



"the advertisers' voice..."

Digital Advertising and Working with Partners

SURVEY ANALYSIS

About this research

The objective of this survey is to better understand the challenges and competition concerns in the online advertising faced by Advertisers and Marketers in Pakistan when conducting businesses with online platforms such as Google, Facebook, etc. and to foster a more transparent, accountable, and diverse online ecosystem.



Target Population

Senior Marketers and Advertisers



Data Collection Method

Online Survey



Respondents

A total number of 19 respondents representing big budget advertisers which include: MNCs, local companies, media companies and agencies.

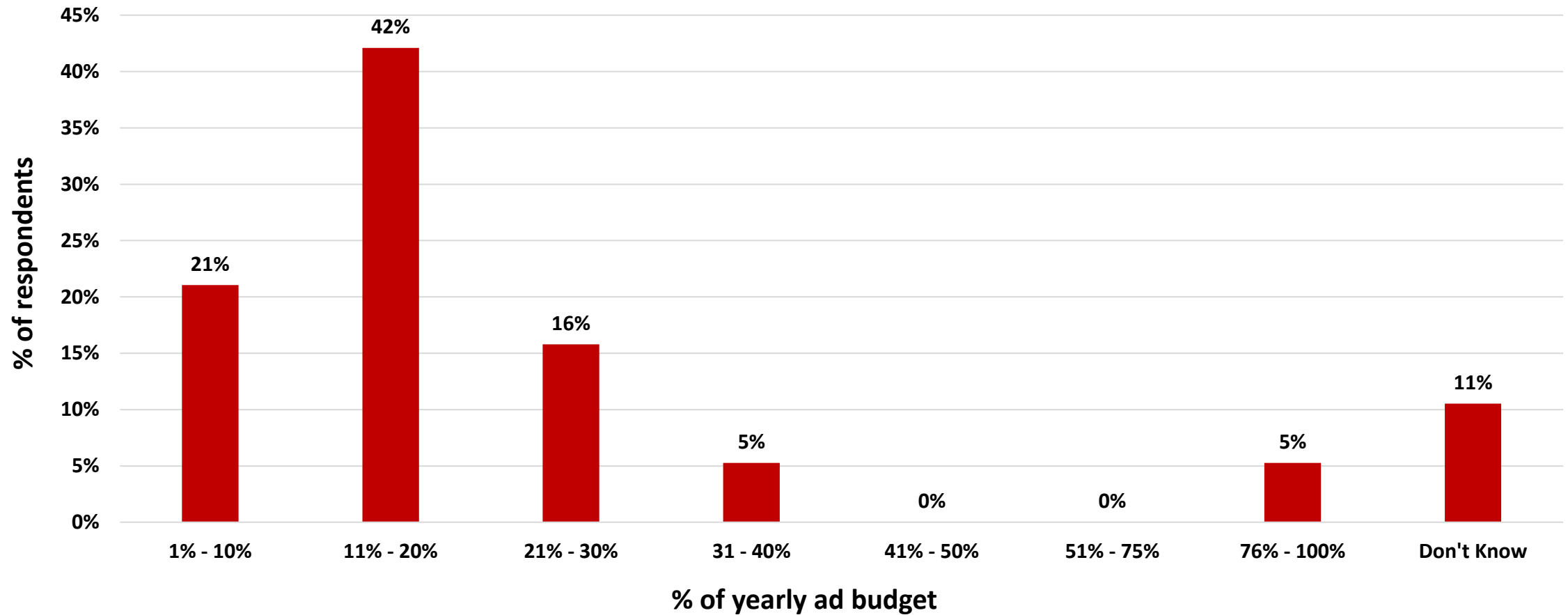
Research Executive Summary

- ❑ Yearly digital ad spend committed to all paid advertising is **11% - 20%**.
- ❑ **76% - 100%** of the yearly digital ad budget based on audience targeting.
- ❑ **51% - 75%** is based on contextual targeting.
- ❑ The yearly spend on audience and contextual targeting will increase over the years.
- ❑ **53%** of the respondents do not have direct buying relationship with ad tech vendors.
- ❑ Mostly organizations spend large part of their digital ad spend on platforms like Google and Facebook.
- ❑ There is a consensus that increased data sharing will result in better understanding and optimization and will help in making better decisions.
- ❑ Most of the organizations have not encountered any unfair contractual terms while working with online platforms.



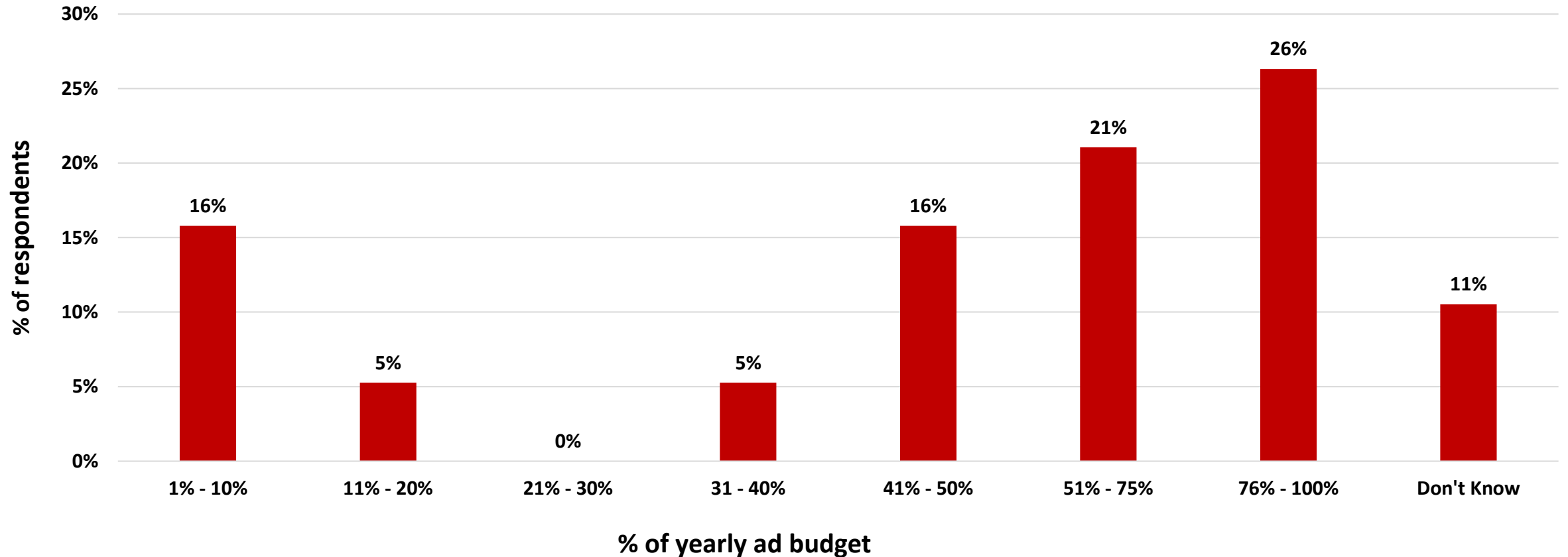
APPROACH TO ADVERTISING

Approximately what % of your yearly ad budget is committed to all paid digital advertising?



