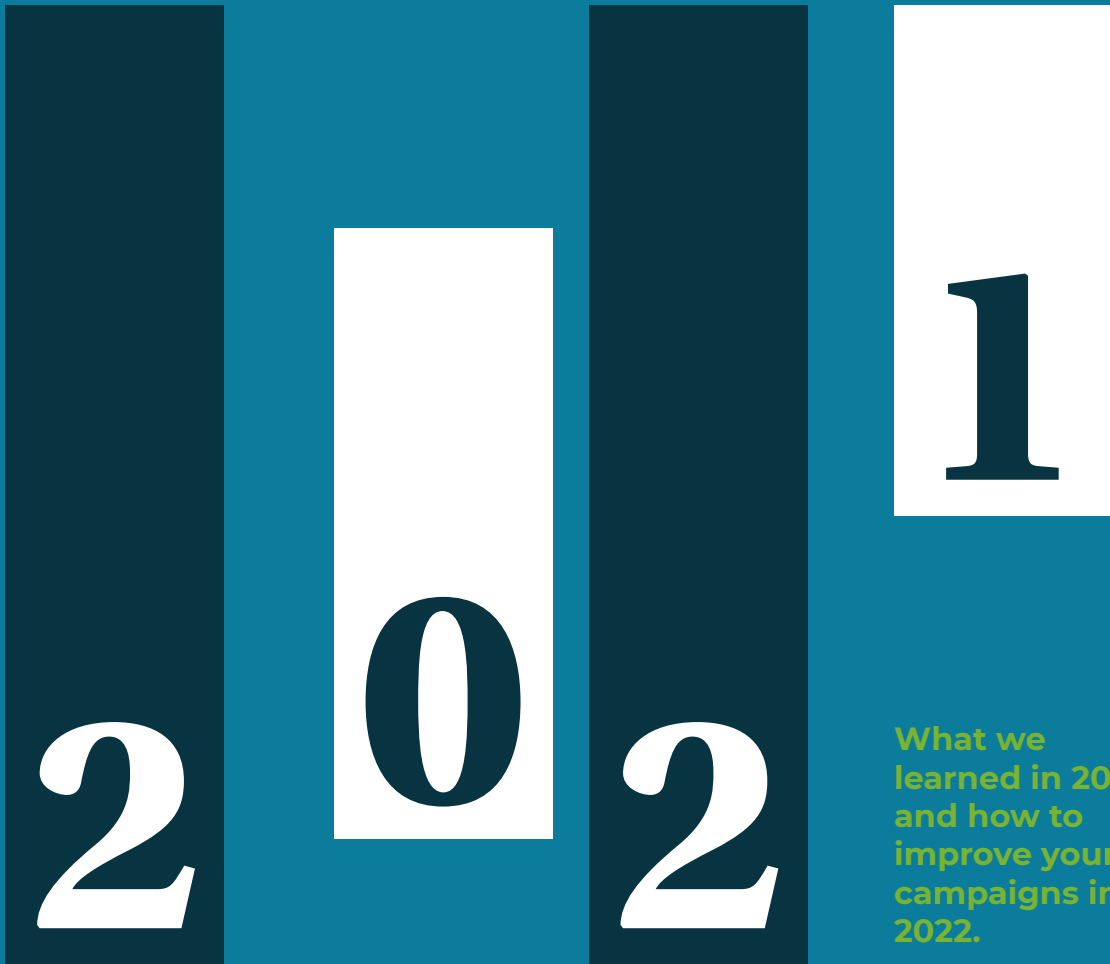


choozle

# End of Year

## Key Findings & Results

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What we  
learned in 2021  
and how to  
improve your  
campaigns in  
2022.

# The state of digital advertising

Digital marketing continues to win in the advertising space. The increased adoption by buyers and sellers has created growing inventory, lower CPMs, deeper analytics, more consumer considerations, and a prioritization of everyone's privacy.

The expanding channels and targeting tactics continue to successfully tell brand stories in an effective and sophisticated way. With tools like ours, the digital advertising space is becoming more democratized as smaller brands and marketers can take advantage of programmatic marketing to reach their customers effectively and achieve true brand resonance.

As you look ahead to the rest of 2022 and begin executing and evaluating your marketing performance, use our key findings and results to guide your digital advertising strategy. The metrics in this report were pulled from the Choozle platform and includes data from January 1, 2021, to December 31, 2021.

