

IPA Digital Media Owners Survey Spring 2022

Methodology and Survey Response

- Fieldwork for the survey was undertaken between 7th March and 13th April 2022
- Digital planners, strategists and buyers in media agencies and digital specialists were invited to take part in the online survey by email.
- Respondents were selected by an intermediary within selected agencies according to their perceived knowledge of the sector – 254 survey responses were received from individuals having a working relationship with Digital Media Owners
- Respondents were first asked to indicate which of media owners they had a trading relationship with. They were then asked to rate only those owners against a set of image attributes on a 7 point scale from strongly agree to strongly disagree.
- In the analysis that follows Don't know and Not applicable responses have been removed so that a fair comparison between media owners can be made.

Main Findings

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- With a top-two box score of 90.4% Azerion (including Inskin & Collective) lead the overall "Grand Prix" overall relationship ranking in the Spring 2022 survey.
- Six other media owners, Blis (89.7%), Mail Metro Media (84.5%), Hearst Digital (84.4%), GumGum (84.1%), Reach plc (80.9%) and Quantcast (80.0%) have a top two box score for overall "Grand Prix" of 80% or more. while six other media owners, TikTok (79.8%), The Guardian (79.3%), Twitter (77.5%), Pinterest (76.7%), LADbible (76.6%) and Acast (75.6%) have a top two box score in of 75% or more.
- Apart from Google (inc YouTube) all of the other media owners covered by this round of the survey have a top two box score for the overall "Grand Prix" greater than 50%.
- By sector Azerion (Inc Inskin & Collective) leads the overall "Grand Prix" for Ad Networks/Exchanges, DSP and Sales Houses, TikTok leads Online Pure Plays while Mail Metro Media leads Crossover Media Owners.

Main Findings

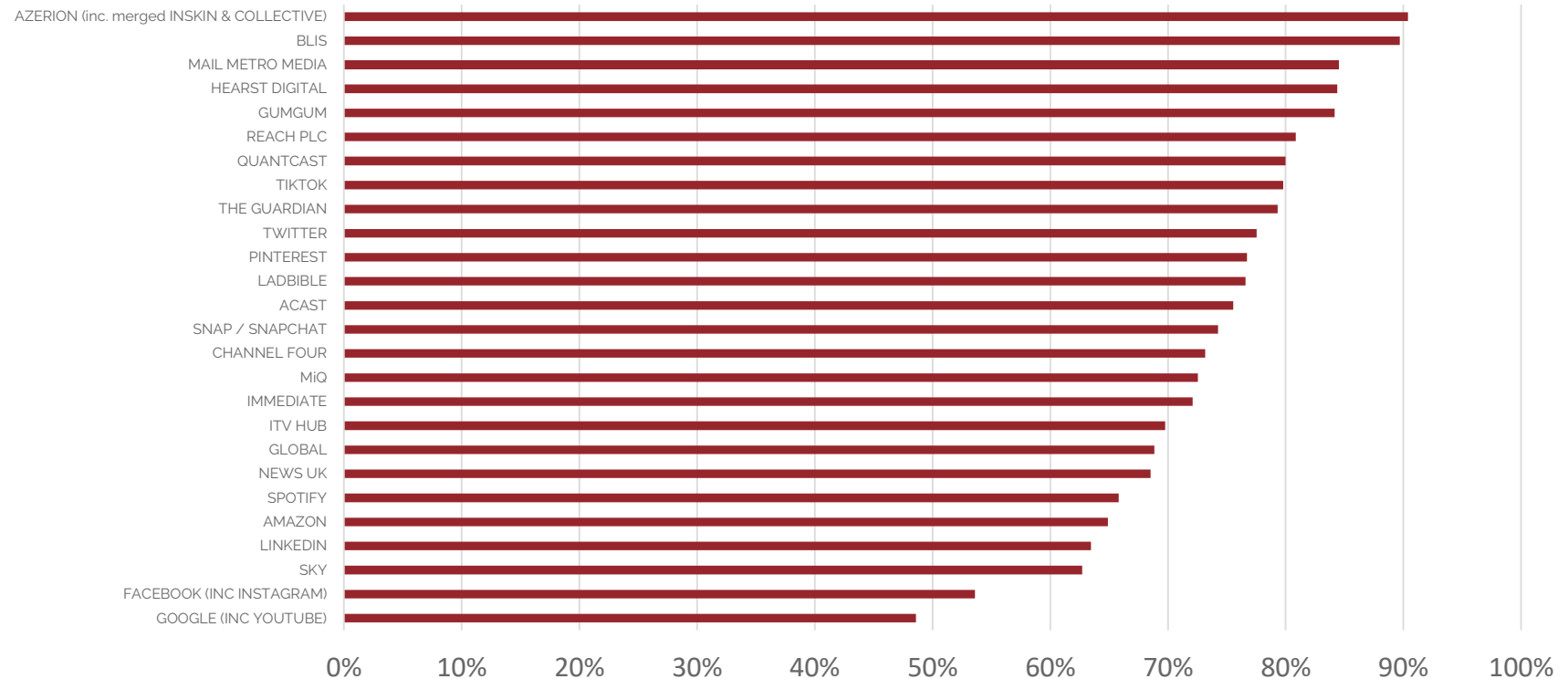
- In addition to leading the overall “Grand Prix” ranking Azerion (inc Inskin & Collective) leads four other variable rankings: Professionalism in dealing with dispute resolution; Pro-active communication of relevant new opportunities; Ease of sales-force contact; and Engendering a real sense of client / media agency partnership.
- GumGum leads three rankings - Understanding of client strategies and objectives, Understanding of their own products and The delivery of innovative & creative solutions.
- Hearst leads two rankings – Quality of response from brief and Demonstration of how cross-over media opportunities can be exploited.
- MiQ leads regularity of face-to-face or telephone contact with the sales team, while Reach plc leads Successful communication direct contact with clients.
- Among those media owners that also appeared in the Autumn 2021 edition of the survey Reach plc is the most improved owner with increases of 10 percentage points or more across eight rankings, while Hearst has improved by a similar margin across seven rankings, and Sky and TikTok across six rankings each.