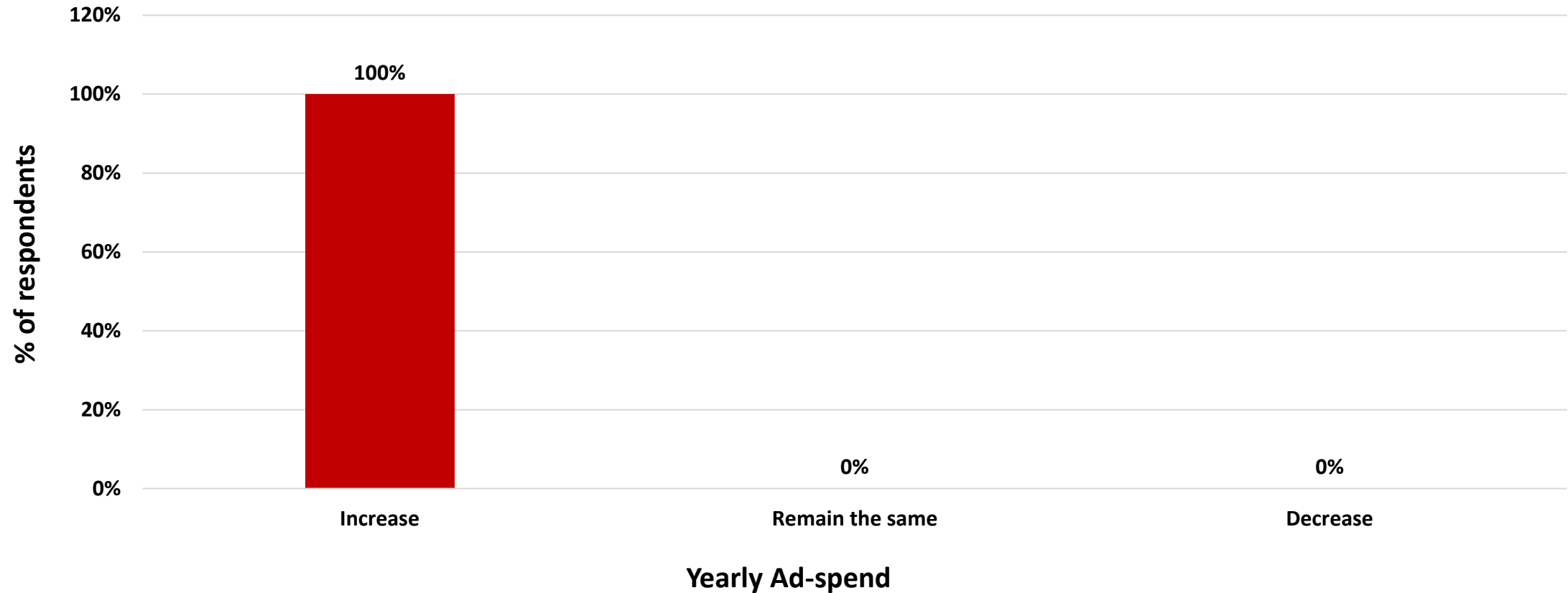
Audience Targeting: Approach to digital advertising

Approximately what % of your yearly digital ad budget is based on some kind of audience targeting? (e.g. behavioral, demographic, re-targeting, etc.).



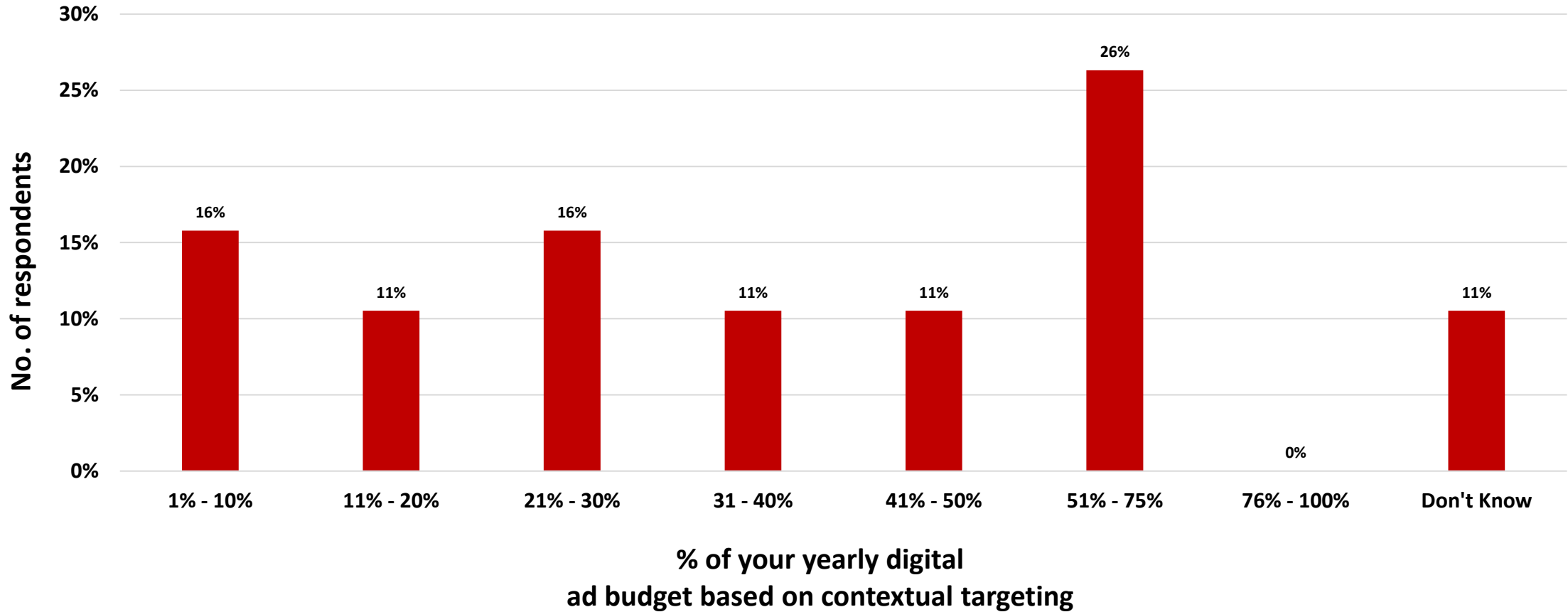
Audience Targeting: Approach to digital advertising

How do you expect your yearly spend on audience targeting to evolve over the next 5 years?



