



H1 2022

Market Report

Research finds post-cookie identity and cross-channel planning are biggest issues for marketers, according to 600+ leaders at brands, agencies, media providers, and tech companies.



Executive summary

As the turbulence of the COVID-19 pandemic yielded to new geopolitical and economic storms, there is a small measure of comfort in knowing that marketer priorities are holding steady as we approach 2022's midpoint.

In an echo of [Mediaocean's 2021 Market Report](#), marketers who responded to our 2022 survey say they are highly focused on restoring a multi-signal view of digital audiences, a view that has noticeably shrunk with the decline of cookies and other identifiers. They understand that in order to pull this off, our industry needs to deliver privacy-friendly ways to deliver and measure advertising impressions. And as we'll see, many remain optimistic that this goal will be met.

But they're still worried. When we asked advertisers, agencies, and media companies

about their biggest areas of concern, 24% cited a "decline in ability to measure effectiveness on tech platforms and open web" as their biggest fear. And another 16% cited "lack of preparedness for a cookieless future."

This finding and others in the report point to a clear consensus that the advertising issue of our time (or at least of this decade) is ensuring that a semblance of user identity survives the privacy revolution.

Other important issues for marketers right now include access to the right talent, excitement about converged TV opportunities, and the need to improve cross-channel planning and automation.

Let's get to it.



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Privacy-safe measurement remains the focus

When we examine areas of opportunity that are of most interest to survey respondents, two areas stand out. Cookie-replacing measurement technologies lead the list, followed closely by integrated media planning. This is worth breaking down.

We kicked off our survey with the following question.

“Which marketing technology innovation do you believe will be most impactful for your advertising in 2022?”

In our last survey, from Q4 2021, we asked respondents to answer the identical question, and we allowed them to select multiple answers. This time we asked them to choose one answer only, and the results are revealing. In both survey results, the top two responses were “integrated measurement” and “non-cookie media planning,” indicating broad consensus over the span of two quarters that these are the two biggest priorities.

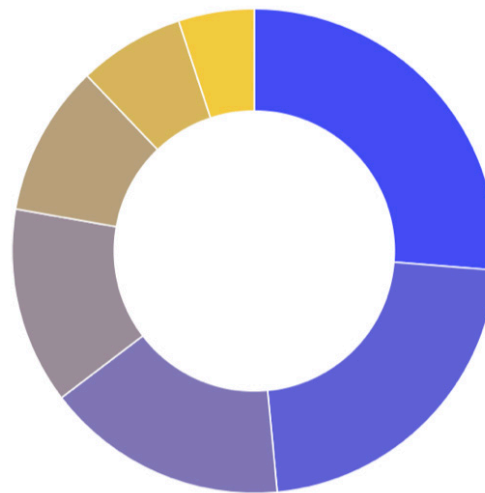
But the weight given to some other answers fell significantly when people could choose only one issue. For instance, the number of people describing contextual targeting improvements as “most impactful” fell from 31% in Q4 to just 10% in the most recent survey. Those who picked “better infrastructure and processes for first-party data” dropped even more steeply, from 28% to 5%.

Finally, the number who cited “Converged TV measurement and planning” as their most impactful issue plummeted from 45% in Q4 to just 7% in our H1 survey.

What to make of this? The rise of converged TV planning remains a huge opportunity, as evidenced by respondents’ enthusiasm in late 2021. And the landscape of buyers, sellers, measurement firms and vendors serving the CTV space has not changed significantly since that

last survey. Even so, when asked to choose, respondents evidently felt the urgency around CTV paled in comparison to the digital identity and integrated planning challenges as common identifiers continue to fade.

Which marketing technology innovation do you believe will be most impactful for your advertising in 2022?



- Measurement improvements centered on non-cookie methods (e.g. panels, media mix modeling, federated learning methods, better use of first-party data): **26%**
- Improvements in integrated media planning and execution: **22%**
- Improved ad opportunities in emerging channels (e.g. immersive games, influencer economy, TikTok, VR/AR): **16%**
- Artificial Intelligence (AI) and Machine Learning (ML): **13%**
- Contextual targeting improvements: **10%**
- Converged TV measurement / planning: **7%**
- Better infrastructure/processes for first-party data management: **5%**

Confidence holds steady

There has been plenty of progress on the identity front, with Google's ongoing investments in its Privacy Sandbox and improvements in collaboration through industry trade groups. Additionally, we're seeing growing publisher and marketer adoption of new identity graphs and data clean room capabilities from ID5, LiveRamp and others. And, of course, Flashtalking by Mediaocean has taken a lead role in developing future-forward identity solutions including the F-Track identifier that underpins ad serving capabilities.