Rankings by Variable

My overall experience of dealing with this supplier is a good one

Spring 2022

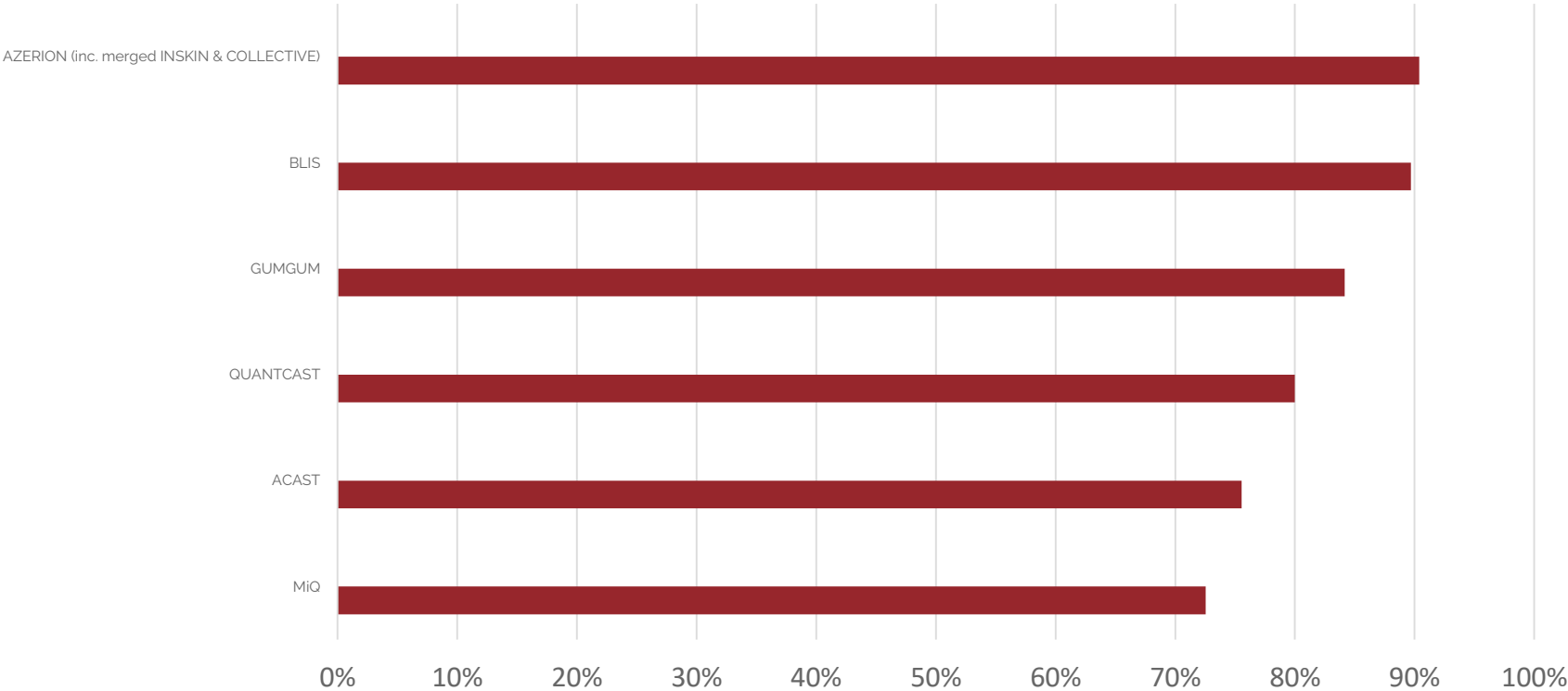
% agree strongly/agree



My overall experience of dealing with this supplier is a good one

Ad Networks/Exchanges, DSP and Sales Houses - Spring 2022

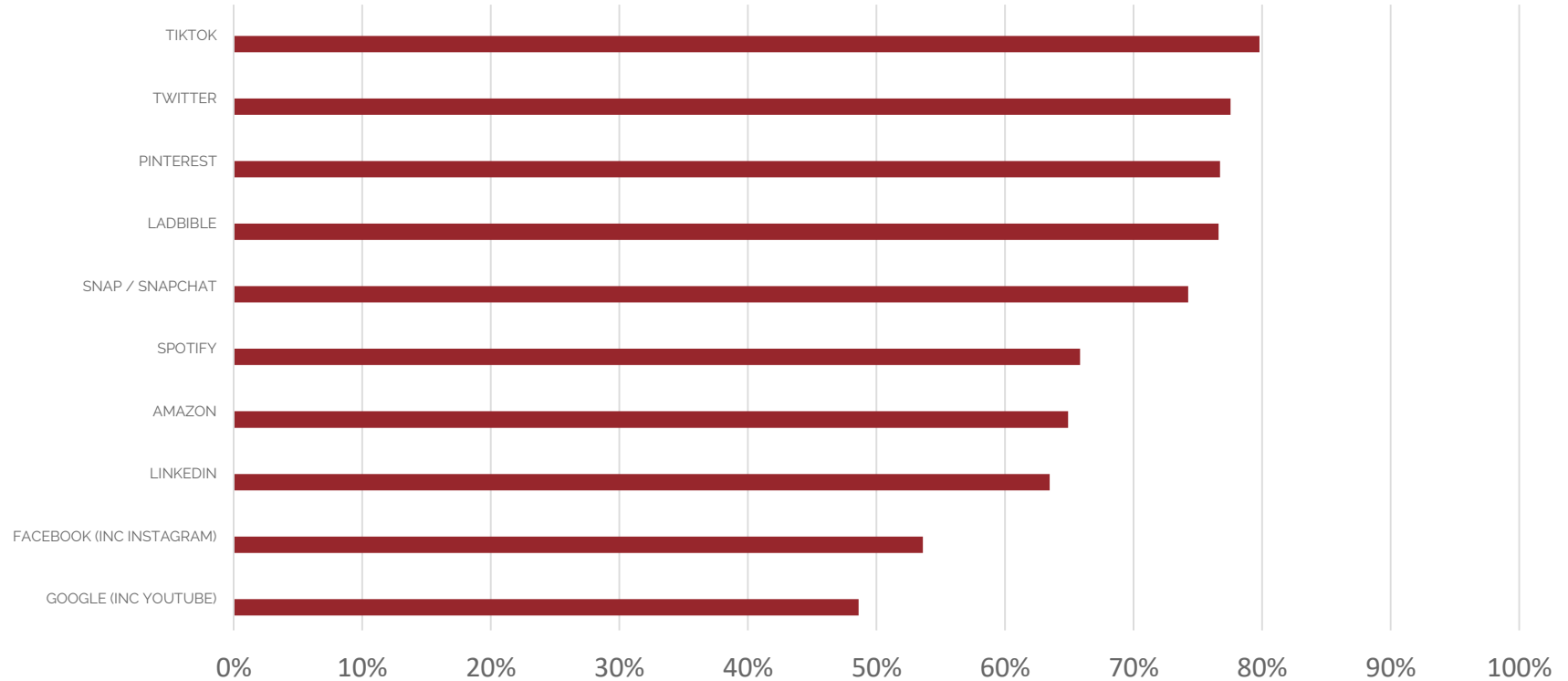
% agree strongly/agree



My overall experience of dealing with this supplier is a good one

Online Pure Plays - Spring 2022

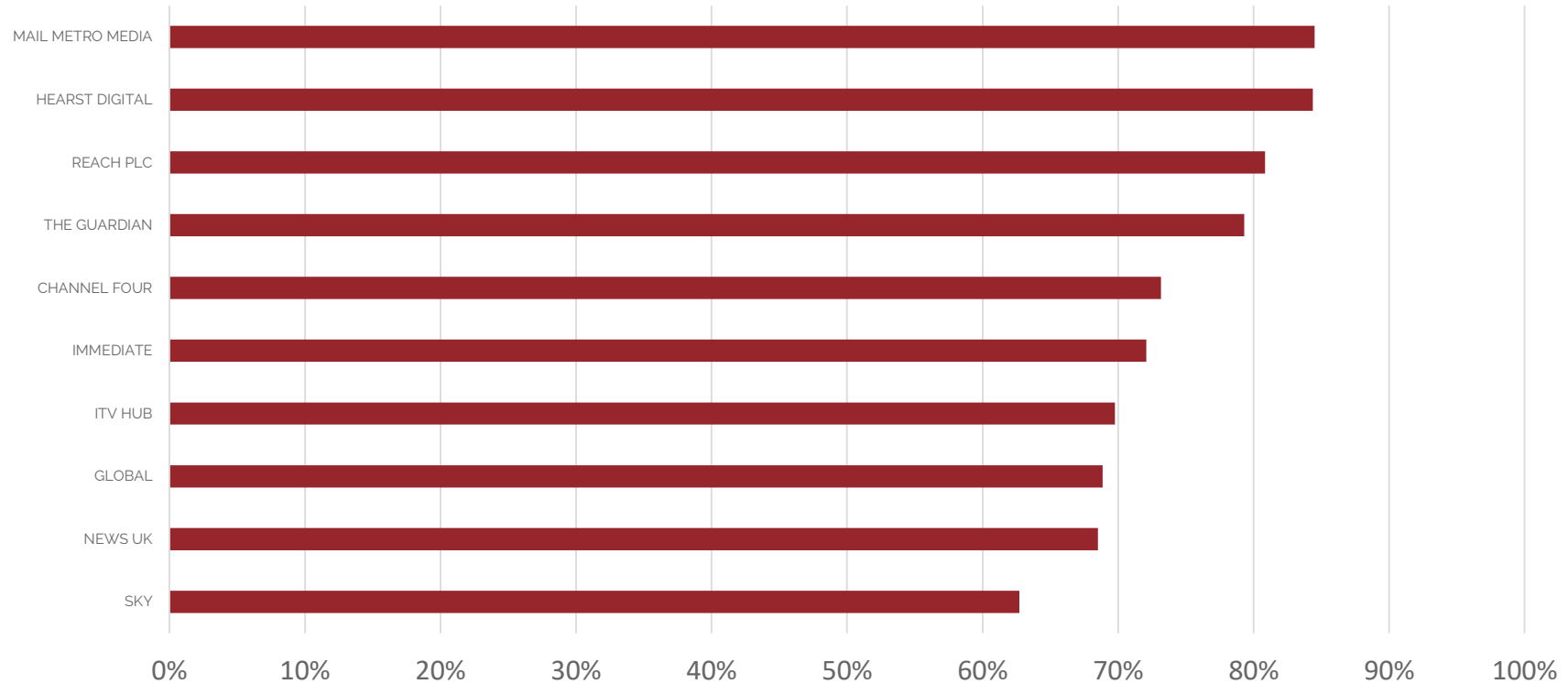
% agree strongly/agree



My overall experience of dealing with this supplier is a good one

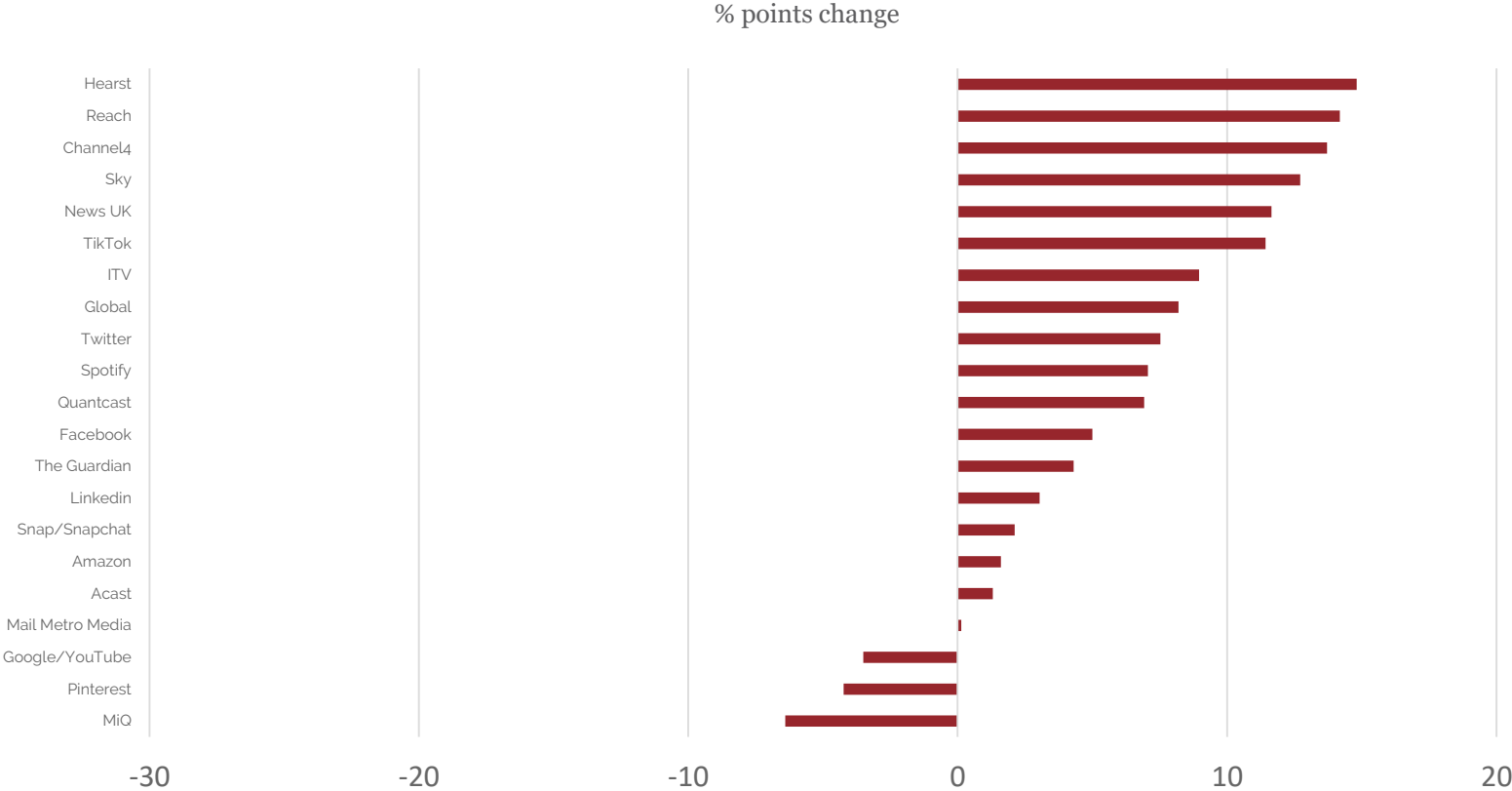
Cross-over media owners - Spring 2022

% agree strongly/agree



My overall experience of dealing with this supplier is a good one

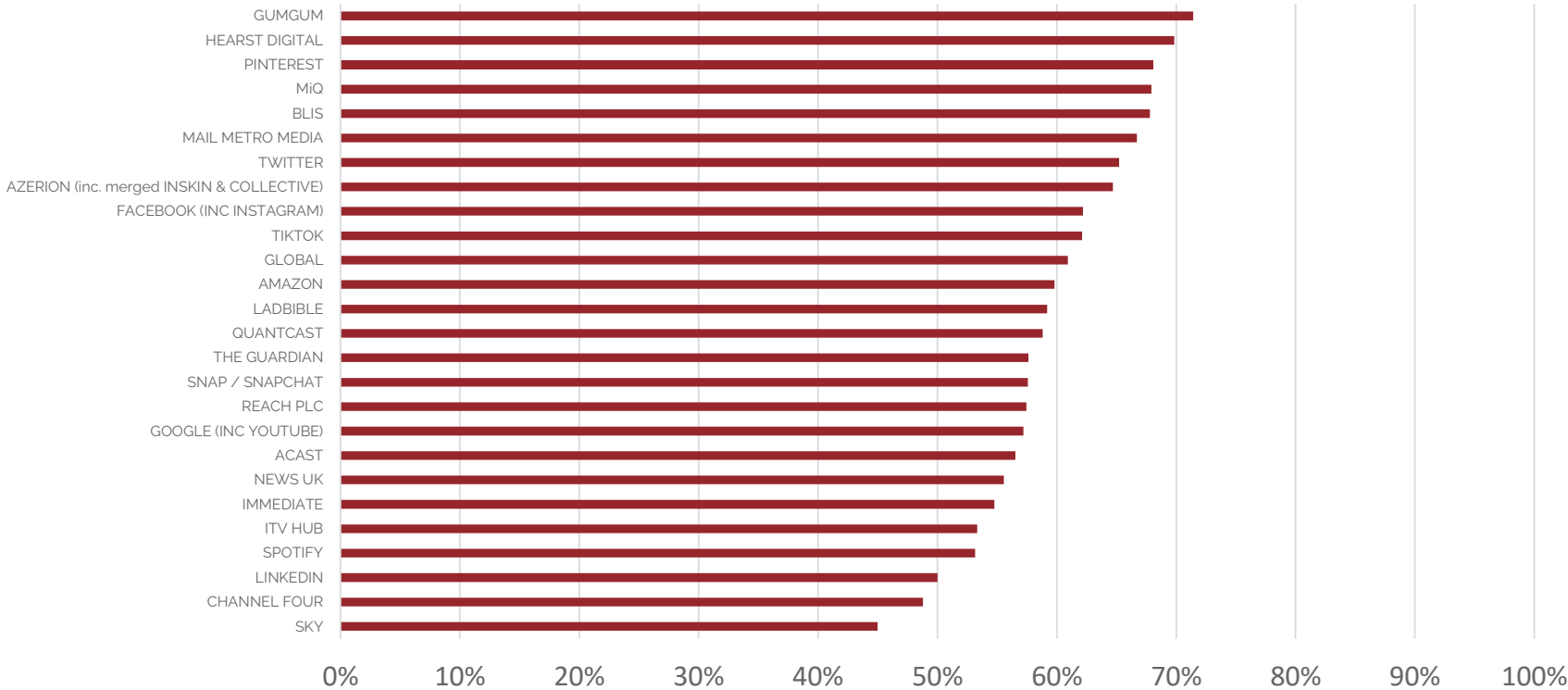
Spring 2022 vs Autumn 2021



The sales team understand my client strategies & objectives

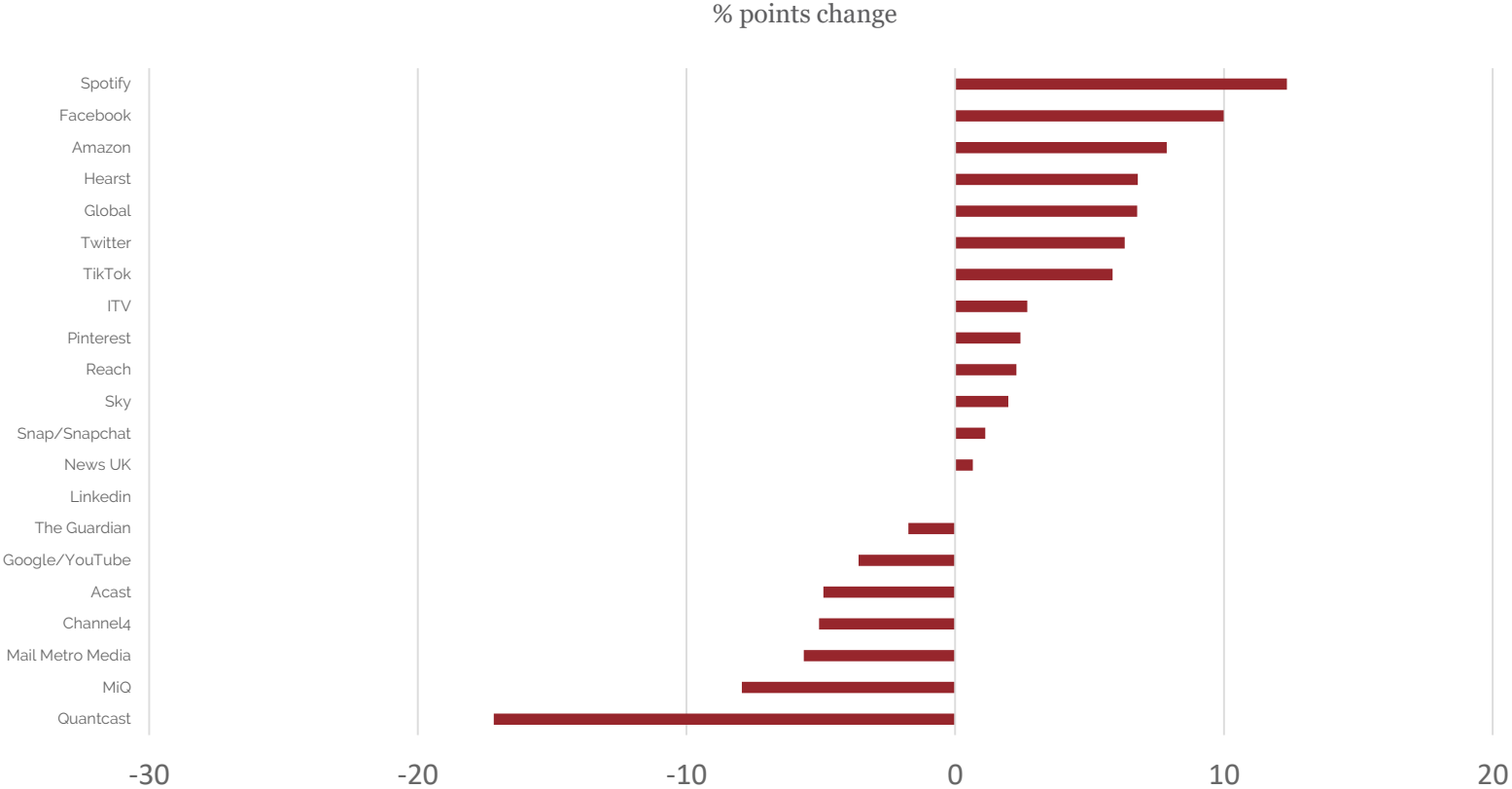
Spring 2022

% agree strongly/agree



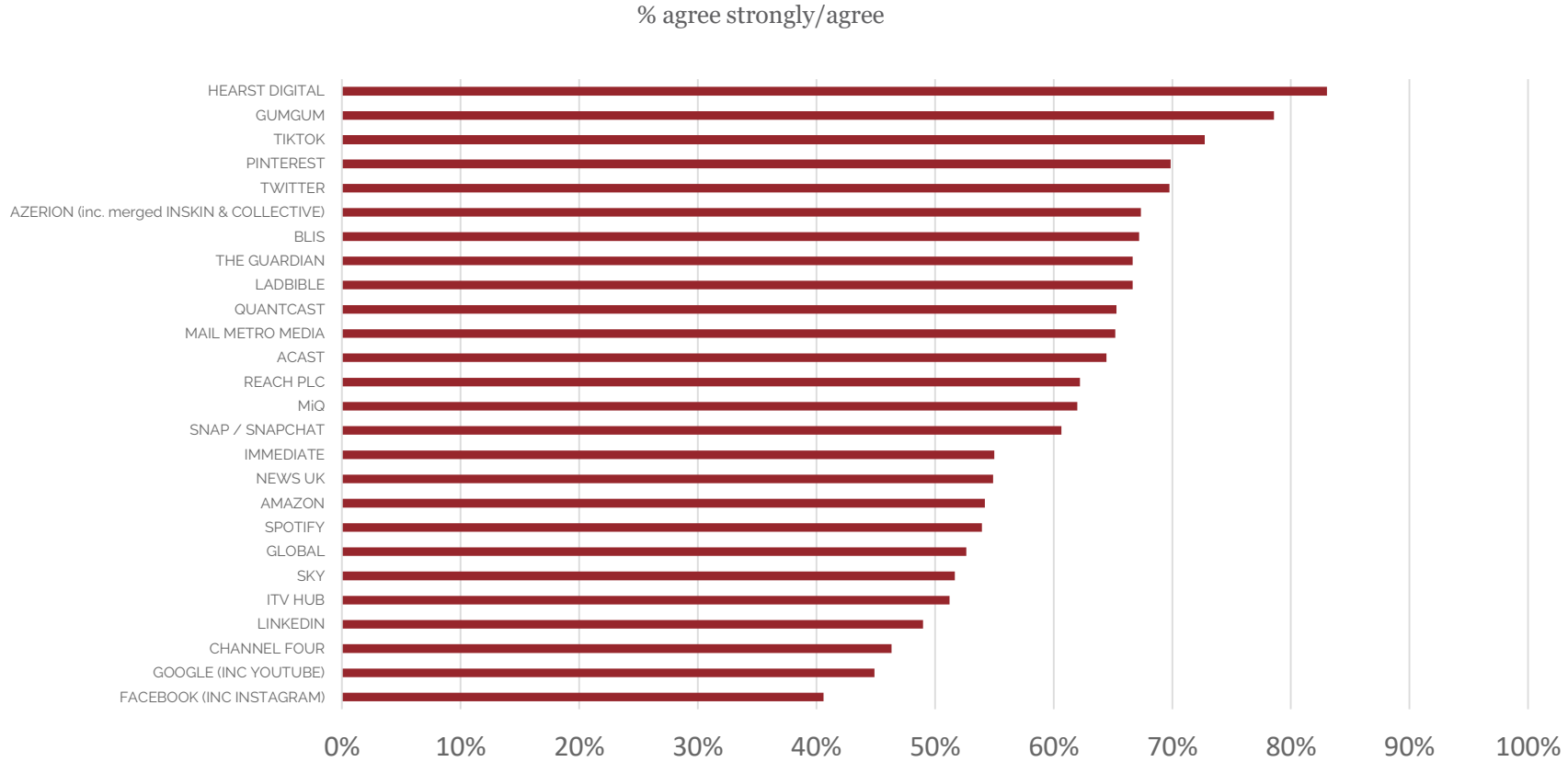
The sales team understand my client strategies & objectives

Spring 2022 vs Autumn 2021



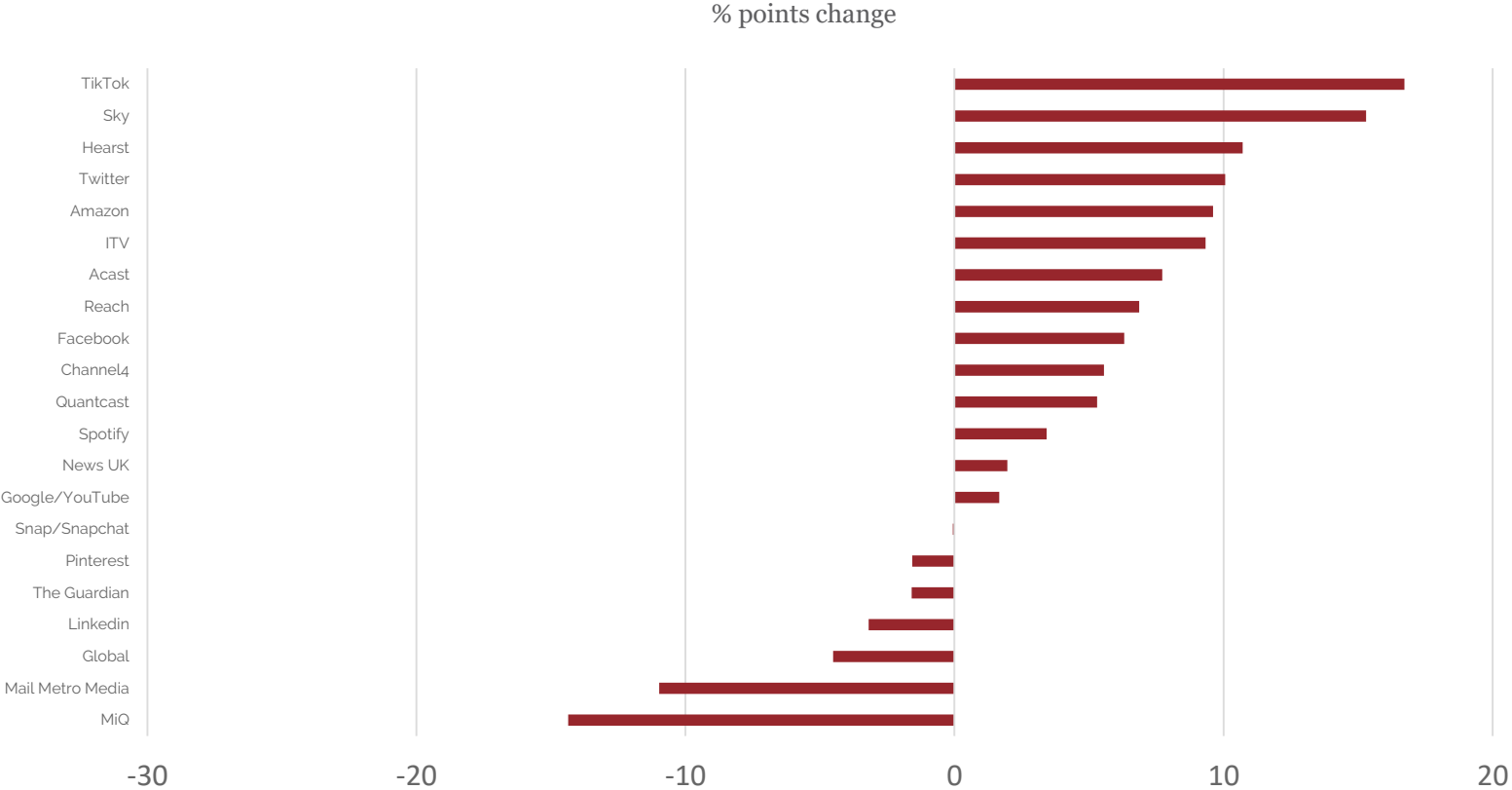
The quality of responses to brief are high

Spring 2022

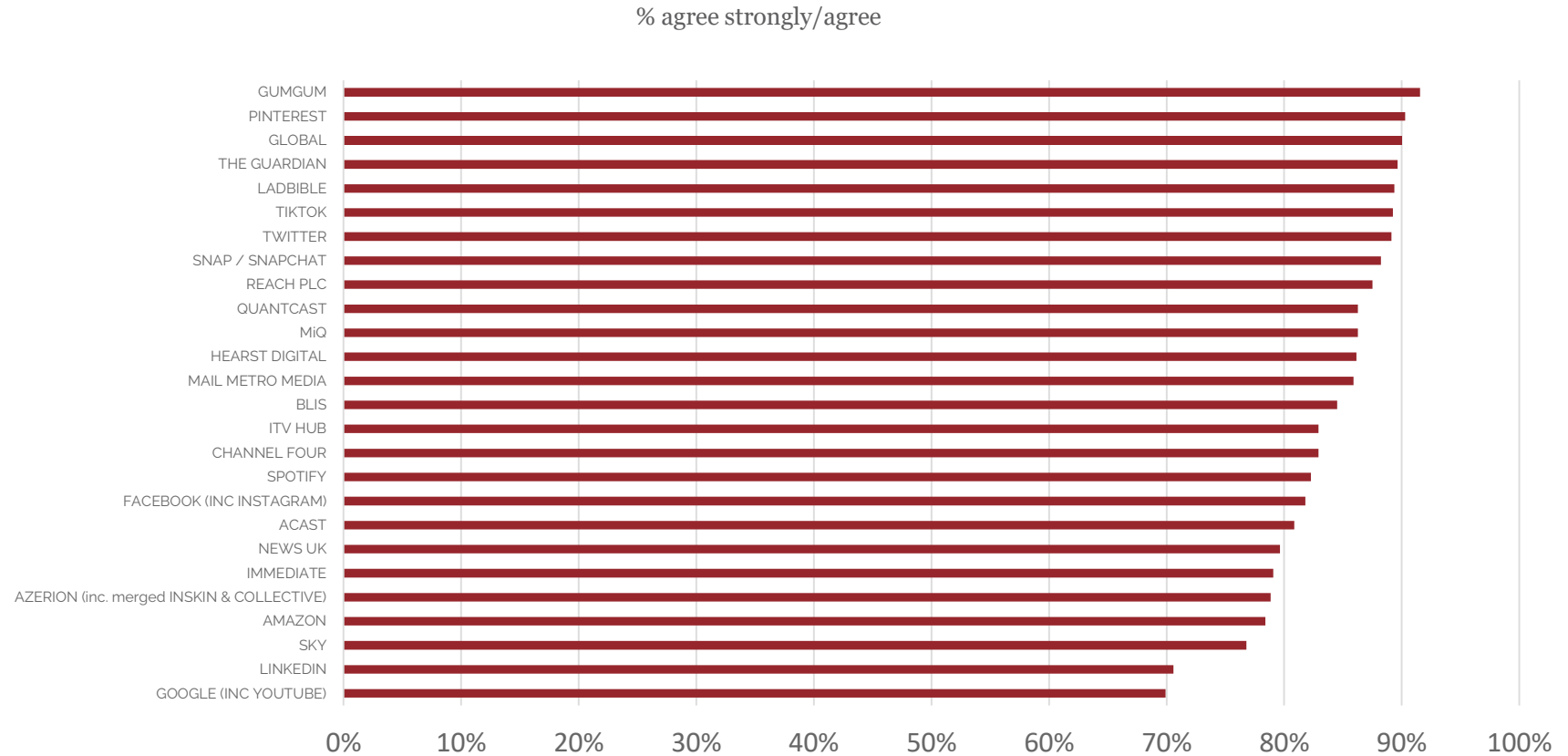


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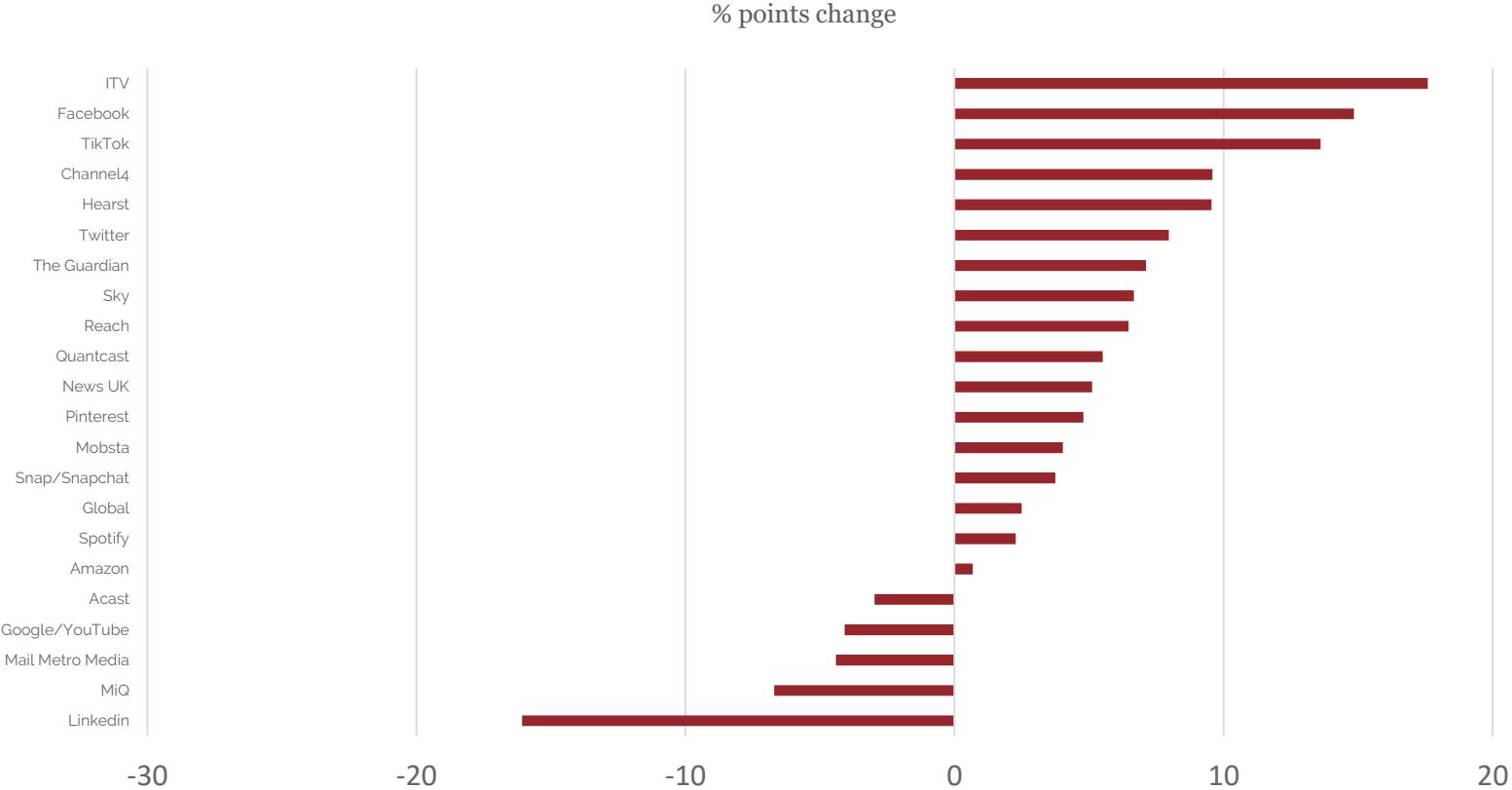
Spring 2022 vs Autumn 2021



The sales team demonstrates an excellent understanding of their own products - Spring 2022



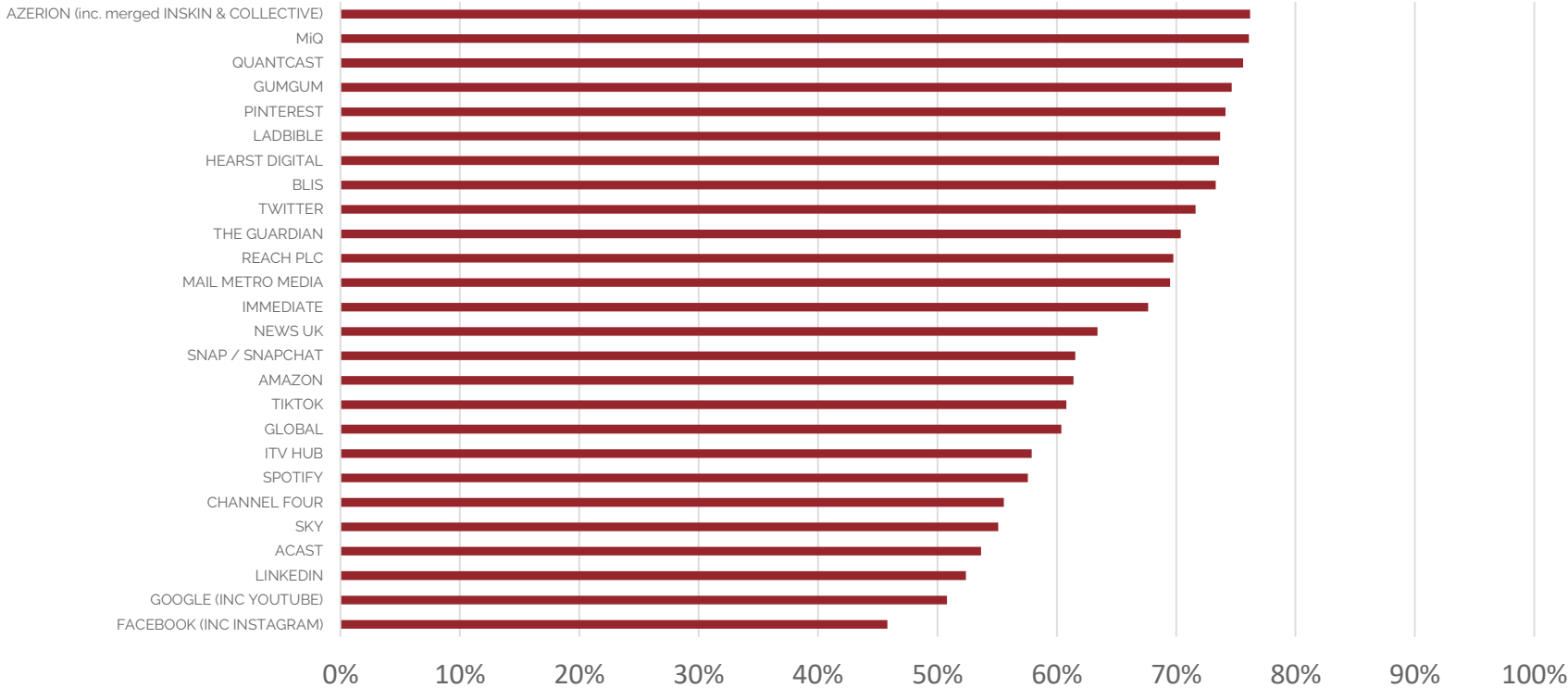
The sales team demonstrates an excellent understanding of their own products - Spring 2022 vs Autumn 2021