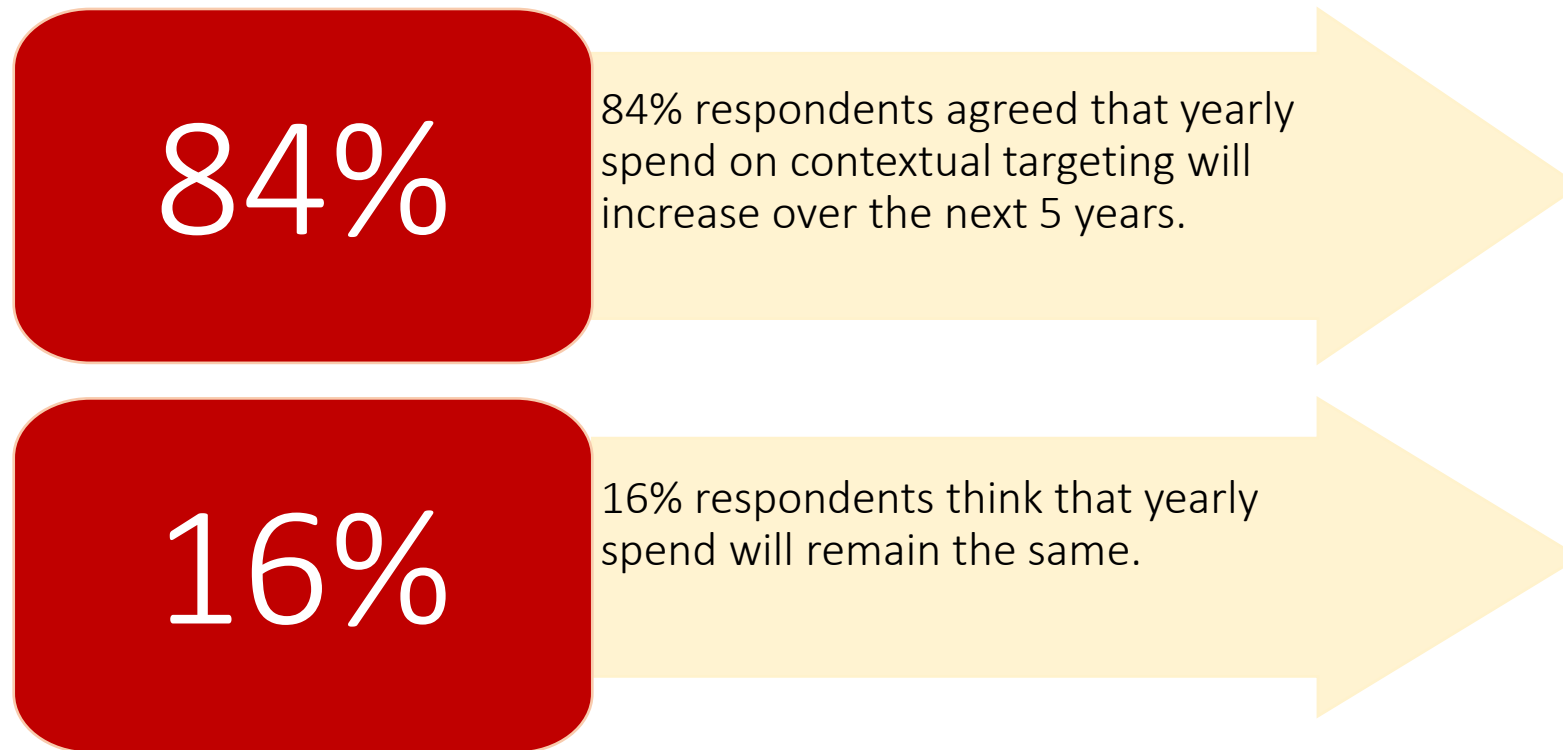
Contextual Targeting

Approximately what % of your yearly digital ad budget is based on contextual targeting?



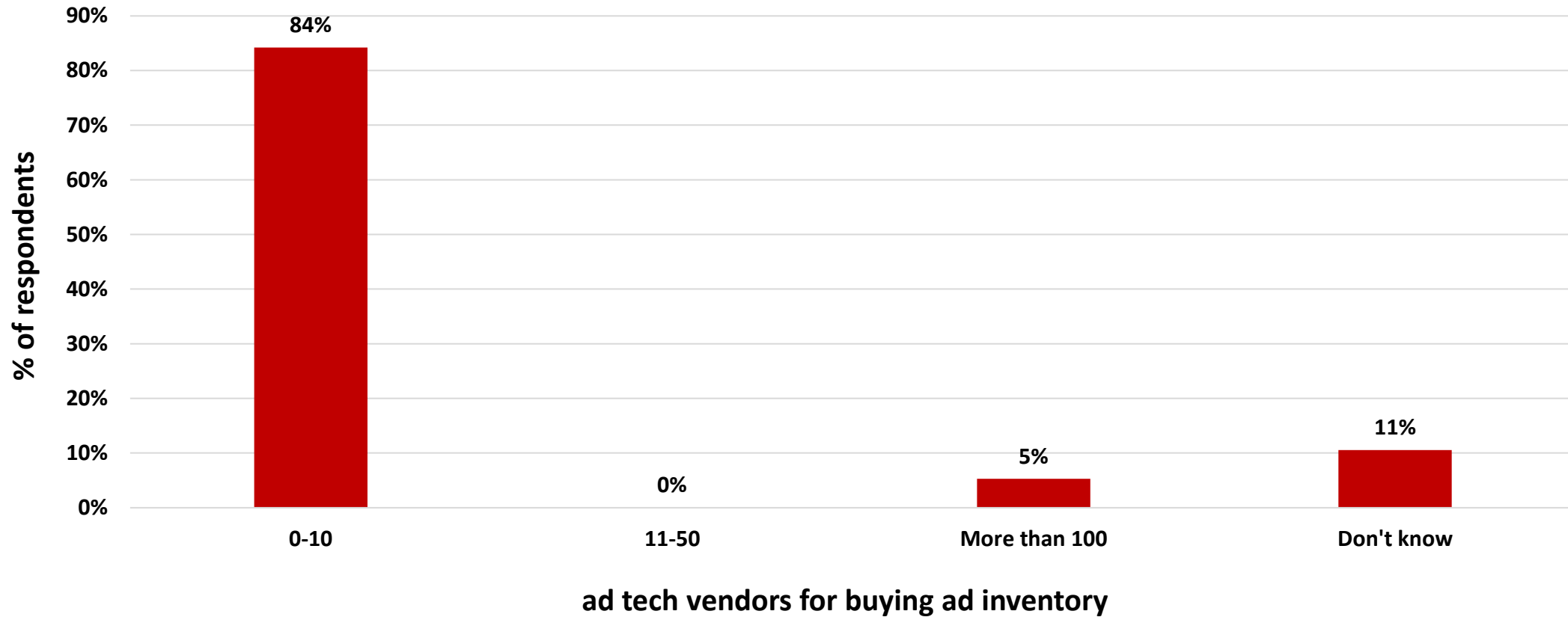
Contextual Targeting

How do you expect your yearly spend on contextual targeting to evolve over the next 5 years?