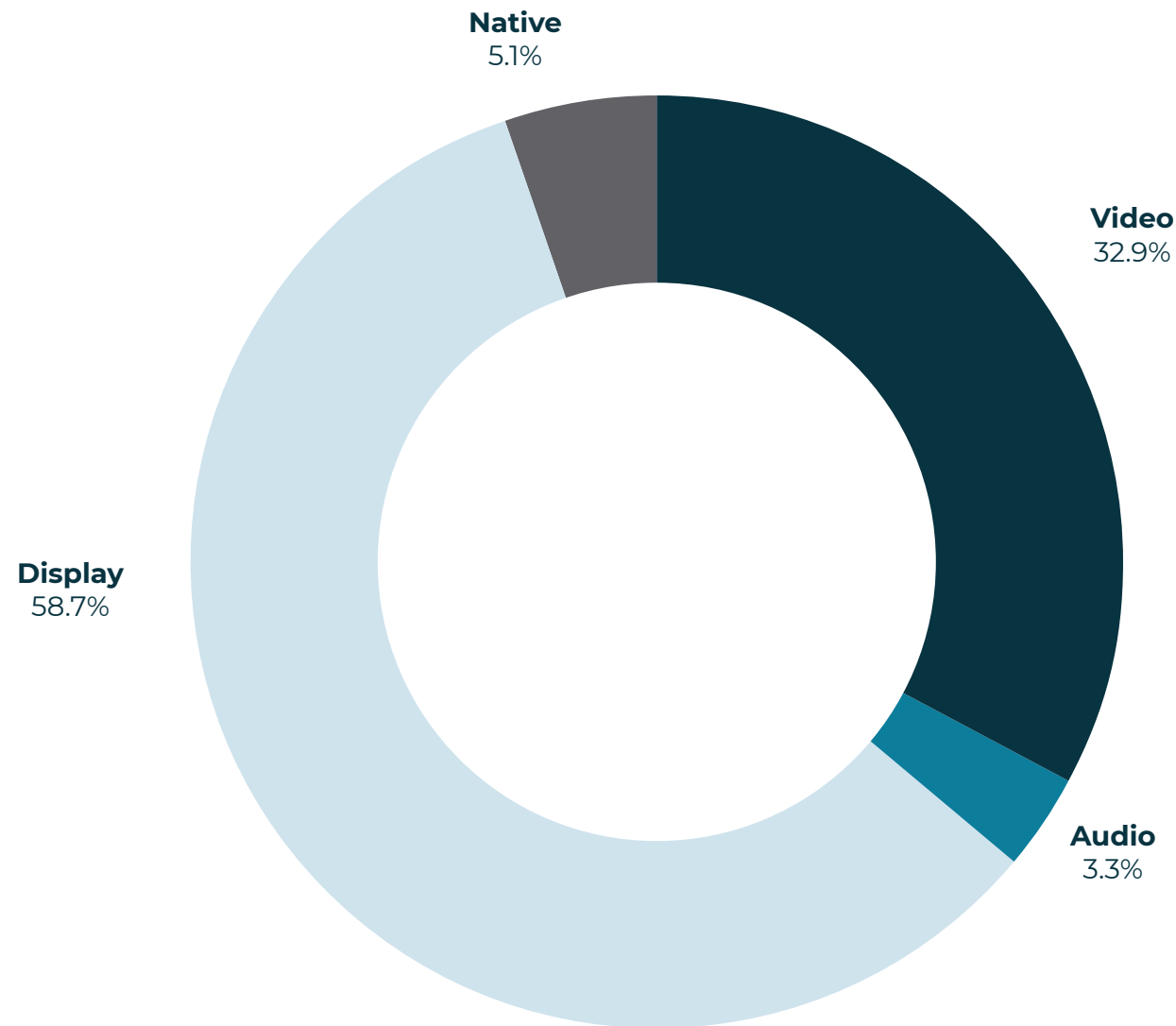


**“Video will replace static assets and become the cornerstone of all marketing campaigns. Social media and streaming TV platforms will introduce new advertising products that emphasize video. Even the retail experience will see new innovations in using video to engage customers and drive revenue.”**

*-Tim Parkin,  
Global Marketing Consultant*

# Media Type

## Budget Allocation by Media Type



### takeaways

Display and video continue to dominate the landscape, with 90% of budget allocation.

Connected TV ad spending in the US has increased by 59.9% to \$14.44 billion during 2021.

The cost for video advertising will be higher, but it will have more engagement, higher completion rates, and brand resonance that is unique to this medium that display can't deliver.

Consider the number of touchpoints you can have with your consumers. Look to engage with them in different ways.

Video and connected tv media reach a highly-engaged audience compared to display media.

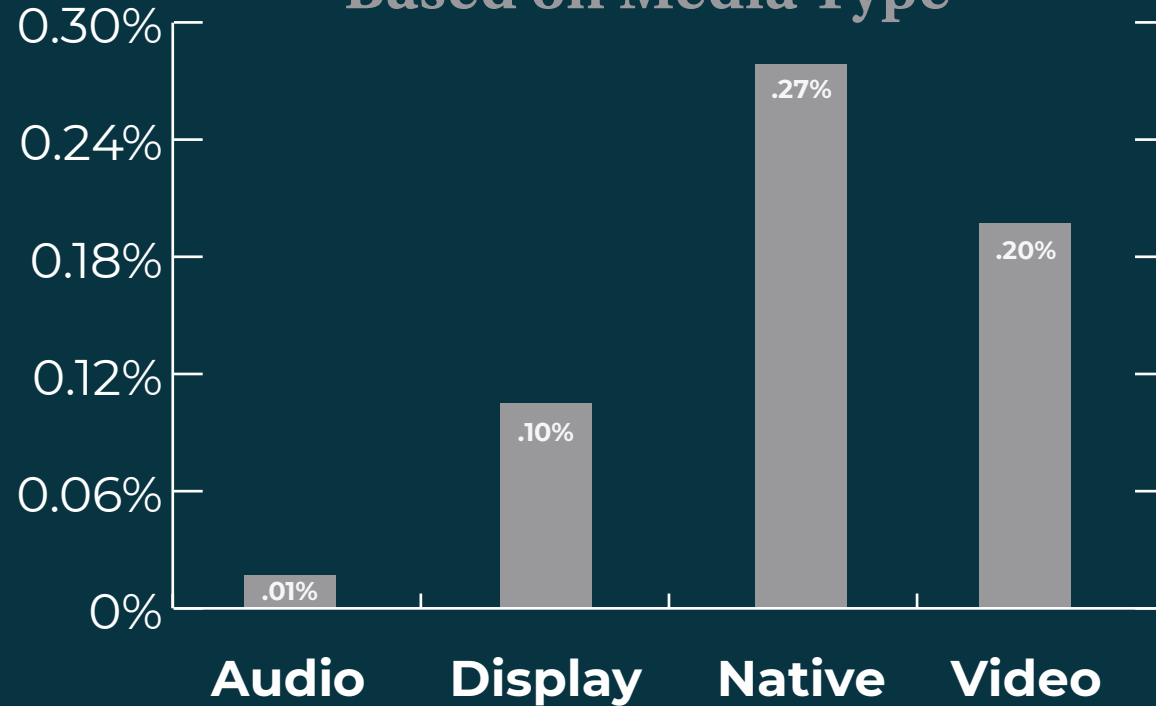
Diversify the number of channels you are using. By expanding the media types you use and their budget you can build multi-touch resonance and understand how your channels work together.

