

 StackAdapt

The Case for Multi-Channel Programmatic Advertising

Learn how marketers are leveraging multi-channel advertising throughout the funnel, and which channels are most critical for this strategy. These insights will help you identify multi-channel ad performance, as well as the benefits and challenges of this digital strategy.

To assess this opportunity, StackAdapt, in partnership with ad industry business intelligence firm Advertiser Perceptions, conducted a survey in Q3 of 2022. The survey included 100 agency and brand advertising decision makers across the UK with over £400,000 each in annual advertising spend in programmatic digital advertising. The result was a research-driven report that measures advertisers' understanding of multi-channel advertising throughout the funnel, the most critical channels, and the benefits and challenges of a multi-channel strategy.

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The State of Multi-Channel Programmatic Advertising

Programmatic advertising is a process for buying advertising space that is automatic, rather than the traditional process which is typically manual. This automatic process streamlines trafficking, targeting, and placements, ensuring ads are efficiently served at the right time and place.

There are many different channels and formats that marketers can leverage in programmatic advertising, but some of the common ones are native, display, video, connected TV (CTV), audio, in-game advertising, and digital out-of-home (DOOH).

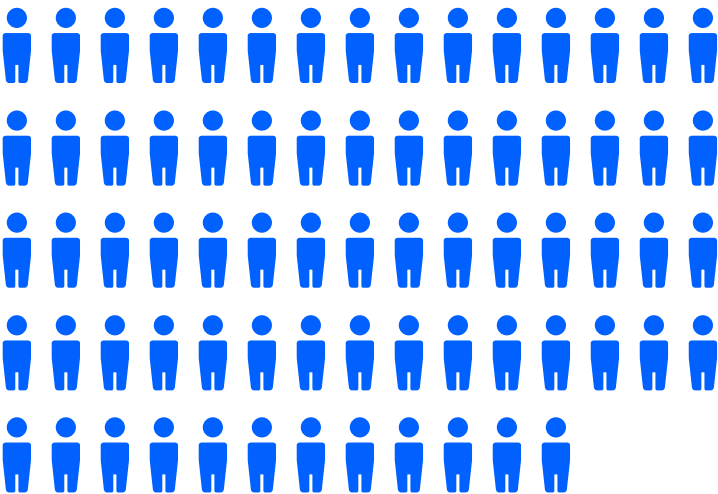
It's also possible to use a mix of complementary channels with a multi-channel strategy. This increases the percentage of the total target audience that a programmatic campaign can reach, and it helps advertisers to craft a cohesive brand story throughout the entire customer journey.

72% indicated their programmatic spend will increase over the next 12 months.

Investment in programmatic spend is steadily growing as advertisers recognise its benefits. This study found that most advertisers cited expanded campaigns, increased budgets, and better ROI/performance as the reason for their increased investment.

Programmatic Advertising Optimism

Percent of Respondents



72% Increase



28% Stay the Same

Why Will Your Programmatic Spend Increase?

Expanded / More Campaigns	21%
Increased Budgets	18%
Better ROI / Performance	17%
Ease to Use / Integrate	13%
More Cost Effective	11%
Better Targeting	8%
Better Technology	3%
More Inventory	3%

95%

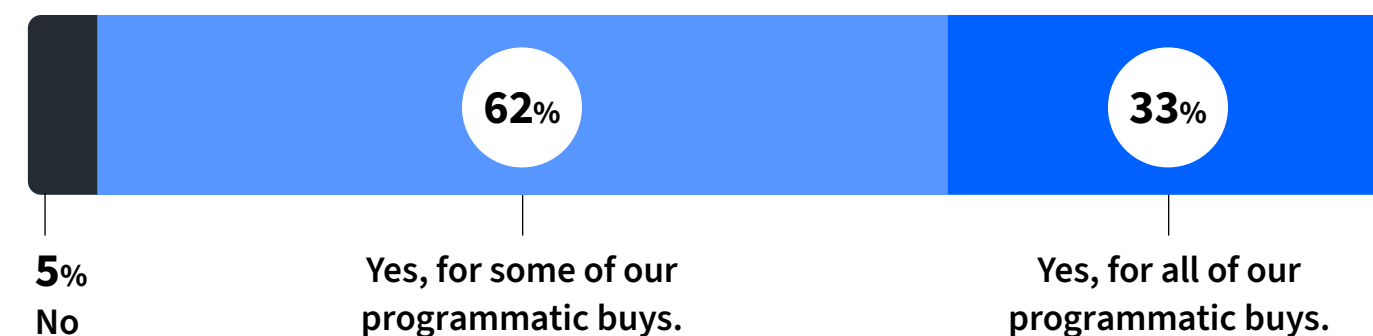
of marketers use agencies to manage at least some programmatic buys.

To run programmatic campaigns, brands and businesses typically partner with a programmatic platform, or with an agency that leverages a programmatic platform. These platforms are known as demand-side platforms (DSPs). A DSP is a digital advertising platform that provides advertisers features for buying ad placements online in real time.

The study found that nearly all marketers (95%) use agencies to manage at least some programmatic buys, and agencies are also actively involved in programmatic campaign management.