Working with **ad tech** vendors

How many different buy-side and sell-side ad tech vendors do you use to buy ad inventory?



Working with **ad tech** vendors

How has that changed over the past 5 years?

53% of the respondents think that it has increased over the past 5 years.

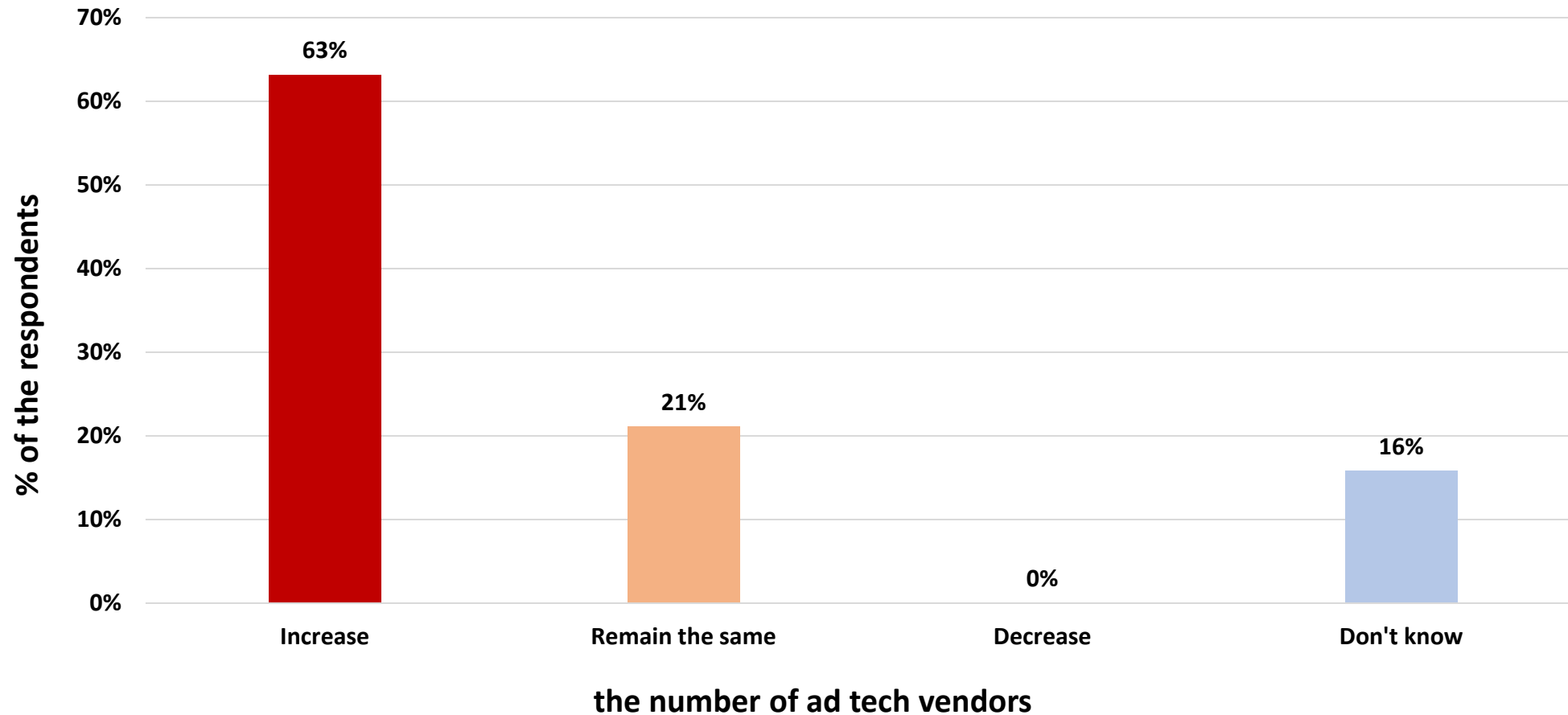
32% of the respondents think that it has remained the same.

5% of the respondents think that it has decreased over the years.

10% of the respondents don't know whether it has increased or decreased over the years.

