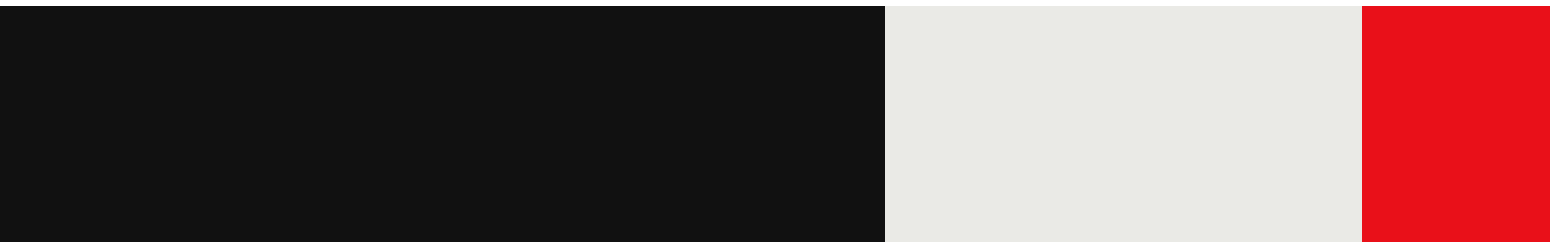



5 charts to help you hit marketing KPIs

Article

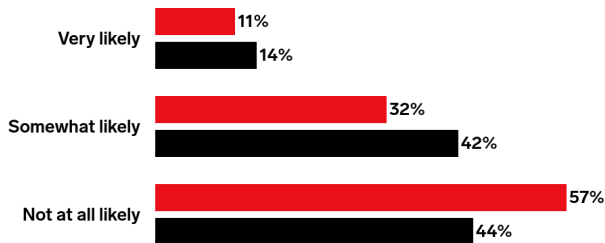


In a hurting ad market, where consumers are hesitant to spend unnecessarily, marketers need to make sure their ad spend goes as far as possible. All members of the marketing team need to be capable of thinking like performance marketers, with the ability to analyze metrics in order to select the best channels and ad frequencies. Here are five charts to help your team do just that.

1. US adults are increasingly comfortable clicking on digital ads

Likelihood of US Adults to Click Through a Digital Ad Relevant to Their Interests, March 2021 & Jan 2023

% of respondents



■ March 2021 ■ Jan 2023

Note: March 2021 n=2,778, Jan 2023 n=2,992; ages 18+
Source: CivicScience as cited in company blog, Jan 11, 2023

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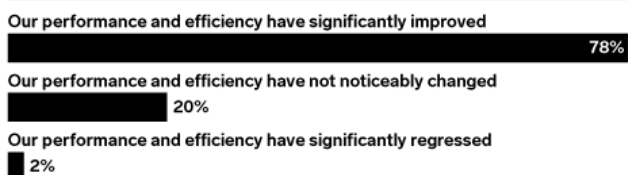
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Some 56% of US adults were very or somewhat likely to **click on digital ads** as of January 2023, up from 43% in March 2021, according to CivicScience. In order to get people to click, and ultimately buy, marketers need to make sure they're targeting ads correctly. That's where analytics come in.

2. Analytics unlock ad performance

Impact of Using Analytics on Their Audience Targeting and Segmentation Efforts on Performance and Efficiency According to Marketers in Europe and the US, March 2023

% of respondents



Source: Winterberry Group and Association of National Advertisers (ANA), "From Data to Insight: The Outlook for Marketing Analytics," April 11, 2023

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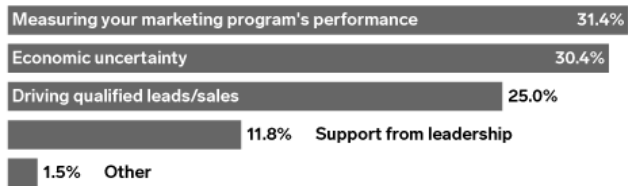
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Quality analytics on all ad channels are vital. Some 78% of marketers in Europe and the US said performance and efficiency significantly improved with the use of analytics on their audience targeting and segmentation efforts, according to Winterberry Group and the Association of National Advertisers. It's vital to make sure everyone on your marketing team can speak the language of performance marketing in order to use that data to push campaigns further.

3. But measurement is a challenge

Biggest Challenge US CMOs and Senior Executives Will Face With Their Marketing Program in 2023

% of respondents



Note: n=204

Source: Matter Communications, "2023 Marketing Outlook Survey," Nov 2, 2022

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Some 31.4% of US CMOs and senior executives said their biggest marketing challenge this year would be performance measurement, putting it on par with economic uncertainty (30.4%) and driving qualified leads (25.0%), according to a 2022 survey by Matter Communications.

Considering the toll AppTrackingTransparency and third-party cookie deprecation have taken on measurement capabilities, this challenge is unsurprising. In growing ad channels like connected TV (CTV) and retail media, full ad spend potential won't be unlocked until marketers are happy with measurement solutions.

4. CTV is most valuable for achieving ad goals

Most Important/Valuable Media Type for Achieving Ad Goals/KPIs in 2022 According to US Agencies and Brand Marketers

% of respondents, March 2023

	Top 3 responses	Top response
Connected TV/OTT	74%	38%
Linear TV	42%	19%
Social media	40%	11%
Digital video	39%	9%
Paid search	37%	15%
Digital display (desktop or mobile)	34%	5%
Audio	11%	2%
Print	6%	1%
OOH	2%	0%

Note: n=151; top 3 responses

Source: Advertiser Perceptions, "CTV/OTT Advertiser Study 2023" commissioned by Premion, June 30, 2023

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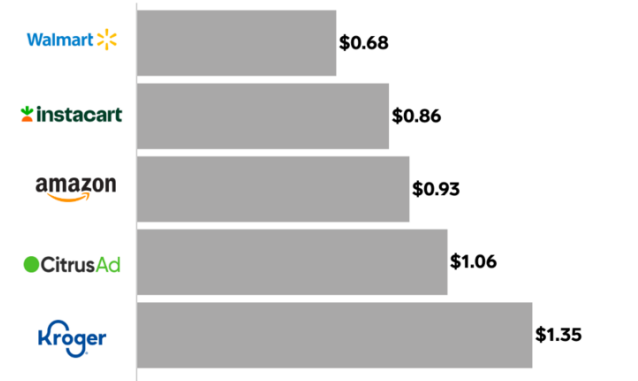
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Even with measurement challenges, 38% of US agencies and brand marketers said CTV was the most valuable channel for achieving ad goals last year, ahead of linear TV, social media, digital video, and paid search, according to Premion. CTV ad spend is on the rise with new ad tiers from Netflix, Disney+, and (HBO) Max, but **both buying and measurement are still fragmented.**

5. Cost per click (CPC) varies significantly across platforms

Cost Per Click Varies Widely Across Major Retail Media Networks

US retail media ad cost per click, Q1 2023



Note: select US networks only; CitrusAd sells ads for Albertsons and Dollar General
Source: Skai, as cited by Insider, May 24, 2023

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CPC is another metric for performance marketers to watch closely when building a marketing campaign. Walmart is winning the CPC game when it comes to US retail media, with just \$0.68 per click, according to Skai. In comparison, Amazon’s average CPC is \$0.93.

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