The sales team are professional in dealing with dispute resolution

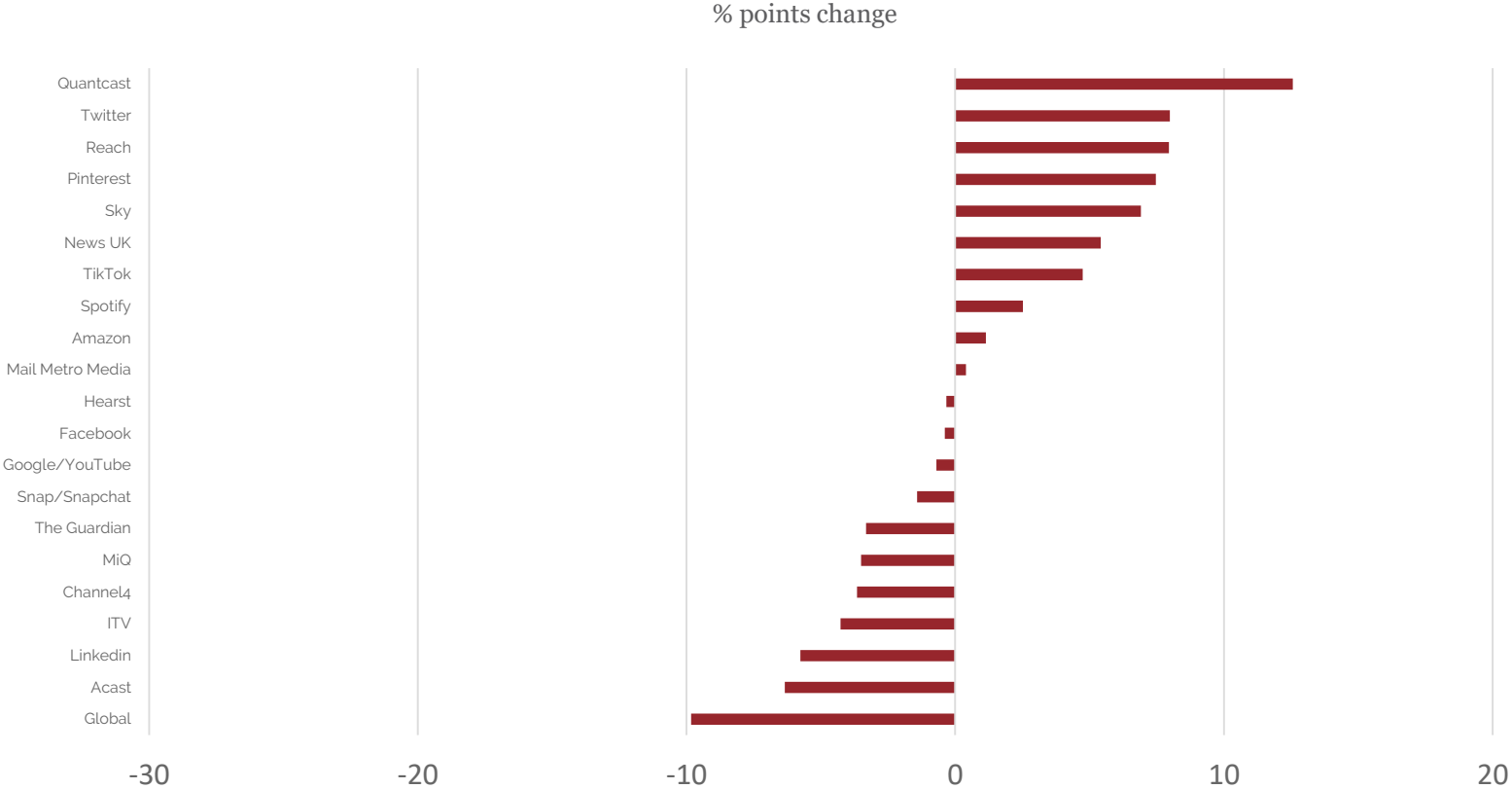
Spring 2022

% agree strongly/agree



The sales team are professional in dealing with dispute resolution

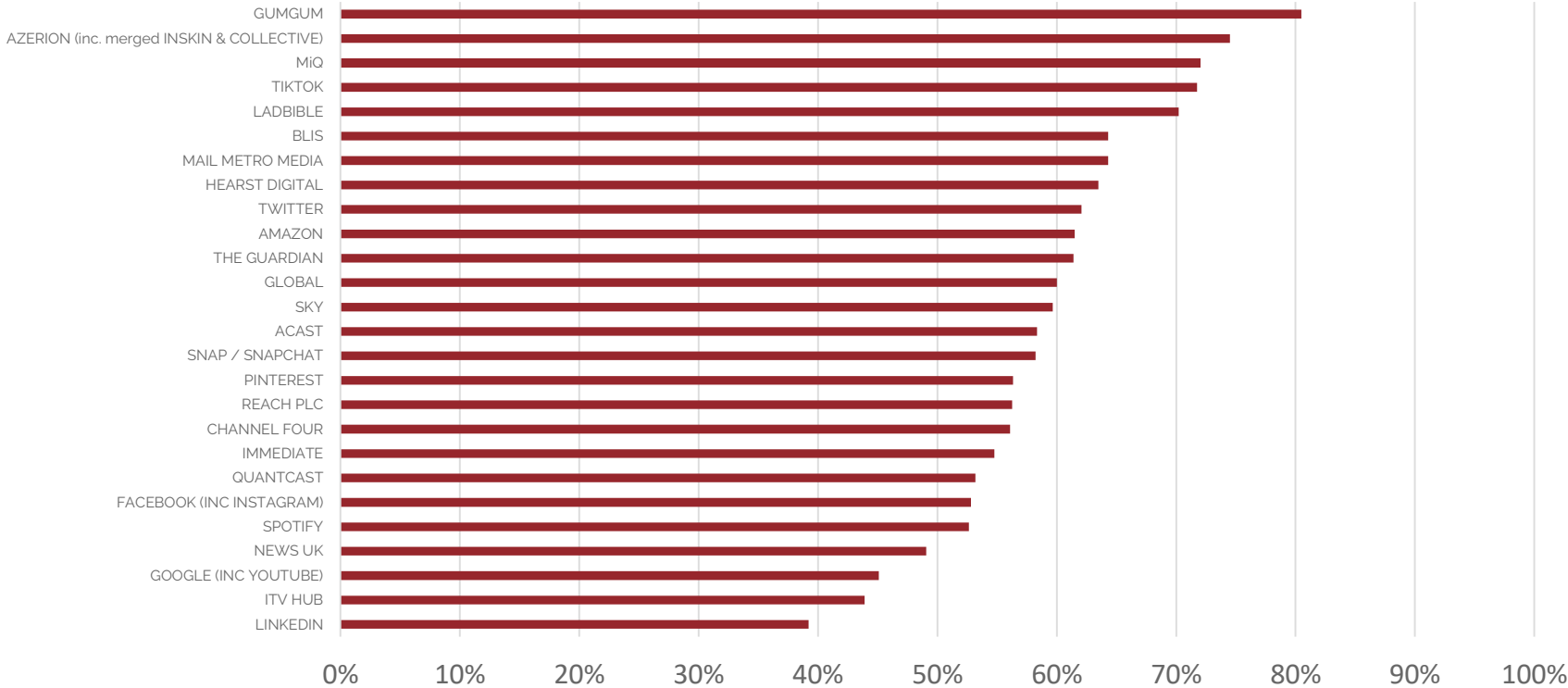
Spring 2022 vs Autumn 2021



The media owner delivers innovative, creative solutions

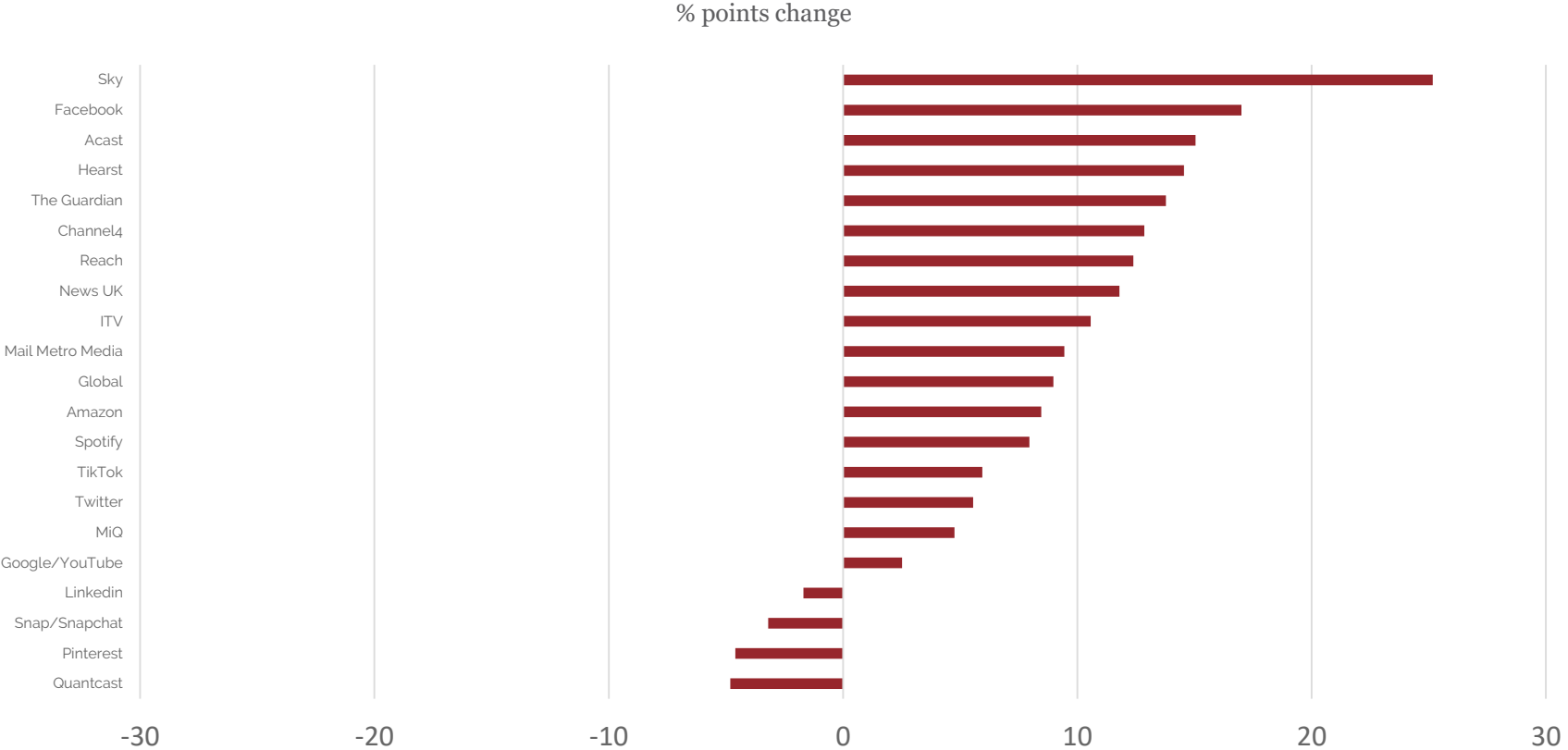
Spring 2022

% agree strongly/agree



The media owner delivers innovative, creative solutions

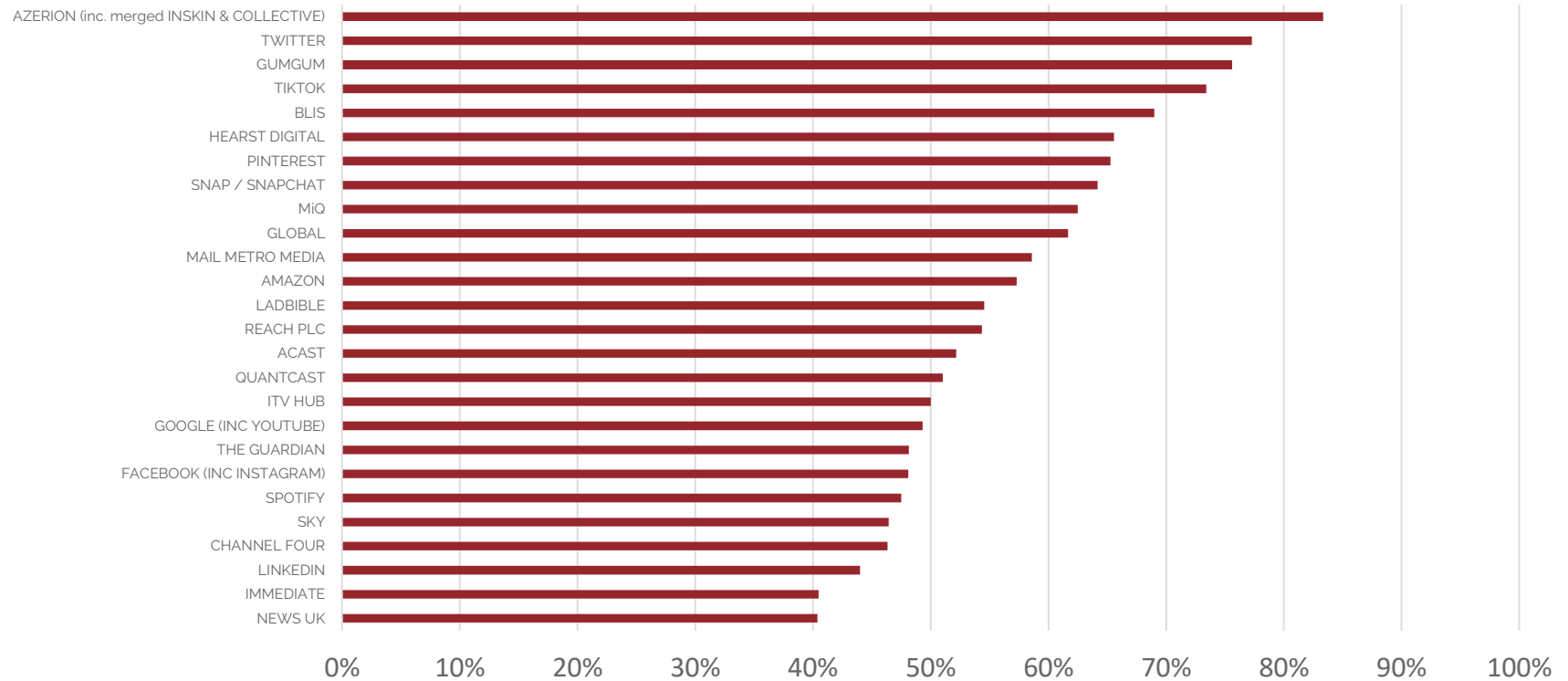
Spring 2022 vs Autumn 2021



The sales team pro-actively communicate relevant new opportunities

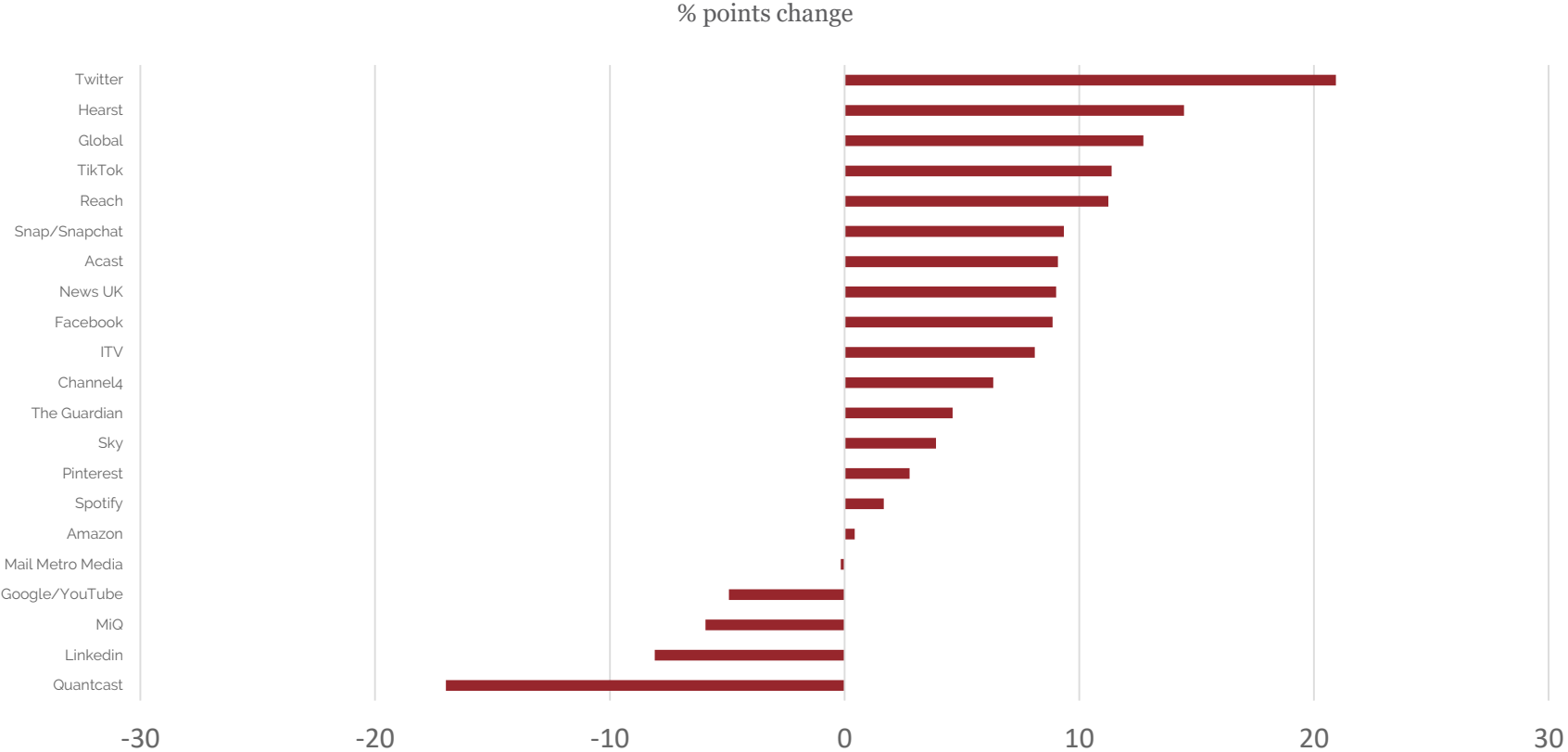
Spring 2022

% agree strongly/agree



The sales team pro-actively communicate relevant new opportunities

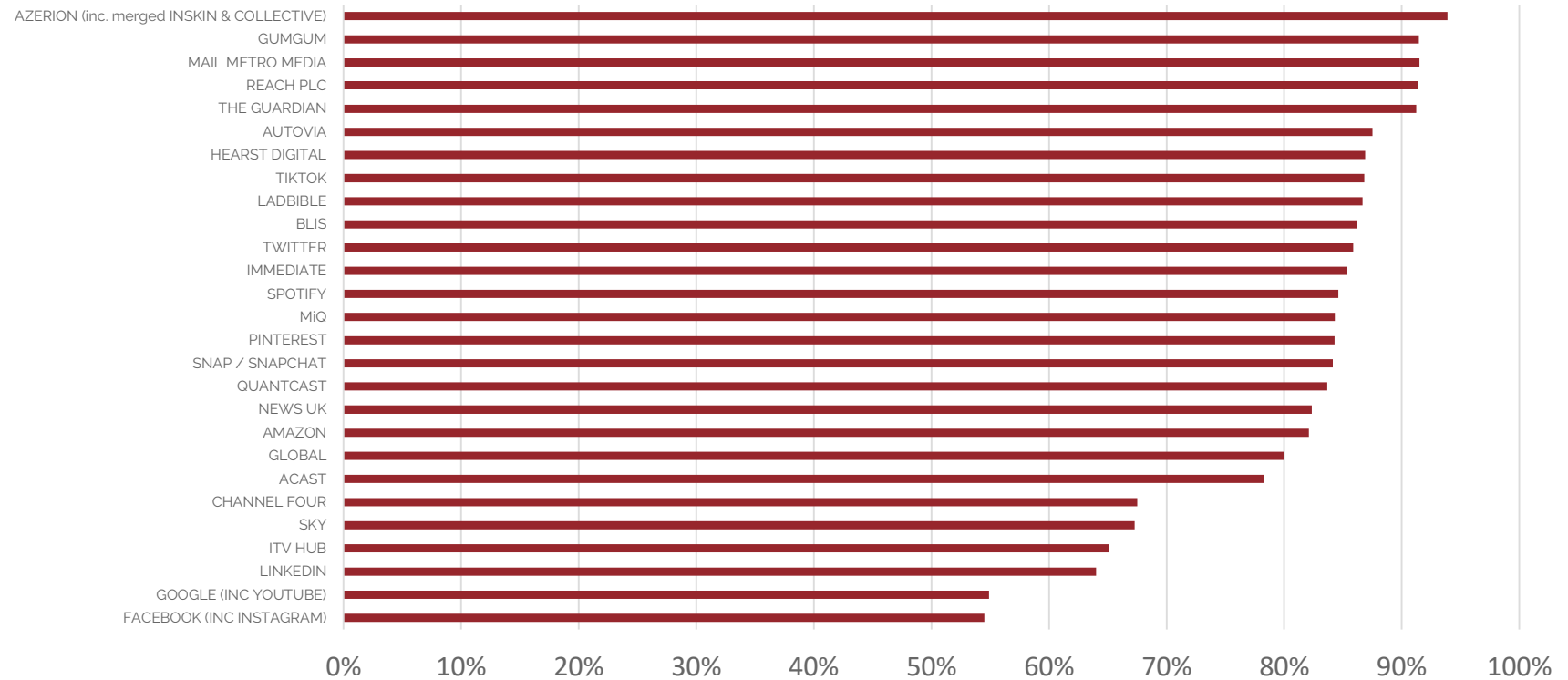
Spring 2022 vs Autumn 2021



It's easy to contact the sales team

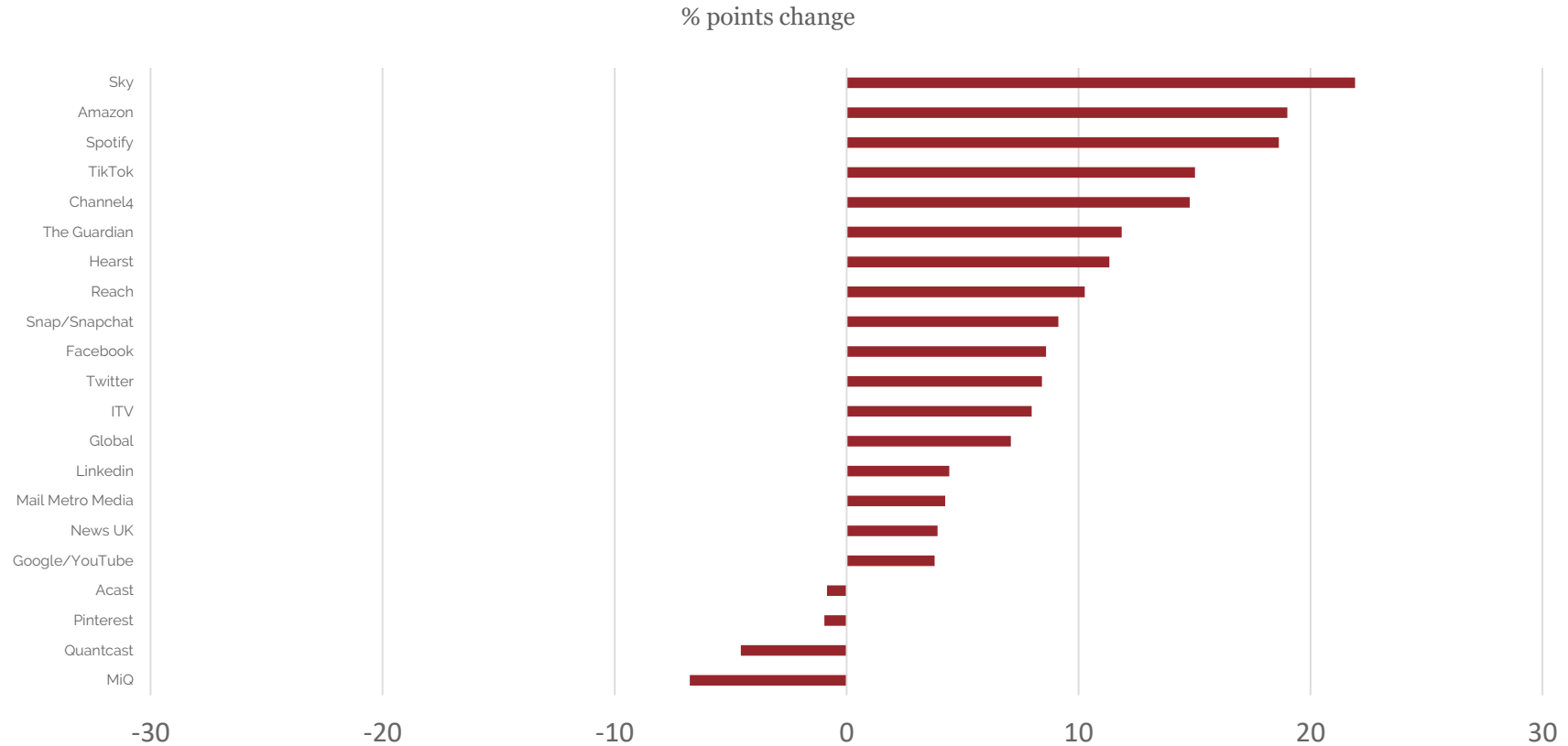
Spring 2022

% agree strongly/agree

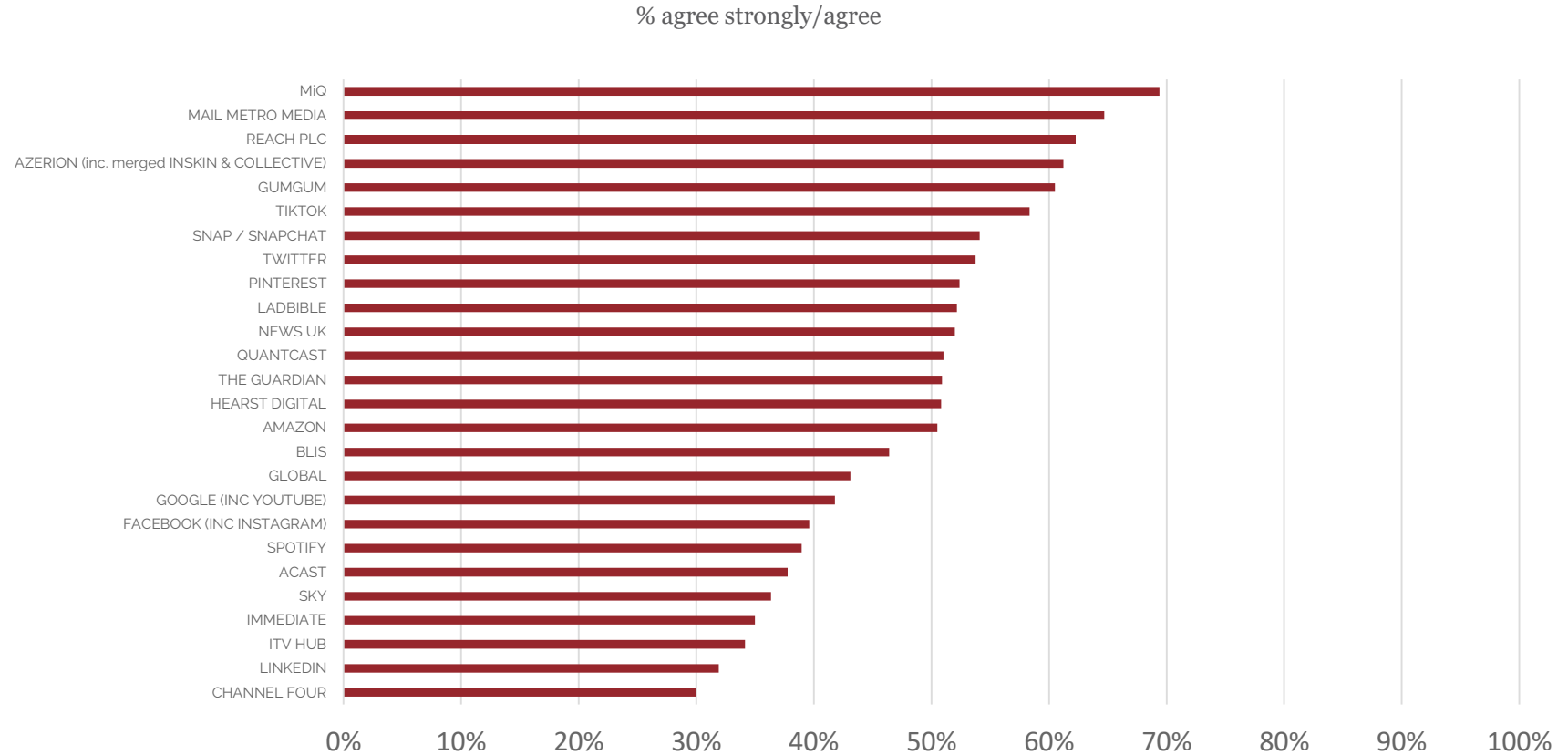


It's easy to contact the sales team

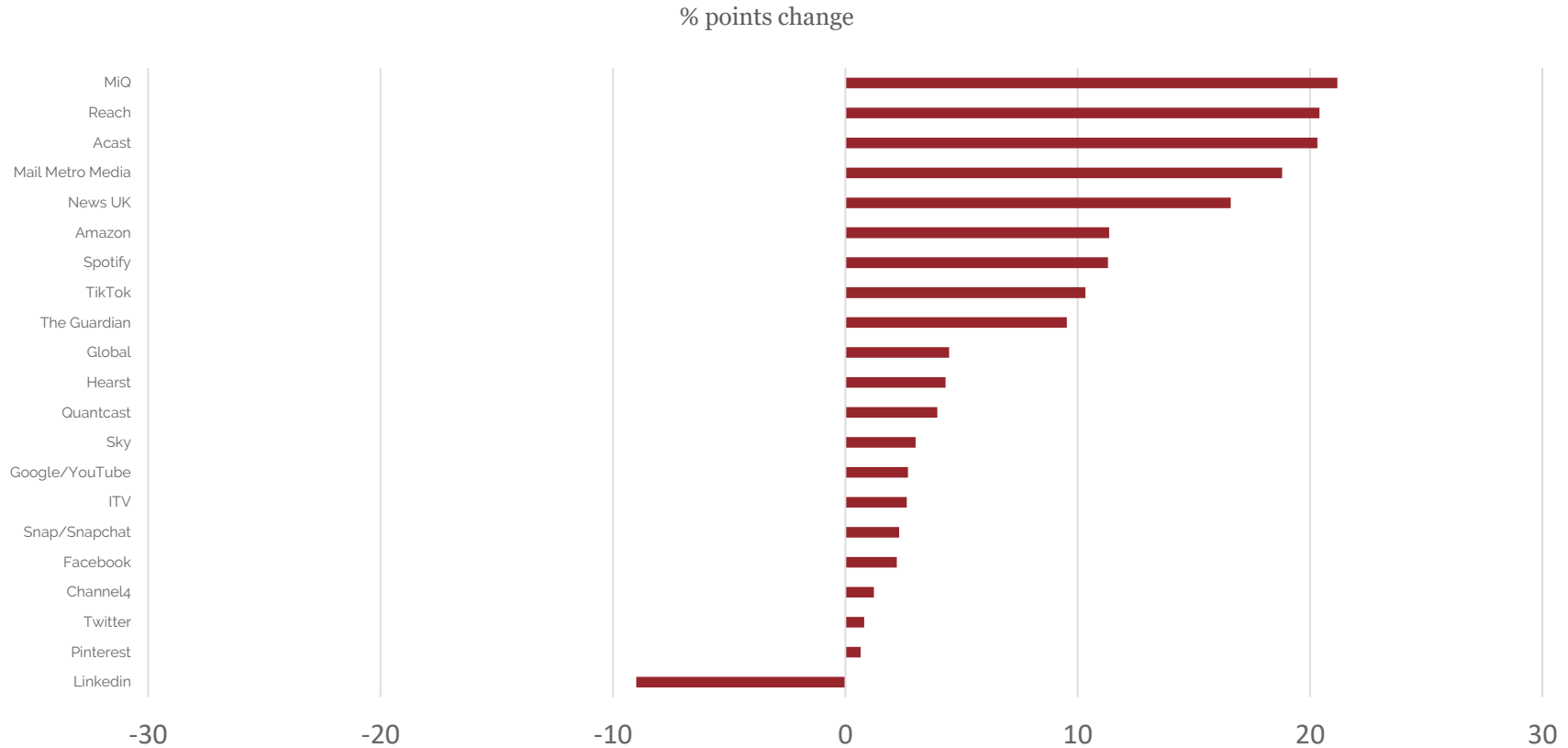
Spring 2022 vs Autumn 2021



I have regular constructive face-to-face or telephone contact with the sales team - Spring 2022