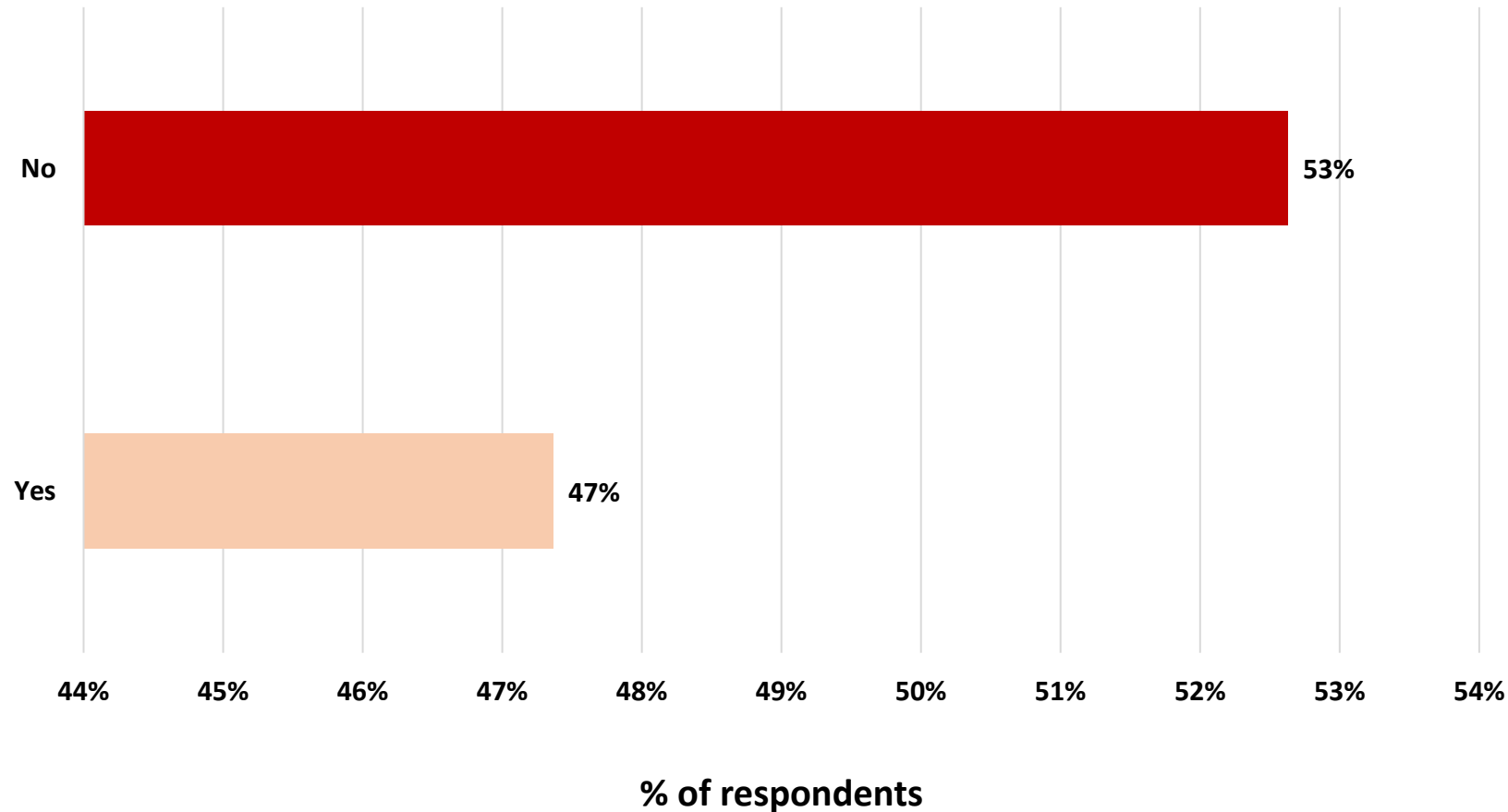
Working with **ad tech** vendors

How do you expect the number of ad tech vendors you work with to evolve in the next 5 years?



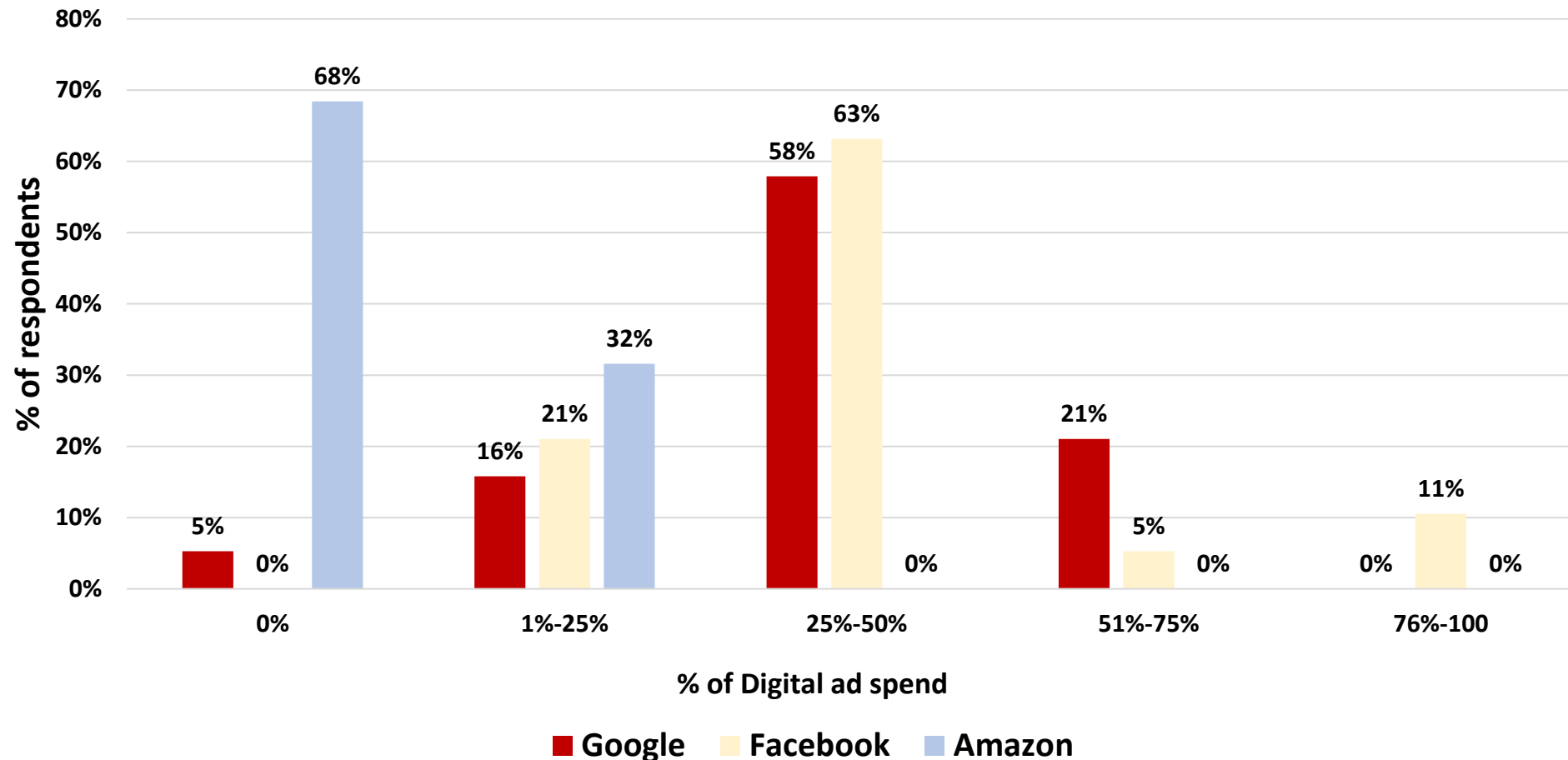
Working with **ad tech** vendors

Do you have direct buying relationships with publishers?



Working with **online platforms**

Approximately what % of your organization's digital ad spend goes to the following companies: Google, Facebook, and Amazon.



Working with **online platforms**

Specify if your ad spend goes to any other company apart from Google, Facebook and Amazon. Name the platform and state your approximate % ad spend.