**Omnichannel strategy** will encompass and help achieve all of your goals for 2022.

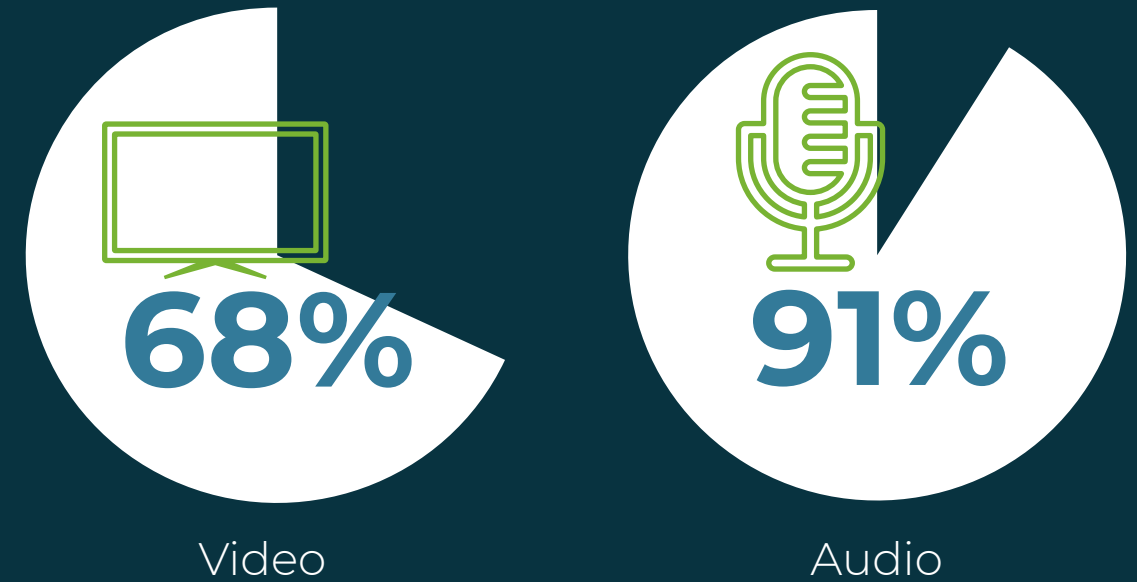


# Performance by Media Type

### Average CTR Based on Media Type



### Average Completion Rate



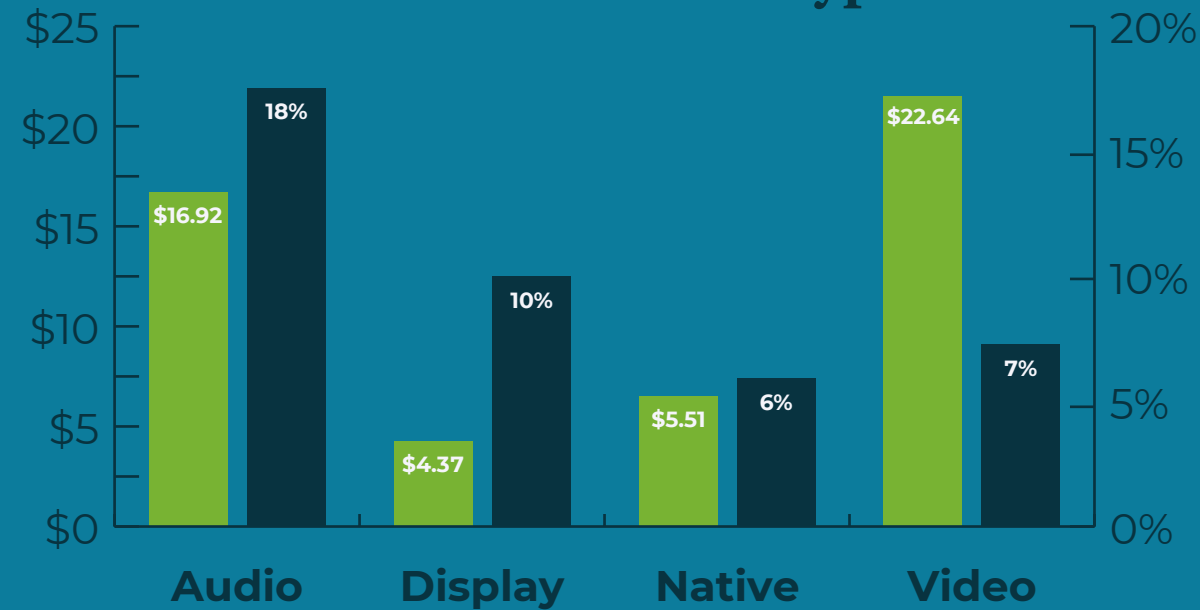
### Earned Impressions by Media Type



Audio completion rate is over 90 percent with the highest win rate of any media type. The increased success of this inventory occurred over the past two years during the work from home era.

# Performance by Media Type

Average **CPM** & Win Rate  
Based on Media Type



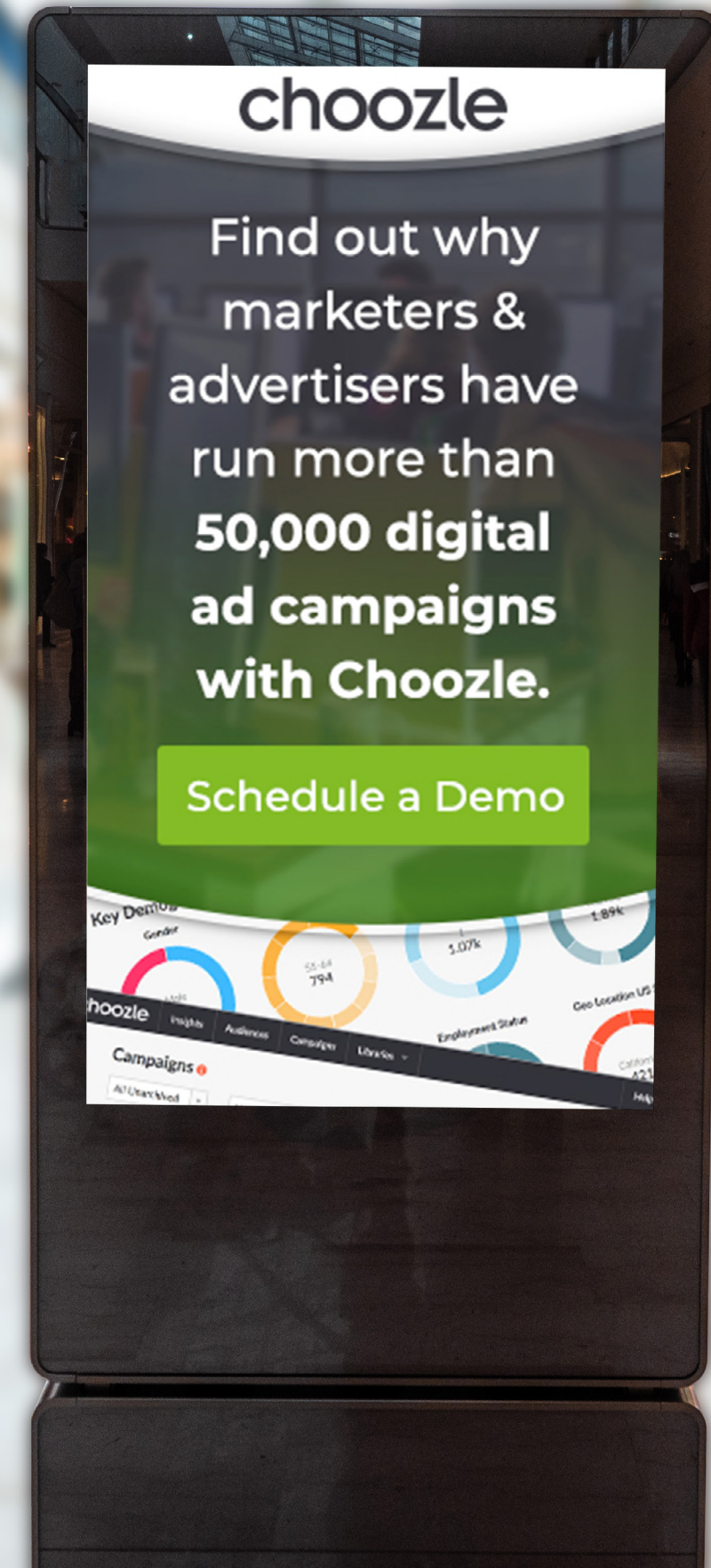
Display saw the most earned impressions at 84 percent. Showing, once again, that display has the market share of inventory.

