

IAB Australia State of the Industry

Marketing & Advertising Technology

August 2015



Hoop Group
2015 IAB Adtech Industry Audit
August 2015



Background



- An industry first for Australia: the IAB conducted a survey among the industry - including publishers, marketers, agencies and advertising technology companies.
- The purpose of the study was to understand how much the marketing & advertising market knew about the new areas of technology being utilised in their industry.

Methodology

- The study was conducted through a 10 minute online survey
- Close to 200 respondents completed the survey, most had 6+ years industry experience and the vast majority hold senior positions
- All respondents were screened for their position in the industry and their involvement and knowledge of advertising technology



What Adtech - is used ?



Adtech Usage

- Many are using many tools and technologies
- Less usage - aspects of accountability, some channels & tools



Accountability issues



Ad Fraud Detection

- 34% of respondents do not use - notably 52% of publishers
- 13% of all respondents intend to use in next 6 months

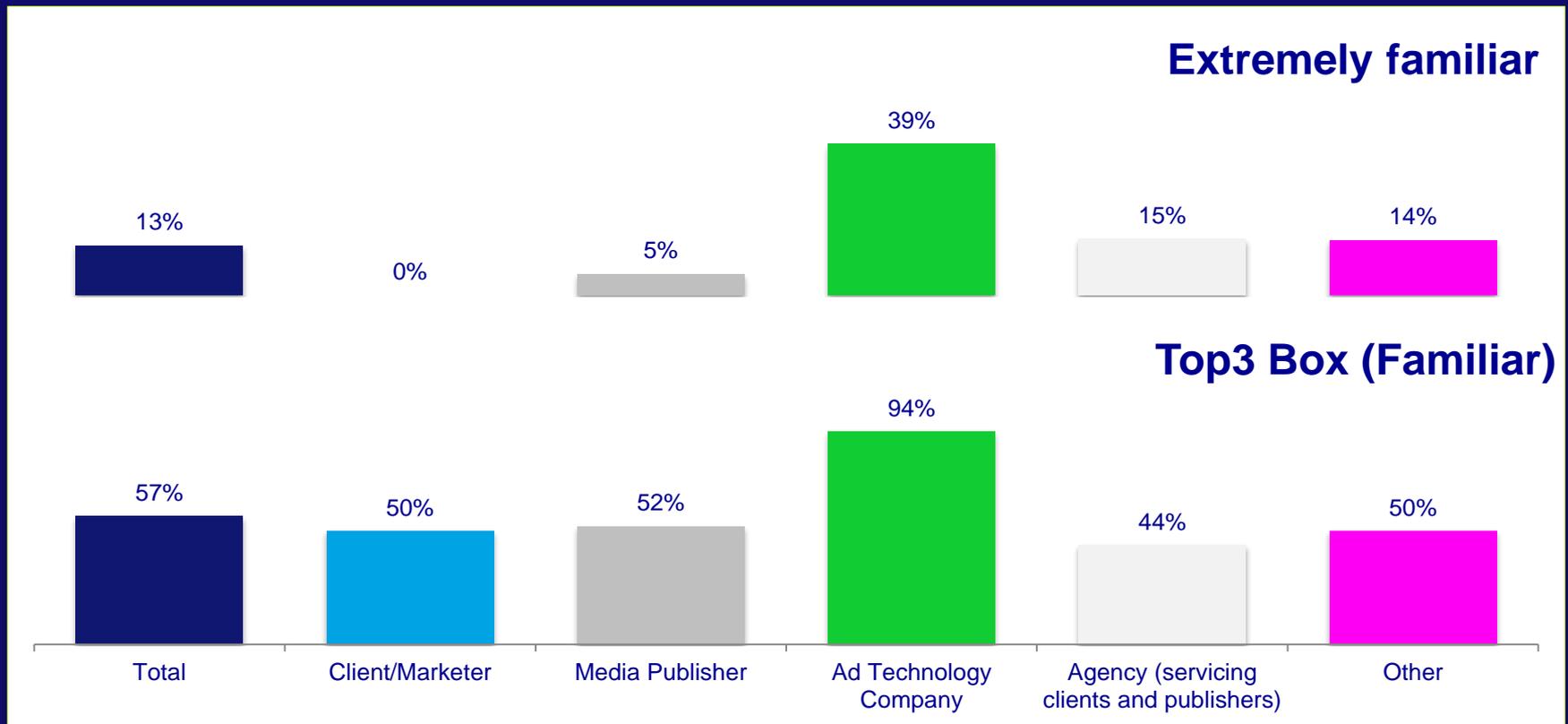
Intending to use :

