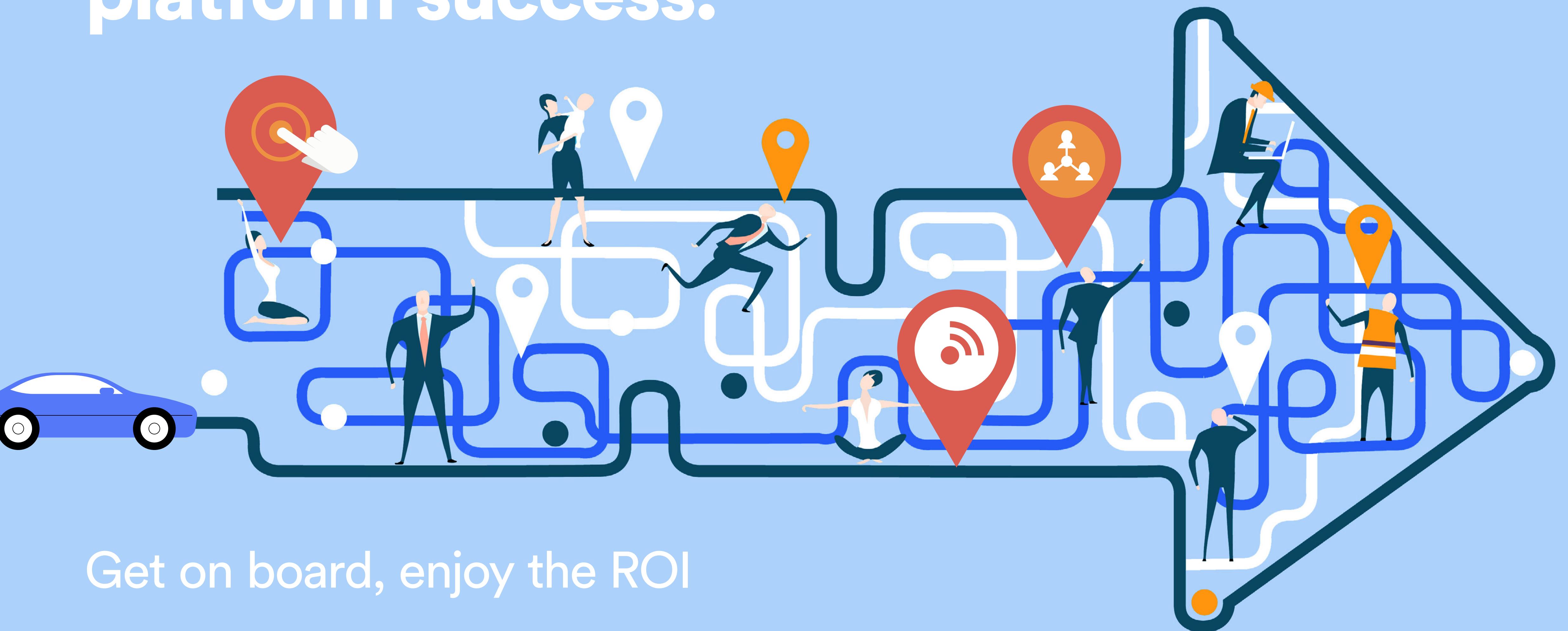


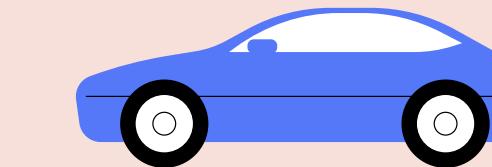
Driving digital advertising platform success:



Get on board, enjoy the ROI

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Introduction

Why APAC marketers need to buckle up for a new audience landscape.



APAC marketers are navigating their way through an increasingly fragmented landscape of fast-changing channels, tactics and audiences. And with challenges posed by data signal loss on the web, they need to reset their strategies to reach today's consumers. But many feel that they don't have the ability or the marketing infrastructure to cope with the breakneck speed of change. [Over three quarters \(83%\)](#) of APAC business leaders worry about their organization's skillsets and only a quarter (25%) think they're agile enough to take on the opportunities and disruption coming at them.

APAC – a digital advertising powerhouse

Amidst the turbulence, though, digital advertising is increasingly lighting the way for marketers throughout the region. It's expected to make up [69% of all APAC advertising spend](#) this year, as brands embrace digitization to turbo-charge their targeting capabilities, engagement potential and ROI. The region is fast becoming a powerhouse in the global digital advertising landscape, with an 18.46% growth rate YOY and a projected value of \$275.51bn USD by 2026.

But confidence needs to be ignited

But, as the market and its opportunities grow, are marketers getting the most out of their hard-won digital advertising investments? It seems not. According to a global survey of marketing effectiveness from [Nielsen](#), APAC advertisers are least likely to feel confident about their digital marketing ROI — and less than half (42%) say they lean into the full breadth of their martech capabilities.