Too often, marketers focus on using the cheapest CPM available instead of finding the perfect placements and audience. Achieving effective CPMs across all channels creates more value for all of your campaigns. This will allow you to focus on achieving overall success.

Audio and video have high completion rates which ensure your message is heard.

Create confidence in campaign success and brand resonance with an engaged audience.

Strike a balance between tried and true channels while adopting newer channels that will generate top-of-funnel results and **boost your marketing ROI.**



# Device Type

## Budget Allocation by Device Type



**Consumers** continue to use multiple devices to engage with brands.

**Mobile** has become a mainstay for browsing the web, and device targeting has proven its value throughout the pandemic.

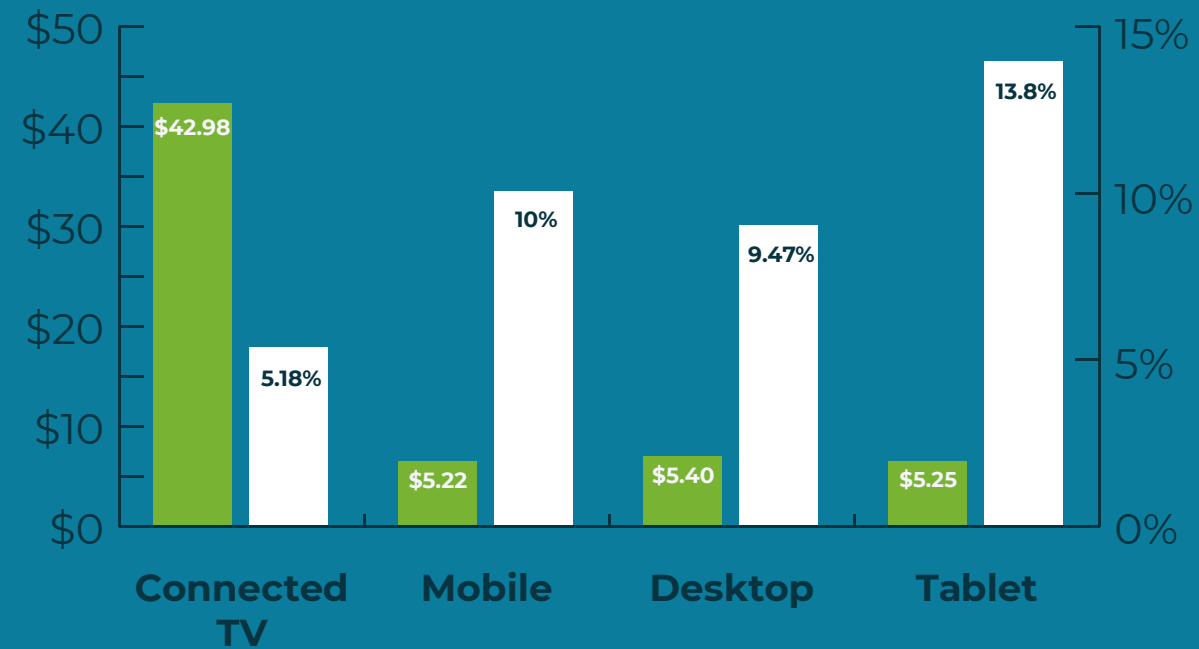
With everyone adopting new online services, consumer brands should go to mobile-first to reach every available audience.

**Major networks** like Fox, NBCU, and others, have fully embraced connected TV. Premium ad inventory is available for events like The Olympics, NCAA March Madness, The US Open, and more.

**Marketers** are diversifying their media types for a dynamic campaign strategy while keeping CPMs low and engaging all consumers across different media types.

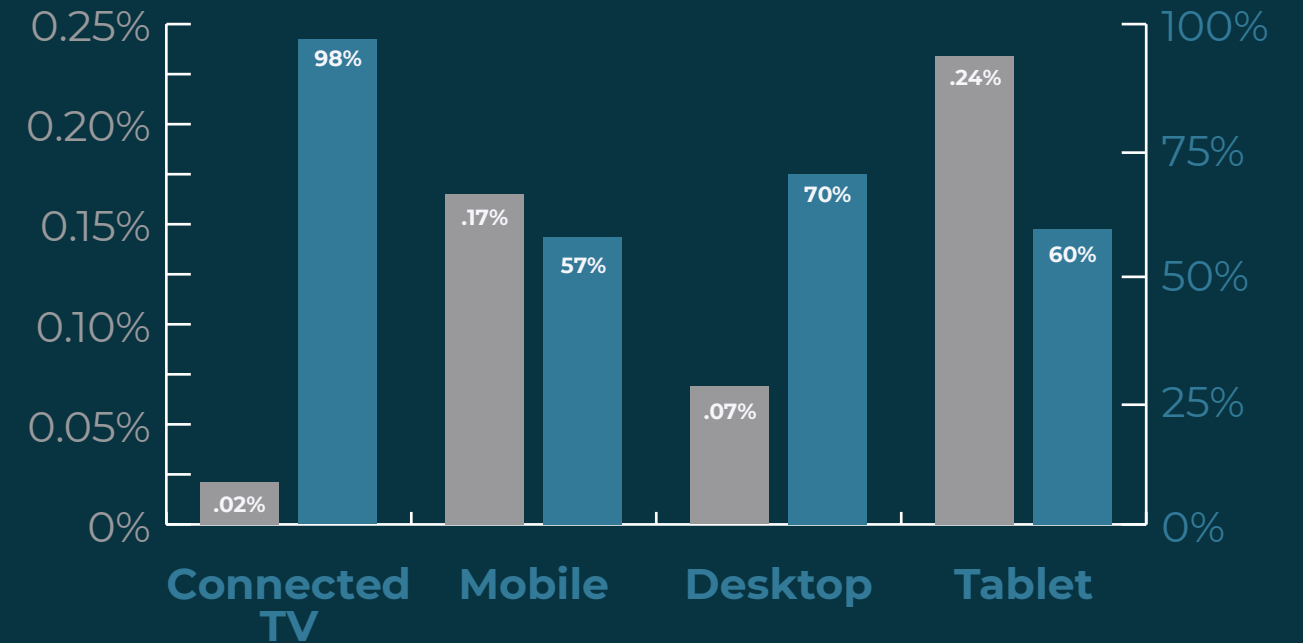
# Performance by Device Type

## Average CPM & Win Rate Based on Device Type



Connected TV CPM lowered by \$.50, while CPMs increased on other devices. We will continue to see an impact on CPMs during big events or trends like the recent holiday season. Media spend has increased across the board over the last year so expect CPMs to start to level out and become more consistent after the first quarter.