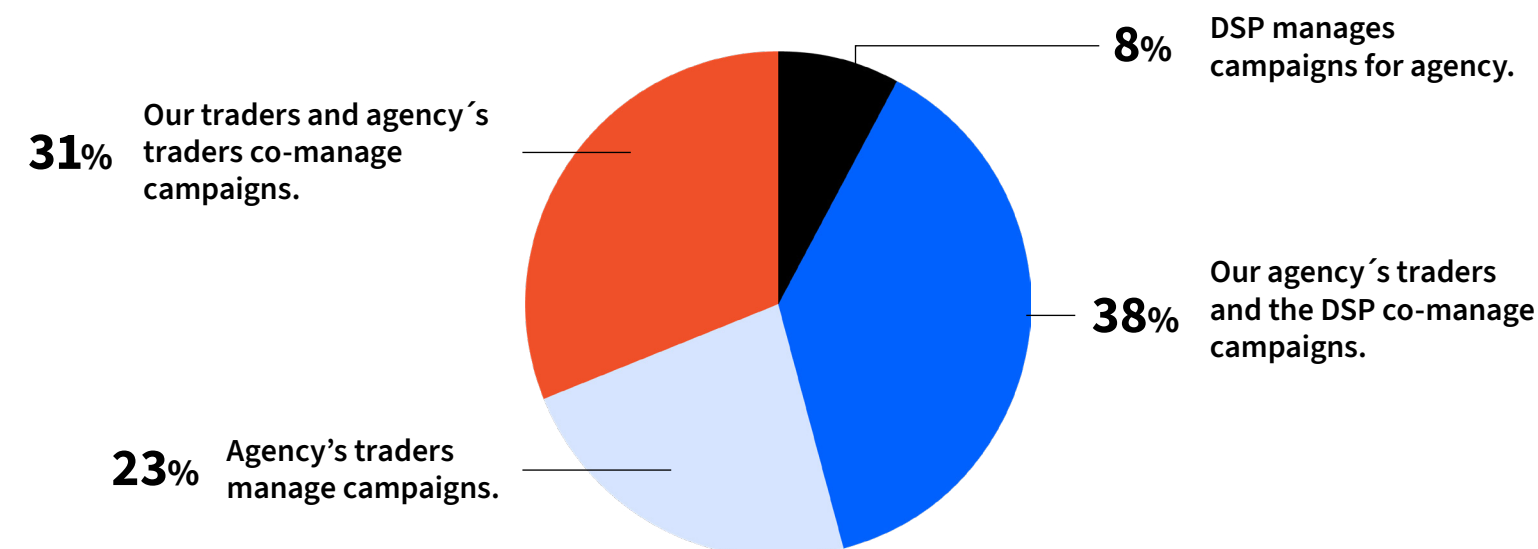
Agency Use to Manage Programmatic Buys in the Past 12 Months

Percent of Respondents



Campaign Management With DSPs Over the Past 12 Months

Percent of Respondents



The Power of Multi-Channel Advertising

Multi-channel targeting enables advertisers to reach users across different platforms and channels. This strategy helps campaigns gain greater reach by capturing users who are only using some channels.

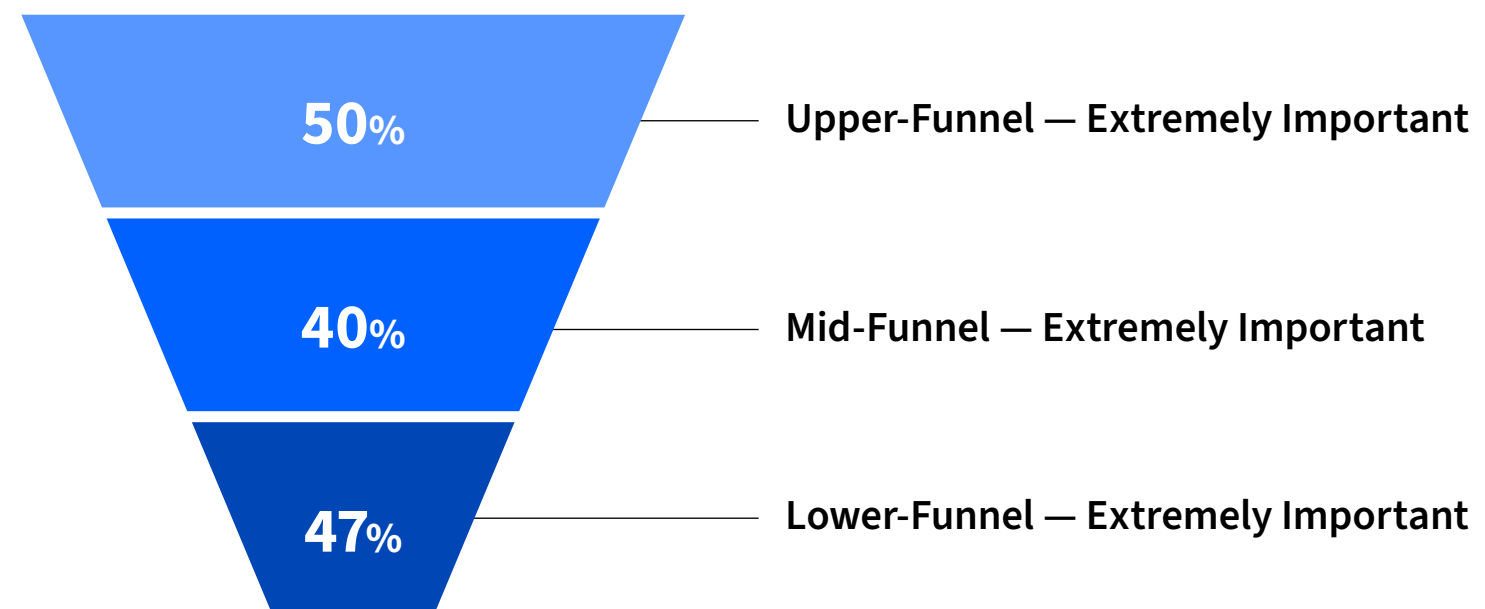
50%
of advertisers
believe that multi-
channel advertising is
extremely important
in achieving upper-
funnel goals.

The focus of a multi-channel campaign is on creating a cohesive message across the included channels. Advertisers may choose to run a campaign across two channels, like display and audio, or across more including video and CTV.

The report found that half of advertisers believe multi-channel advertising is extremely important in achieving upper- and lower-funnel goals. And, 2-in-5 (40%) view multi-channel advertising as extremely important for mid-funnel goals.