“Many marketers express uncertainty about how to fully leverage digital advertising platforms,” said Berina Colakovic, StackAdapt’s director of sales, Australia. “We often hear anecdotal evidence of brands struggling to optimize their ad spend and maximize ROI. It’s clear that while the tools are powerful, the key lies in understanding and effectively using them to meet specific business goals. This is where we see the most significant opportunity for growth and education in the industry.”

In this whitepaper, we'll explore best practices to help APAC marketers address their challenges, meet their business objectives and boost their ROI in the year ahead. We'll explore the power of multichannel advertising, the goldmine of first-party data, the next wave of emerging media channels and the boom in CTV. We'll also identify the major opportunities for brands in the APAC digital advertising and marketing landscape in 2025 and beyond.

66 Many marketers express uncertainty about how to fully leverage digital advertising platforms.



Multichannel advertising

Multichannel journeys: driving better awareness, powering more efficient conversion.



Why is a multichannel strategy on APAC advertisers' minds in 2025? It ticks so many business, audience and ROI boxes. Check out the numbers that count, from [StackAdapt research](#):

50% of advertisers who adopt a multichannel advertising strategy generate a better return on investment.

60% of marketers say multichannel campaigns achieve or exceed their campaigns' KPIs.

40% believe multichannel advertising is extremely important in achieving their upper- and lower-funnel goals.

Mimicking the multipresent modern consumer

These days, consumers are digital nomads. They're active across all channels and devices. So, modern brand targeting strategies also need to be everywhere. A [multichannel strategy](#) mimics that unconfined, modern customer journey. It allows marketers to reach consumers throughout the entire funnel, creating a cohesive story across channels like native, display, video, connected TV (CTV), DOOH, in-game and audio. And, if you're present on various channels, your customers won't be scrambling to find you, which helps drive conversion and build customer loyalty.

StackAdapt's Deirdre Chew, director of sales, Singapore, said: "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.

"Marketers are much more likely to meet and exceed their campaign goals when they're able to reach more of their target audience on their preferred channels. For example, some audiences may find a native ad engaging, while others might prefer programmatic audio. Different generations will have different preferences: older generations are more likely to complete a purchase on a computer compared to Gen Z, for example.

"Ultimately, it's about frequency and tailoring: it takes far more than one or two relevant impressions for someone to remember your brand, let alone convert to it."

Steering consumers through the funnel

Continued exposure to brand messages across various channels and devices will help drive users further down the marketing funnel, from awareness to consideration and purchase. Marketers tend to switch on different channels, at different stages of the customer journey.

Linear TV typically was used for brand awareness, and social media and digital video still are. CTV, in-game advertising, and digital out-of-home (DOOH) advertising are also popular channels for upper-funnel campaigns. Meanwhile, search is seen as the leading channel for driving lower-funnel sales. Combining as many relevant channels as possible in a multichannel platform solution will give marketers more frequency and reach.

Whichever channels form part of a multichannel approach, the key, as ever, is to be guided by audience analysis and business objectives. Don't forget to personalize campaign creatives according to channel demographics, user interests, time of day and location.



“Ultimately, it's about frequency and tailoring: it takes far more than one or two relevant impressions for someone to remember your brand, let alone convert to it.

Retargeting – reaching consumers more than once

Retargeting consumers who have already shown an interest in a brand or product are much more likely to result in conversion. And it's much easier to retarget those engaged consumers in a multichannel strategy, which has already driven more reach: it's widened the retargeting pool.

Native and display are common channels to use for retargeted ads. For example, after running a multichannel campaign across CTV, in-game, and programmatic audio, users could be retargeted with HTML5 display ads with content and creative customized to what they've already seen.

