying/planning, creative and account management. Responses were collected over a three-week period in August 2015 using a third-party research site.

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Executive Summary

Data driven, programmatic, dynamic – all words that in 2015, the advertising community has come to know well; but, beyond the buzz, are advertisers really utilizing these new, digital capabilities? To put it simply, the answer is yes. BI Intelligence predicts that this year alone, U.S. programmatic ad revenue will reach $15 billion, led by mobile and video formats. **Furthermore, over the course of 2016, advertisers are expected to spend almost half of their digital media budgets on programmatic ad buys.**

$15B

BI Intelligence predicts that this year alone, U.S. programmatic ad revenue will reach $15 billion, led by mobile and video formats.

This overwhelming takeover of new ad strategies does not stop at programmatic; according to a study conducted by GlobalDMA, 74 percent of advertisers are planning on increasing their data advertising budgets this year. More than half of advertisers view the data driven approach to advertising as a way to be more customer centric, and as such they can deliver more relevant and personalized content.

It's no secret that consumers want to be served advertisements they actually want to see, and that's more than just a preference on their end. Data driven advertising has been able to deliver significant, tangible results. Advertisers using data-driven strategies are **six times more likely than those using traditional marketing to report achieving competitive advantage in increasing profitability.**

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Executive Summary

The findings from the Jivox Programmatic Creative Survey support the pace of the industry, and show use of programmatic advertising at an all time high, with 85 percent of advertisers using it as part of their ad strategy. However, the survey found that while advertisers have every intention of implementing these strategies, clients are momentarily slow to adopt. Nevertheless, within the next year more than half of the advertisers we surveyed plan to incorporate dynamic customer data into digital campaigns. Additionally, data driven, dynamic advertising and programmatic ad buys topped the list as the most important components of an effective digital advertising strategy in 2016.

As these data driven strategies continue to proliferate across the advertising industry, additional education will be needed on the side of the client to ensure advertisers are delivering the best possible campaigns.

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Key Findings

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Below are key findings from the survey, which highlight advertisers' usage and investment in programmatic advertising, along with the benefits, opportunities and roadblocks in the current dynamic, data driven digital landscape.

1. Are you using programmatic technology or strategy when making ad buys?

- Yes
- No
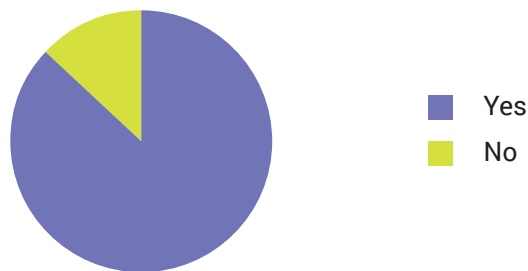
More than 85 percent (87 percent) of all respondents said that they use programmatic strategies or technology for some percentage of their ad buying.

2. What percentage of ad buys are made via programmatic solutions?

- Less than 10%
- 11% -25%
- 26% - 50%
- More than 50%
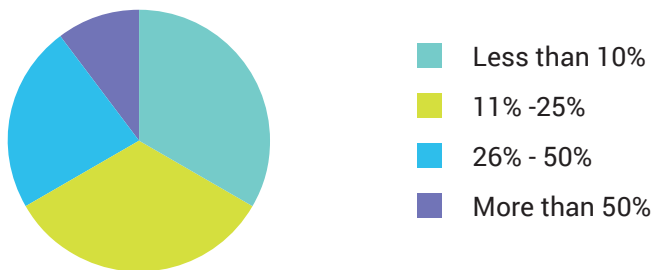
Although adoption of programmatic has increased year-over-year, two-thirds (66 percent) of responding advertisers use programmatic solutions for less than one quarter of their ad buys indicating that while the technology is making in-roads, widespread adoption of programmatic will take time.