Importance of Multi-Channel Ads in Achieving Campaign Goals

Percent of Respondents

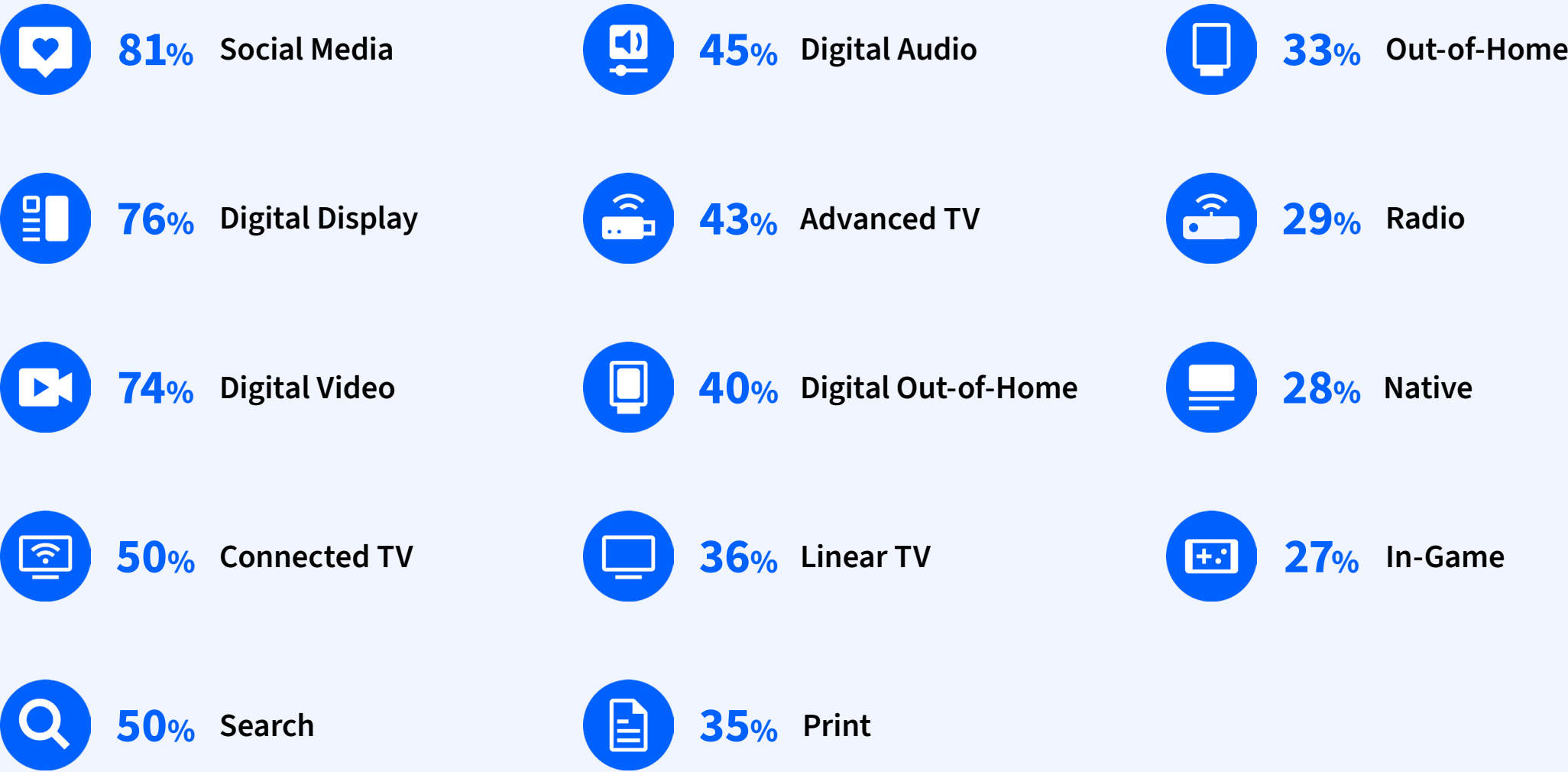


Agencies, more so than marketers, use nearly all media types in their campaigns. But, the report found that social media, digital display, and digital video are the most widely used channels for multi-channel campaigns.



Channels Used for Multi-Channel Campaigns

Percent of Respondents





Benefits of a Multi-Channel Approach

A multi-channel strategy is key in today's programmatic landscape because consumers are active across various channels and devices. Approaching targeting holistically will help advertisers reach users where they are, which is everywhere.

BENEFITS OF A MULTI-CHANNEL APPROACH

Over half of advertisers see extended reach, increased brand awareness and ad engagement, and the ability to reach consumers on their preferred channel as top multi-channel benefits.



Top 5 Benefits of Multi-Channel Advertising

Percent of Respondents

Extends reach or scale.



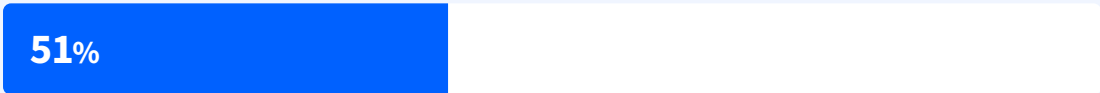
Provides greater opportunities for brand awareness.



Can reach consumers on their preferred channel.



Opportunities for increased ad engagement.



Improved ROI / ROAS.



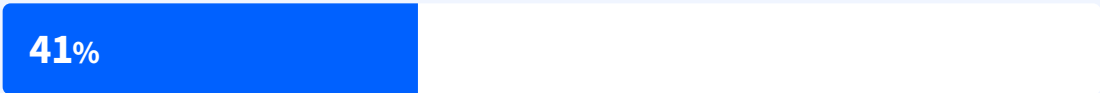
Better retargeting opportunities.



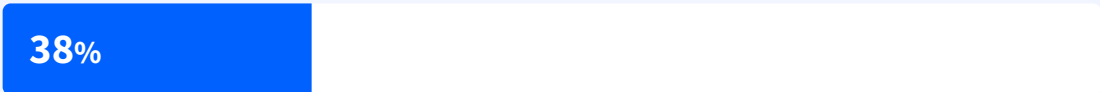
Client to take advantage of the unique benefits of each channel.



Provides consistent brand messaging across channels.



Improved attribution.