Many campaign paths, in one data highway

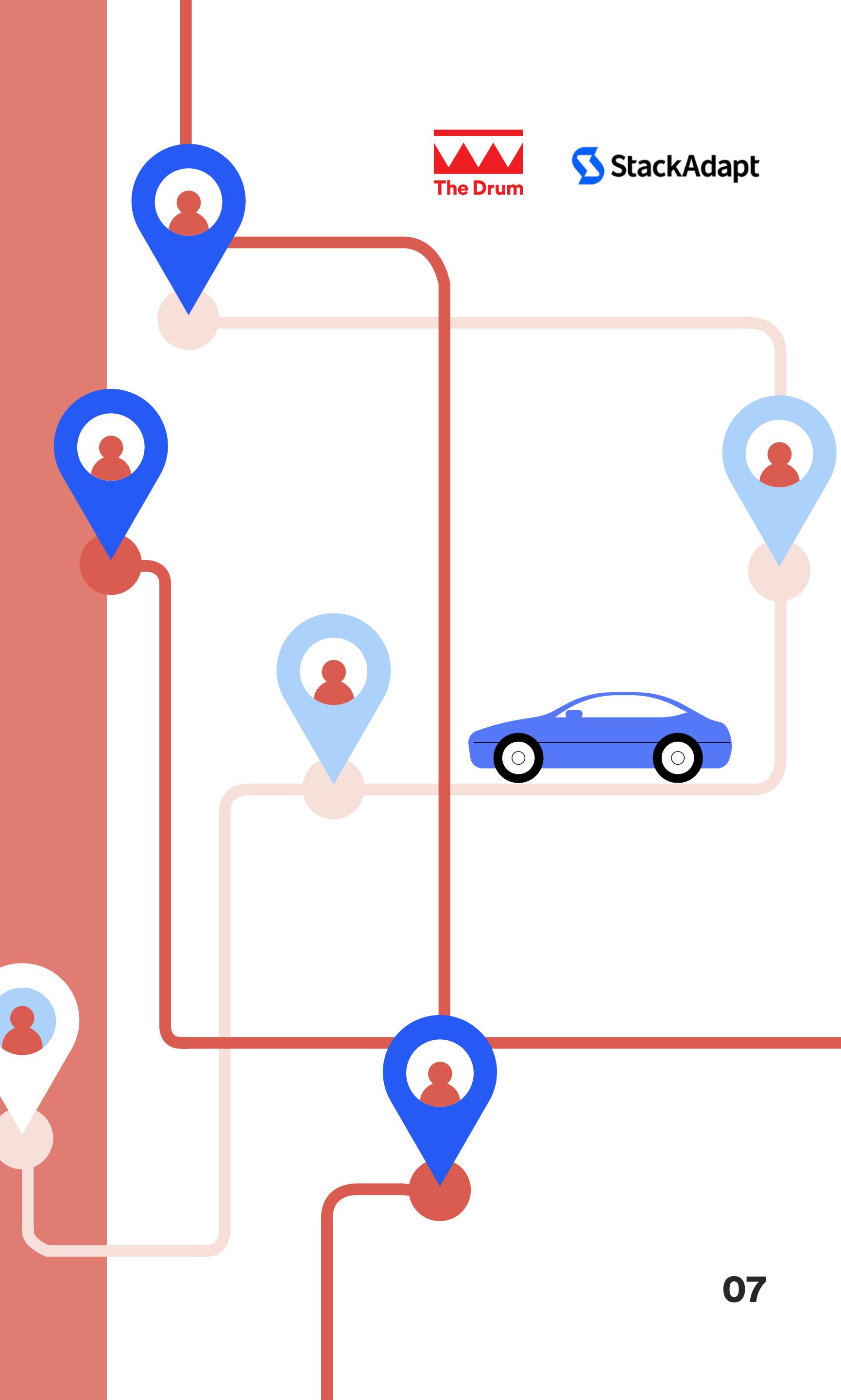
Advertising across different channels means it's more important than ever to avoid data silos and instead consolidate reporting within one platform. KPIs should be customized according to campaign goals, but standardized methodologies are also needed to make the data clear and consistent across all channels.

Leveraging a digital advertising platform is a great idea as many can help you consolidate campaign data.

This consolidated approach will help APAC marketers increase their confidence in digital advertising ROI, so they no longer languish behind their global counterparts.

Retargeting fast facts:

- ▼ On the StackAdapt platform, if a campaign runs on CTV only, it will reach **9%** of the target audience. If video was added, that reach powers up to **77%**
- ▼ Native-only campaigns typically reach **53%** of a target audience. Running native with display ads will extend reach to **87%**
- ▼ Video click-throughs increase when a user has already been exposed to a display ad



Driving success: top multichannel marketing tips

1 Follow the data – use vendors as partners to customize your mix of channels

2 Work with a platform that has as many targeting options as possible, like first- and third-party targeting options, custom audience capabilities, and offers an alternative to behavioral targeting, like contextual targeting – to be able to capture your audience as widely as possible

3 Understand your audience and their preferred channels

4 Consolidate campaign reporting in one platform

5 Use creatives that resonate with different users



Case Study

[The Variable](#), a full-service agency, was seeking a programmatic partner that could reach the right users at the right time, driving high online conversion rates and increased visits to their client's brick and mortar stores. To accomplish their client's upper- and lower-funnel goals, The Variable turned to StackAdapt for a multichannel strategy, complete with various targeting methods and measurement attribution. StackAdapt was accountable for 80% of conversions driven on-site and generated an outstanding in-store cost-per-visit (CPV) of \$4 USD.

First-party data

Swerving the cookie roadblock, following first-party signals.



We're living in an age of hyper-personalization, with global consumers expecting customized brand experiences. And they're repaying brands who make the effort to show up: those organizations who excel at personalization drive more growth.

But these experiences are powered by consumer data – data which 81% of APAC marketers get from third-party cookies that track user behavior across the web. So where does that leave an industry trying to swerve away from third-party cookies? Embracing the benefits of first-party data signals instead.

Why first-party data provides a better roadmap for success

First-party data is information that an organization collects with consent from its customers, about their interactions with the company. So it could be demographic or engagement data harvested from purchase history, browsing behavior, content preferences, email opt-ins, app usage, social media visits, lead generation forms and more.

By leveraging these accurate insights directly from the consumer, marketers can effectively reach specific audience segments with more personalized experiences.

This increases the likelihood of driving engagement, conversions, loyalty and trust. That's why it's a must for today's APAC advertisers to optimize how they store and mine first-party data as part of a multisource data strategy.