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Key Findings

3. Are you optimizing or customizing ad creative dynamically based on data?

- Yes
- No
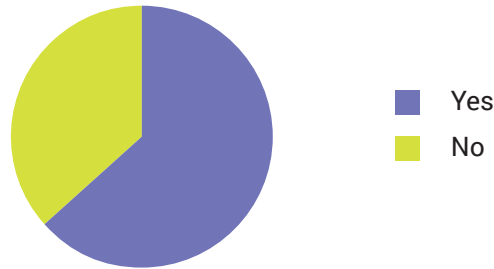
More than half (63.5 percent) of respondents reported they are making data driven decisions about optimization and customization of creative ad content. This demonstrates the positive adoption of data-driven dynamic ad strategies.

4. What data are you tracking from your programmatic ad buys?
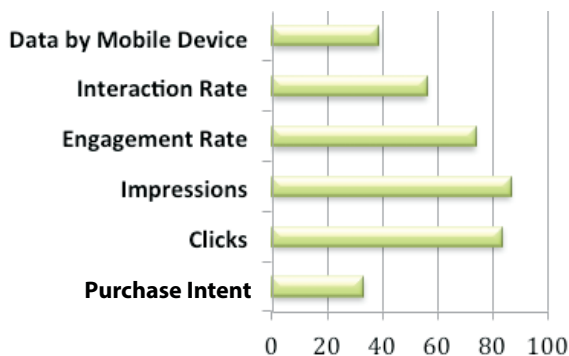
According to advertising executives surveyed, the most important data to track are clicks, impressions and engagement rates. In addition to the listed options, executives also identified viewability, sales conversions, and cross-device delivery as data that would be useful in planning campaigns.
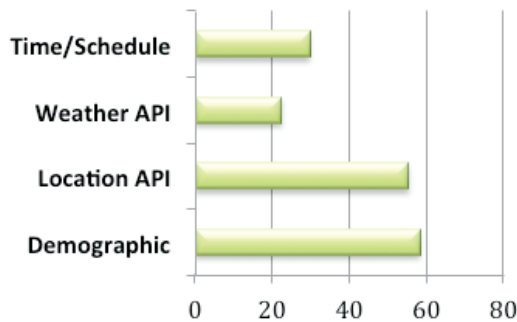
Key Findings

5. Are you incorporating dynamic customer data into your digital advertising buys?
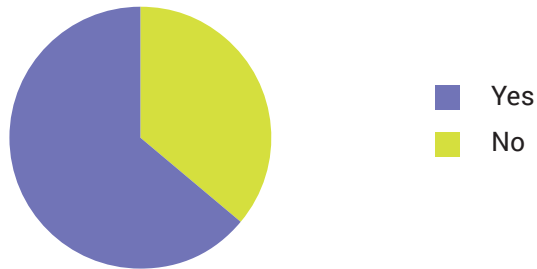
More than 60 percent (64 percent) of respondents stated that they incorporate dynamic customer data into their digital ad campaigns, suggesting that most advertisers understand the benefits of targeted, data driven advertising decisions.

6. When incorporating data into digital advertising purchases, which of the following data helps to inform your dynamic advertising strategy?

Respondents agreed that location (55 percent) and demographic (58 percent) data are used most commonly to inform their dynamic ad strategies, followed by timing (30 percent) and weather (22 percent) data.

Key Findings

7. What benefits have you seen as a result of leveraging real-time or dynamic customer data for digital ads?
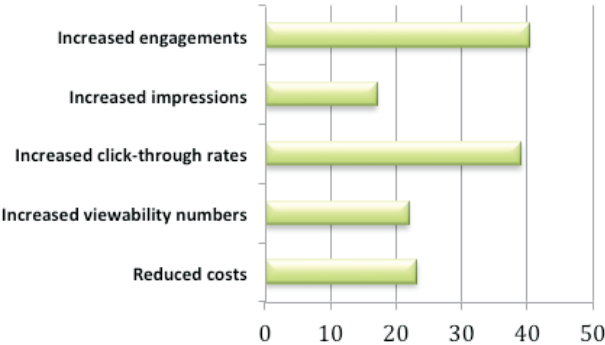
The biggest benefits seen by advertisers when using real-time or dynamic data in digital campaigns were increased engagement rates and increased click-through rates, which further demonstrate that consumers interact more with targeted, relevant ad content.