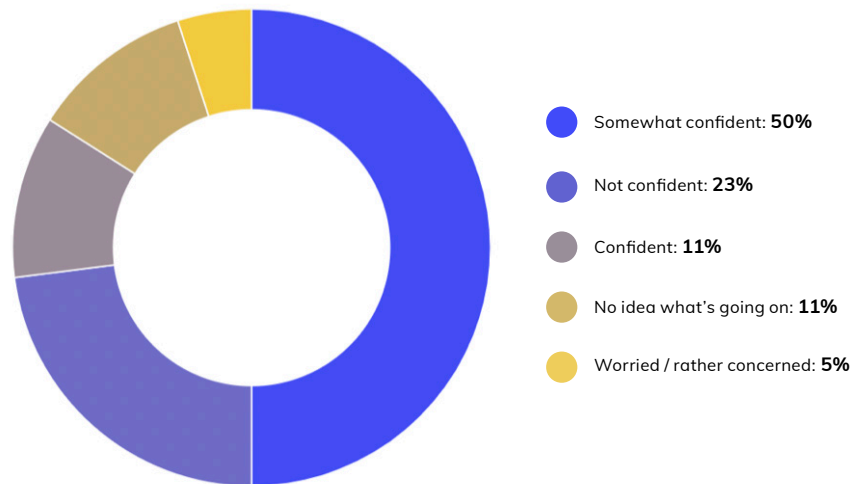
This progress is reflected in our survey responses. When we asked people to answer the question, "What is your level of confidence in the viability of emerging cookieless identity solutions?" 60% said they were either "Confident" or "Somewhat confident" in new industry approaches. Meanwhile, 28% said they were "Not confident" or "Worried." This is very close to what we found in Q4 2021, the last time we asked customers this same question. In that survey, 61% were "Confident" or "Somewhat confident," while 31% said they were "Not confident" or "Concerned."

Meanwhile, 11% say they have "no idea what's going on" with cookieless identity, a slight increase from our last survey in Q4 2021, when 8% gave that answer.

In other words, confidence has remained about the same over the last two quarters. Given the speed of change in our larger technology environment, this is perhaps comforting. Industry observers continue to believe that in spite of the hurdles, we can collectively scale the mountain of privacy-preserving identity.



What is your level of confidence in the viability of emerging cookieless identity solutions?



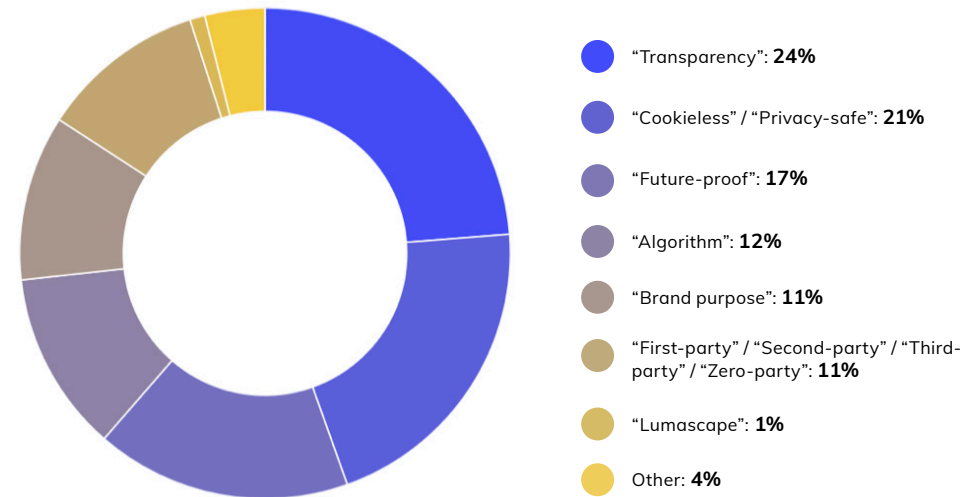
Buzzwords obscure “transparency”

Yet even though marketers are obsessed with what will eventually replace cookies, many are clearly tired of hearing about it. We asked people to answer the question, “What is the most overused buzzword in advertising?” and 24% saw through industry players touting “transparency.”