For example, B2B marketers need first-party data to personalize account-based marketing (ABM) campaigns.

"Marketers can use first-party data to identify key accounts and create personalized marketing campaigns focused on the specific needs and decision-making processes of those accounts," says Liam McCarten, vice-president of sales, APAC at StackAdapt. "The idea is to optimize customer journeys – to track and analyze how customers interact with the brand across different touchpoints. This data can be used to optimize these interactions and improve customer satisfaction and loyalty."



First-party data goldmining

APAC advertisers can shore up first-party data signals in three key ways:

- 1 Acquire new customers:** identify new customers using lookalike modeling, based on signals from best-performing current audience segments
- 2 Use loyalty, retention and upsell strategies:** build customer loyalty by suggesting additional products to increase sales and customer satisfaction
- 3 Win back lost customers:** use promotions, discounts and other value drivers to woo back those churned customers

But, once you've built your data goldmine, how do you get the most out of it?

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Marketers can use first-party data to identify key accounts and create personalized marketing campaigns.





Parking in the data garage – storing, sense-checking, securing

First-party data needs to be stored and organized properly if it's going to fulfill its ROI promise. Consolidate it into one single source of truth – either on a customer relationship management (CRM) platform, a customer data platform (CDP) that enables data activation across multiple channels or a data management platform (DMP). Road-test different suppliers and options to understand which features best support your data activation and integrity needs.

Meanwhile, marketers can maintain first-party data integrity by:

- Boosting internal data literacy and data-entry training to avoid human error and duplication
- Frequently updating and validating the data so any decision-making is based on accurate insights
- Keeping security front of mind via frequent data backups, tests for vulnerabilities and incorporating data encryption measures



Driving success: first-party data harvesting and activation tips

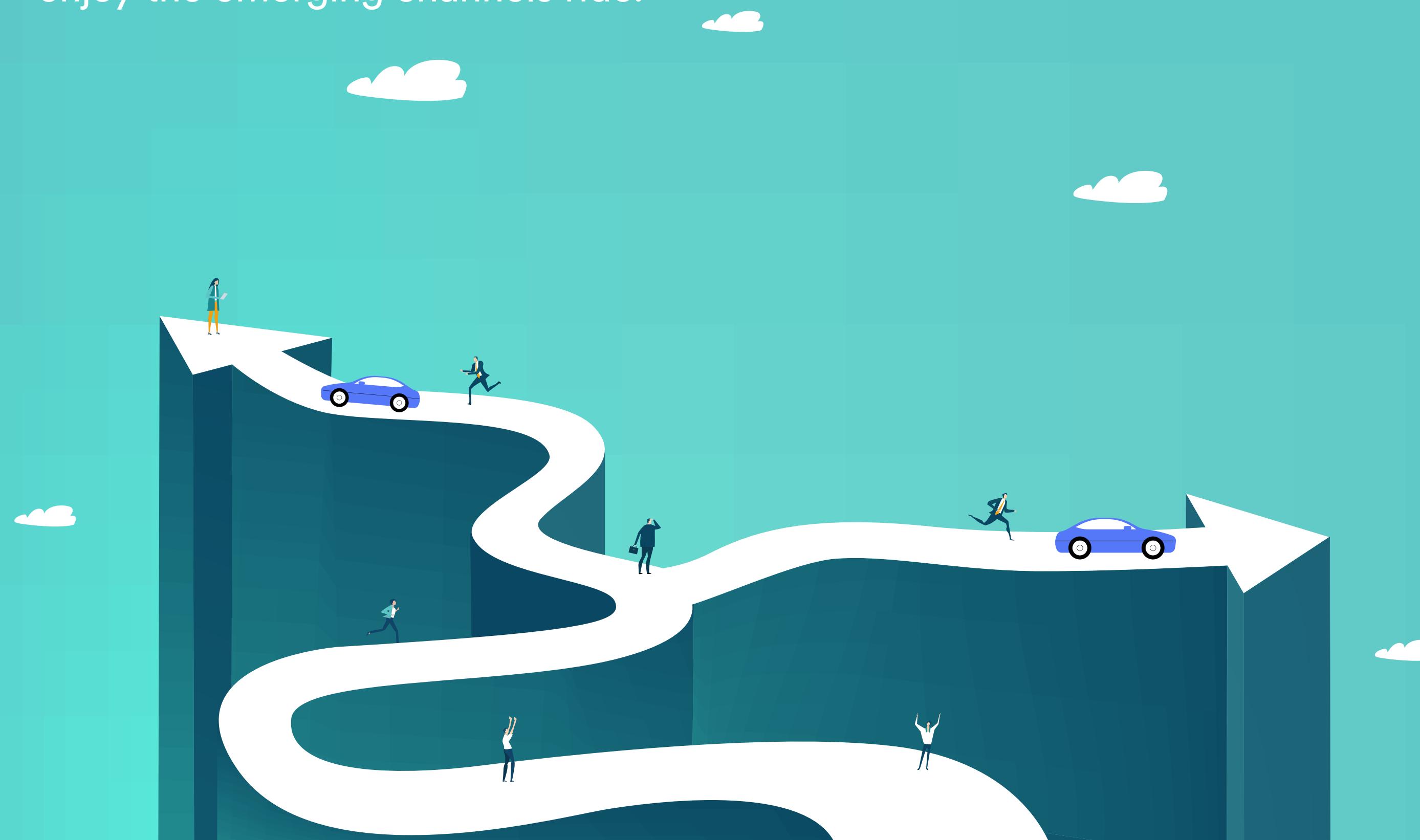
1 **Use business goals as your guide:** do you want to sell more product, reach new customers, improve customer support or drive loyalty? Plan your first-party data strategy with success benchmarks in mind