8. What percent of your clients are asking for dynamic ad capabilities?
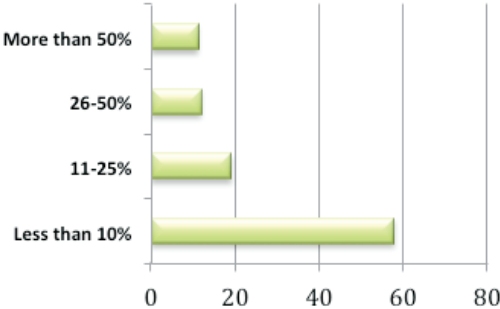
The hold on widespread usage of dynamic content in programmatic ad buys may, in part, be due to the fact that clients are unaware of the availability as well as the benefits and capabilities of dynamic advertisements. More than half of responding advertisers stated that less than 10 percent of their clients have asked for dynamic ad capabilities, suggesting that there needs to be additional education around the availability and benefits of this technology.

Key Findings

9. If you aren't incorporating dynamic customer data into your digital ad buys, what is holding you back?
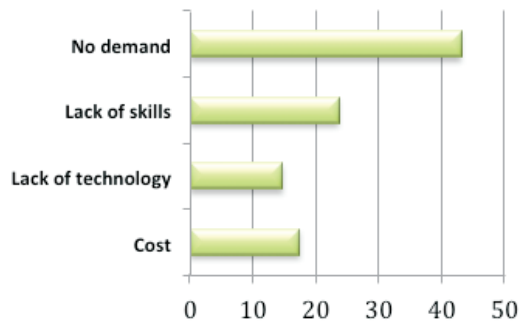
Of those that are not currently incorporating dynamic customer data into their digital ads, almost half of respondents (43 percent) identified a lack of customer demand as the primary reason they have not started using customer data, again reinforcing the need for further education.

10. If you aren't incorporating dynamic customer data into your digital ad buys, do you plan to in the future?

However, of those respondents that aren't incorporating dynamic customer data into digital ad buys, 58 percent stated that they plan to in the future, meaning awareness around dynamic ads is rising.

Key Findings

11. Are dynamic ads a part of your programmatic ad buys?

- Yes
- No
- No, but plan to
- Don't use programmatic for ad buys

More than half of respondents (53 percent) are not currently running dynamic ads as part of their programmatic ad campaigns, but nearly 30 percent stated that they are planning to, complementing the finding that over half of respondents are planning to incorporate dynamic consumer data into future campaigns.

12. How many creative variations do you create per campaign?

- One variation
- 2 -10 variations
- 10 - 100 variations
- More than 100 variations

A majority of respondents (76 percent) stated that they build between two and 10 creative variations per campaign, indicating that the benefits of automated dynamic creative ads with multiple variations are largely unknown.

Key Findings

13. Are you also running campaigns across multiple screens?
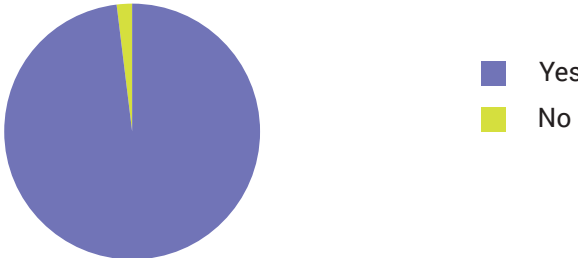
As the marketing landscape becomes more fragmented with the proliferation of mobile devices, an overwhelming majority (98 percent) of respondents stated they use multi-screen technology for some, if not all, of their digital advertising campaigns.