## Average CTR & VCR Based on Device Type



Unsurprisingly, connected TV shows very high video completion rates (VCR). However, desktop and tablet also produce high VCR, highlighting the need for cross-device video strategies to reach consumers on all these device types.

Desktop and tablet metrics are higher than mobile's which indicates consumer behavior and preferences.

Separate out campaigns by device type so you can be more thoughtful when creating user experiences.

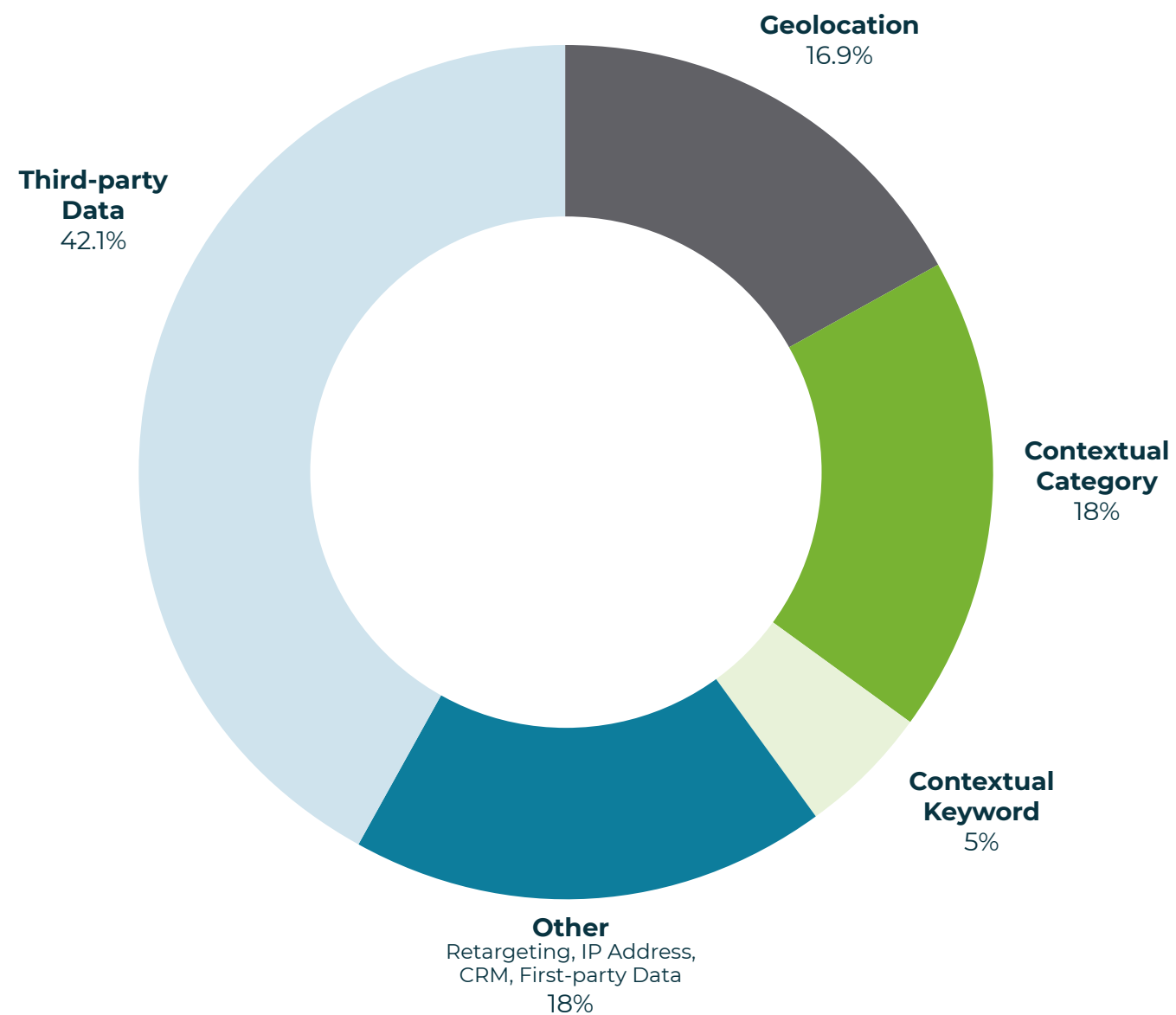
Creative sizes and landing pages play a big part in engagement. Make ads accessible and meaningful when clicked on so the user has a positive experience with your brand.

Separate your live connected TV event inventory from your videos and other creative types to ensure campaigns pace properly. In the end, this will reduce frustration and create a better experience for viewers.

Don't count out desktop and tablet devices for targeting video streaming.

# Targeting Tactics

## Budget Allocation by Targeting Tactic



Continued high demand for targeting with third-party data.

Similar usage compared to 2020 as a recovery year for the industry.

Continue to diversify the tactics you use. Explore different options to reach and catalog new audiences.