2 **Optimize your infrastructure:** identify existing and new sources of data, where they're stored, how they can be consolidated and aggregated. Remember – ineffective data management typically costs businesses [20-30%](#) in revenue every year

3 **Work with trusted digital advertising suppliers and platforms as partners** to help you plan, execute and automate your first-party data in a multichannel strategy

The next wave of emerging channels

New roads ahead – get on board and enjoy the emerging channels ride.



The juggernaut of digital change in APAC waits for no one. Marketers who don't embrace the next wave of emerging channels, such as audio, in-game and digital out-of-home (DOOH) will miss out on the ROI ride. These channels offer new and exciting ways to reach and engage audiences as part of a multichannel strategy. They aren't reliant on cookies. And they give advertisers the opportunity to create ever more sophisticated, personalized advertising experiences.

"In today's environment, it's crucial to work with an ad partner who can help you understand emerging trends early," said Yehia Elkhouly, director of solutions in advertising technologies at StackAdapt. "You want to get on board while these trends are on their way up, not when the market is saturated. A reliable partner can plan, execute and analyze campaigns, pivoting swiftly to embrace relevant emerging channels when appropriate, ensuring your strategy remains cutting-edge and effective."

Real-time, creative storytelling with DOOH

The fast-moving [DOOH market](#) is one of the most exciting emerging media channels to watch thanks to its ability to grab attention and generate action in clever and creative ways. The market is expected to boom to [\\$34.45bn USD](#) by 2029. **Here's why:**

Flexible, hyper-targeting

Real-time, data-driven audience targeting is creating a new wave of hyper-targeted, digital out-of-home advertising. Stories can be swapped out, messages updated, narratives changed – all to suit the relevant audience, location and topicality, at speed. So, if you're driving home past the same billboard every day, one week it's one story, the next it's another, creating an engaging sequel. Short-form DOOH formats are gaining particular traction.

Catching communal moments that matter

DOOH helps marketers connect with consumers personally, by inviting them into a relevant, collective conversation that can be changed according to the time of day, temperature or location. Let's go back to that billboard you drive past every day. Maybe it's on the way to the airport. On a rainy day, a sunny travel video ad could tempt drivers away from the daily grind. It's about catching consumers in places where their daily routines intersect with these digital narratives.