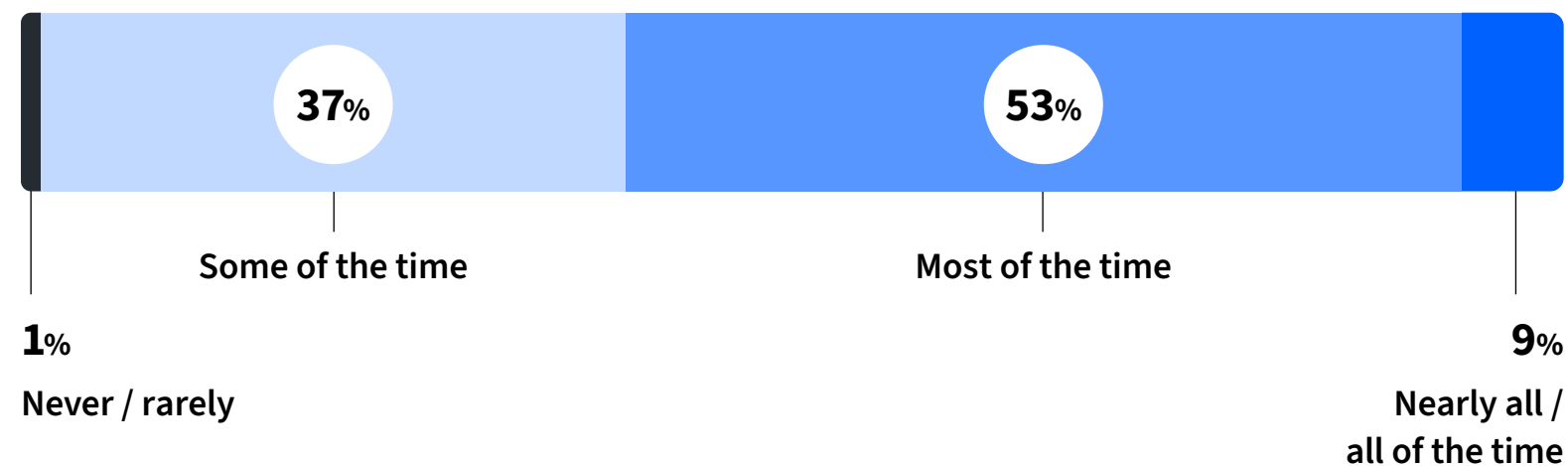


Exceed Campaign Goals

Optimising targeting so that it mimics the customer journey, which typically doesn't stay confined to one channel, helps advertisers to achieve and exceed their campaign goals. In fact, the study found that 2 in 3 marketers believe multi-channel campaigns achieve or exceed their key performance indicators (KPIs) at least most of the time.

Multi-Channel Campaigns Achieving/Exceeding KPIs

Percent of Respondents



62%

of advertisers believe multi-channel campaigns achieve or exceed KPIs at least most of the time.

Cover the Entire Funnel

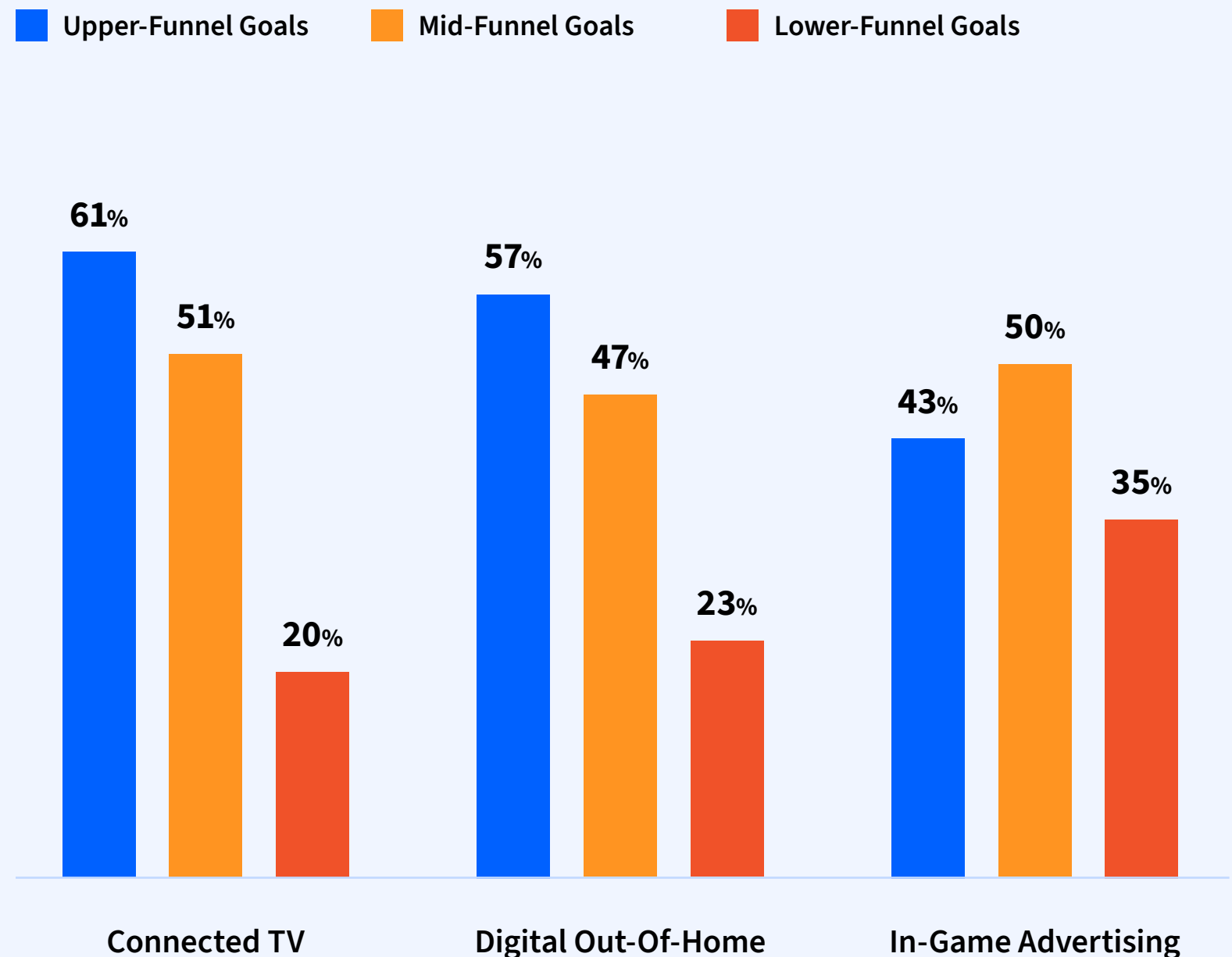
A major benefit of a multi-channel strategy is that it covers the entire funnel. By creating multiple points of contact for the target audience, advertisers create more opportunities for acquisition.

Respondents to the report shared that social media, digital video, and linear TV are commonly leveraged to drive awareness, and search is the leading channel for driving sales. CTV, in-game advertising, and DOOH are great channels for upper-funnel campaigns. For mid-funnel campaigns, respondents shared that CTV and in-game are useful.

The right mix of channels ensures that you can reach your audience regardless of where they are in the conversion process. Continued exposure to your brand across various channels and devices will help drive them further into the funnel, toward the desired conversion goal.