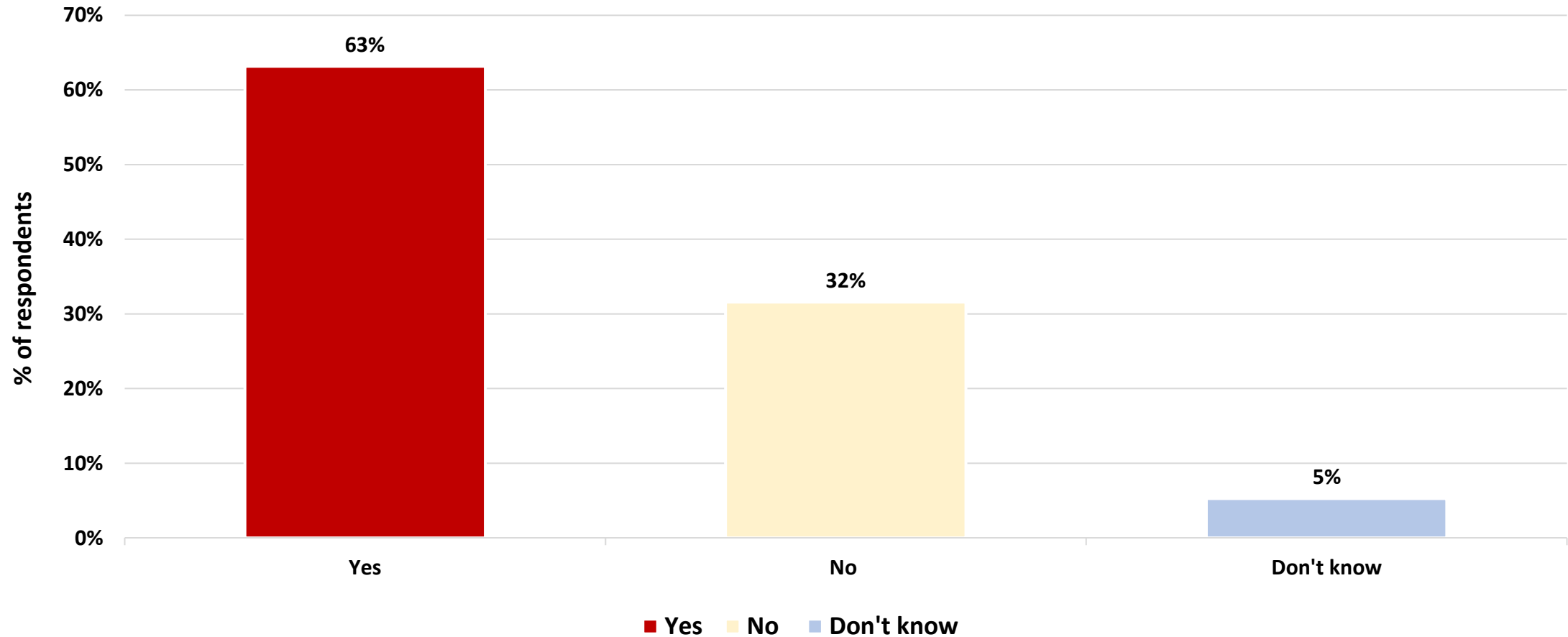
21% of the respondents do not spend on any other platforms apart from Google, Amazon and Facebook.

Other platforms used:

- Knorex
- Programatic
- ESKIMI
- Local Publishers: Business Recorder, Dawn, etc.
- Food related websites.
- Twitter.

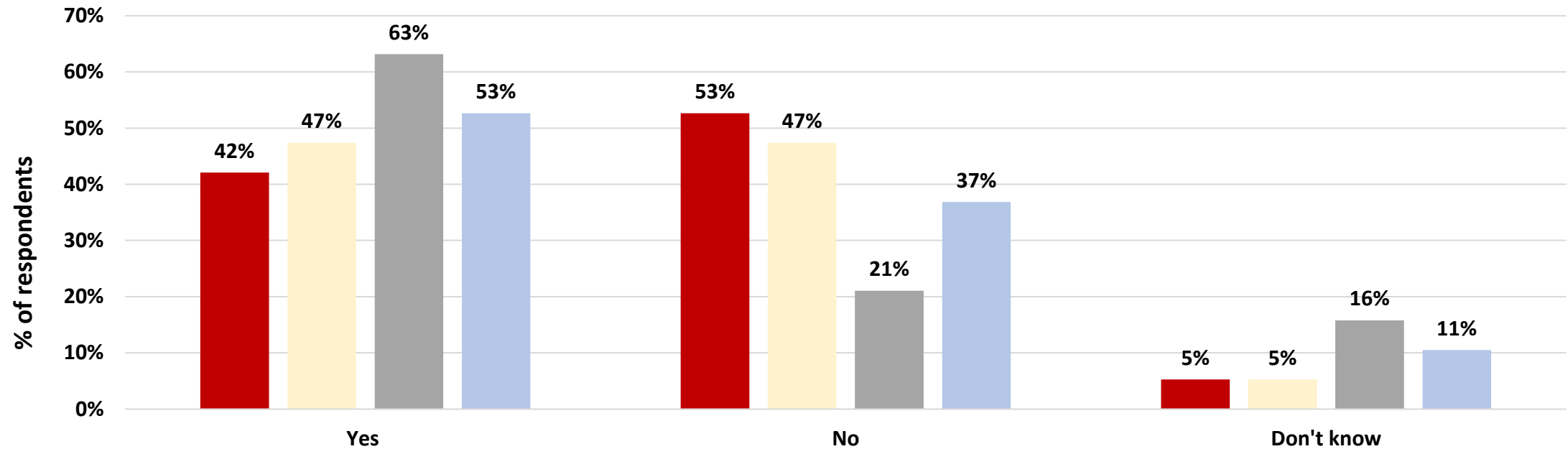
Data sharing: Working with online platforms

Have you encountered a lack of data sharing when working with large online advertising platforms?



Data sharing: Working with online platforms

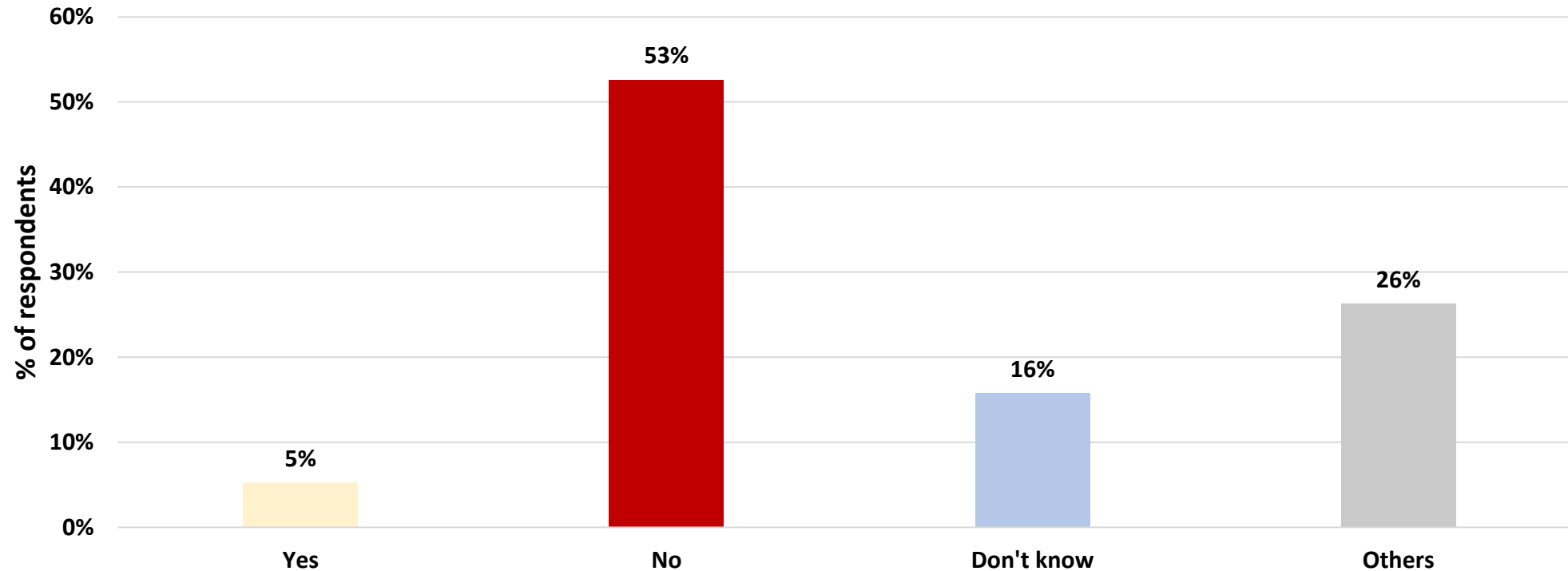
What kind of data is missing from large online advertising platforms?