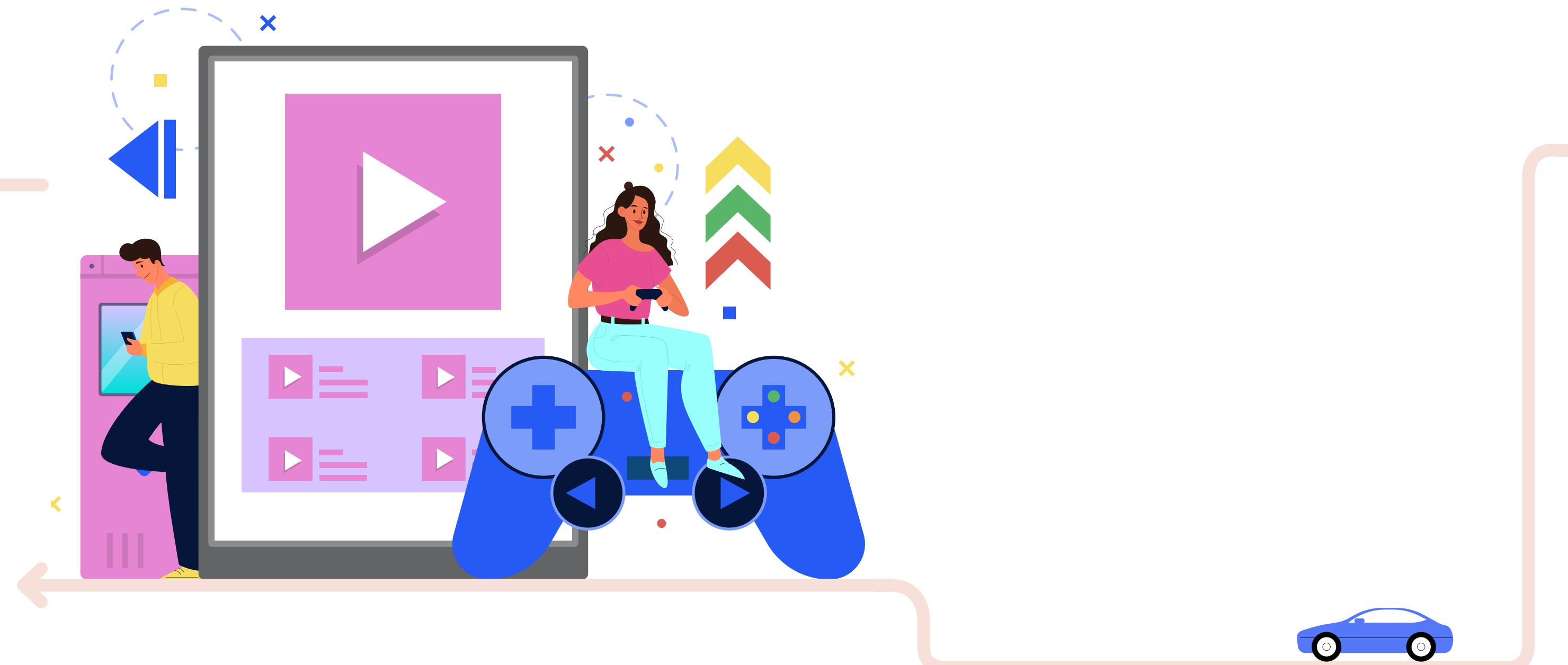
Tuning in to consumers with audio

[Audio advertising](#) is also having a moment. The market is forecasted to hit [\\$13.21bn USD](#) by 2028. That's not surprising when we learn that audio ads command a [24% higher recall rate](#) than traditional display ads. And their popularity is all down to their wide, precise targeting and immersive advertising capabilities – all of which create cost-effective, meaningful connections with consumers.

Capturing relevant mindsets throughout the day

Marketers can serve relevant audio ads to consumers via their Spotify playlist, internet radio shows or in scripted ads read out by podcast hosts – ie all immersive, engaging consumer moments. Using dynamic contextual targeting means marketers can deliver audio ads which relate to the show's content and real-time listener data and behavior. If you're trialing an audio ad strategy for the first time, it's best to start broad and slowly narrow in on your audience. The right demand-side platform (DSP) partner will guide you, so you can target the content your audience is consuming.





Going for the win – in-game advertising

APAC is a leading player in the global [in-game advertising](#) market because of the region's growing gaming industry, massive take-up of new mobile phone users and large, diverse population.

Gamers are not only a captive audience, but they're also more inclined to make purchases. The key to unlocking their consumer potential is relevance and context, tailoring ads in line with their interests and gaming experience. Imagine the potential of relevant ads that offer in-game upgrades, expansions, or even real-world products like headsets or gaming chairs.

Driving success: top tips when working with emerging channels

1 **Test and learn** – especially with new channels, get into an iterative process of testing, gathering feedback and adapting creative, formats and channel mix accordingly. The more data you get, the more you can personalize and optimize

2 **Focus on attribution**, not just clickthroughs – understand how introducing new channels contributes to the entire customer journey

3 **Experiment with engagement tracking** – interaction might not be clickable in new channels, so trial interactions and events with direct methods, such as QR codes



The rising power of CTV

Make the connection: why connected TV is steering growth.



What is [connected TV \(CTV\)](#) and why should it be included in a multichannel advertising strategy? CTV is any type of TV that can be connected to the internet and stream digital video at a viewer's convenience. It's how [213.7 million global viewers](#) watch their favorite shows. It gives advertisers the chance to show their video ad to a captive audience. Plus, its enhanced targeting and data-capture capabilities mean that a third of APAC marketers are putting 40-59% of their budgets behind this rapidly evolving channel.

“Once you have digital TV and something connected to the internet, it means that someone can set a targeted ad to you based on your preferences,” says Greg Joseph, vice-president of inventory development in advertising technologies at StackAdapt. “I know the LinkedIn commercials I get today specifically target me. I get a ton of things that are specifically for adtech that only get sent to me versus other people. This is the kind of value B2B gets from CTV, getting their ads sent to the right businesses.”

How can modern marketers get the most out of this emerging channel that has disrupted the TV ad break forever? What are its key opportunities?

Laser-focused targeting, more addressability

Unlike linear TV ads, which are bought against scheduled national and local broadcast and cable TV programs, CTV ads are bought programmatically. This gives marketers the opportunity to bid on a much wider array of targeting capabilities – from device usage to geography, control frequency across multiple devices, and more. And that means a more relevant – and so ultimately more engaging – advertising experience for consumers, which, in turn, reduces ad wastage and boosts campaign ROI.