Campaign Goals Achieved With Different Media Types

Percent of Respondents

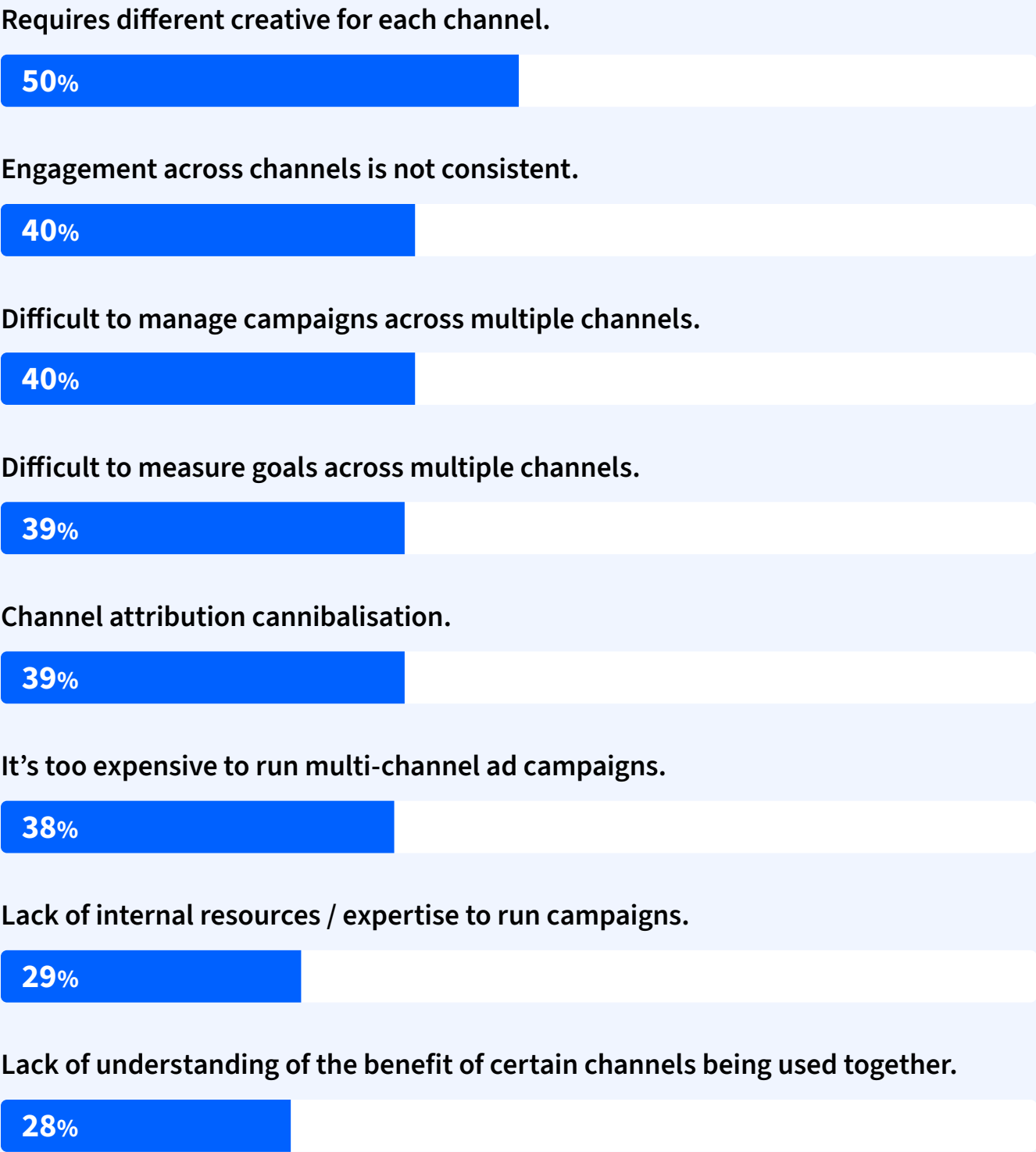


A Holistic View of Results

Many respondents shared that they have difficulty measuring their goals across different channels. A multi-channel strategy within a single platform helps to consolidate reporting and can alleviate common measurement pain points. Reporting that is consolidated by one platform means the reporting is done using the same methodology and technology, making the data consistent and clear across channels.

Top Challenges to Running Multi-Channel Ad Campaigns

Percent of Respondents



Top Channels for Multi-Channel Advertising

One main benefit of programmatic advertising is its adaptability to various needs throughout the marketing funnel. Advertisers can put together a multi-channel strategy that leverages specific channels, based on campaign goals.

We've broken down 4 top channels for multi-channel advertising:



Video



Connected TV



In-Game
Advertising



Digital
Out-of-Home



Video

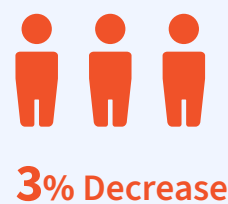
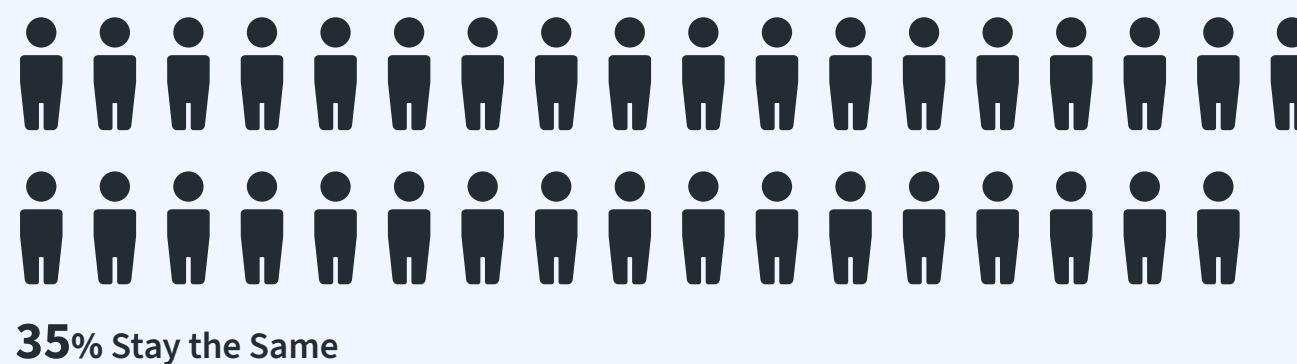
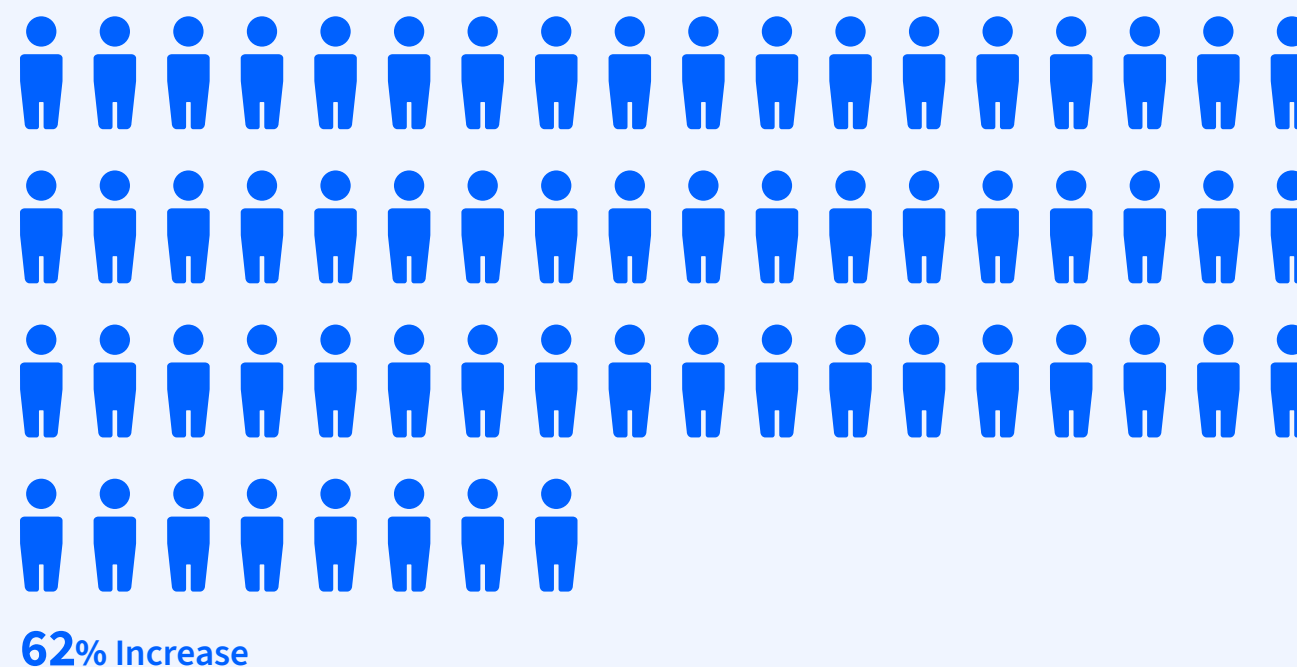
Video is essential for driving awareness, which makes it an ideal medium to include in any multi-channel campaign. Video ads can create an emotional connection between brands and consumers, capturing undivided attention and providing an opportunity to educate the audience, build brand awareness, and develop trust.