- Consumer Data
- Data to measure the quality and effectiveness of advertising
- Data about how intermediaries are remunerated
- Data related to the way auctions are carried out and prices determined

Data sharing: Working with online platforms

Are there any other types of data missing from large online advertising platforms?



Data sharing: Working with online platforms

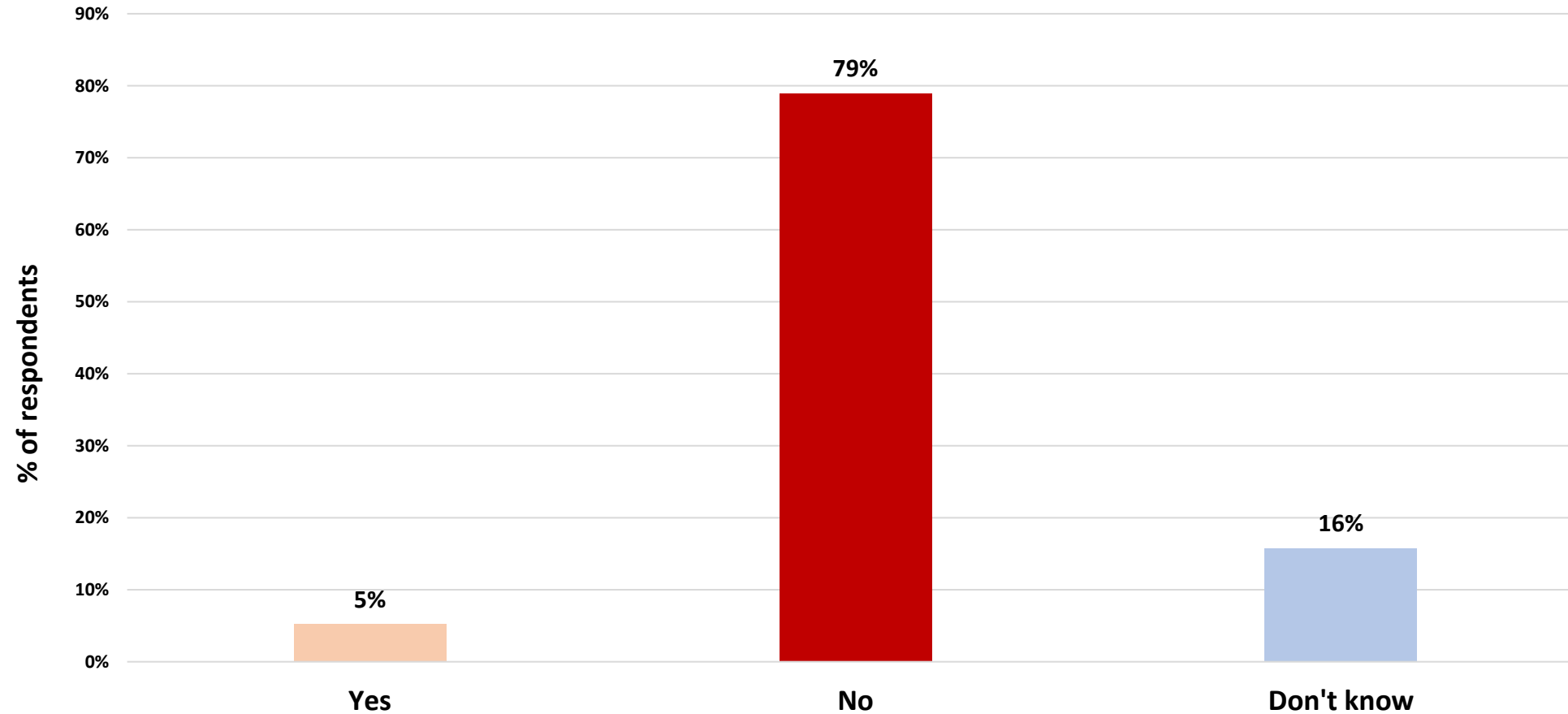
What would be the impact of increased data sharing?

60% of the respondents think that increased data sharing will result in better understanding and optimization and will help in effective planning and decision making.

- ❑ Better campaign management, advertising spend.
- ❑ Better targeting.
- ❑ Increased ad spend.
- ❑ Greater transparency and ROI Assessment.
- ❑ We already have access to significant level of data due to Global JBP with both Facebook and Google.
- ❑ Effective advertising and more impact for the advertisers.
- ❑ Better visibility and decision making.
- ❑ More spending on digital.
- ❑ More transparency and effective campaigns.

Contractual terms: Working with online platforms

Have you encountered unfair contractual terms when dealing with large online advertising platforms?