But there were plenty of other contenders for exhausted verbiages. A close runner-up was “cookieless” or “privacy-safe,” with 21% of respondents calling those the most overused terms.

Here are a few other catch-words and phrases that respondents would like to go away, or at least hear less often: “Future-proof” (17%), “Algorithm” (12%), “Brand purpose,” (11%) and “First-party/second-party/third-party/zero-party” data (11%).

What is the most overused buzzword in advertising?



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Marketers worry about talent

News flash: It's gotten a lot harder to hire and keep good people.

The great resignation spanned industries, and it certainly had an impact on marketing and advertising, where access to people with data, technology and creative chops can make or break a campaign.

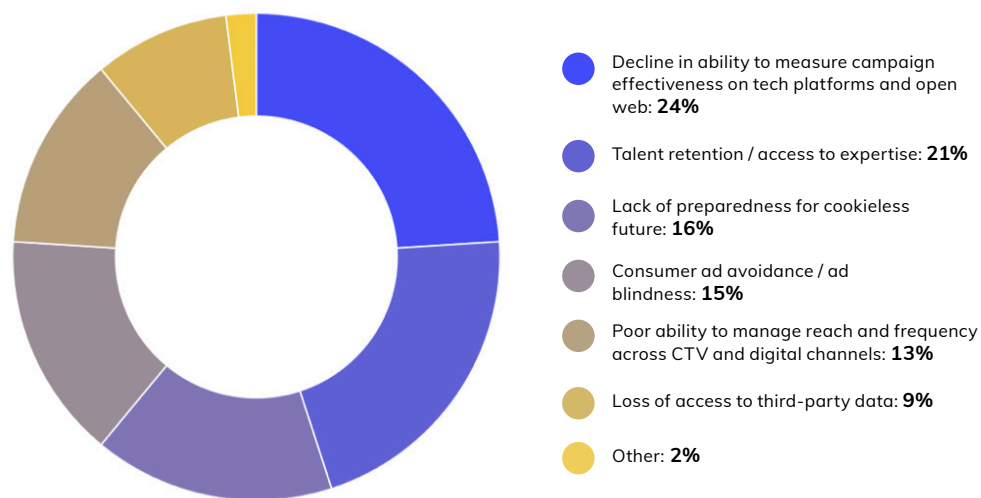
When asked about their largest area of concern with regard to media and marketing, 21% referenced "talent retention and access to expertise," making finding the right people and teams the second-biggest worry (right behind "decline in ability to measure campaign effectiveness"). The last time we conducted the survey, it was ranked third among concerns, indicating growing alarm.

"Cookieless" may be an overused buzzword based on responses shared above, but 16% of marketers are most concerned about not being prepared for a cookieless future. Consumer ad avoidance also made a strong showing, with 15% of marketers saying their top concern was that their ads simply weren't seen or noticed by audiences.

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What are your largest areas of concern in your media and marketing initiatives?



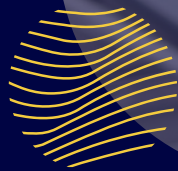
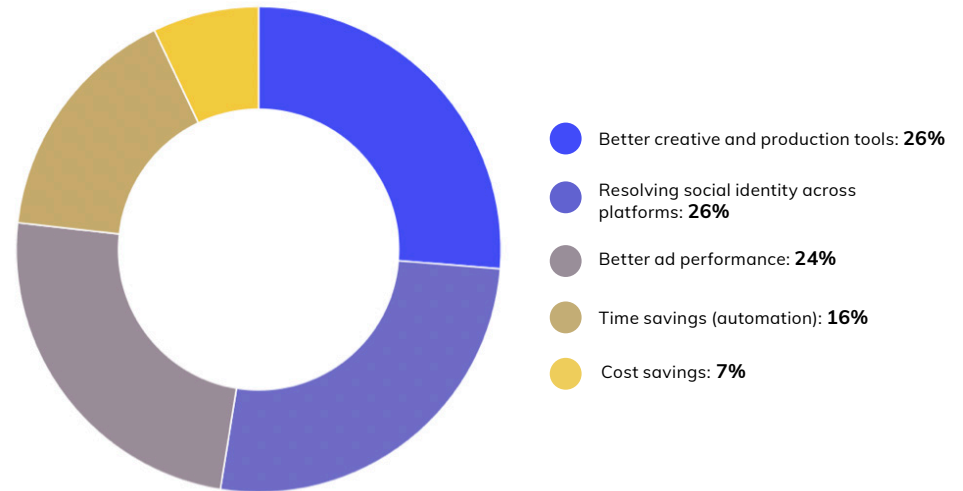
Social remains top of mind and budget

2021 was the year TikTok reinforced that the social ad marketplace still has room for new players as well as new growth. Indeed, more marketers said they plan to increase investment on social platforms for the remainder of this year than any other channel, with approximately 70% of respondents planning to increase such investments.