This is likely why the report found such strong CTV optimism, with more than half of advertisers planning to increase their spend on this channel that leverages video.

Video is powerful on its own, but is also an easily repurposed format. Video content can be repurposed for social campaigns, stills from the content can be used for display, and it can even be leveraged as a native ad for education.

Connected TV Optimism

Percent of Respondents





Connected TV

CTV advertising is a form of programmatic advertising that appears within content streamed through a CTV device. For example, it includes ads shown alongside TV shows or livestreams viewed through streaming devices like Roku.

As mentioned earlier, CTV optimism is strong. In fact, more than half (62%) of the report’s respondents plan to increase their spend on this channel so that they can tap into its benefits; reach/scale in brand safe environments, viewability, and audience quality.

Advertisers find that various targeting methods are effective in CTV ad campaigns. Nearly half of advertisers viewed behavioural targeting as very effective. Following behavioural, advertisers see demographics, geo, demos, and time and day as most effective.

Top Benefits of Connected TV Ads

Percent of Respondents

Reach or scale	30%
Brand safe environment	23%
Viewability	23%
Audience quality	21%
Original content	21%
Ability to target customers 1:1	18%
Incremental reach to linear TV	17%
Programmatic opportunities	17%
Advanced measurement and analytics	16%
Ongoing optimisation throughout the campaign	15%
CPM efficiency	15%
Ability to retarget viewers from a CTV ad on other devices	15%
Delivers hard-to-reach audiences	14%
Increased ad relevance	14%
Better understanding of effectiveness	14%
Less ad clutter	13%
Interactive ad capabilities	11%
Fraud-free	3%



In-Game Advertising

In-game ads appear on in-game objects such as billboards, walls, jerseys, and more, during gameplay. These ads can be delivered through programmatic advertising on mobile devices, or on PCs.

The goal of in-game advertising is to insert ads that get noticed while not interrupting the player's enjoyment of the game. They are non-intrusive, highly viewable, and drive high brand recall. Blended in-game inventory can be run at scale across impactful suppliers and platforms around the world.

Top Benefits of In-Game Ads

Percent of Respondents

100% viewable, non-skippable creatives	45%
Longer exposure to ads	37%
Increased brand engagement	33%
Increases brand awareness	31%
Higher engagement across touchpoints	30%
Can be updated at any time	29%
Audience scale	29%
Undivided attention from user	27%
Advertising that is less intrusive	26%
Ability to connect with hard-to-reach demographics	26%
Increased ROI / ROAS	25%
Cost / CPMs	23%
Precise, real-time targeting	22%
Brand safety	20%
Complement another digital plan	18%

TOP CHANNELS FOR MULTI-CHANNEL ADVERTISING

Advertisers report that the top benefits of in-game advertising are 100% viewable, non skippable ads, there is longer exposure to ads and increased brand engagement. Because this channel is relatively new, half of advertisers are funding in-game ads with general or digital budgets, while only 1-in-3 have dedicated in-game budgets. Interest in in-game advertising is definitely growing, with advertisers interested, but needing education about what audiences they can reach with in-game advertising and how in-game advertising can benefit a multi-channel strategy.

Interest in In-Game Capabilities

Percent of Respondents





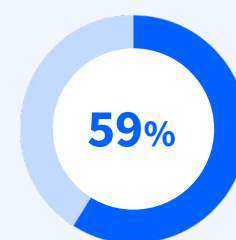
Digital Out-of-Home

Digital out-of-home (DOOH) is any digital advertising that is found outside the home, and in a public environment. The classic example of a DOOH ad is an ad run on a billboard in London's Piccadilly Circus or New York's Times Square. DOOH campaigns can be run on a variety of formats and sizes, and in various public environments.

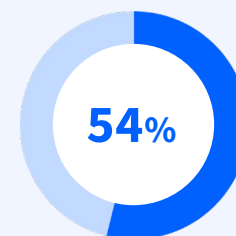
This report found that advertisers identify DOOH's top benefits as audience reach/scale and attention-getting, high impact ad formats. Nearly half of advertisers fund DOOH advertising out of a general ad budget, and half have dedicated DOOH budgets. In recent years, the offline advertising industry has been embracing technological innovations that make it possible for this channel to offer the advantages that come with other programmatic advertising channels, like precision-based targeting and enhanced traffic data. These are features that weren't possible in the past.