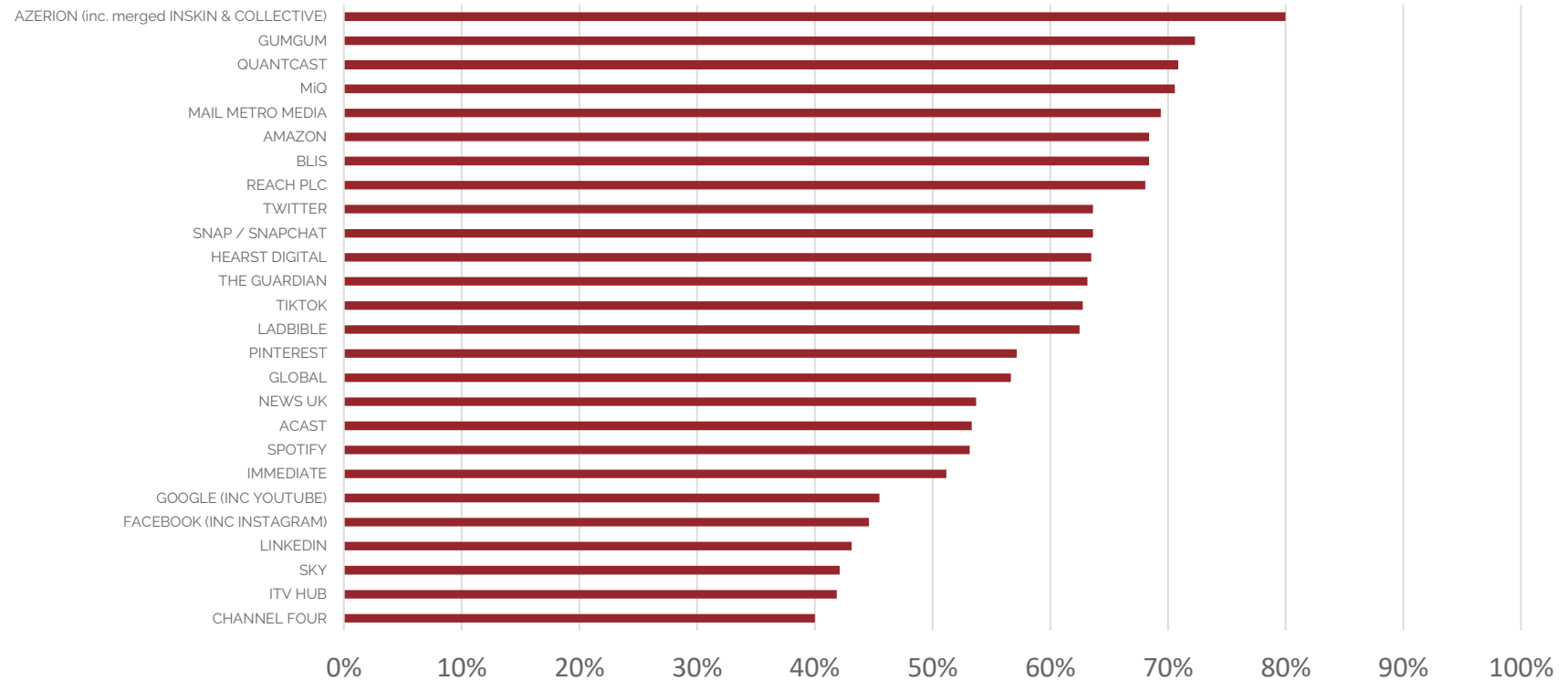


I have regular constructive face-to-face or telephone contact with the sales team - Spring 2022 vs Autumn 2021

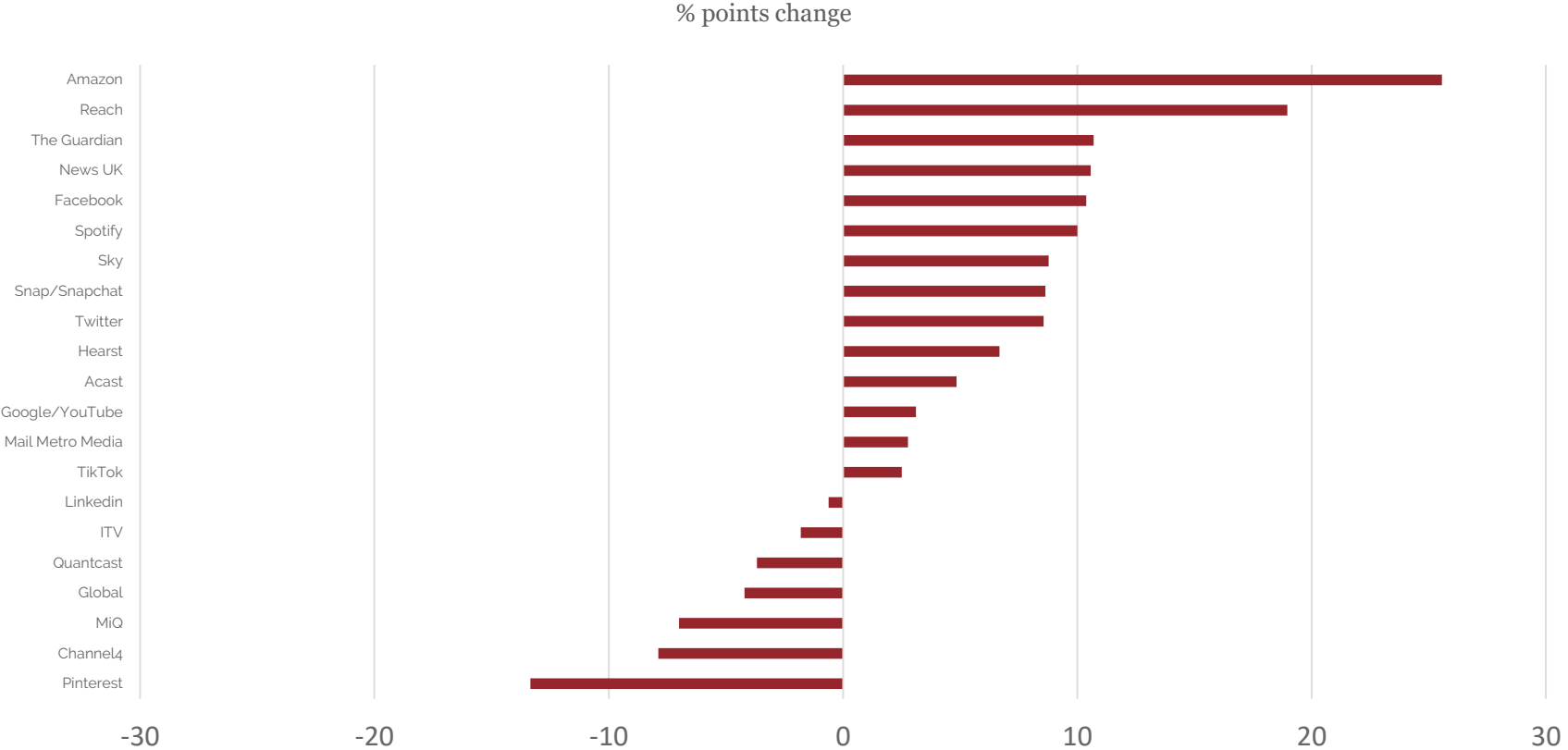


The sales team engenders a real sense of an agency/media owner partnership - Spring 2022

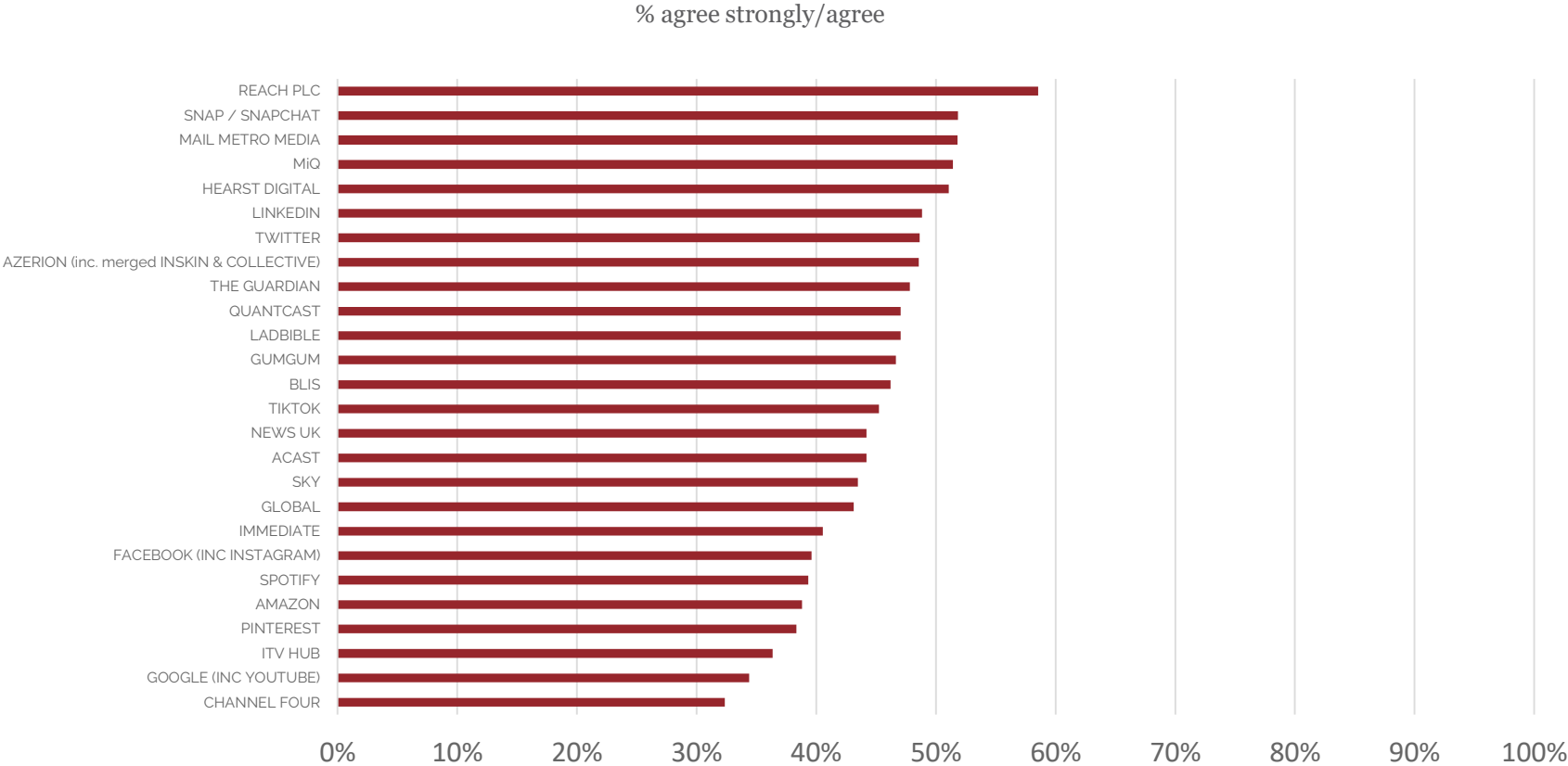
% agree strongly/agree



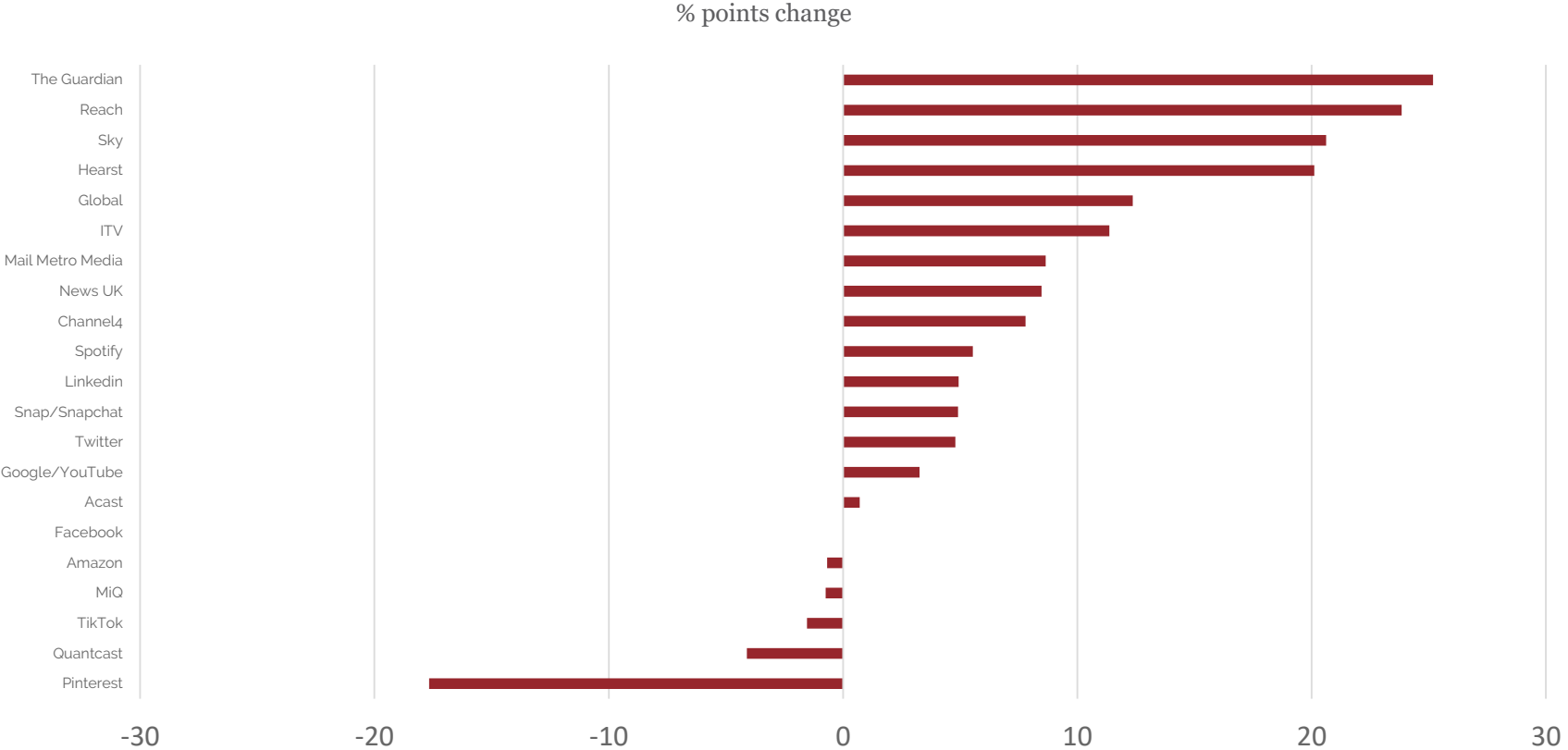
The sales team engenders a real sense of an agency/media owner partnership - Spring 2022 vs Autumn 2021



The media owner successfully communicates direct contact they have with clients - Spring 2022

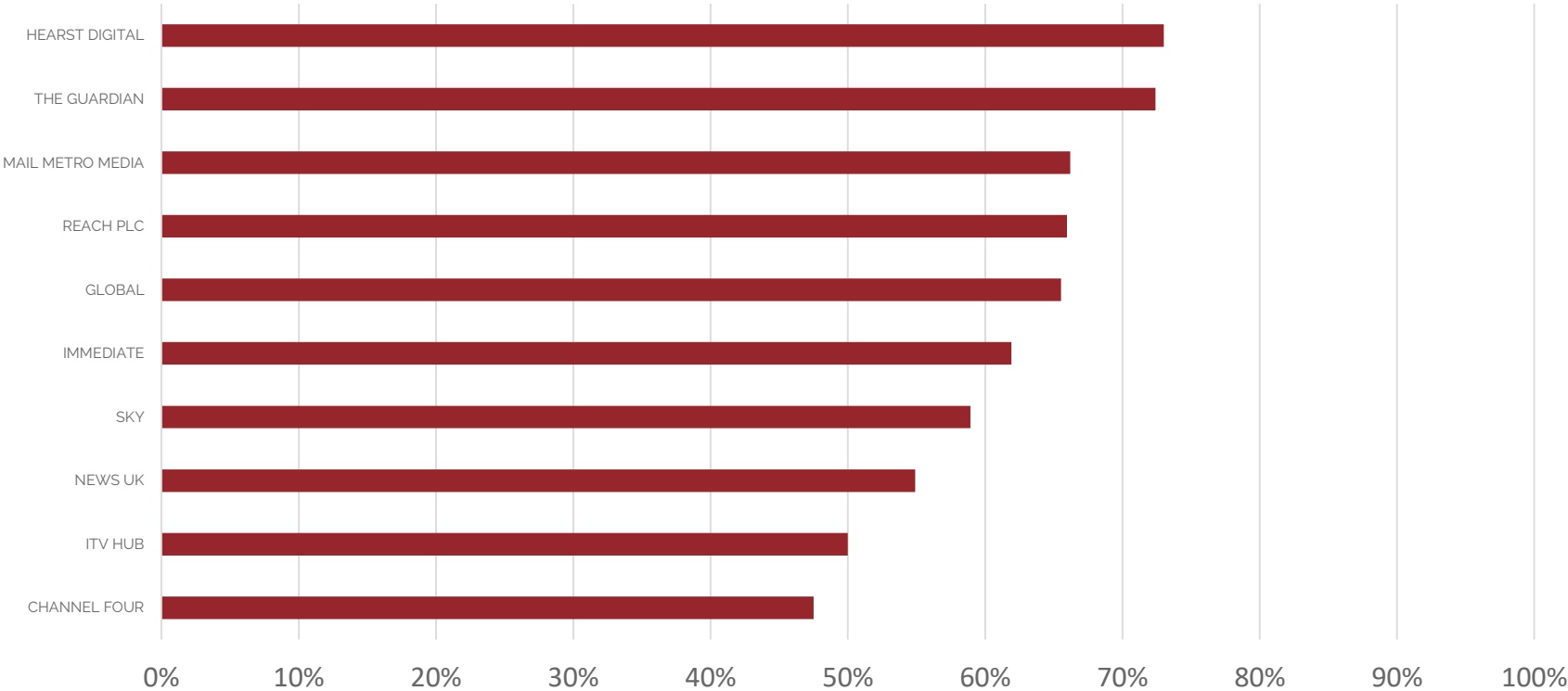


The media owner successfully communicates direct contact they have with clients - Spring 2022 vs Autumn 2021

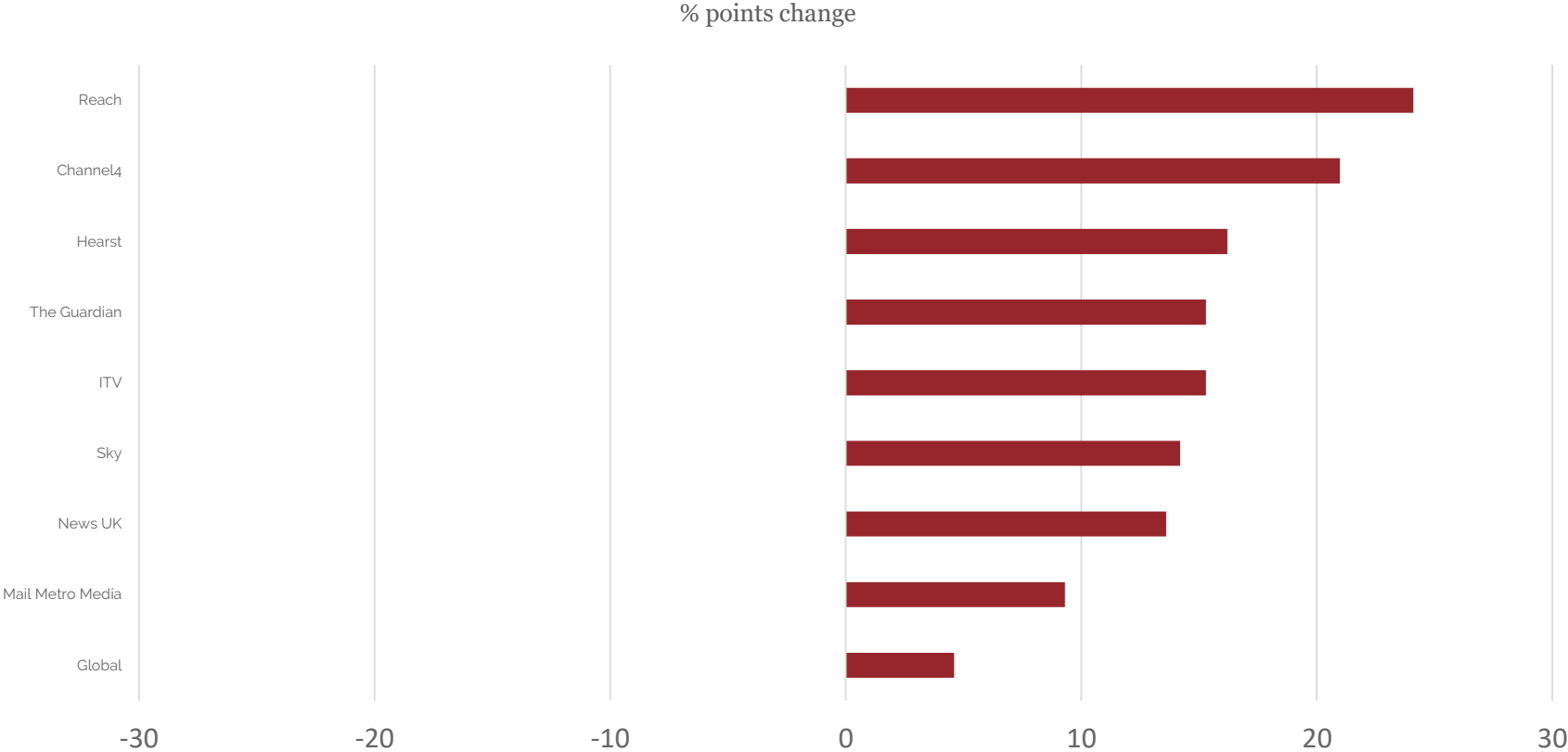


The media owner demonstrates a good understanding of how cross-media opportunities can be exploited - Spring 2022