14. What is most important to your digital advertising strategy in 2015?
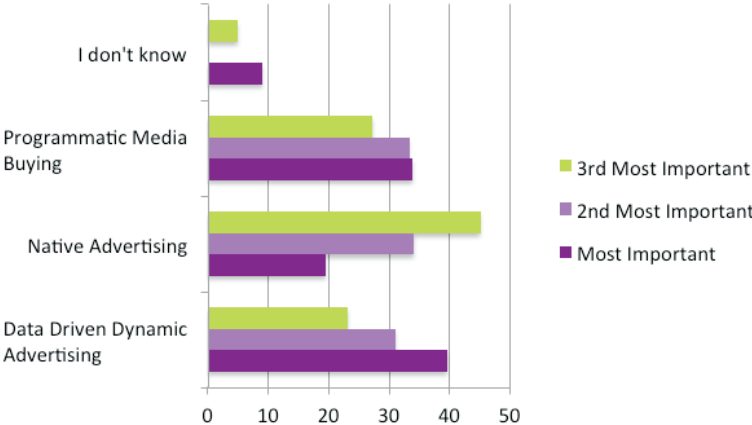
Nearly 40 percent of responding advertisers agreed that data driven dynamic advertising is the most important component of their digital advertising strategy in 2015, with programmatic media buying a close second, making these strategies the leading priority among advertisers.

Conclusion

Adoption of programmatic ad buying is showing no signs of slowing down, as brands and agencies pivot toward producing and serving Programmatic Creative ads – personalized, data driven ads that combine the efficiency of programmatic media with the creative impact of rich media. While clients are struggling to understand what is truly possible in this new wave of programmatic creative, advertisers are leading the way, designing and implementing dynamic ad campaigns that efficiently reach customers on all screens with better content, while keeping a competitive edge. Organizations that are lagging on adopting these strategies will start to see it in their bottom line, in customer engagement metrics, and ultimately, watching their brand fall behind competitors.

Every day it seems that there is another solution to make advertisers' lives easier, with automation capabilities, better solutions for building multiple revs of any given ad, and a way to do it across all screens in all formats. These solutions are fueling the rapid pace of adoption while making these types of campaigns so easy, anyone could do it.

Brands and agencies are turning to data driven ad platforms like Jivox IQ that have been built from the ground up to efficiently handle ever-increasing levels of complexity – in creative and data assets on the one hand and a dizzying array of devices on the other.

By partnering with Jivox, brands and agencies can focus on doing what they do best — create highly-engaging ad experiences for prospects and customers worldwide – with the confidence that even their most creative branding and product campaigns will reach mobile consumers on today's and tomorrow's devices.

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JIVOX is the leading provider of data driven dynamic advertising -- including in app video, native, mobile and display ads -- for large-scale multiscreen digital ad campaigns. Global brands and media agencies rely on Jivox's data driven dynamic ad platform to create, serve and manage personalized advertising campaigns, sometimes described as programmatic creative advertising.

Data is what makes programmatic creative campaigns work, enabling advertisers to adjust branding and product messaging, images, pricing, and other ad content on-the-fly based on relevance to the user and market conditions, creating a personalized, custom experience for the consumer.

As a result, Jivox's flagship product, Jivox IQ is the preferred ad platform and is used today by several hundred brands, media companies and creative agencies to create and serve their most demanding multi-screen ad campaigns. Our marquee customer list includes A&E Networks, Charles Schwab, College Humor, Crispin Porter & Bogusky, Federated Media, FedEx, Digitas, Havas, Hearst, Jack Daniels, Johnson & Johnson, Marriott, Merkley + Partners, Razorfish, Red Bull, Universal McCann, and Wieden+Kennedy.

▶   **Learn more about the Jivox IQ Dynamic Ad Platform**

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