But even though they're spending more, or perhaps because they're spending more, marketers are demanding improvements in the production and orchestration of their social campaigns.

When we asked respondents, "What are the biggest opportunities to improve execution in social channels?" there was no clear winner as responses scattered across a few different themes. It was nearly a three-way tie between "Better creative and production tools" (26%), "Resolving social identity across platforms" (26%), and "Better ad performance" (24%).

What are the biggest opportunities to improve execution in social channels?



Conclusion

In keeping with the findings from our last survey, the advertising industry is still increasing its investments in digital channels, even as some stay-at-home pandemic behaviors give way (thankfully) to more offline pursuits.

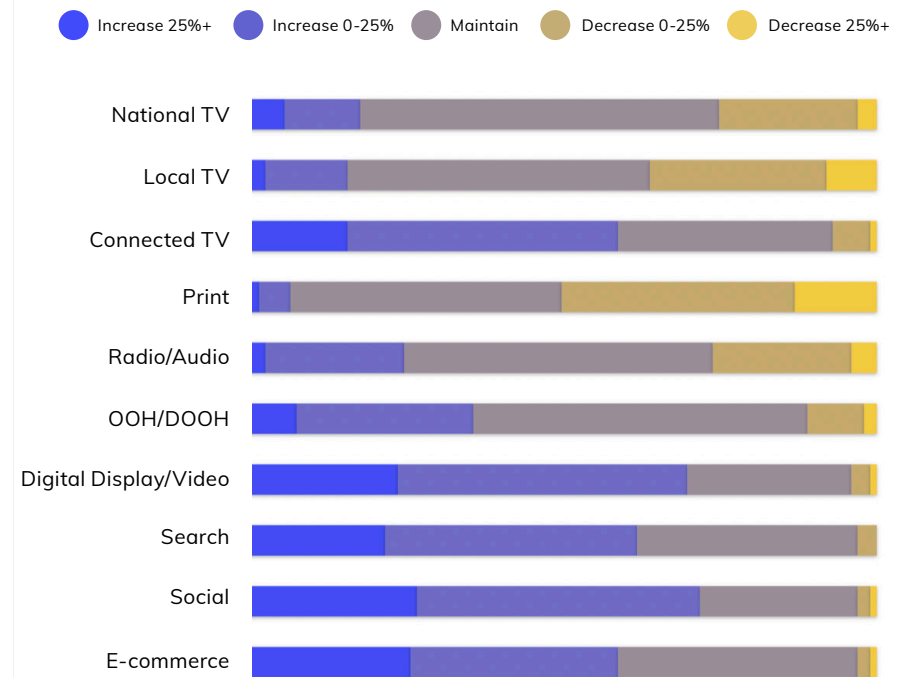
When asked how they will spend their money for the remainder of the year, more than half of respondents said they will increase spending on Connected TV, digital display, social, and e-commerce. Across all traditional channels (print, radio, OOH, national and local TV), upwards of 65% said they would either maintain or reduce these investments.

It would seem marketers just can't get enough digital audiences. It's no surprise then that we are so aligned on the need for privacy-friendly identity.

Methodology

This survey was conducted via TechValidate in March and April 2022 and contains data from 638 respondents representing brands, agencies, media companies, measurement firms, tech platforms, and other marketing industry constituents.

For each media channel below, do you expect to increase, decrease, or maintain your spend for the remainder of 2022?



About Mediaocean

Mediaocean is the mission-critical platform for omnichannel advertising. With more than \$200 billion in annualized media spend managed through its software, Mediaocean connects brands, agencies, media, technology, and data. Using AI and machine learning technology to control marketing investments and optimize business outcomes, Mediaocean powers campaigns from planning, buying, ad serving, and creative personalization to analysis, optimization, invoices, and payments. Mediaocean employs 1,700 staff across 30 global offices and supports over 100,000 people using its products. Visit www.mediaocean.com for more information.