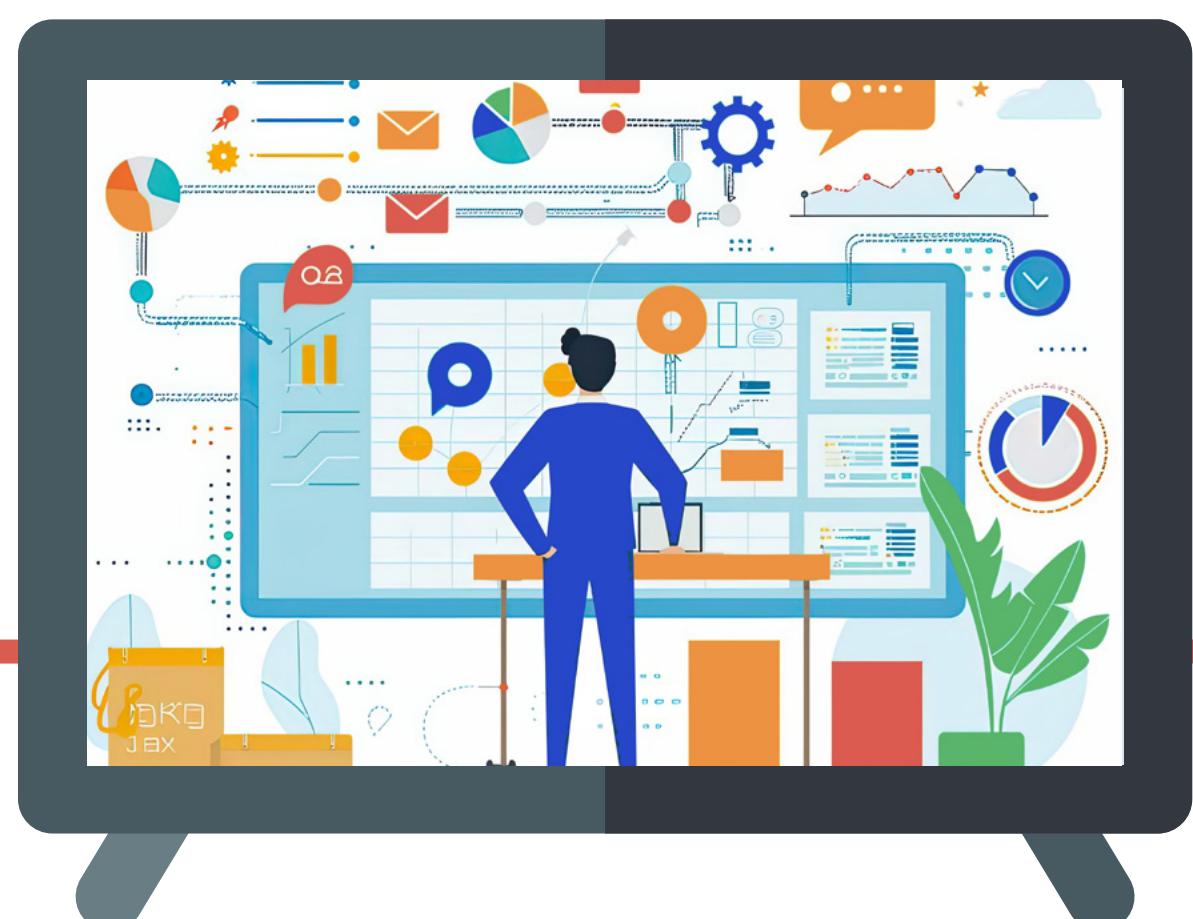
Making CTV work for you doesn't just hinge on finding the right audience. Ensuring you're targeting the proper industry with your advertising is an equally important part of the puzzle. That's why leading advertising providers are now offering granular, sector-focused targeting as a service for clients across a wide range of industries, such as CTV for healthcare, CTV for sports and CTV for political.

DSPs are helpful in navigating the CTV landscape as programmatic buying relies on AI to run relevant campaigns at scale. The ads are sold as impressions, in the same way that other video or display ads are sold via a programmatic platform, so the same targeting parameters can be applied to CTV as they are applied to other channels.

“One major challenge for new CTV marketers is gaining insights into the available inventory,” said Joseph. “At StackAdapt, we help advertisers with comprehensive inventory insights and direct communication with publishers. We encourage them to explore the full range of CTV options, so they don’t limit their campaigns to a few popular platforms.”