% agree strongly/agree

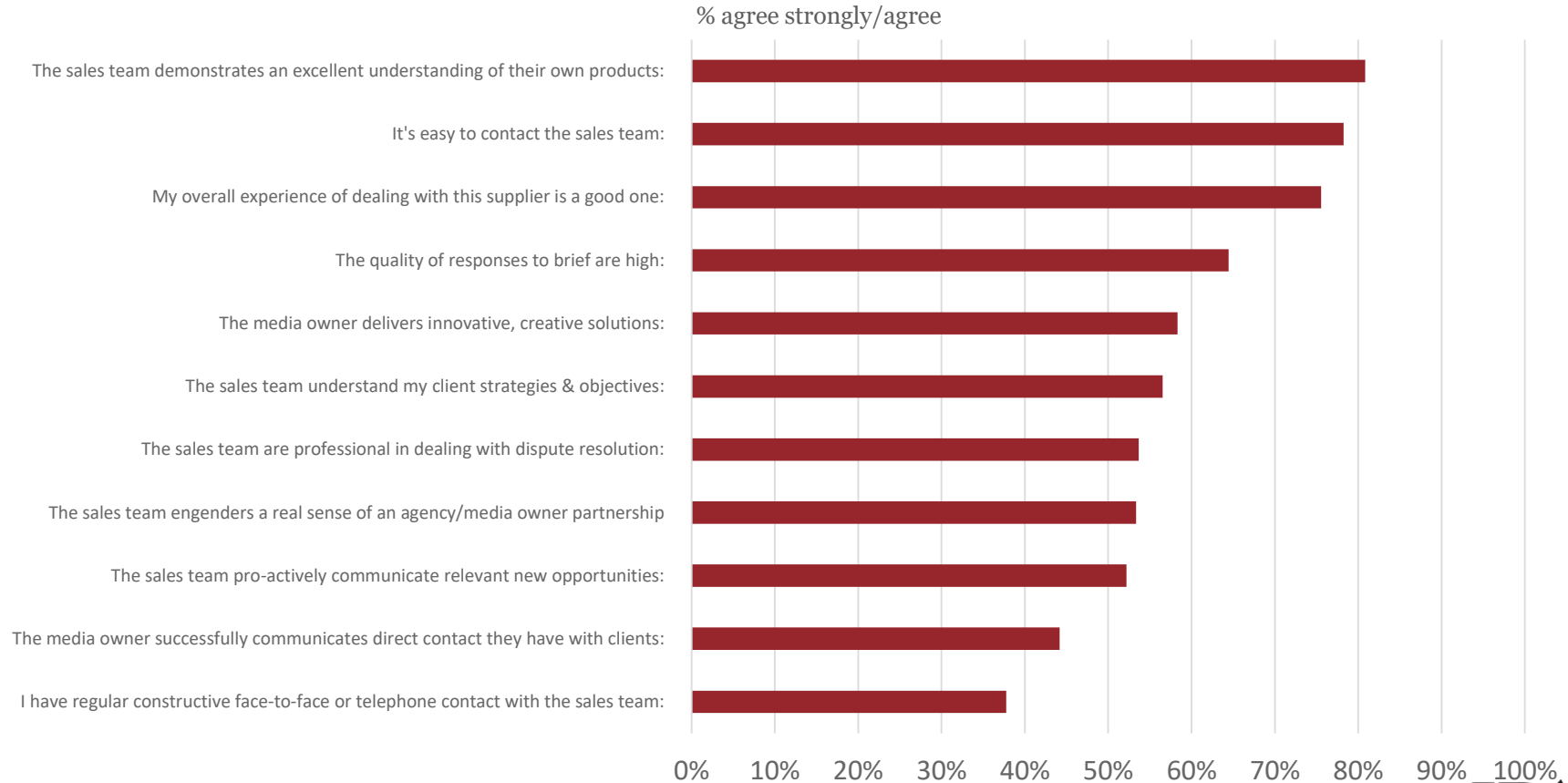


The media owner demonstrates a good understanding of how cross-media opportunities can be exploited - Spring 2022 vs Autumn 2021



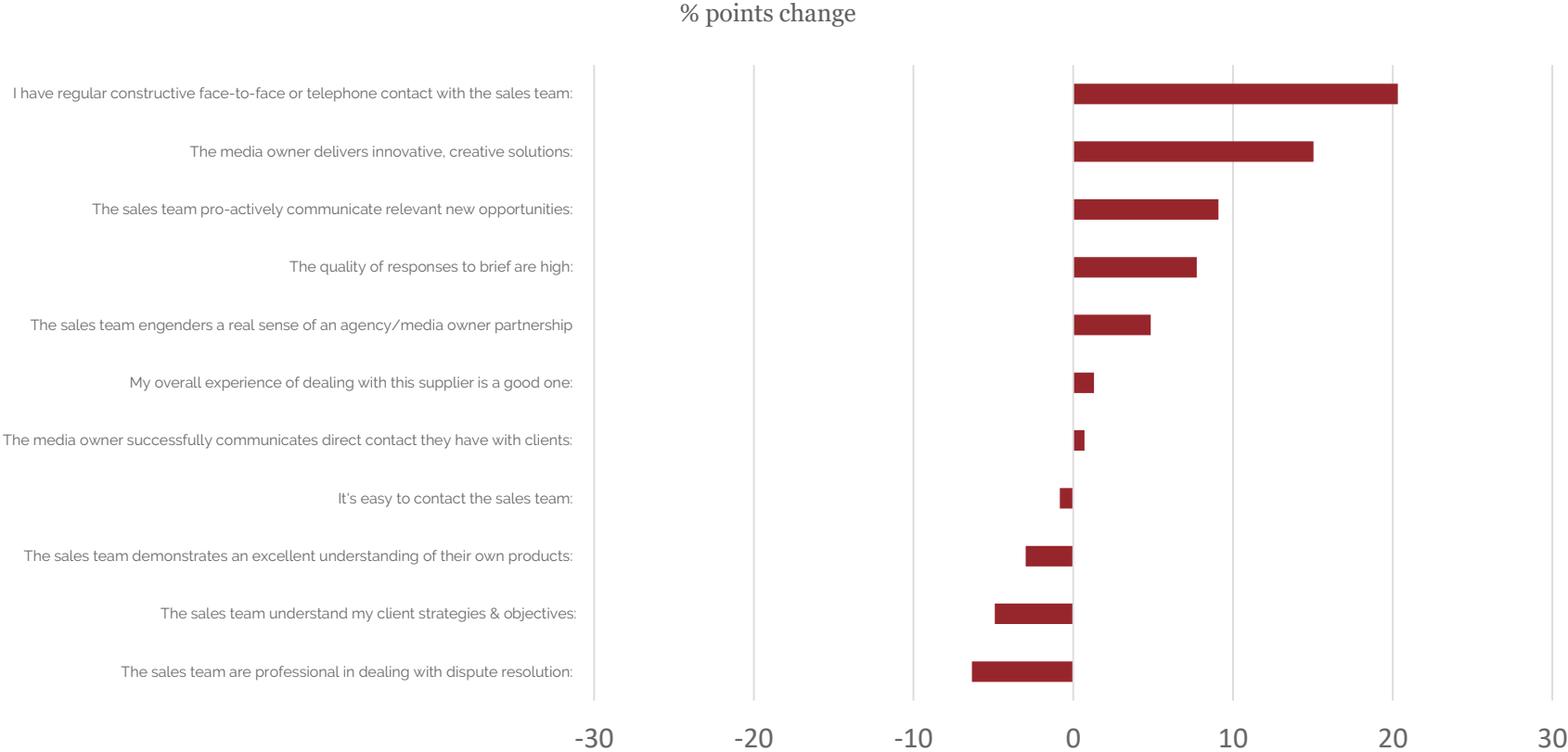
Rankings by Media Owner

Acast Spring 2022



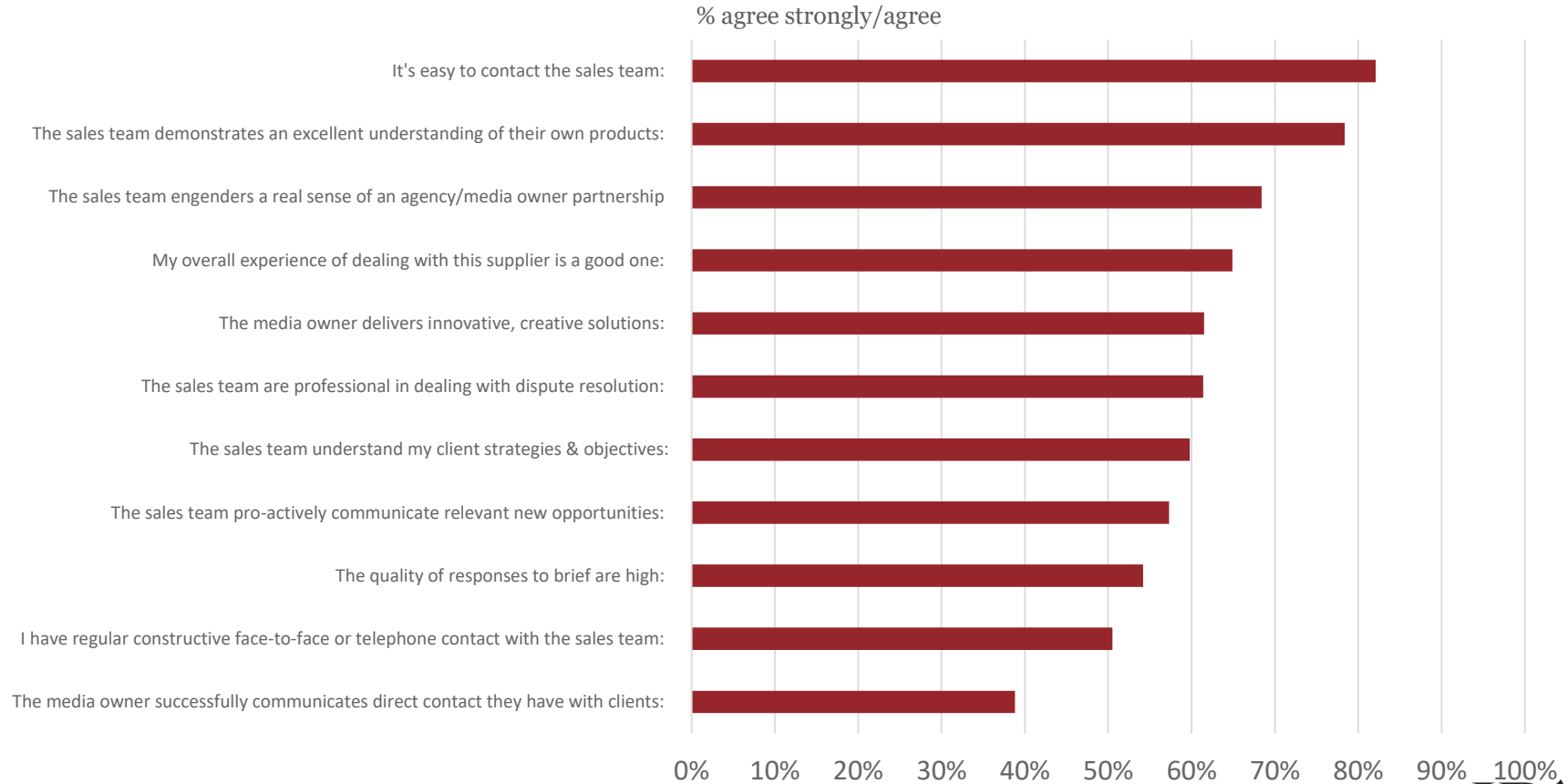
Acast

Spring 2022 vs Autumn 2021



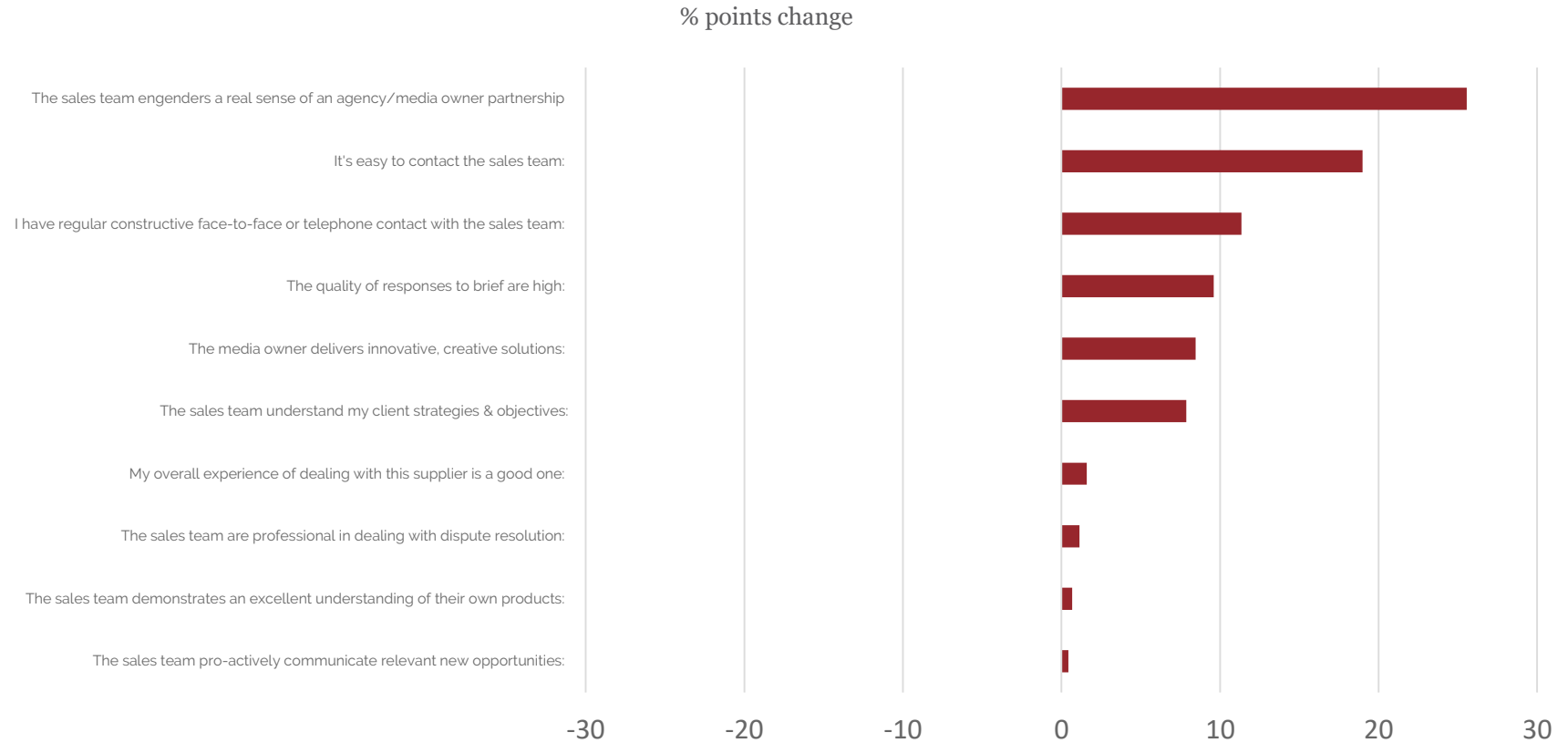
Amazon

Spring 2022



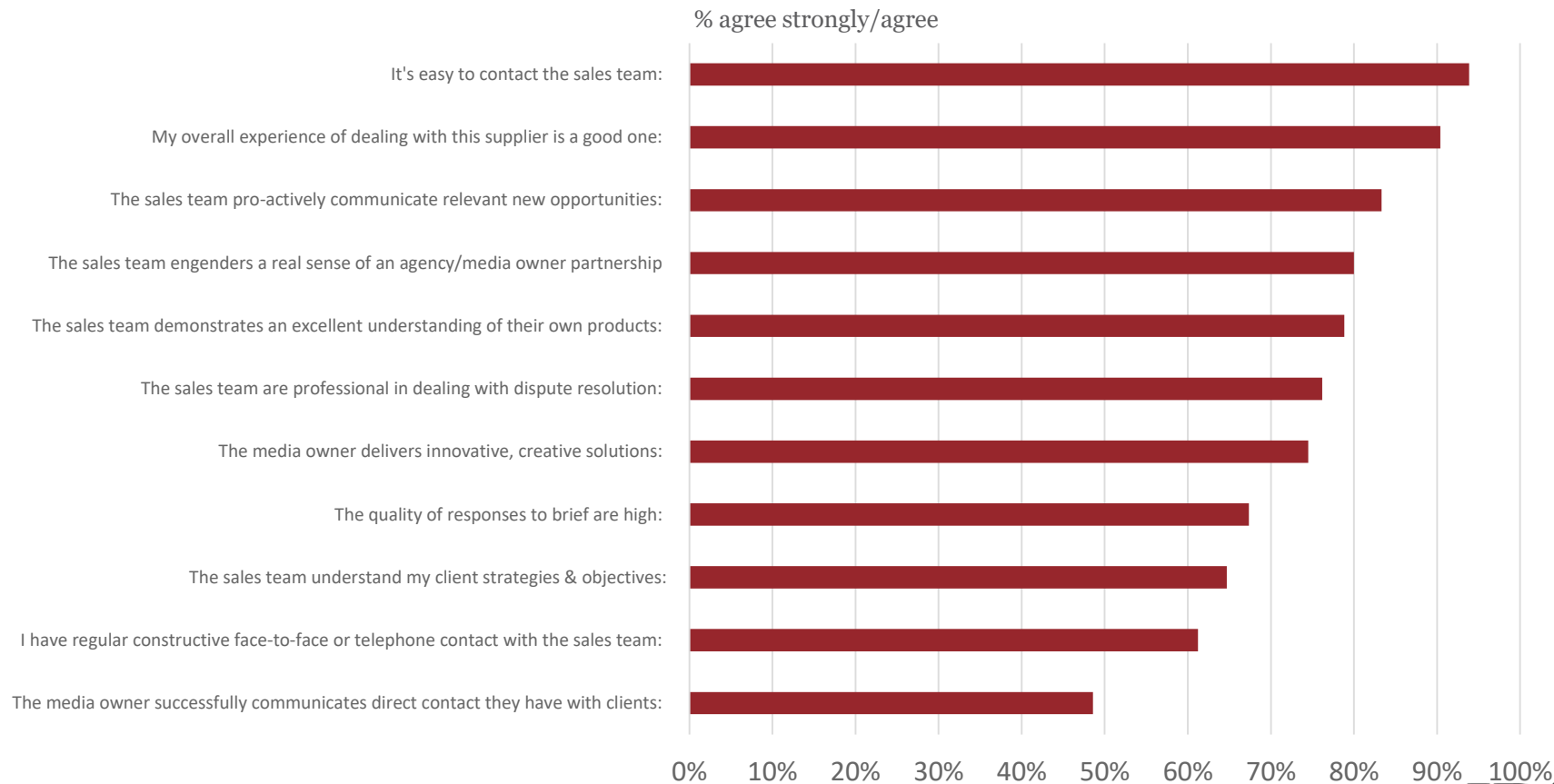
Amazon

Spring 2022 vs Autumn 2021



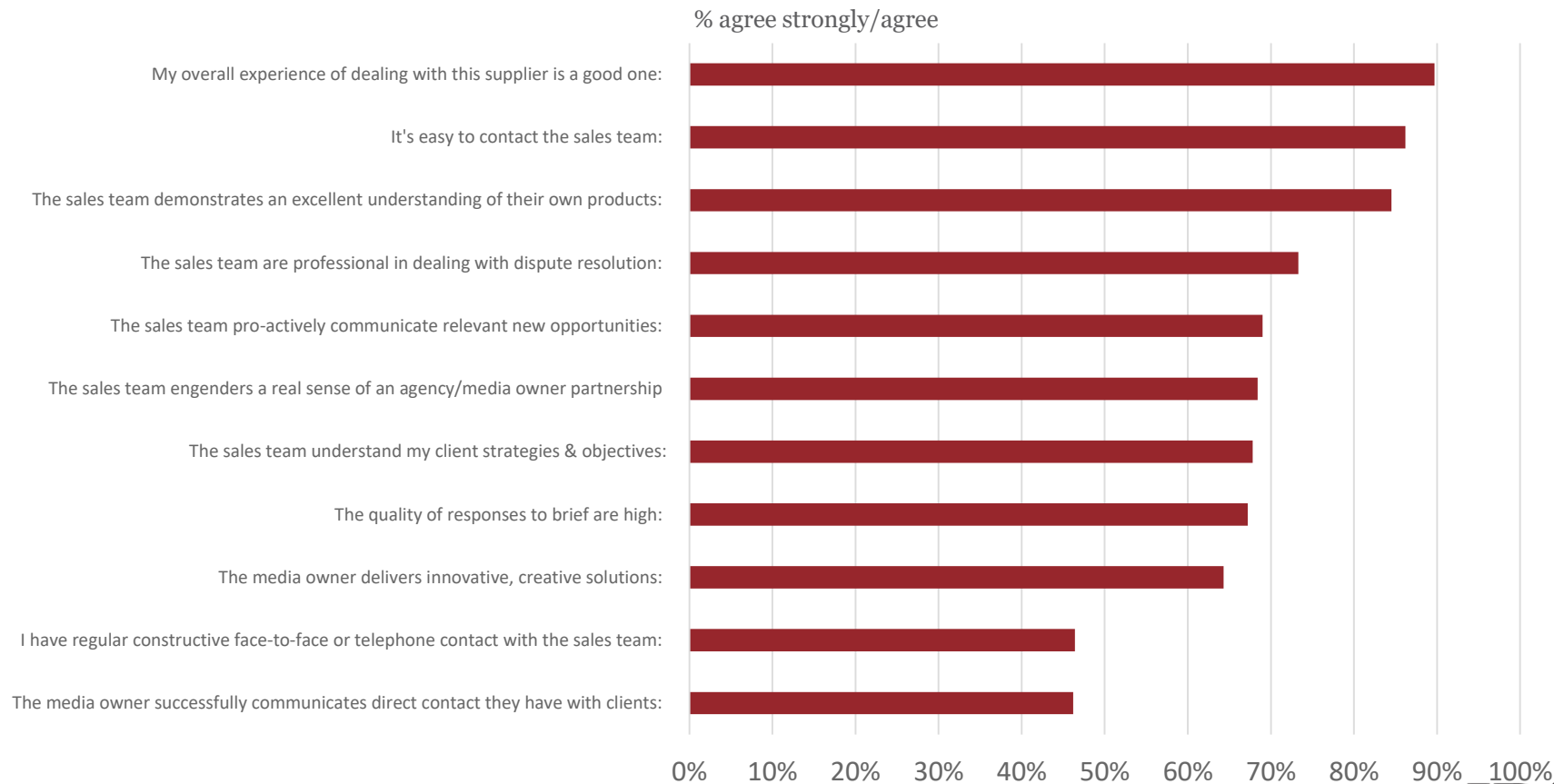
Azerion (inc. merged Inskin & Collective)