- 19% of agency respondents
- 13% of clients / marketers
- 11% of AdTech
- 10% of publishers



Ad Fraud Detection

All non AdTech organizations - need more understanding of ad fraud detection



Ad Viewability Tracking

- 24% of respondents do not use - notably clients / marketers & agencies
- 7% intend to use in the next 6 months

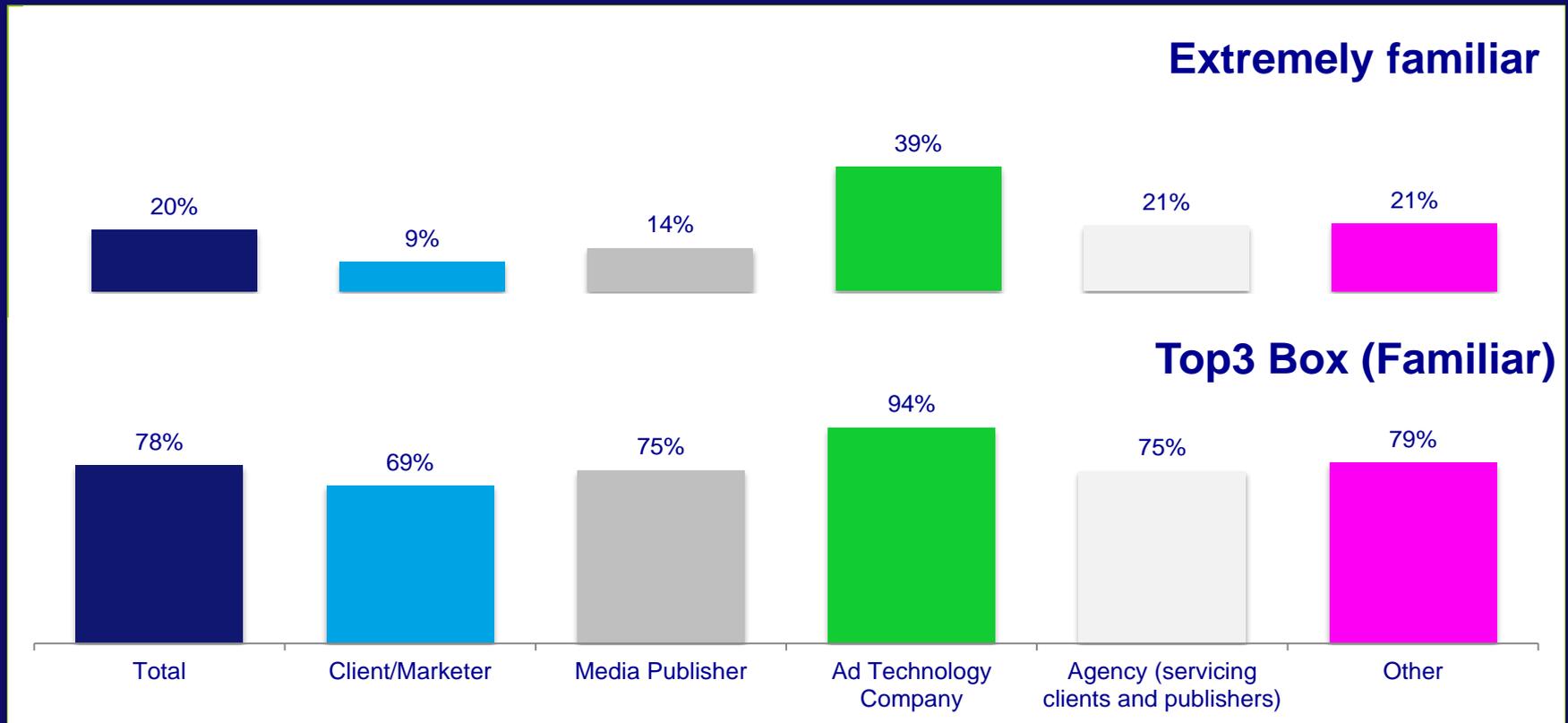
Intending to use :