DOOH Capabilities of Interest

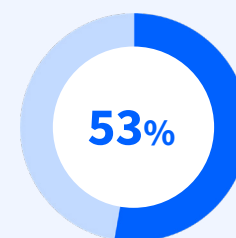
Percent of Respondents



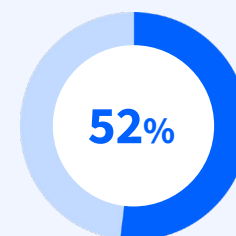
How to integrate DOOH into a full multi-channel strategy.



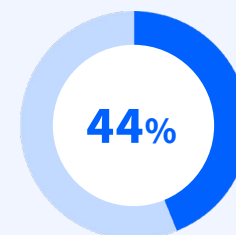
Mobile retargeting capabilities.



Creative best practices.



Use of mobile location data to measure DOOH.



Cross-screen measurement capabilities.

As a result, advertisers are increasingly interested in this channel, particularly about how DOOH can be integrated into a multi-channel strategy, and mobile targeting capabilities. In a multi-channel campaign, DOOH is a powerful channel for gaining large reach, and establishing brand awareness.

Top Benefits of Digital Out-of-Home Ads

Percent of Respondents

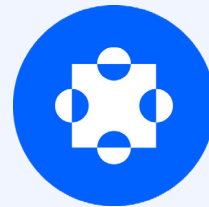
Audience reach or scale	50%
Offers attention-getting, high-impact ad formats	45%
Consumer engagement	40%
Ability to reach audience during path to purchase	35%
Ability to update or optimise creative.	34%
Easy programmatic activation	30%
Less intrusive advertising experience	28%
ROI or ROAS	28%



Key Takeaways

The benefits of multi-channel campaigns are clear.
So what should digital marketers be doing to get started?

We have summarised key takeaways to consider as you begin to integrate multi-channel advertising into your digital strategy.



Plan A Multi-Channel Mix



Capture the Full Funnel



Repurpose Content



Work With a Partner

KEY TAKEAWAYS



Plan A

Multi-Channel Mix

Using a mix of complementary channels increases the percentage of the total target audience that you can reach, and it helps you to craft a brand story throughout the entire customer journey.

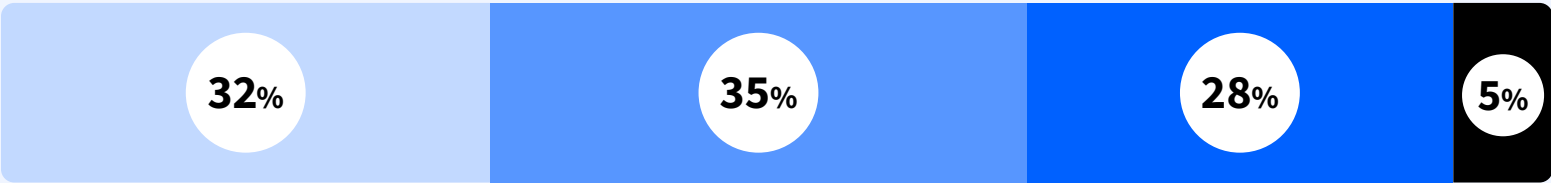
Before launching a multi-channel campaign, it’s important to assess which channels should be included to reach your target users. CTV has high uptake amongst advertisers. We’ve highlighted how versatile video is in a multi-channel strategy, but don’t shy away from rising channels like DOOH and in-game. Channels like DOOH and in-game are an opportunity to reach new audiences through emerging technologies.