Spring 2022



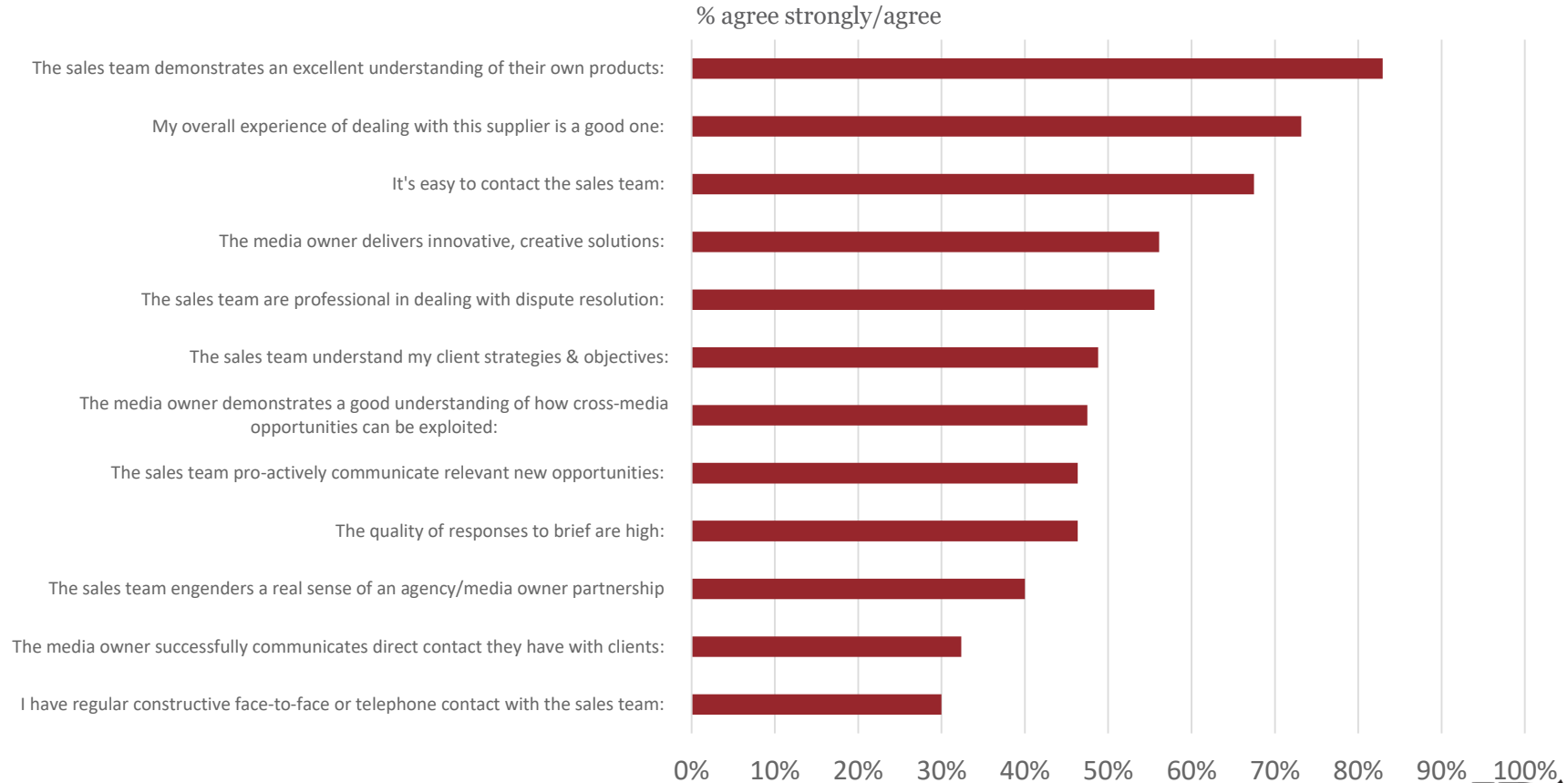
Blis

Spring 2022



Channel 4

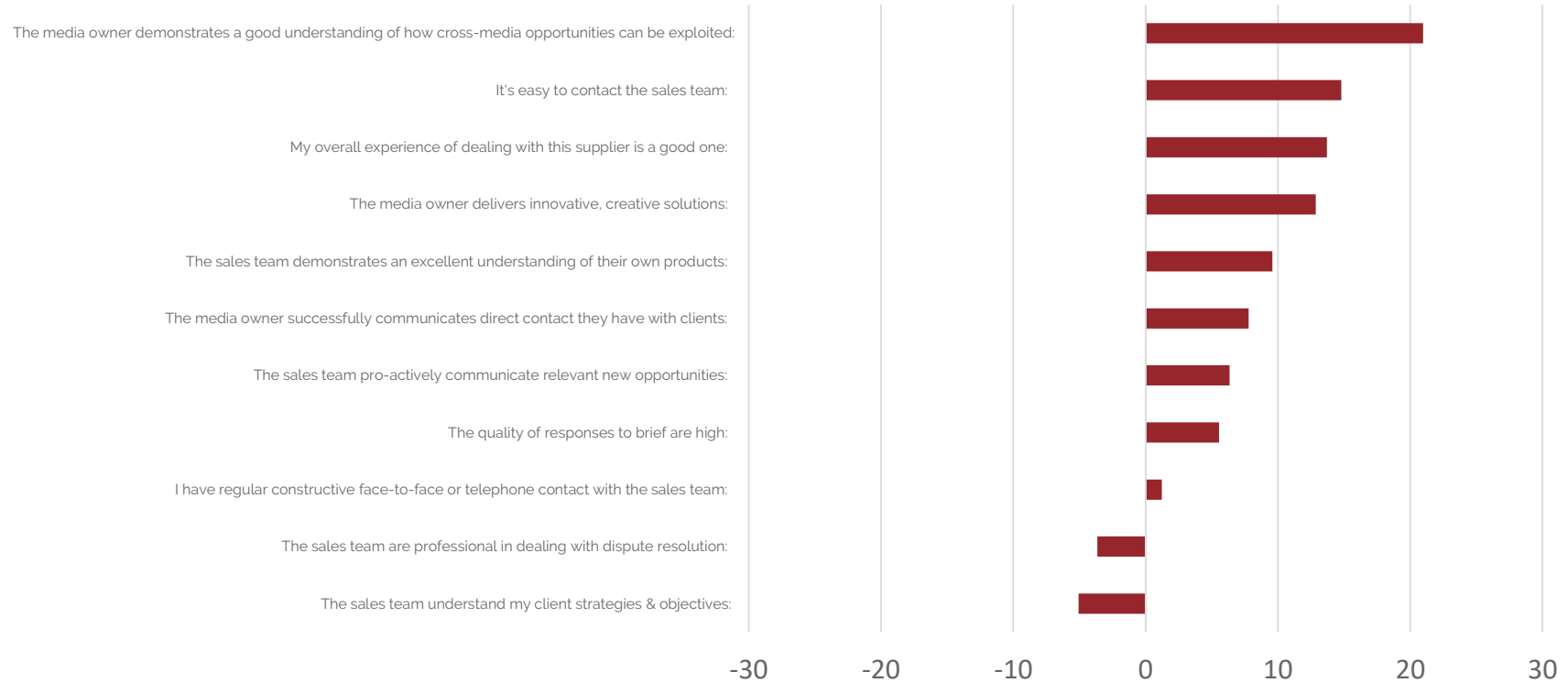
Spring 2022



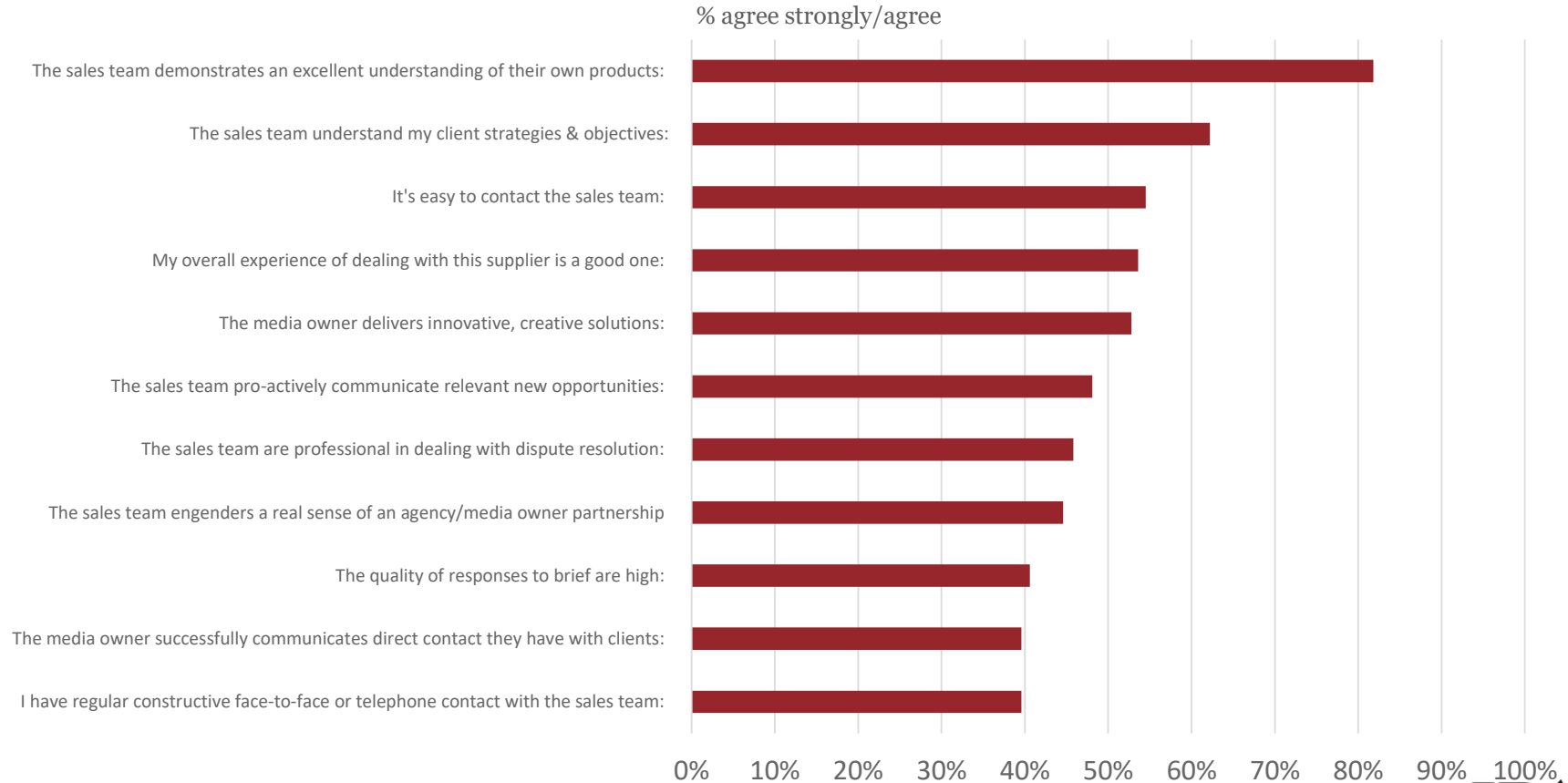
Channel 4

Spring 2022 vs Autumn 2021

% points change

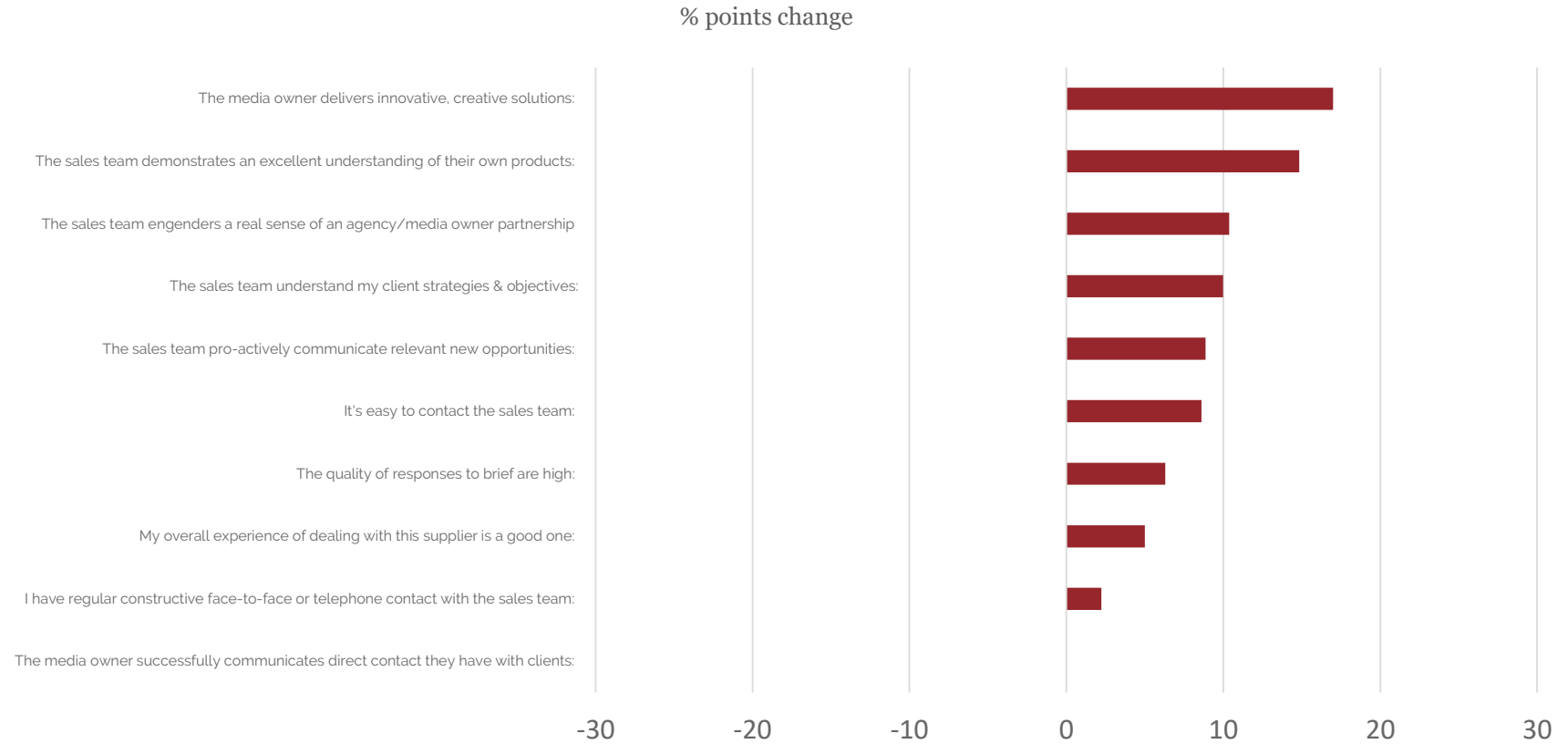


Facebook Spring 2022

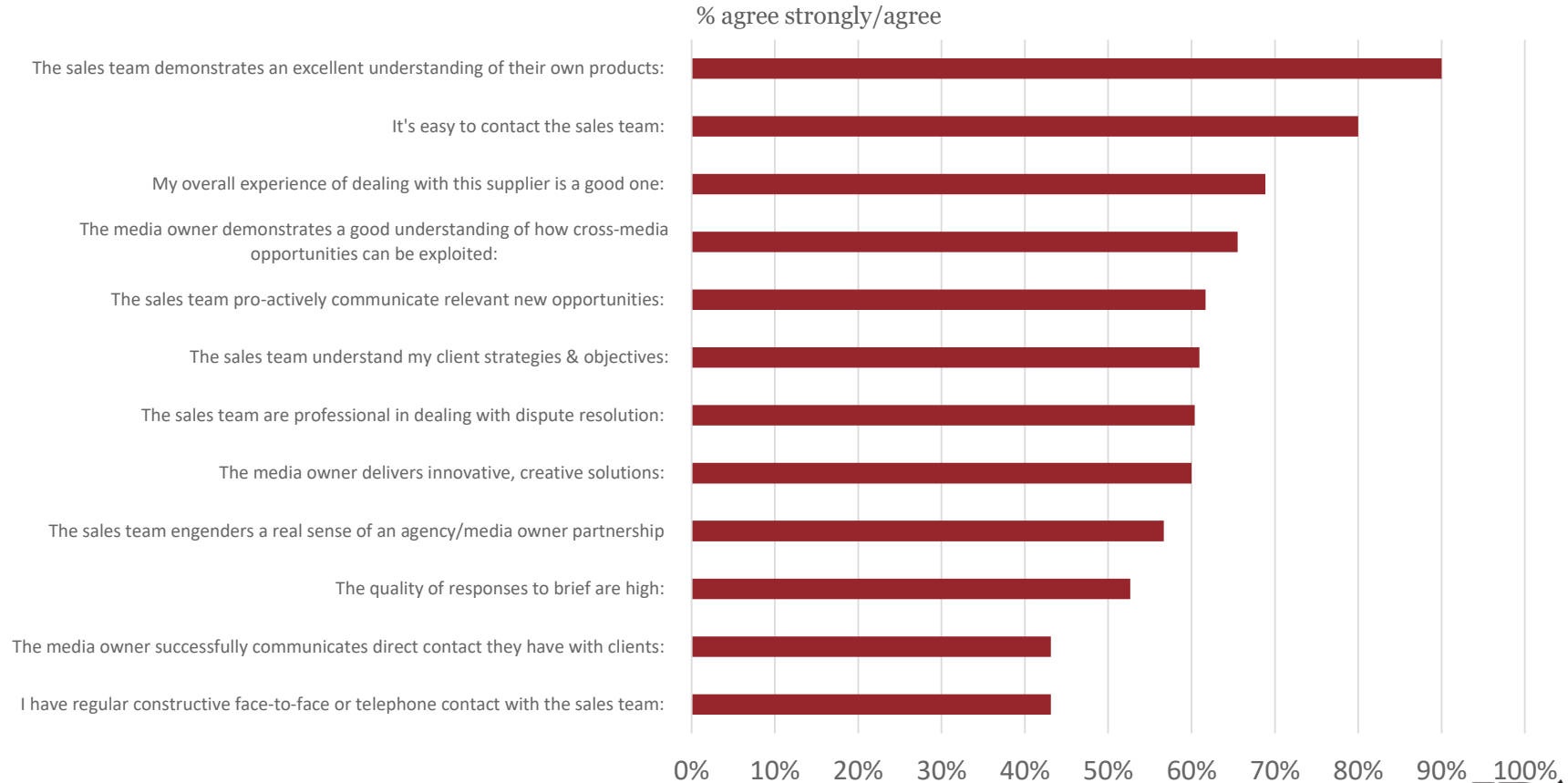


Facebook

Spring 2022 vs Autumn 2021

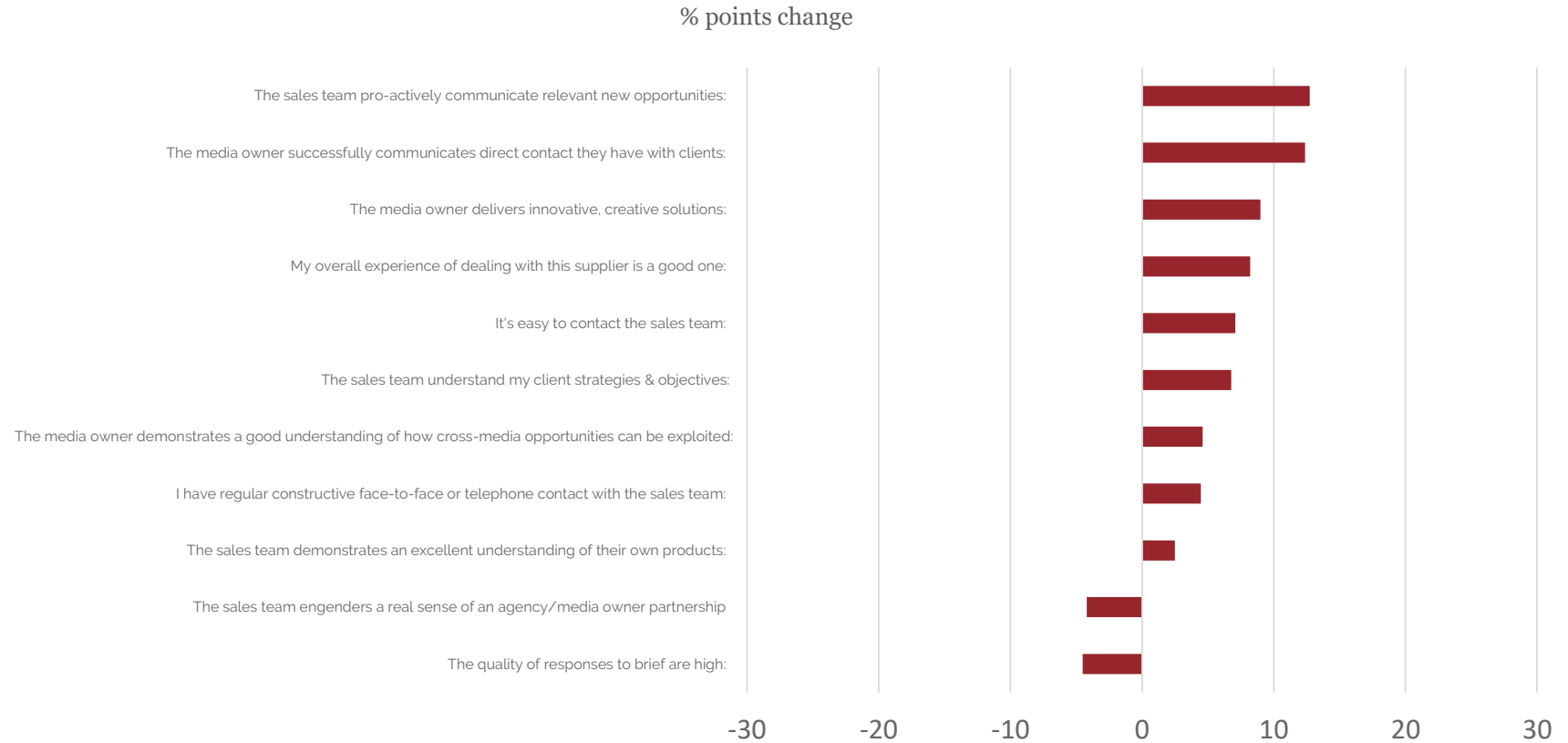


Global Spring 2022



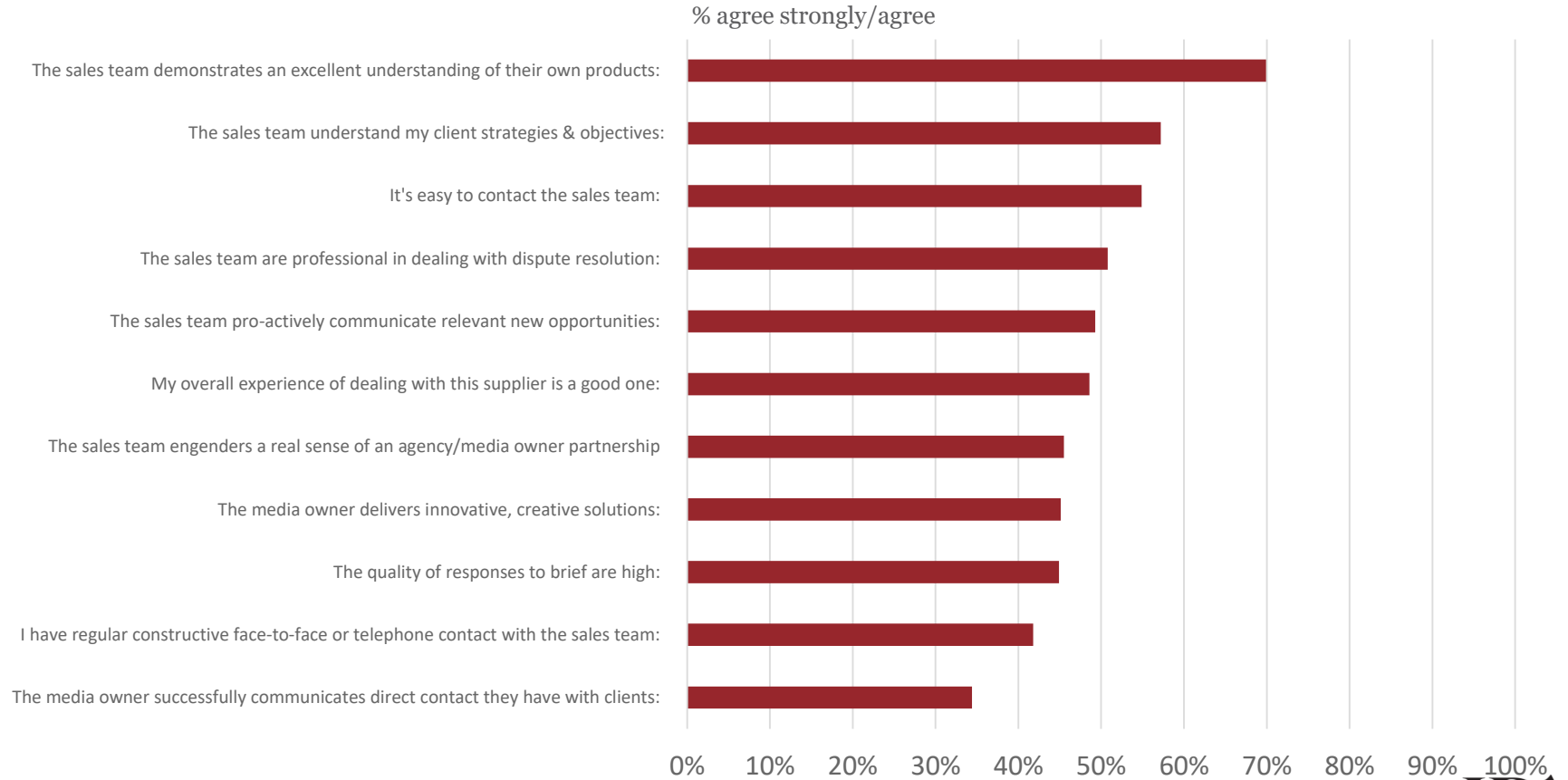
Global

Spring 2022 vs Autumn 2021



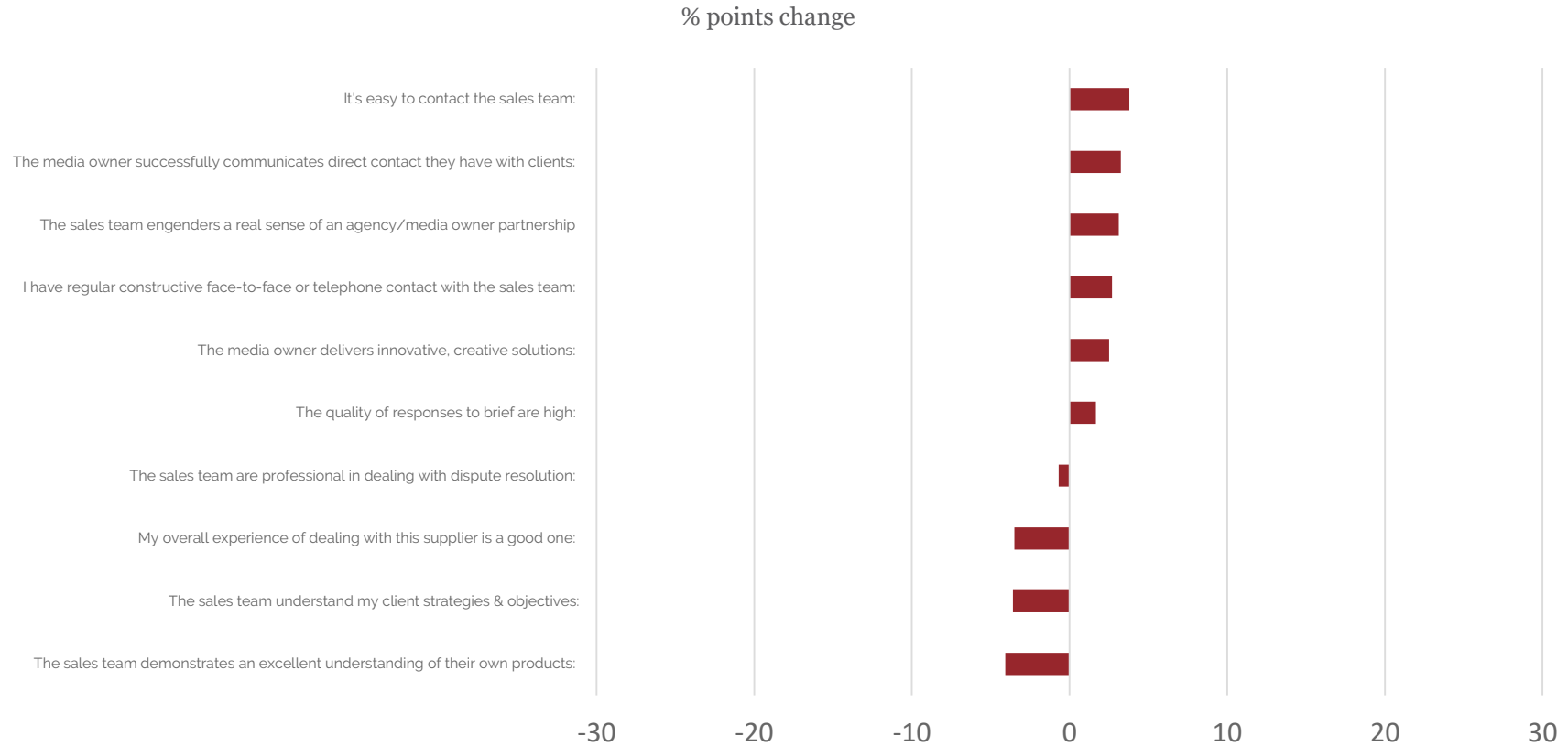
Google (Inc YouTube)