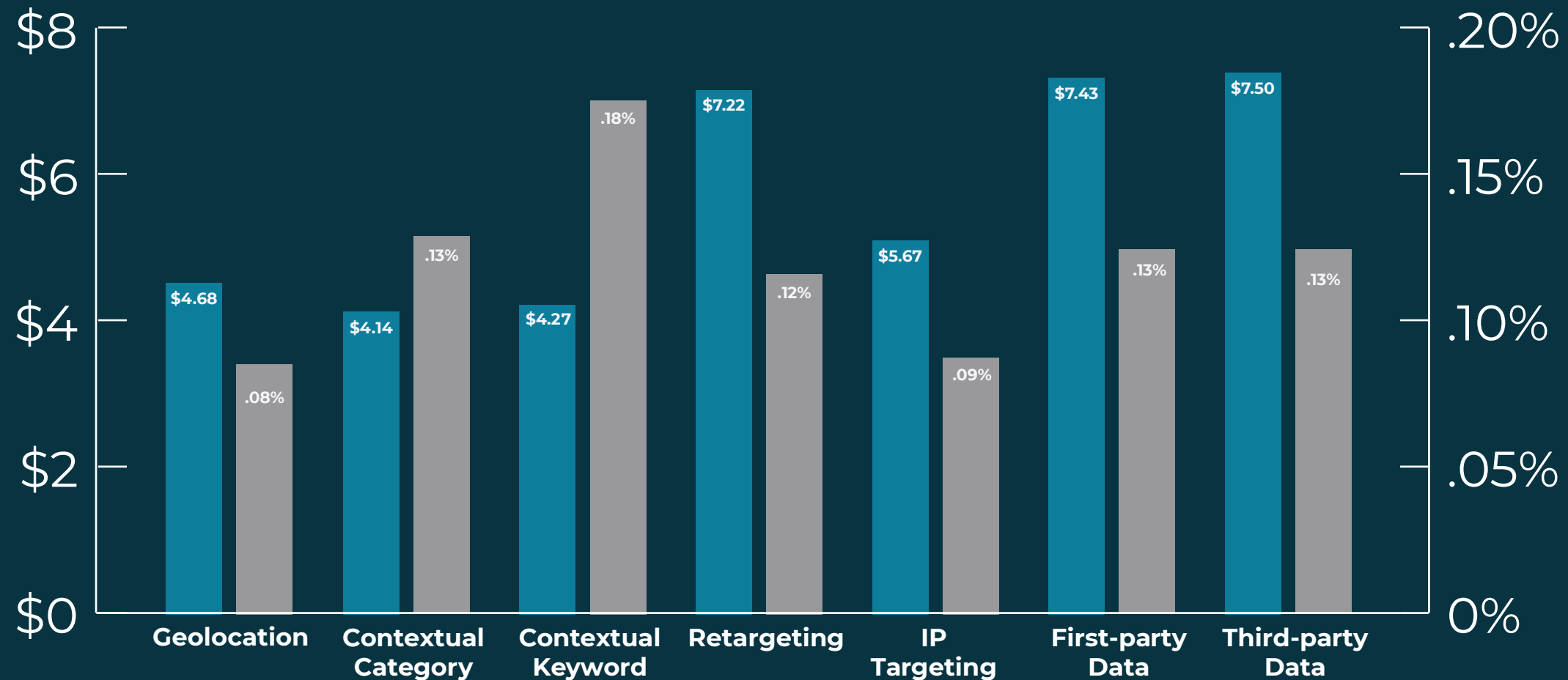
Use tactics that speak directly to each section of the funnel to create incremental conversions between stages.

First-party data must be a priority as the status of the third-party cookie changes during 2022.



# Performance by Tactic

Average CPM & CTR  
Based on Targeting Tactic



CPMs remained in a typical range compared to 2021 for all targeting tactics.

CPMs for third-party data and first-party data are very similar. Both strategies are important to reach two different audiences of both purchase intenders and previous site visitors.

Contextual and keyword targeting will help drive new users down the funnel. Think about aligning your brand with the content consumers engage with and create relevance for your offer.

# Industry Trends

## Average CPM, CTR, & Win Rate by Industry



Because this data is inclusive of the holiday shopping season, there is an increase in retail that will even out throughout this year.

### Events that will affect CPMs across industries in 2022:

- Live sporting events
- Election advertising
- First look - premiere season
- Summertime content (Food Network, HGTV)

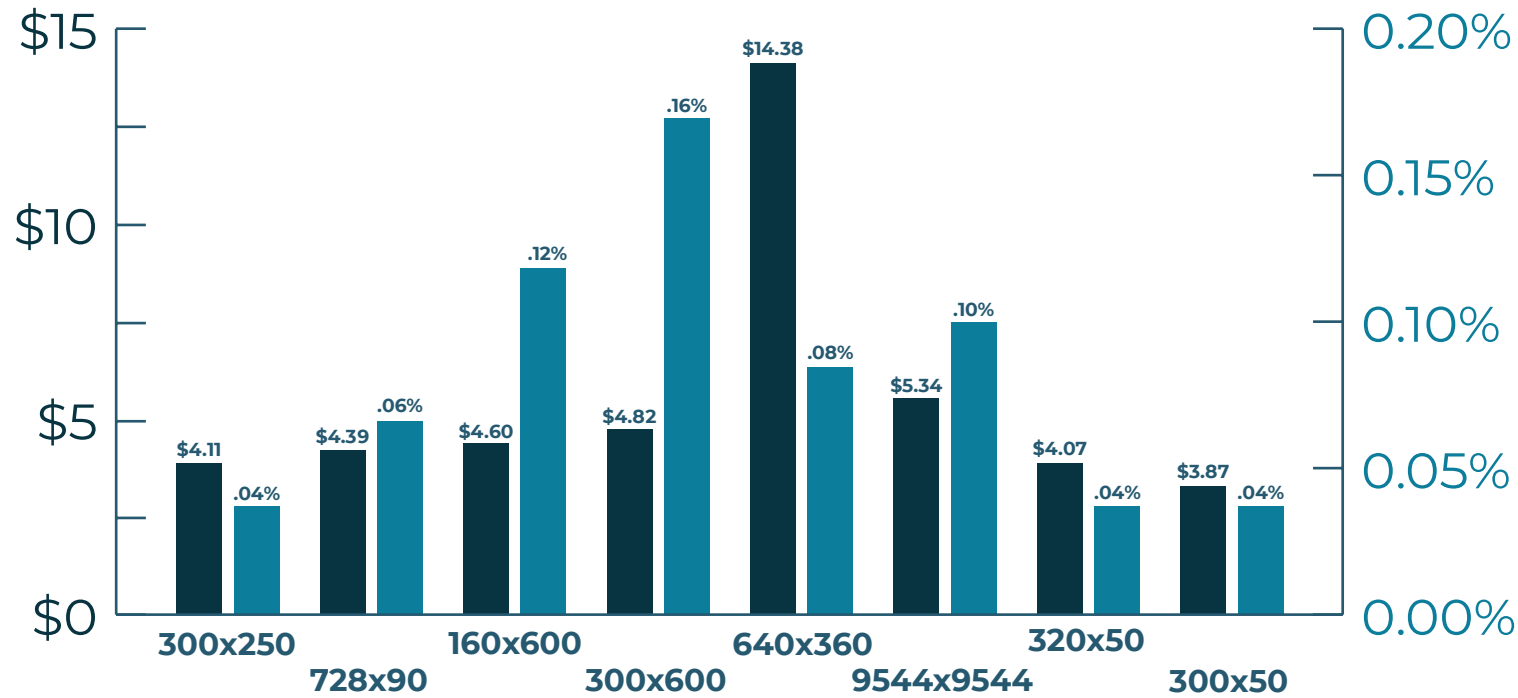
Regardless of industry, the upcoming political election cycle will impact all channels and CPMs. Two ways to combat this are picking private marketplace deals that exclude political buyers or using site lists to avoid news sites.