- 14% of agency respondents
- 6% of clients / marketers



Ad viewability tracking

Relatively less need for education around ad viewability tracking



Brand Safety tracking

- 1 in 3 report not using - 48% of clients & 33% agencies
- 11% intend to use in the next 6 months

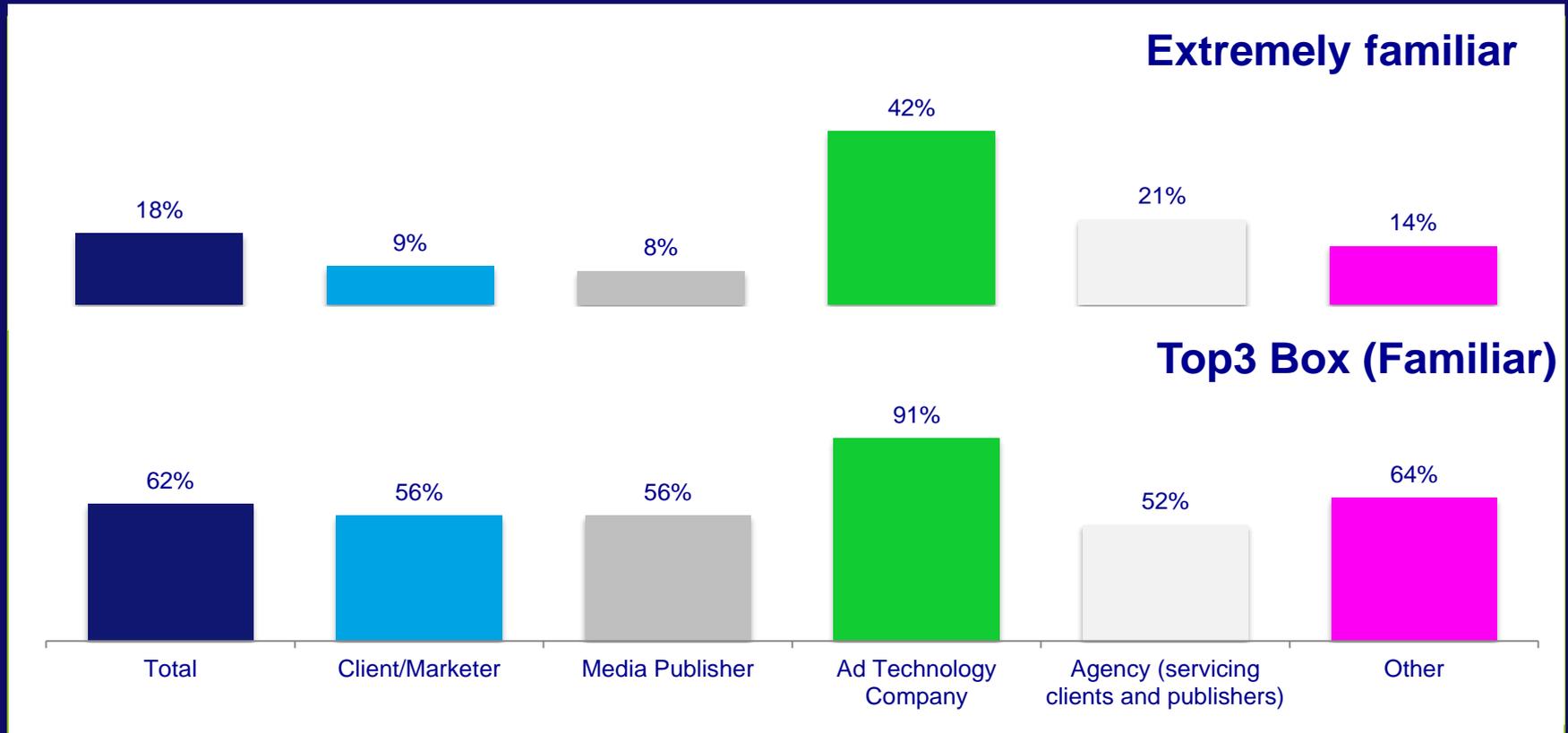
Intending to use :