Spring 2022

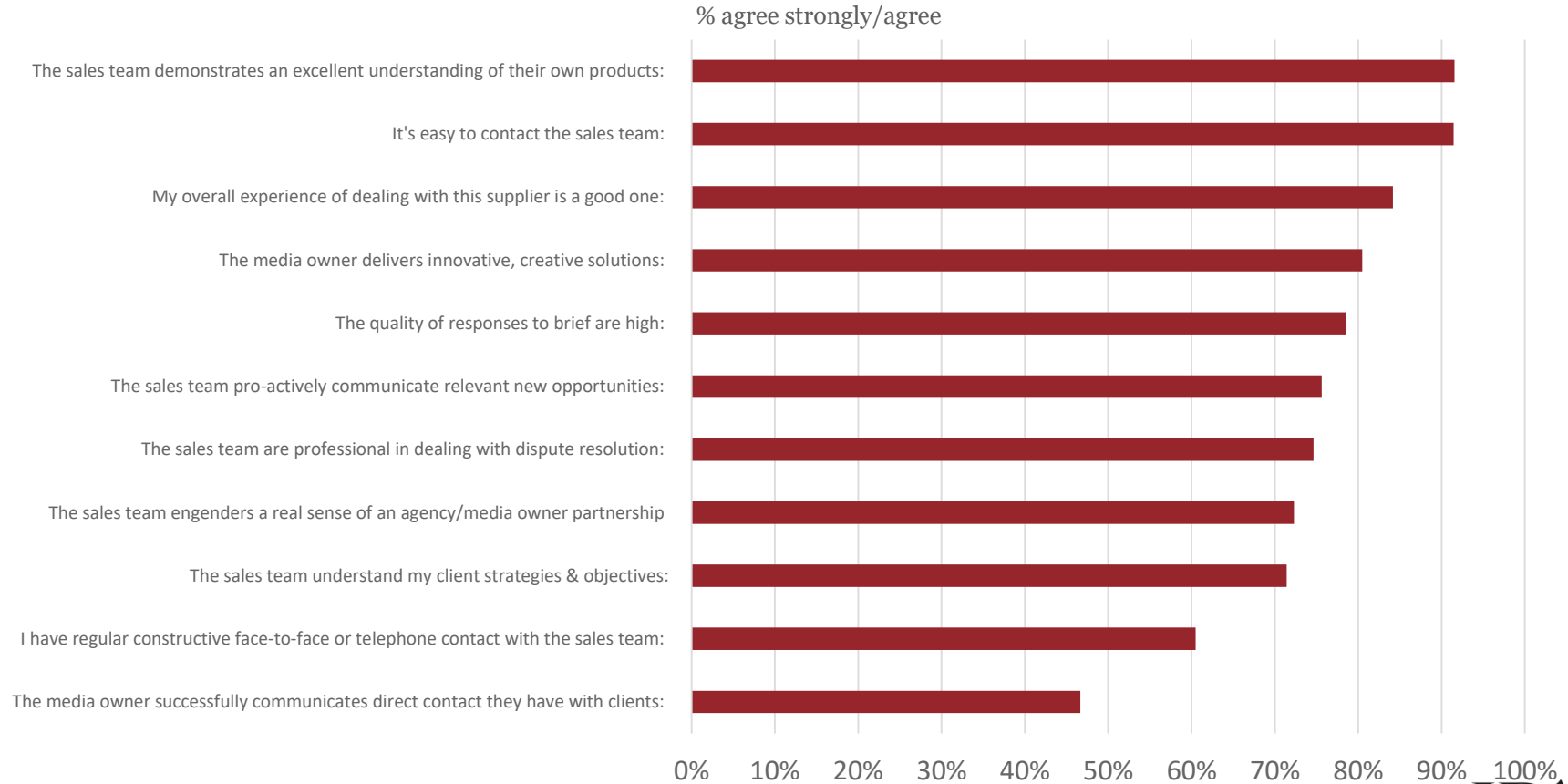


Google (Inc YouTube)