Industry	Avg CPM	Avg CTR	Avg Win Rate
Automotive	\$7.94	0.50%	18.5%
B2B	\$8.89	0.25%	21.50%
Consumer Discretionary	\$8.33	0.25%	19.50%
Consumer Goods	\$7.17	0.13%	19.25%
Consumer Staples	\$8.00	0.09%	20.50%
Financial Services	\$5.36	0.10%	13.75%
Food & Beverages	\$8.26	0.11%	18.0%
Health Care	\$6.44	0.15%	14.50%
Hospitality	\$8.08	0.97%	9.25%
Insurance	\$7.90	0.19%	17.75%
Software & Technology	\$5.63	0.26%	11.25%
Real Estate	\$8.59	0.10%	19.25%
Retail	\$22.17	0.21%	19.25%
Specialized Consumer Services	\$20.17	0.17%	19.25%
Specialty Retail	\$7.74	0.16%	18.0%

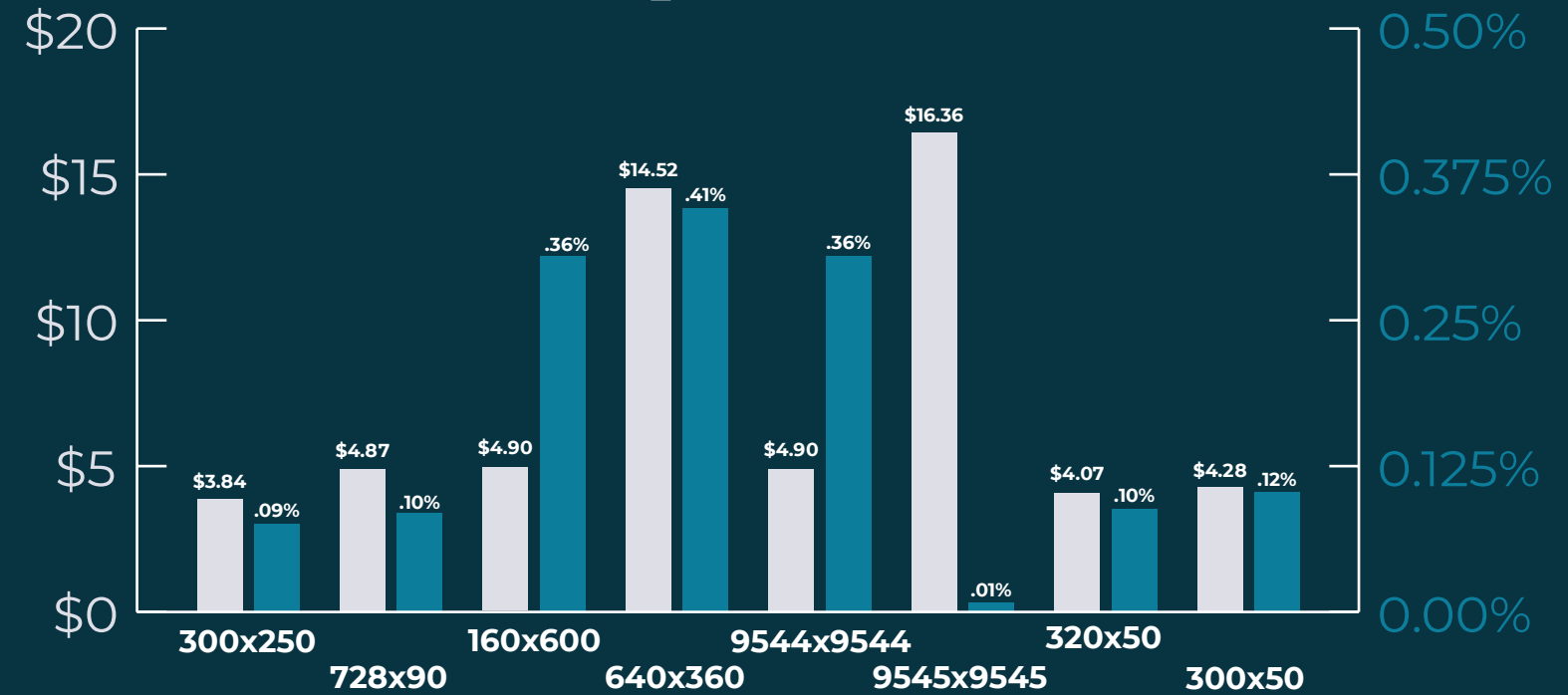
\* All metrics are inclusive of multiple device and channel types. Including display, mobile, video, connected TV, audio, and more. Higher CPMs or CTRs could indicate the higher use of specific device and channel types such as video or connected tv.

# Creative Assets

## Average CPM & CTR for Top Mobile Creative Sizes



## Average CPM & CTR for Top Desktop Creative Sizes







There is a lot more inventory for the top four typical creative sizes. As you plan out your creative strategy, be sure to use these sizes (300x250, 728x90, 160x600, 300x600). Effective campaigns must use these sizes to scale.

Maximize your impact with creative diversity. Think about balancing smaller creative sizes with larger sizes. Larger creatives will drive a higher CTR and that engagement will start to bleed over for other creative sizes once brand recognition is developed.

Look out for new inventory that is available and emerging trends while utilizing what works.

