

Data Feed: December 26, 2017

Key stats you need to know about today

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Search and Amazon: New figures from Survata revealed Amazon is still tops for US consumers starting their product research: Nearly half (49%) used it for initial queries. More than one-third of survey respondents relied on search engines, while just 15% turned to retailer sites. But Survata noted that search engines had actually improved their standing from last year, gaining on Amazon.

TV Time: Kantar Media reports that US retailers' TV ad spending for the holiday season hit \$667.1 million as of November 26, up from \$604.5 million over the same period last year. The firm found that Walmart had spent the most on TV ads, shelling out \$84.2 million. Target was next, followed by Kohl's and then JCPenney.

Ads.txt Uptake: The new anti-fraud initiative from the Interactive Advertising Bureau (IAB) is facing slow adoption by publishers. A new study from MediaRadar found just 20% of publishers had adopted the measure. However, ads.txt standards were only released in May, meaning it's relatively early to judge whether the tool is a success.

