


# Advertisers report low confidence in most digital ad channels

## Article



**The news:** A survey of 70 professionals at independent advertising agencies conducted by Digiday+ shows that despite increased spending on digital ad channels, many advertisers are not confident that digital ad channels are driving results.

- Digiday+ asked respondents to rank digital channels on a five-point scale, ranging from “not at all confident” to “extremely confident.”

**More on this: Facebook and Google** dominate digital channels in ad spend, but changes to privacy rules and measurement methods have affected advertisers' faith in their impact.

- Respondents expressed more confidence in Google than other platforms: **Two-thirds** of respondents said it makes up **"at least a large portion"** of their ad spend, and **68%** of that portion said they feel either **confident or extremely confident** in its results. Even **YouTube** lagged far behind—only **43%** of the **18%** who said it makes up a large portion of their spending felt confident in results.
- **Instagram** and Facebook came in a distant second both in ad spend and confidence—**55% and 56%** of respondents said the two platforms make up a large portion of their ad spend, respectively. Confidence among those respondents clocked in at **57% and 53%**, respectively.

**Shaken confidence:** None of the eight channels mentioned in the survey scored a confidence rating higher than **43%**.

- Few advertisers said they had "extremely low" confidence in the different channels—instead, results indicate that advertisers aren't yet fully convinced of their impact.
- Among respondents who said they were "confident" in a given channel, **Amazon** scored the highest at **43%**, despite nearly half of respondents saying they didn't spend on it.
- Google and **TV** came in second at **37%**, followed by Instagram at **36%**, Facebook and YouTube at **35%**, **TikTok** at **26%**, and display ads at **22%**.

**Why it's worth watching:** 2020 forced agencies to pivot away from traditional advertising channels like TV and **out-of-home advertising**, but platforms still have a ways to go to make advertisers comfortable.

- The pivot to digital channels has coincided with dramatic changes in the way digital ad tracking works. Legacy trackers like third-party browser cookies and Apple's Identifier for Advertisers (IDFA) are being phased out or have changed entirely.
- Facebook and other platforms **have struggled** to find new models that satisfy old needs. The road bumps they've hit along the way have raised questions: Earlier this month, for instance, Facebook revealed that an undetected bug had affected advertiser data as far back as February.