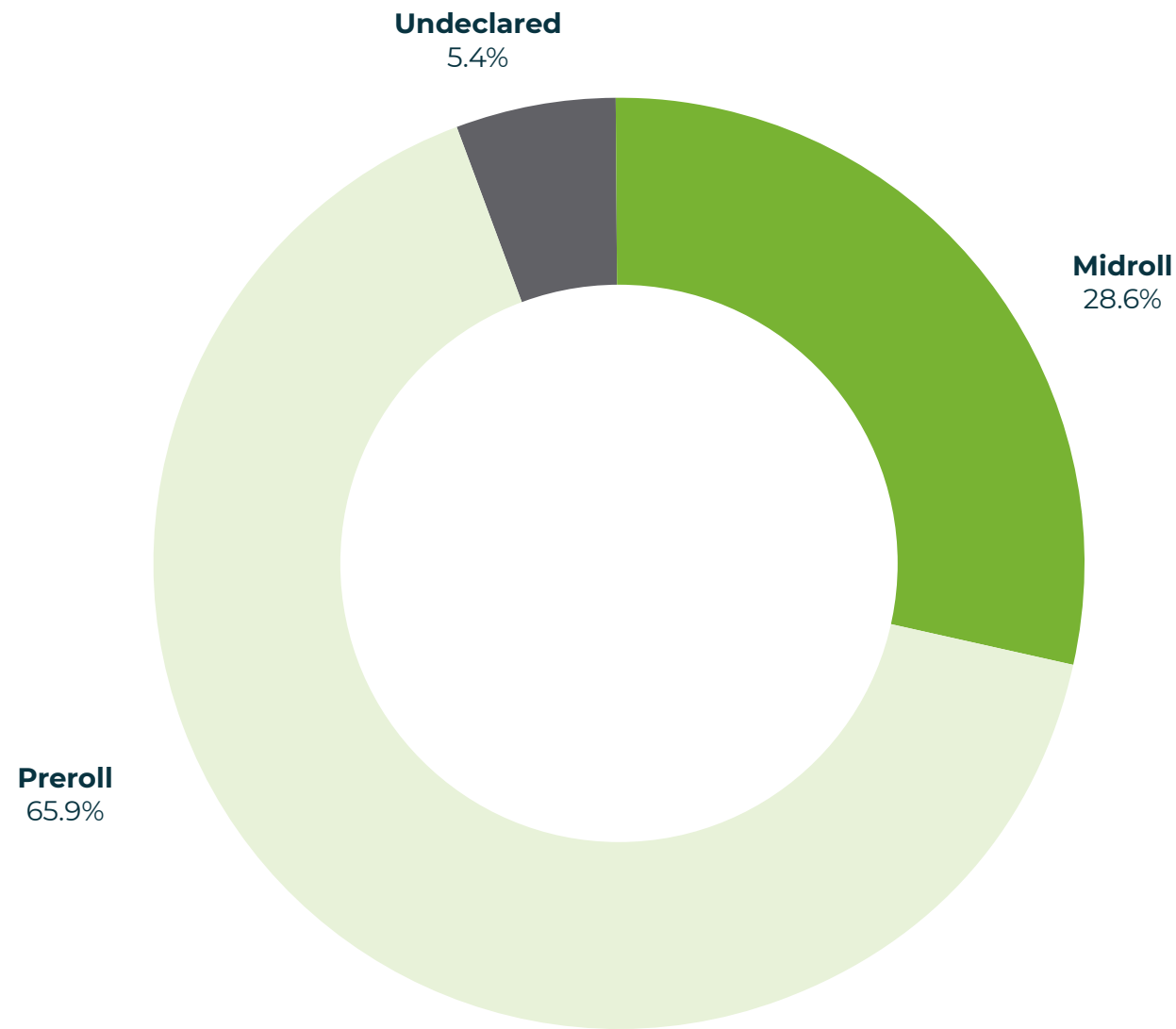
## Average Frequency in 24 Hours

Our data shows average ad frequency across all devices is at 3.5 views per 24 hours. Utilize frequency capping to hone in on your target audience, maximize your reach while preventing oversaturation for a single person or household.

	Average of Frequency Per Household	Average of Frequency Per Person	Average of Frequency Per Unique ID
 Connected TV	4	4	3
 Mobile	4	4	2
 PC	5	4	3
 Tablet	5	4	2

# Video Usage

## Video Usage by Placement Type

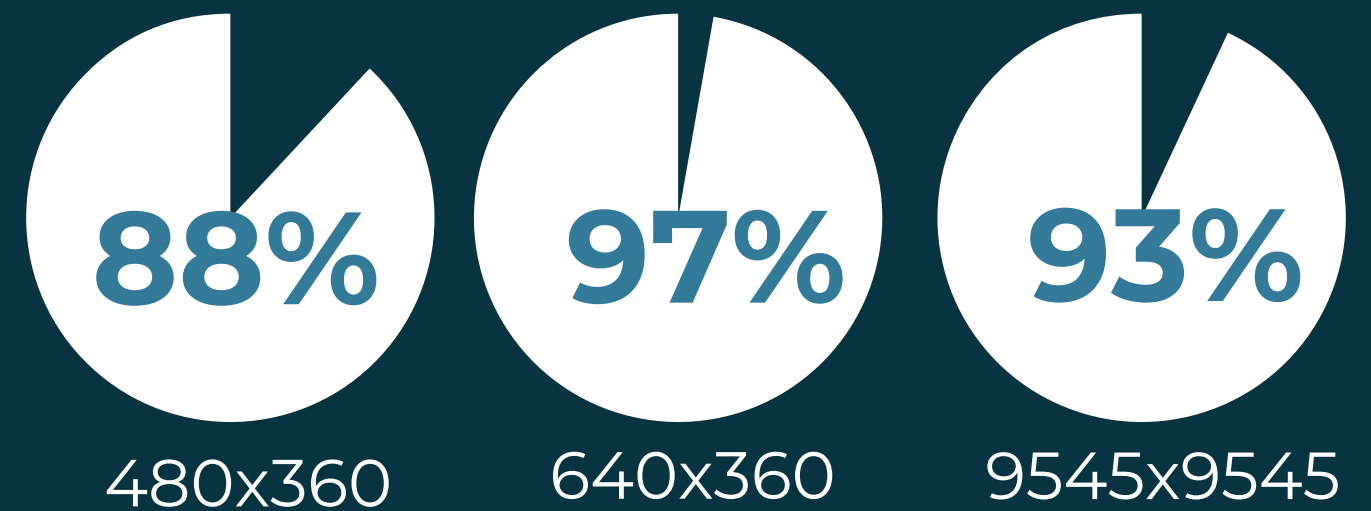


Most video advertising is placed during midroll (28%) and preroll (65%). Content creators and publishers push to place these creative types to play before their own content so monetization is created effectively.

It's better to create alignment across platforms when looking for consistent campaign results for connected TV, video, and others.

Understand your video placements for transparency of reach within inventory details.

## Video Completion by Size



## Video Completion by Length

Length	Completion Rate
:15	66%
:30	67%
:60	26%
:90	20%

# What the future holds for digital

The path to move upwards in the digital advertising space is widening. The number of opportunities to reach your specific corner of the market is expanding and helping to guarantee you are recognized. Channels like connected TV help brands achieve levels of visibility and win inventory that would have not been accessible through traditional TV advertising. With the number of channels available growing, and more opportunities to target your specific audience, it is important to leverage all of the channels available to you. An omnichannel strategy will ensure your campaigns are not unseen, ignored, or unsustainable while staying on track to meet your goals in 2022. And finally, 2022 is the year of prioritizing consumers. With the death of third-party cookies looming, it is important to start building information about your audience now, while communicating your commitment to their privacy. First-party data will be the most accurate and valuable data you'll have for your audience because it will come from a highly trusted source.