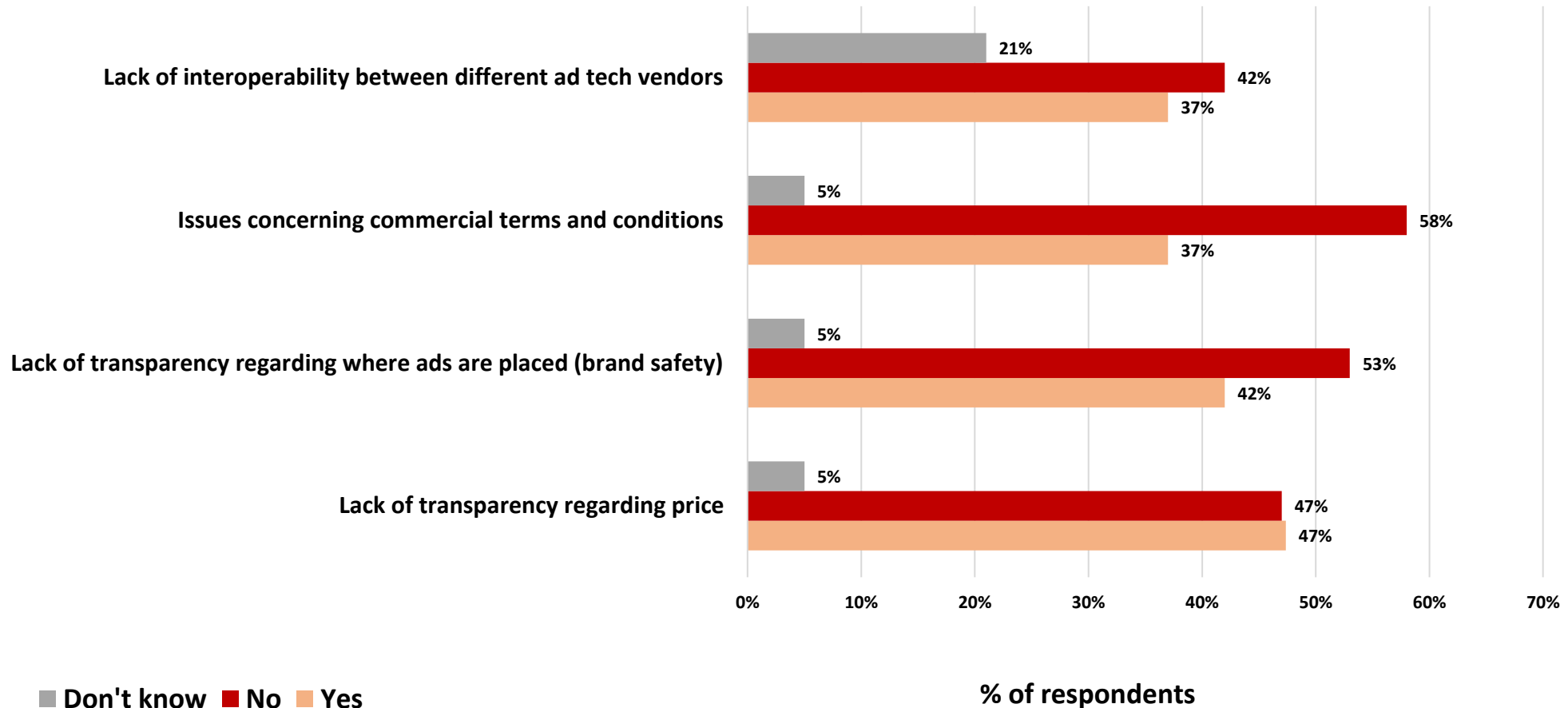
Contractual terms: Working with online platforms

Could you please explain what kind of unfair contractual terms you have encountered and what impact they have had on your business?

Only **5%** of the respondents think it's unfair payment terms. Rest have never encountered any issues.

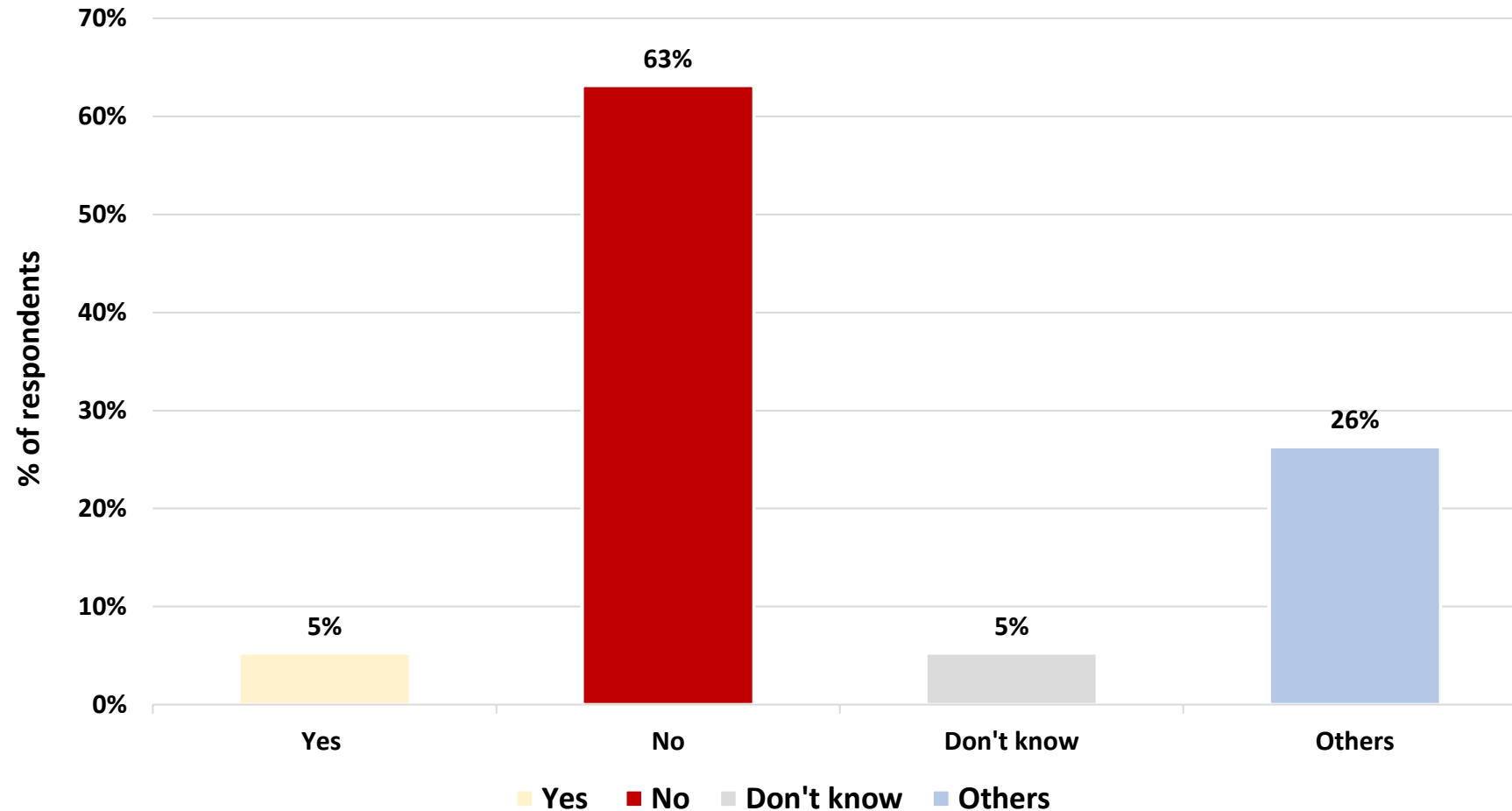
Other Issues: Working with online platforms

Have you encountered any of the following issues when dealing with large online advertising platforms?



Other issues: Working with online platforms

Have you encountered any other issues when dealing with large online advertising platforms?





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Digital Advertising and Working with Partners

The End

For more info, visit our website: <http://pas.org.pk>

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