Ad Inventory Purchase by Media Type

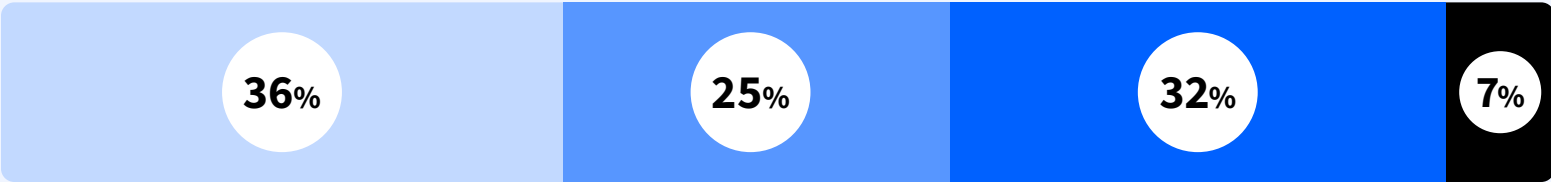
Percent of Respondents

< 1 year 1–3 years > 3 years Don’t purchase advertising for this media type

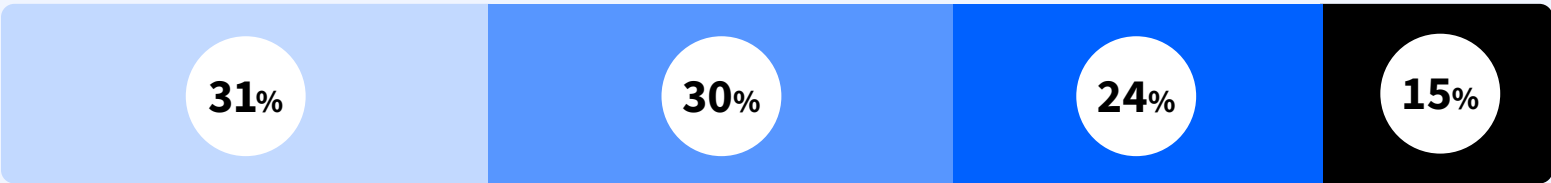
Connected TV



Digital Out-of-Home



In-Game Advertising



KEY TAKEAWAYS



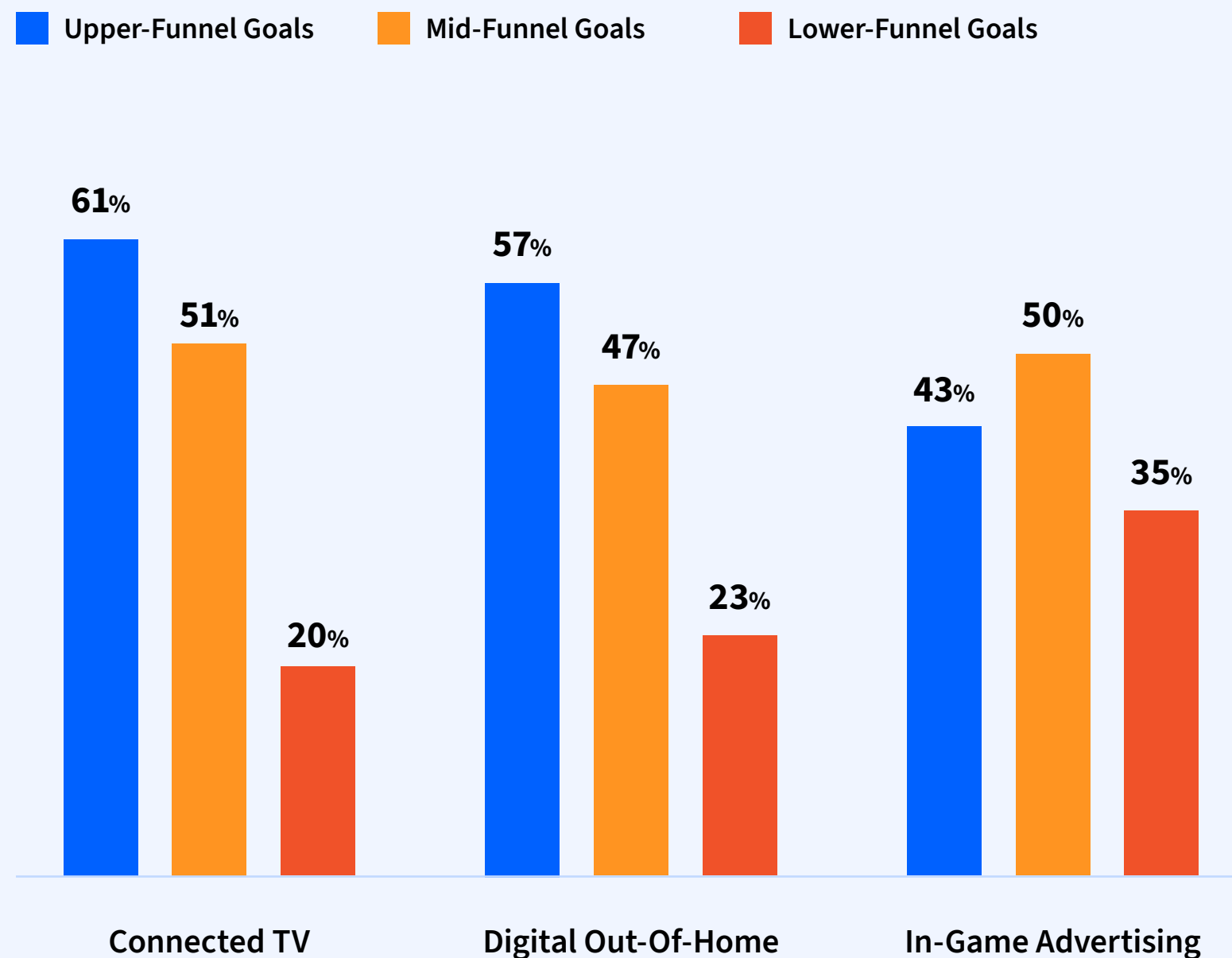
Target Full Funnel

Multi-channel campaigns are an opportunity to capture users throughout the entire marketing funnel, allowing you to build awareness, consideration and purchase intent simultaneously.

Advertisers lean toward leveraging CTV, in-game, and DOOH for their upper funnel goals, and search, social, and display for their lower funnel goals. When building out your multi-channel strategy, ensure that you have coverage across channels that will guide your audience from awareness through to conversion.

Campaign Goals Achieved With Different Media Types

Percent of Respondents



KEY TAKEAWAYS



Repurpose Content

One pain point that advertisers identified as a challenge in running multi-channel campaigns, is that running ads on various channels requires different creative assets.

Repurposing content is one strategy for overcoming this barrier. For example, display and video ads can be repurposed to run on in-game, and still from video ads can be leveraged as display ads that have in-banner video.

Repurposing content can be done not just across your programmatic channels, but across search and social as well. This will extend the reach of campaigns to channels that drive performance, without the need for more investment in creative.

Top Challenges to Running Multi-Channel Ad Campaigns

Percent of Respondents

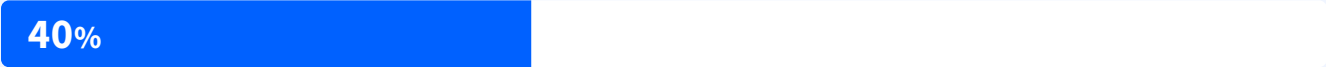
Requires different creative for each channel.



Engagement across channels is not consistent.



Difficult to manage campaigns across multiple channels.



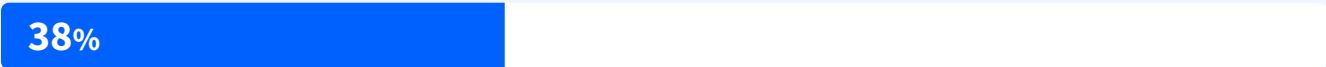
Difficult to measure goals across multiple channels.



Channel attribution cannibalisation.



It's too expensive to run multi-channel ad campaigns.



Lack of internal resources/expertise to run campaigns.



Lack of understanding of the benefit of certain channels being used together.



KEY TAKEAWAYS



Work With a Partner

Working with a programmatic partner comes with many benefits. Advertisers can expand and diversify their service offering, execute campaigns across a variety of channels, and reach tailored audiences.

A programmatic partner will support advertisers in finding, tracking, and sharing the metrics that are most important for clients. They will also support marketers in improving campaign ROI, provide access to tactics that previously were cost prohibitive, and allow for more testing and experimenting to drive multi-channel performance.

100%

of advertisers do some level of DSP managed service, alone or in-tandem with self-serve.

Campaign Management With DSPs Over the Past 12 Months

Percent of Respondents



Introducing Multi-Channel Campaigns Into Your Digital Strategy

Based on our research, it is clear that multi-channel advertising is gaining increasing relevance. Advertisers are recognising the benefits of running campaigns across several channels.

The best way to overcome the challenges of multi-channel advertising, which include measurement, management, and developing creative, are to partner with a programmatic platform that supports multi-channel campaigns, leverage one platform for consolidated reporting, and repurpose content across channels.



StackAdapt is a self-serve programmatic advertising platform used by the most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory, and publisher partners.

For more information, visit stackadapt.com.



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