- 17% of agency respondents
- 10% of publishers
- 7% of adtech
- 6% of clients / marketers



Brand safety tracking

Opportunity to build more knowledge around brand safety tracking - esp. among agencies



Forecast use of AdTech



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Intention to use next 6 months

1. Attribution modelling

2. Content personalisation

3. Mobile Analytics & Mkting tools

4. Video Analytics

5. Data visualisation



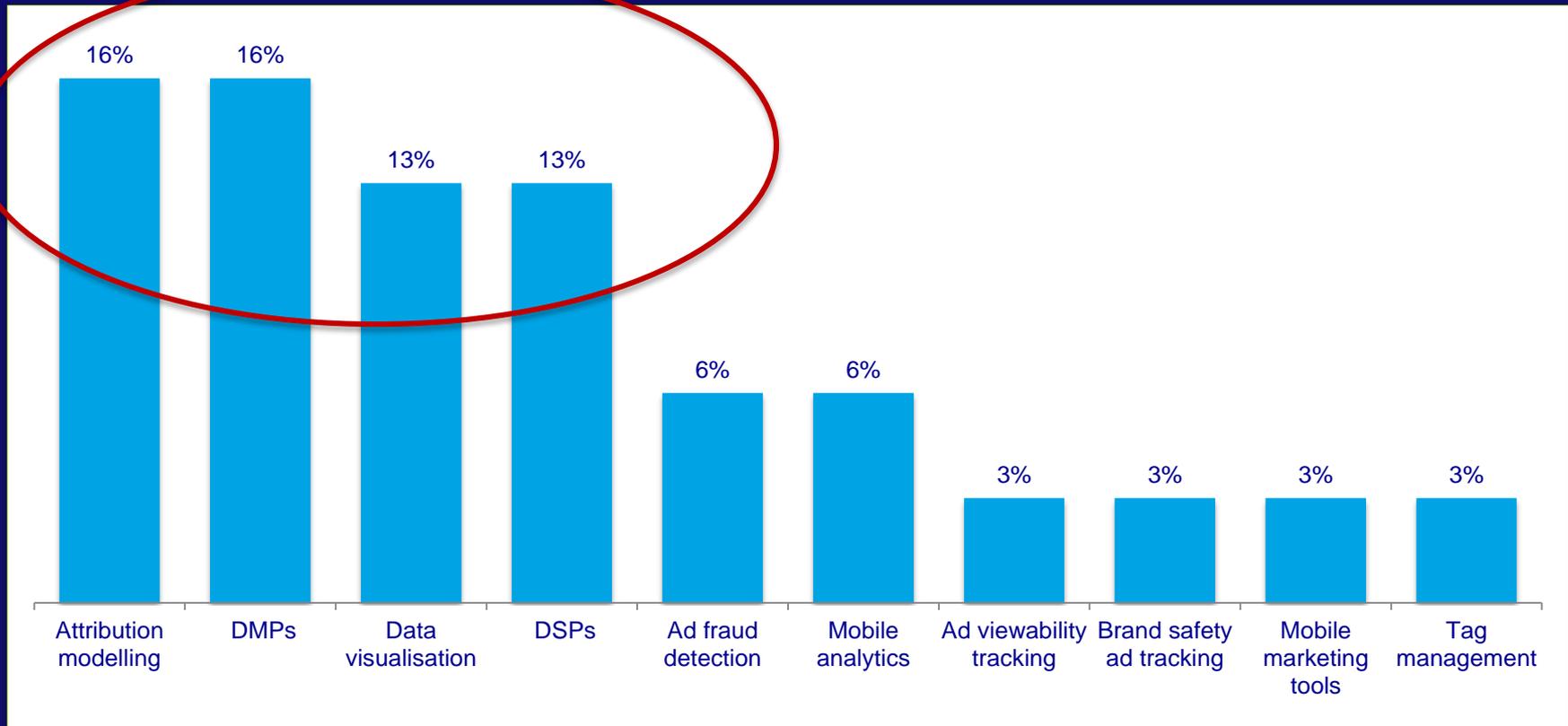
Help

Industry education please !