Real-time measurement and optimization

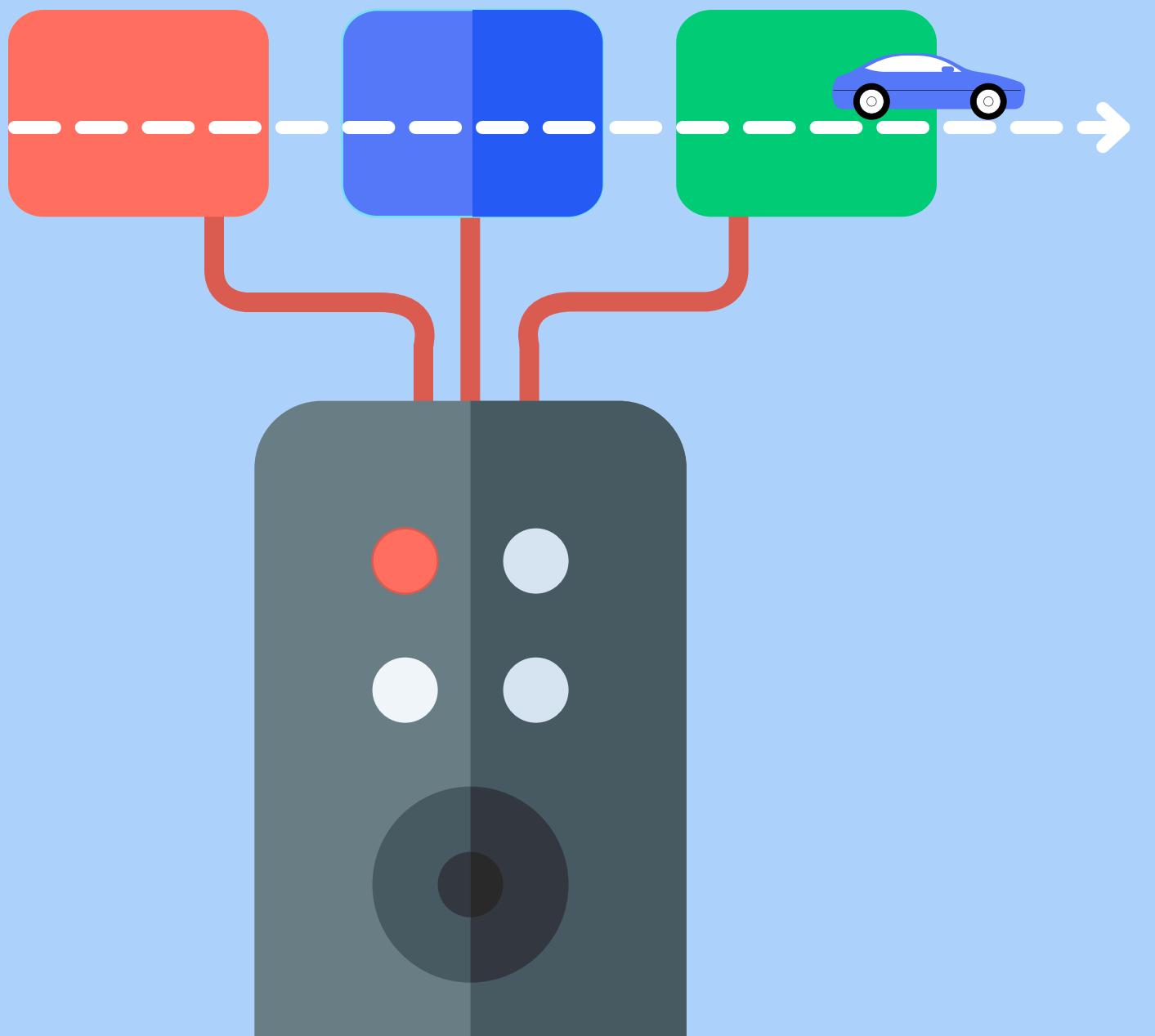
With traditional TV ads, advertisers need to wait weeks or even months to get hold of their all-important campaign performance reports. With CTV, they can track metrics in real-time, so they can analyze key stats and make any necessary adjustments on the fly. [CTV metrics](#) include impressions delivered, CPCV, VCR, view-through conversions, and unique device breakdown.



“At StackAdapt, we help advertisers with comprehensive inventory insights and direct communication with publishers.

More retargeting opportunities

Since CTV ads work with streaming data, users can be tracked across platforms. So, if a potential customer sees an ad on their smart TV, they can easily be tracked across other devices for [retargeting](#). The result? Higher conversion rates and a well-rounded, cross-device approach that gives the viewer a richer brand experience. And that's especially important these days as [research shows](#) that viewers are increasingly surfing on their phones and other devices while watching TV.



Driving success: top tips when working with CTV

1 Incorporate it into a multichannel strategy – CTV isn't a replacement for linear TV ads, nor should it swallow up an entire video budget. It works well as part of a holistic, multichannel strategy where campaign results can be analyzed for optimization and budget allocation where needed – allowing marketers to capture an engaged audience wherever they are online

2 Work with a trusted DSP partner to mitigate current CTV challenges, such as fragmented CTV measurement and finding the right CTV ad creatives for your message or audience



Case Study

In an [awareness campaign](#) for **Zions Bank**, the ThomasARTS agency worked with StackAdapt to gain incremental reach for its clients' Home Equity Credit Line offering by retargeting from CTV. This enabled Zions Bank to effectively target homeowners, leading to a 0.15% CTR and 90% viewability throughout this campaign.

Conclusion

A roadmap for success

APAC marketers need to grasp the opportunities of the fast-moving media landscape around them with both hands, to take advantage of the region's massive – and growing – digital advertising potential.

They need to ensure that:

- Ad spend is spread across relevant channels in a holistic strategy
- First-party data strategies are optimized, to maximize their investments
- New advertising channels, like in-game, CTV and DOOH are tapped into

Only then can they accelerate growth in 2025 and beyond.

[Learn more about how StackAdapt can empower advertisers and marketers in APAC.](#)

