

Data Feed: December 20, 2017

Key stats you need to know about today

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Keeping Programmatic Local: A December 2017 Adobe poll of 60 brand and agency clients in the UK, France, Germany, Benelux and the Nordics found that 62% of respondents planned to bring their programmatic ad transactions in-house by 2022. In addition, nearly nine in 10 agencies and more than eight in 10 brands expect to increase spending on programmatic ads in 2018. More than half of respondents from both brands and agencies said they believed programmatic would overtake traditional TV as the key element of their campaigns within a three- to five-year timeframe.

Paper Please: Nielsen notes that fast-moving consumer goods (FMCG) retailers still rely on the tried-and-true circular to connect with some 80% of US households. However, digital media are also beginning to prove their worth, with store websites and emails both reaching at least three-quarters of homes in the country. Nielsen also found that at least half of US households used store apps and social media to interact with FMCG retailers.

Christmas in America: According to the Pew Research Center, 90% of Americans celebrate Christmas, but the holiday is evolving into a secular event. And despite ongoing culture wars fought out in the media, more than half of respondents didn't care whether store workers greeted them with "happy holidays" or "merry Christmas."

Recession Fears: More than one-third of Americans polled by Allianz Life Insurance Company of North America said they believed a recession was possible in 2018. But a higher number of respondents were optimistic about earning money than pessimistic about losing money in the coming year. In addition, the survey found that more respondents planned to focus on financial stability in 2018 than on health and wellness.

Blockchained Gentry: A house in the UK recently became the first to be purchased using the cryptocurrency Bitcoin. The purchaser was reportedly an early adopter of Bitcoin. The home, priced at £375,000 (\$506,142), is located in Essex County, just northeast of London.