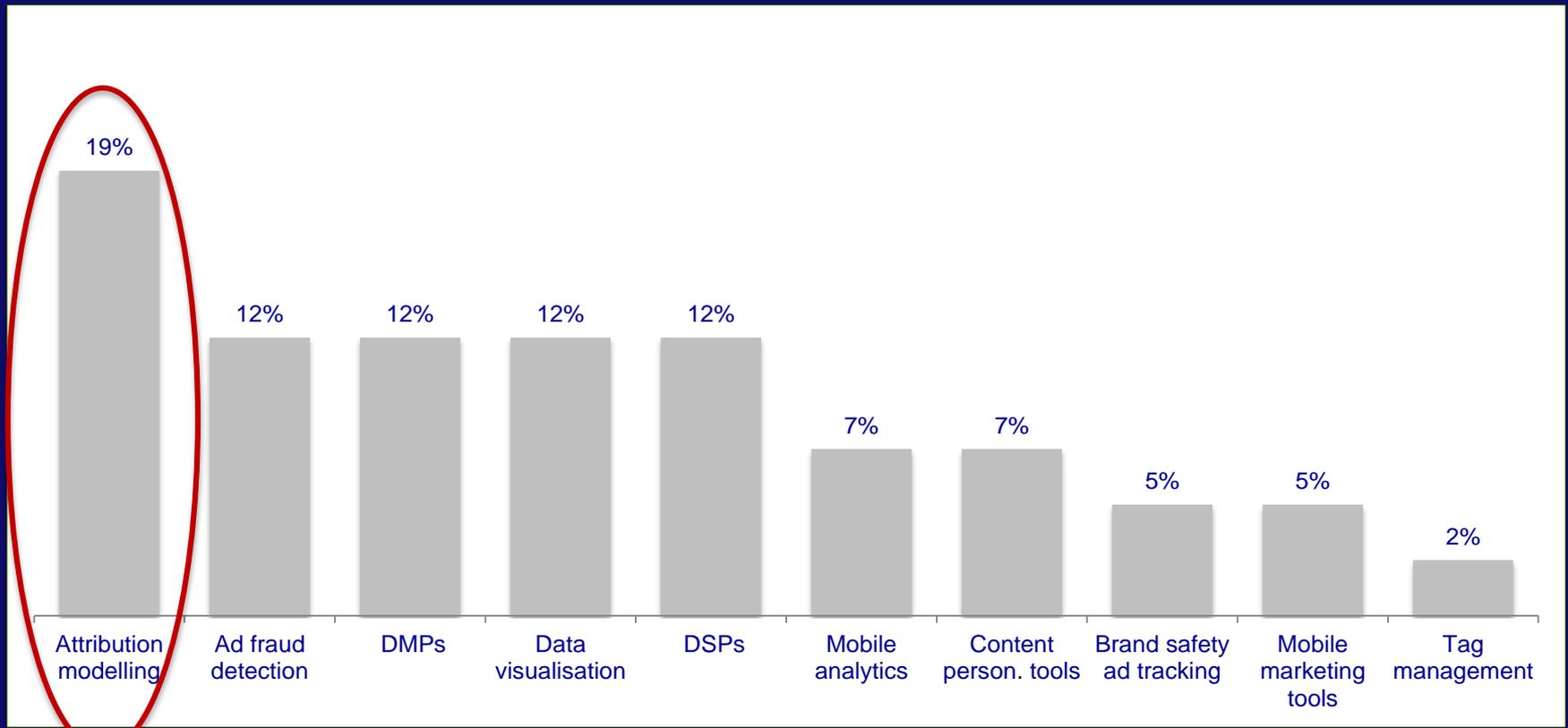
Adtech Information - Clients

Attribution, platforms, data visualisation



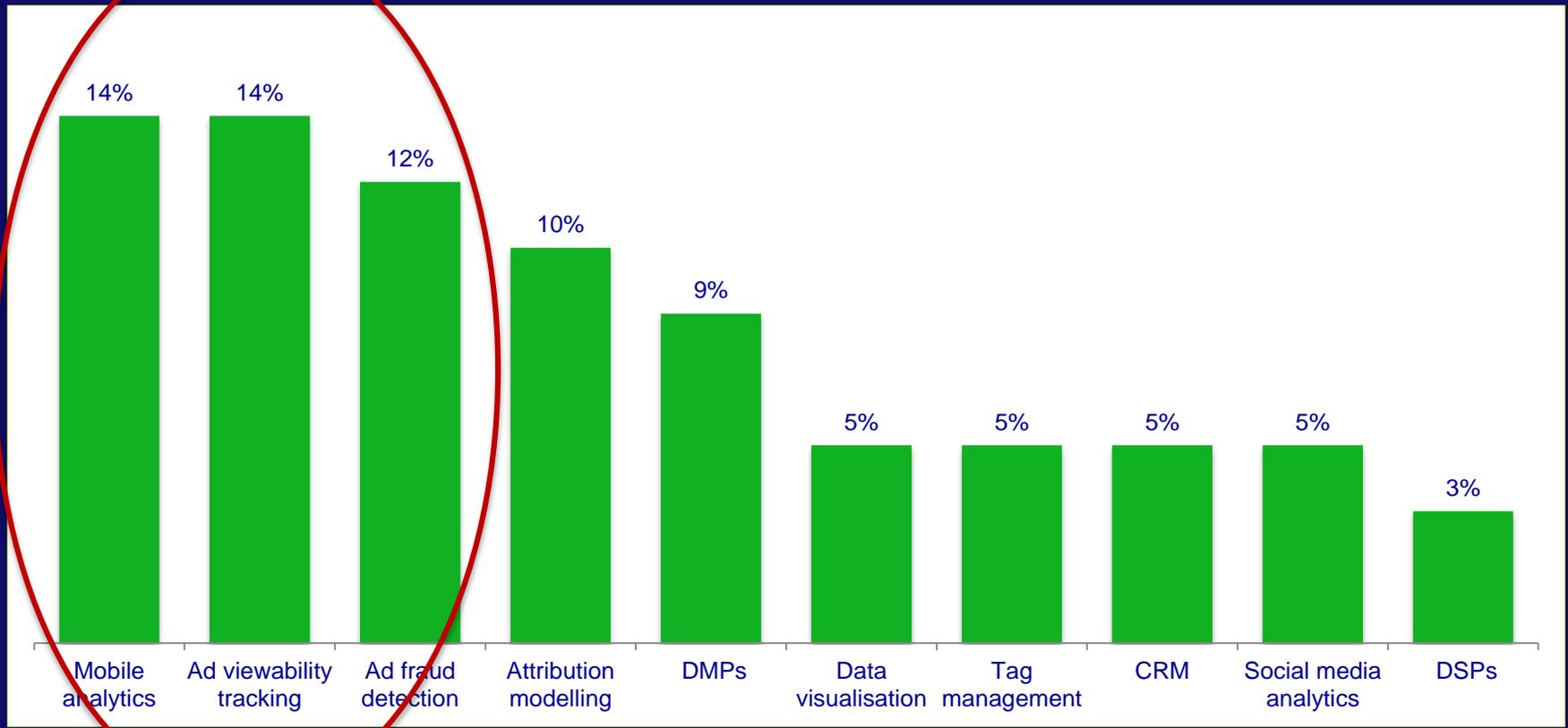
Adtech Information - Agencies

Attribution modelling, platforms, ad fraud detection & data visualisation



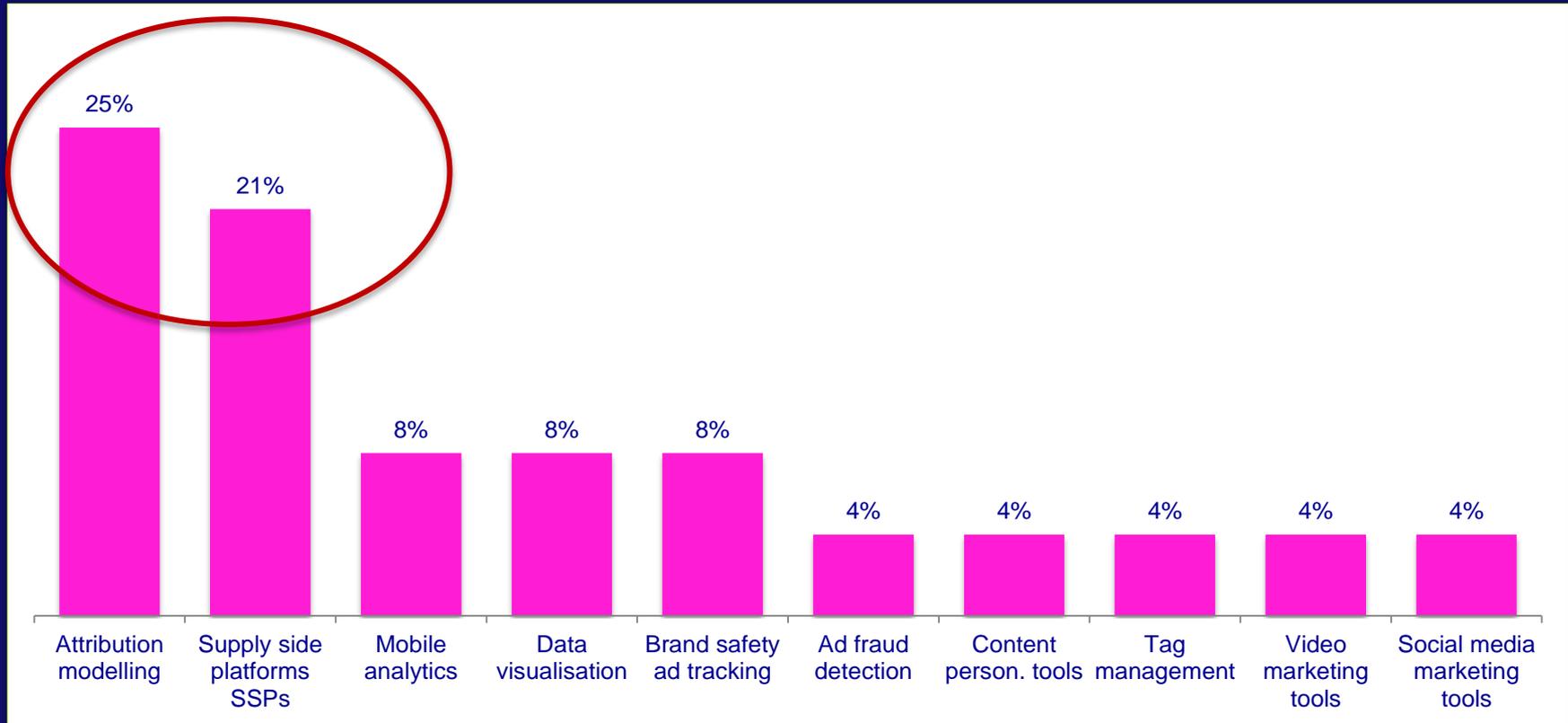
Adtech Information - Publishers

- Accountability measures and mobile analytics



Adtech Information - Adtechs

- Attribution modelling & SSPs



For more information about this study please contact:

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