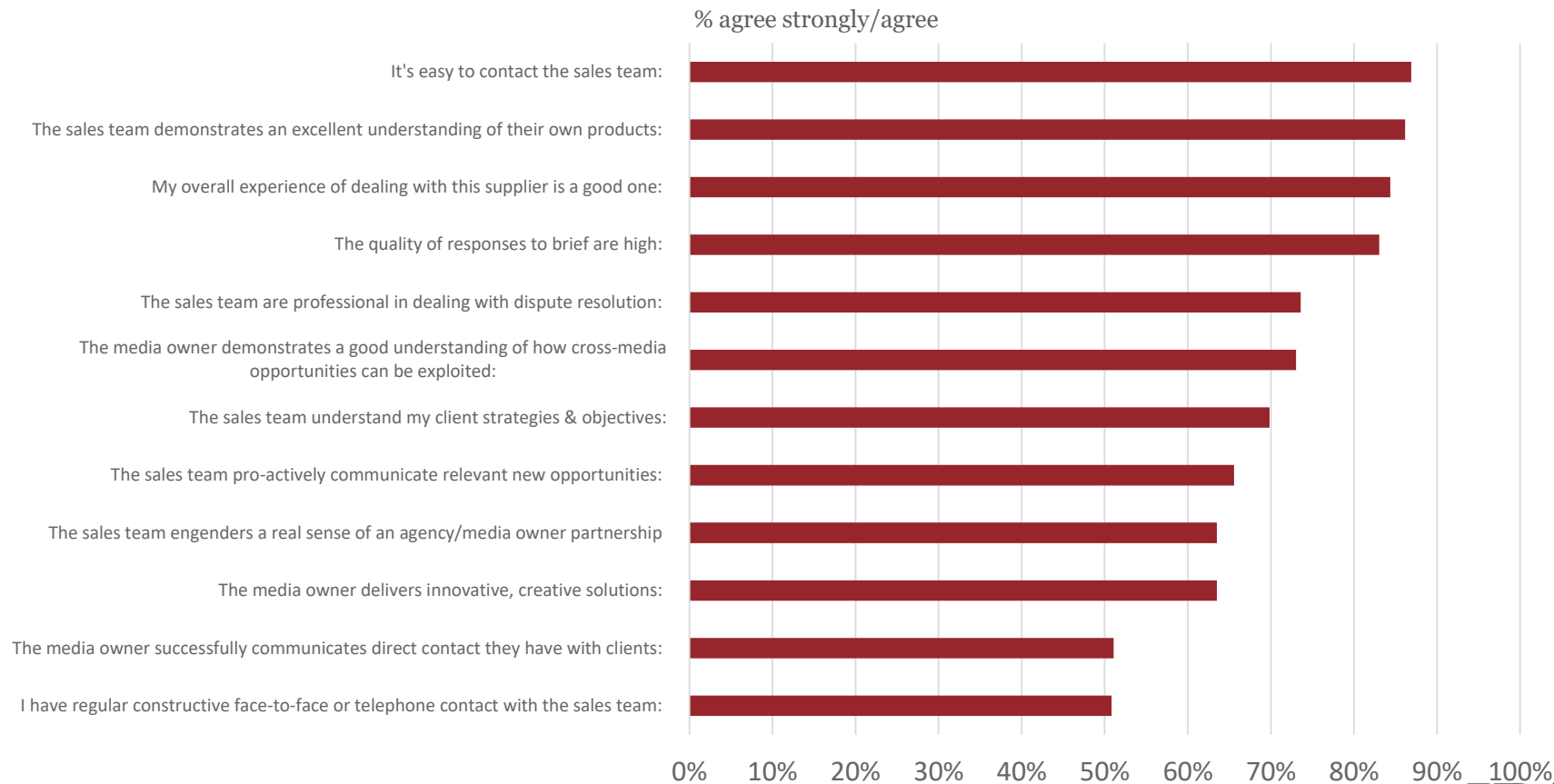
Spring 2022 vs Autumn 2021



GumGum Spring 2022



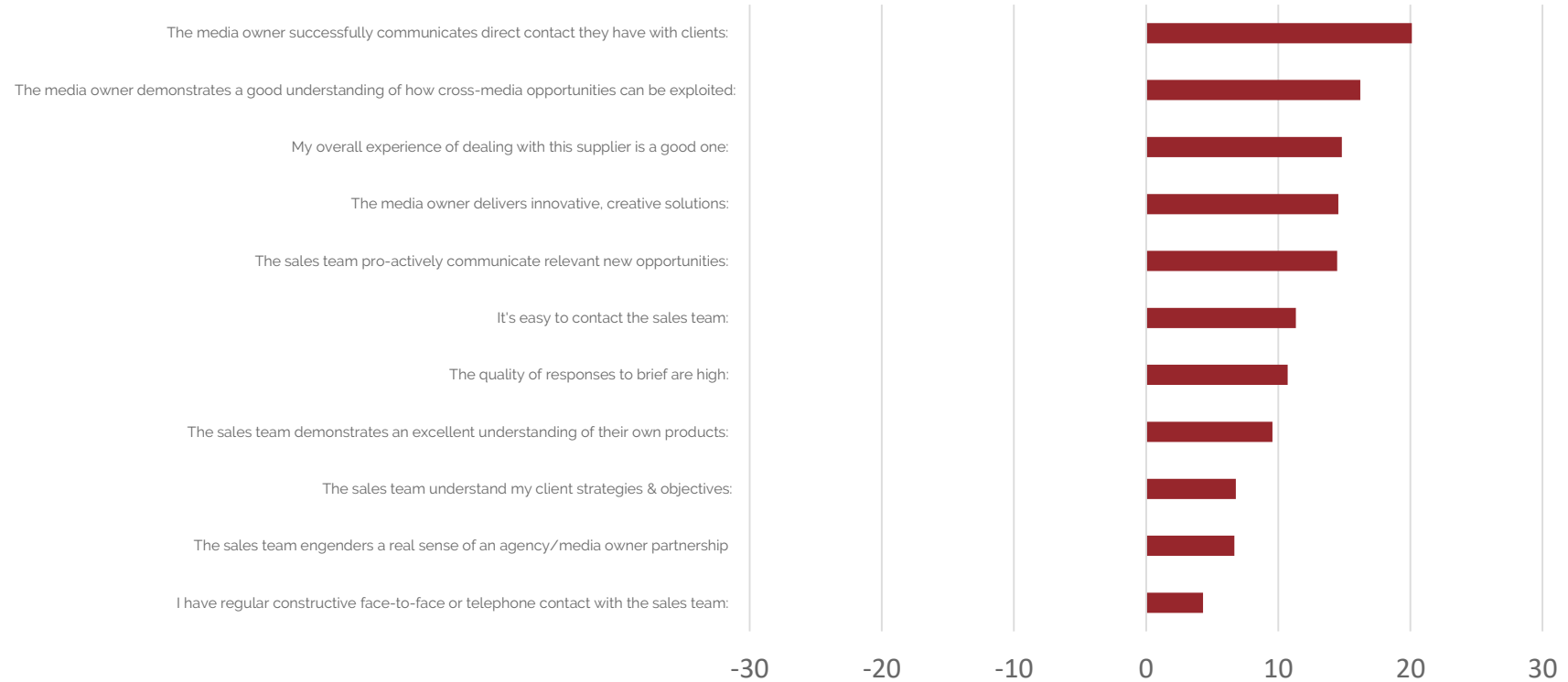
Hearst Digital Spring 2022



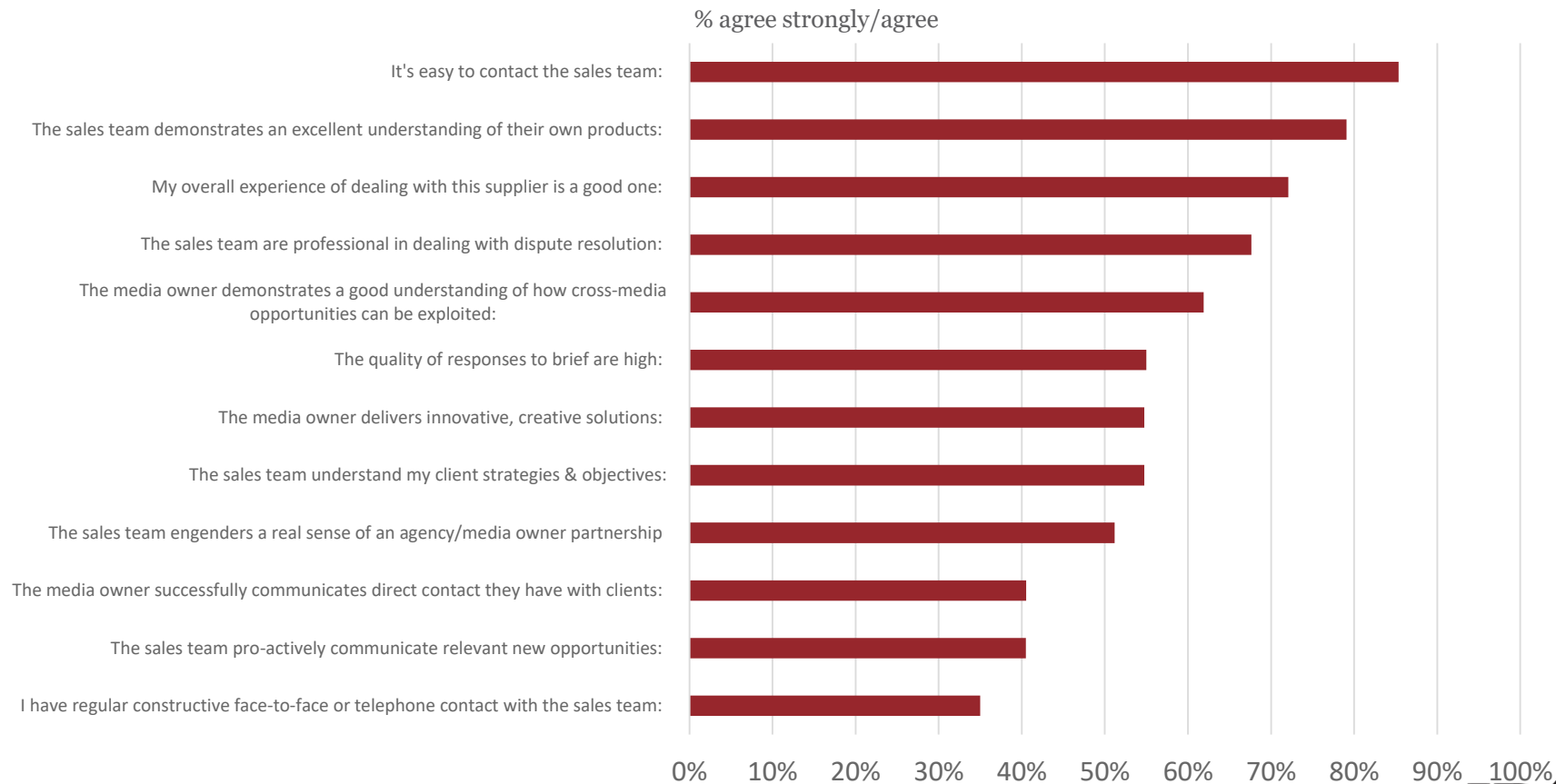
Hearst Digital

Spring 2022 vs Autumn 2021

% points change

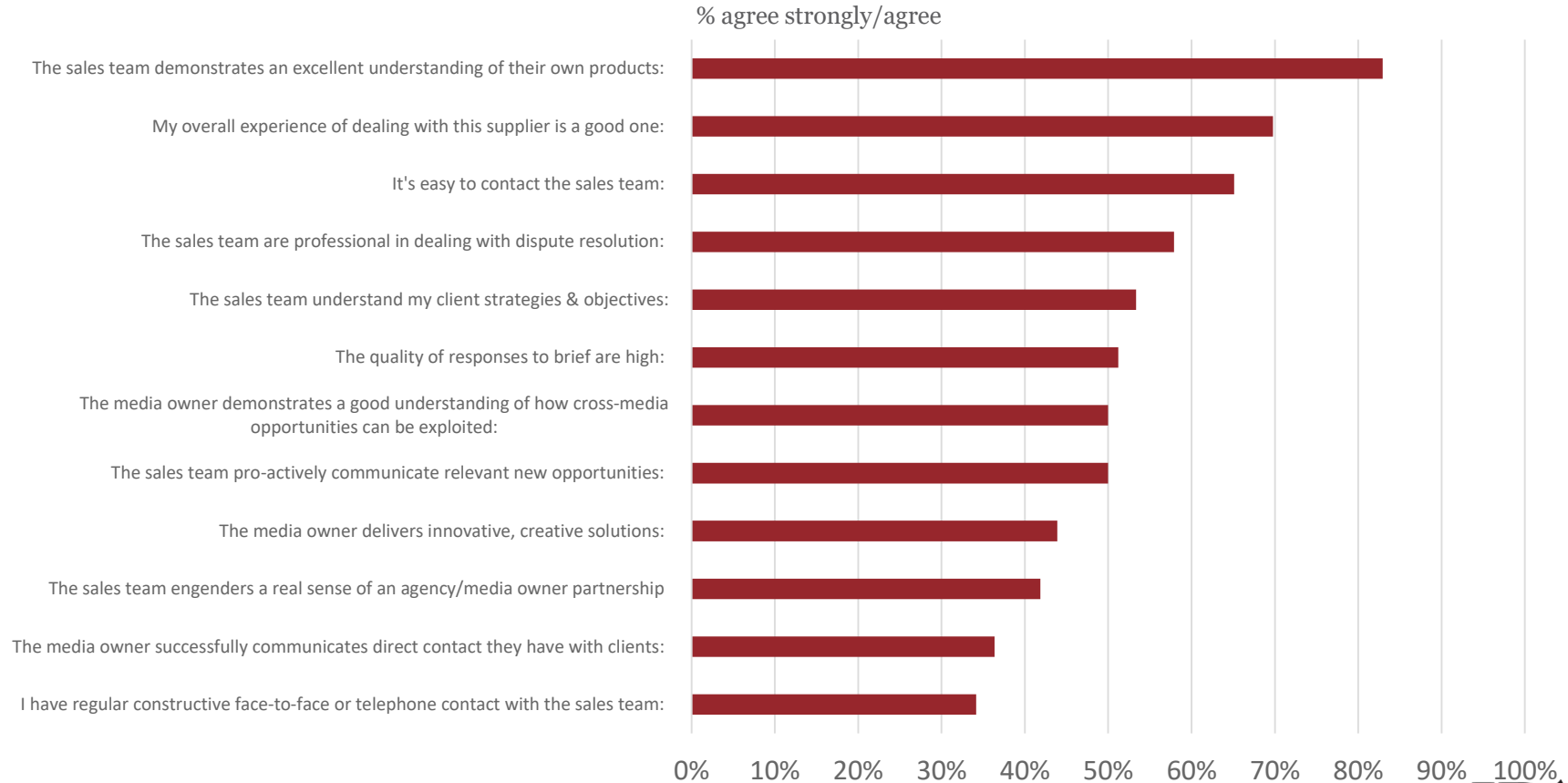


Immediate Spring 2022



ITV Hub

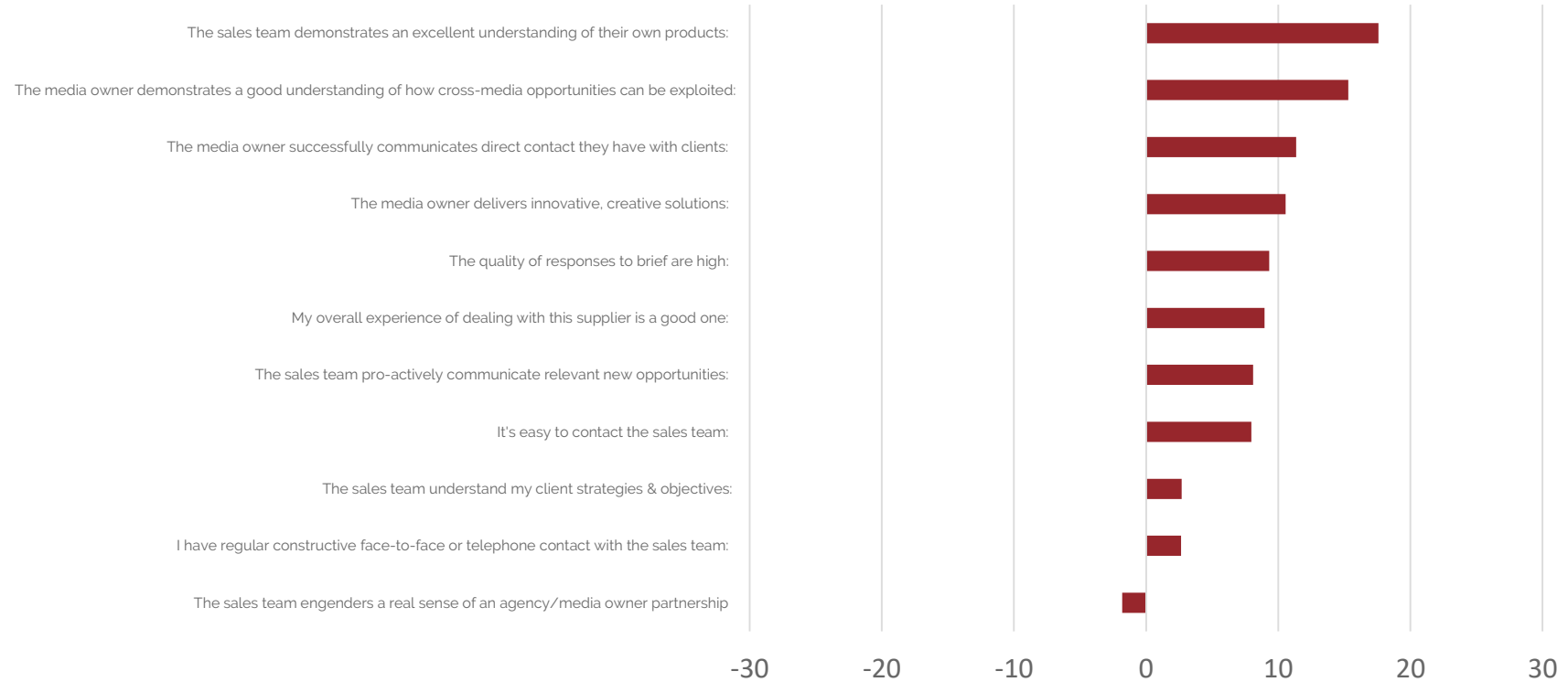
Spring 2022



ITV Hub

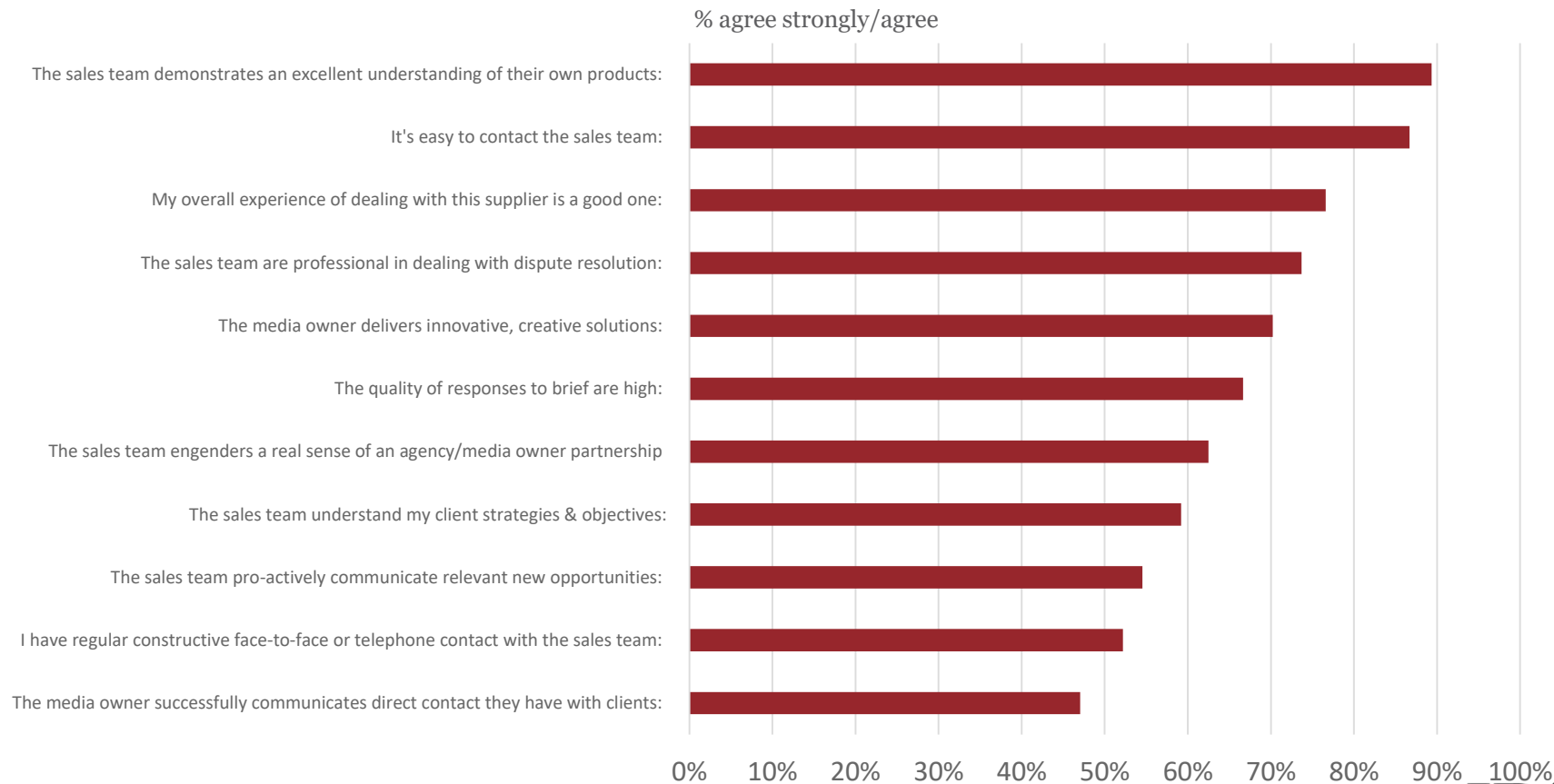
Spring 2022 vs Autumn 2021

% points change

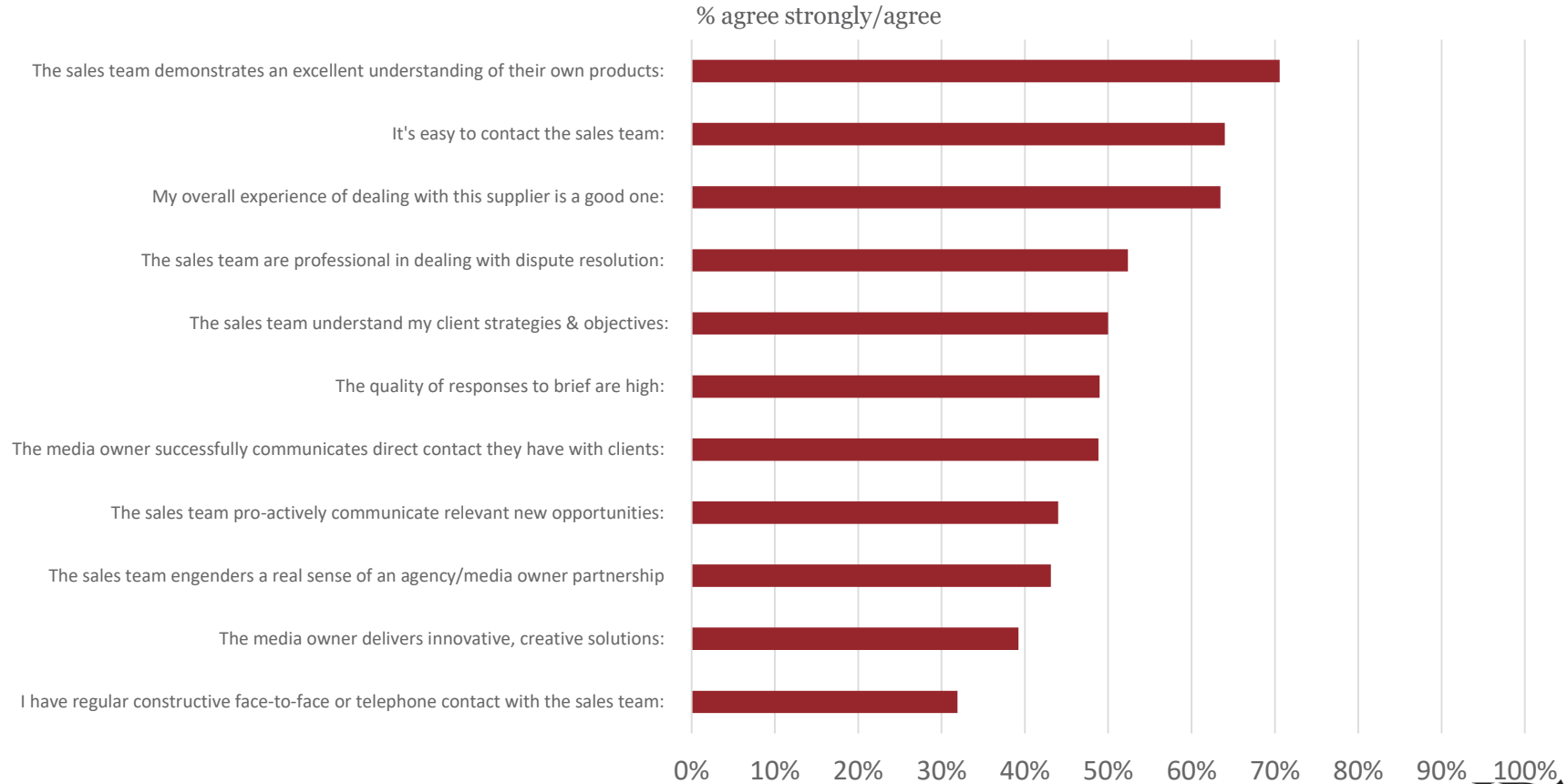


LADbible

Spring 2022

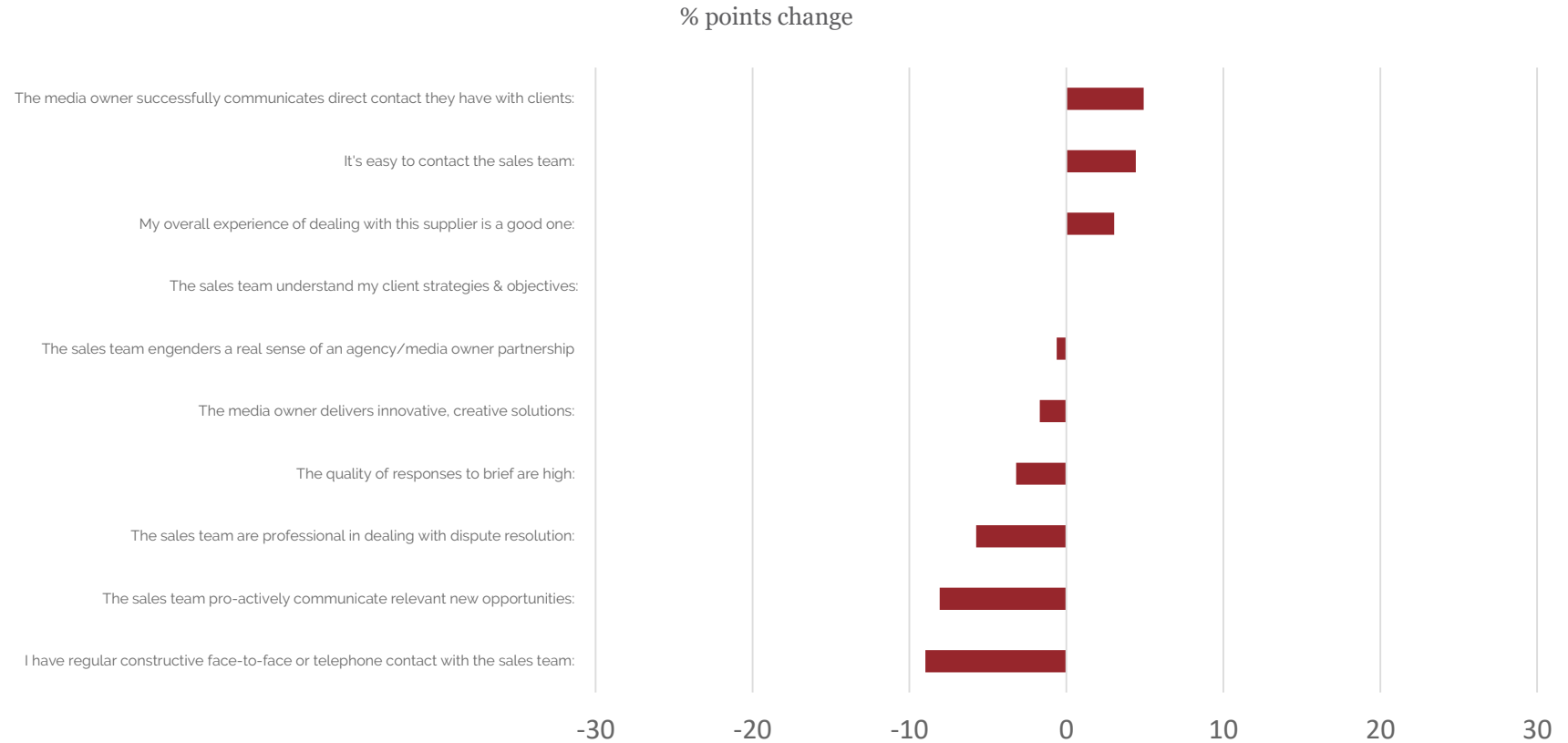


LinkedIn Spring 2022



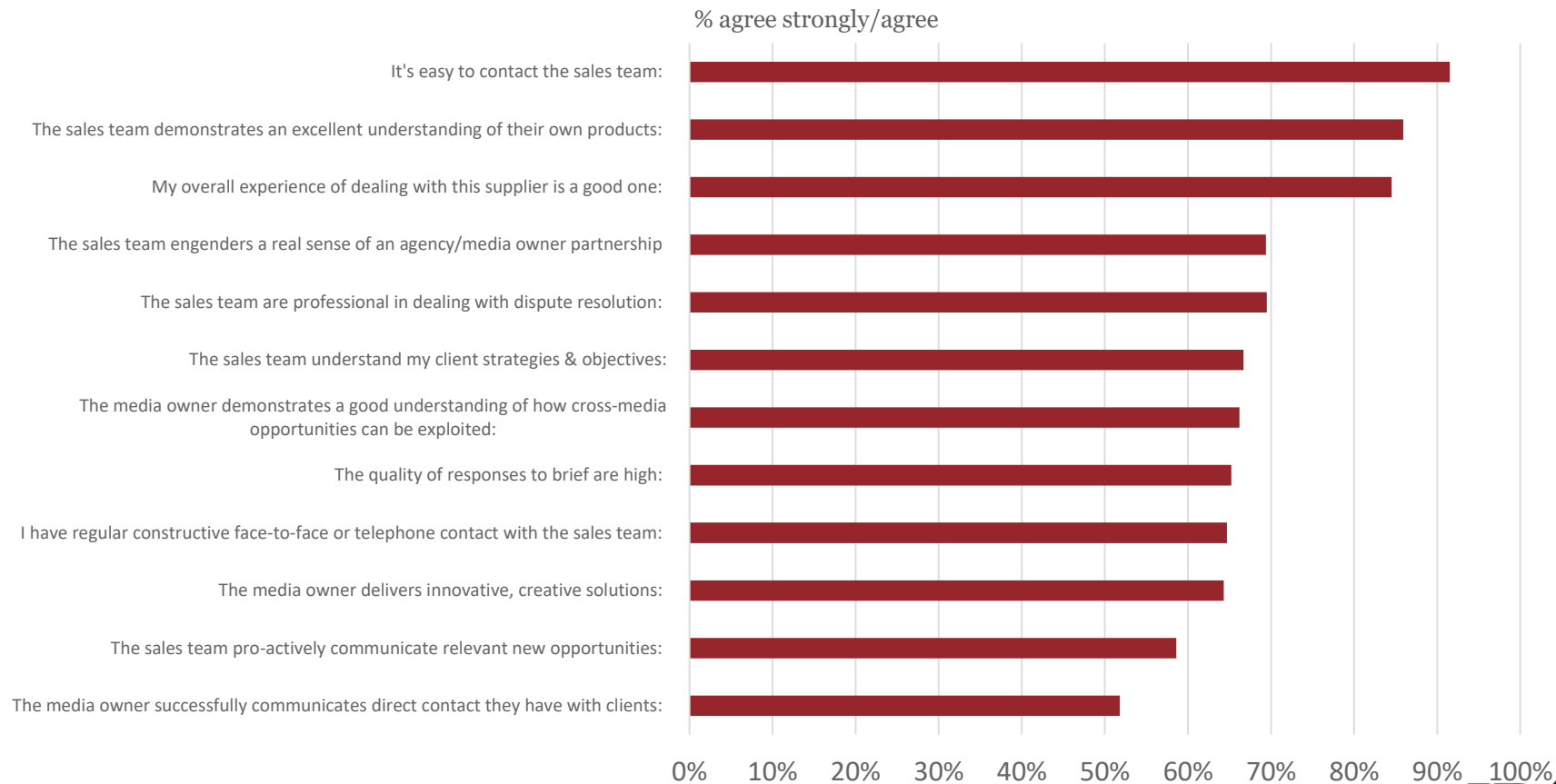
LinkedIn

Spring 2022 vs Autumn 2021



Mail Metro Media

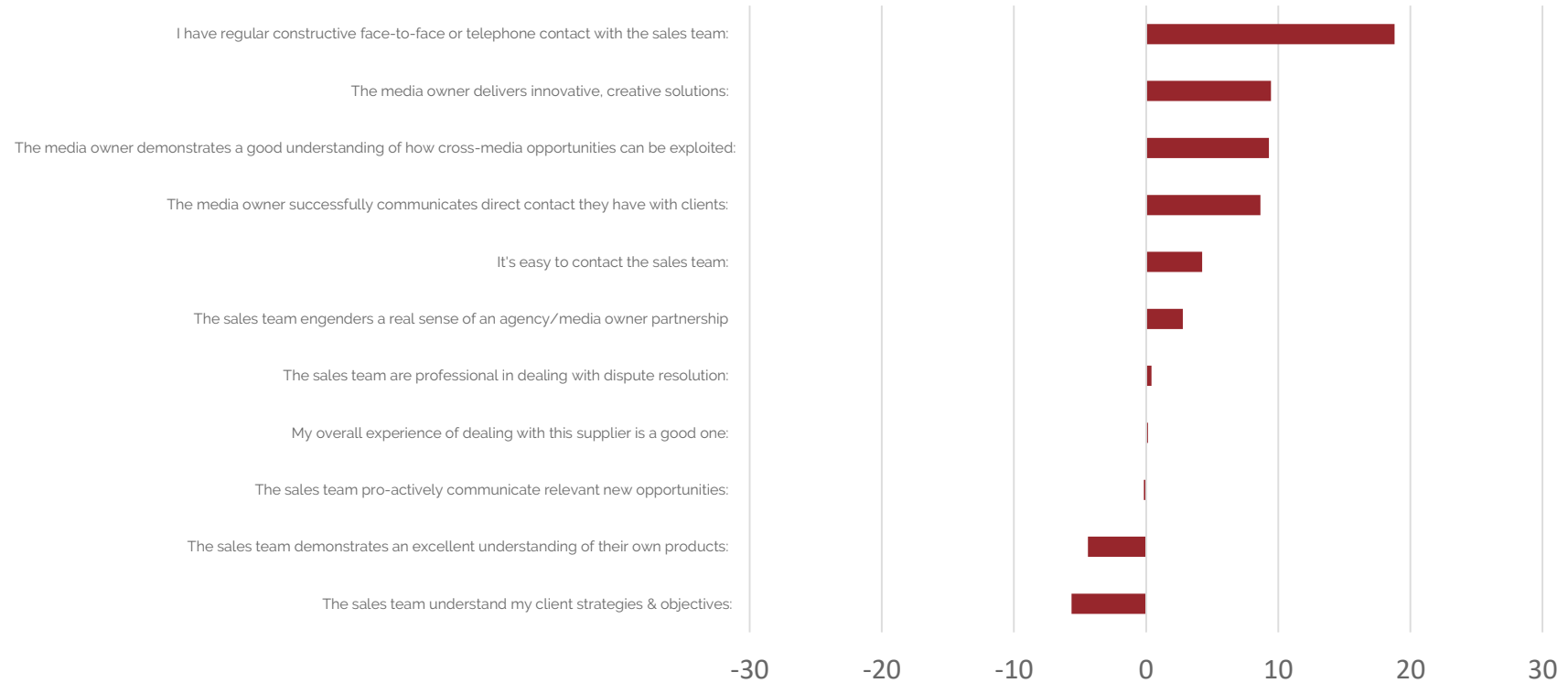
Spring 2022



Mail Metro Media

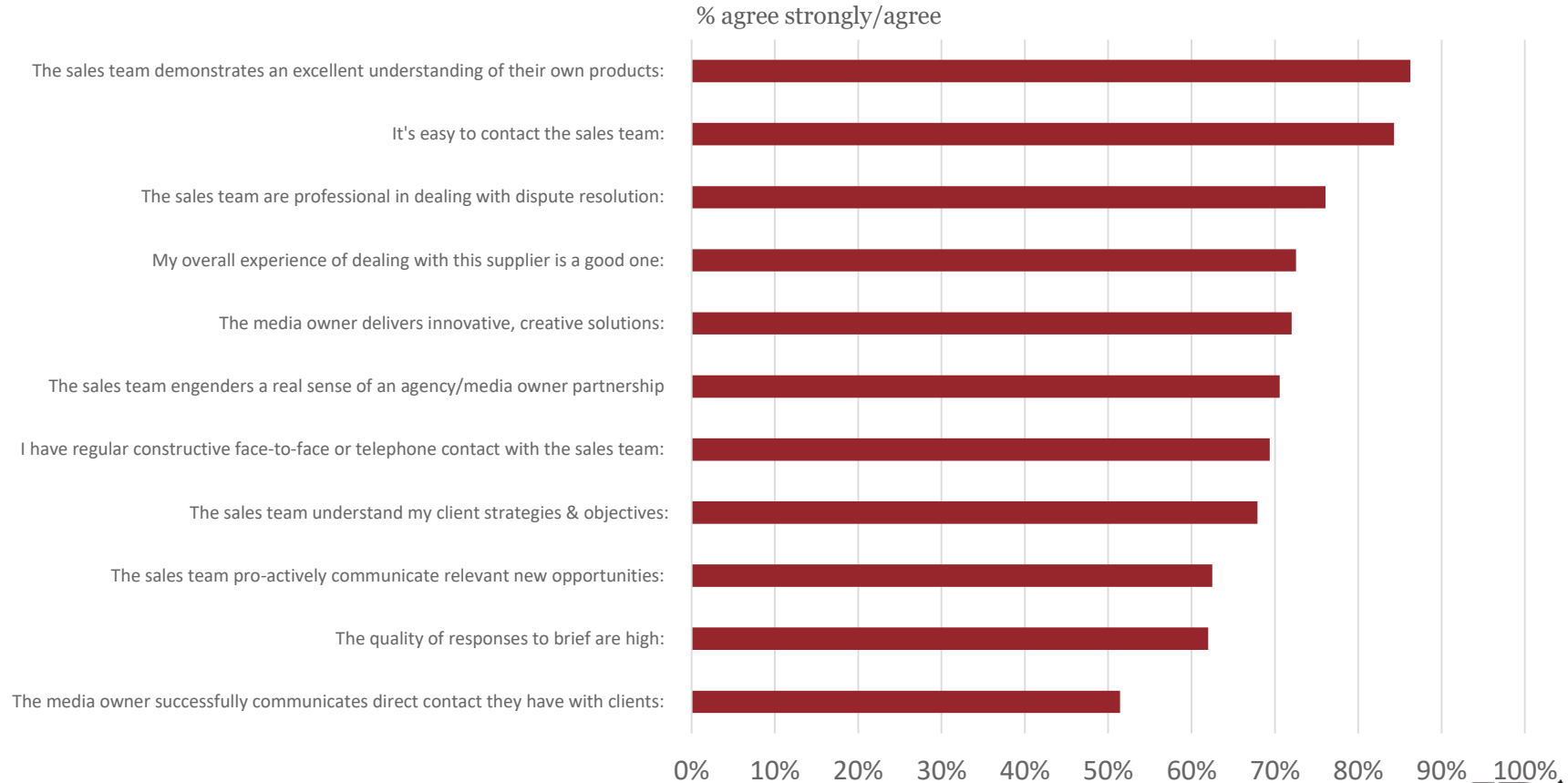
Spring 2022 vs Autumn 2021

% points change



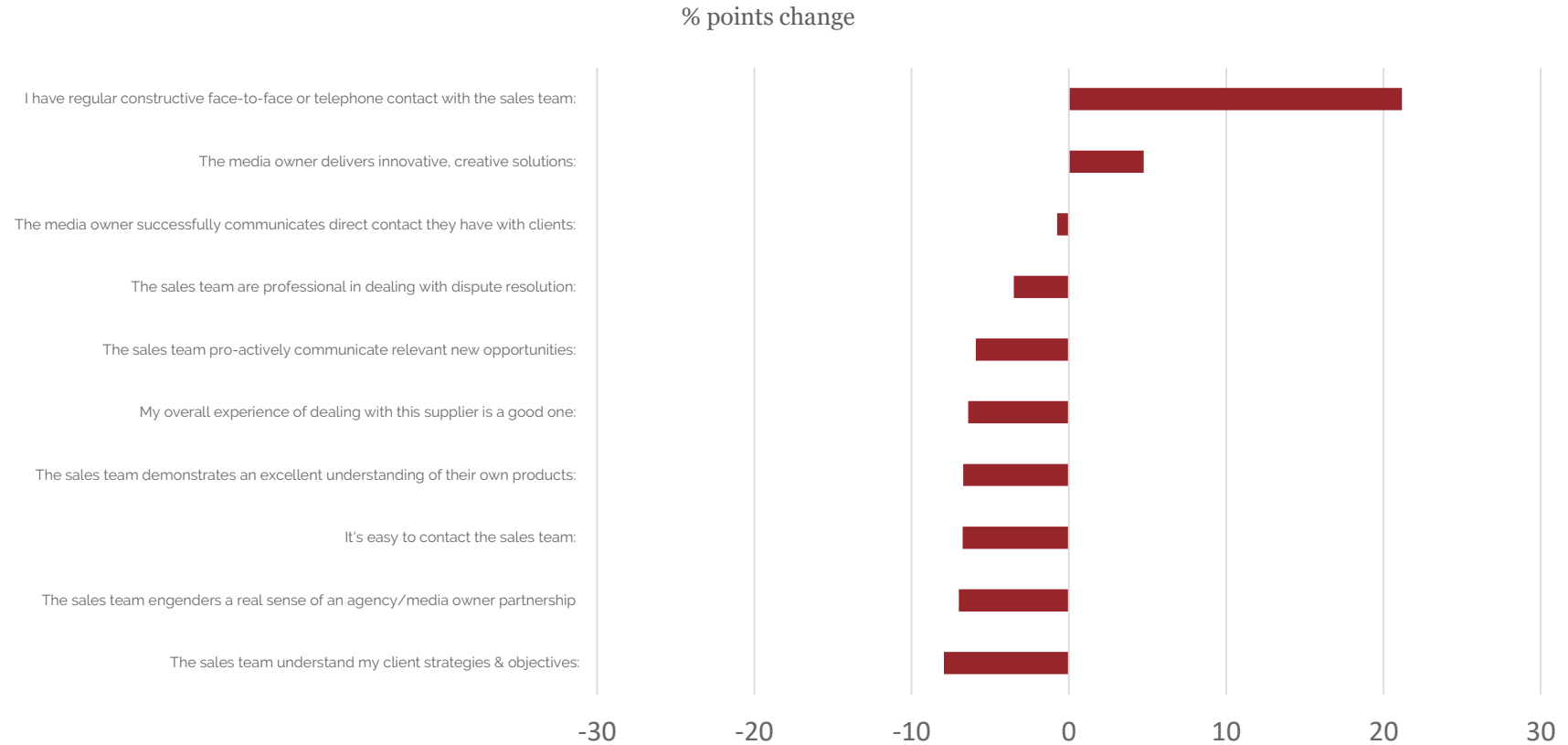
MiQ

Spring 2022

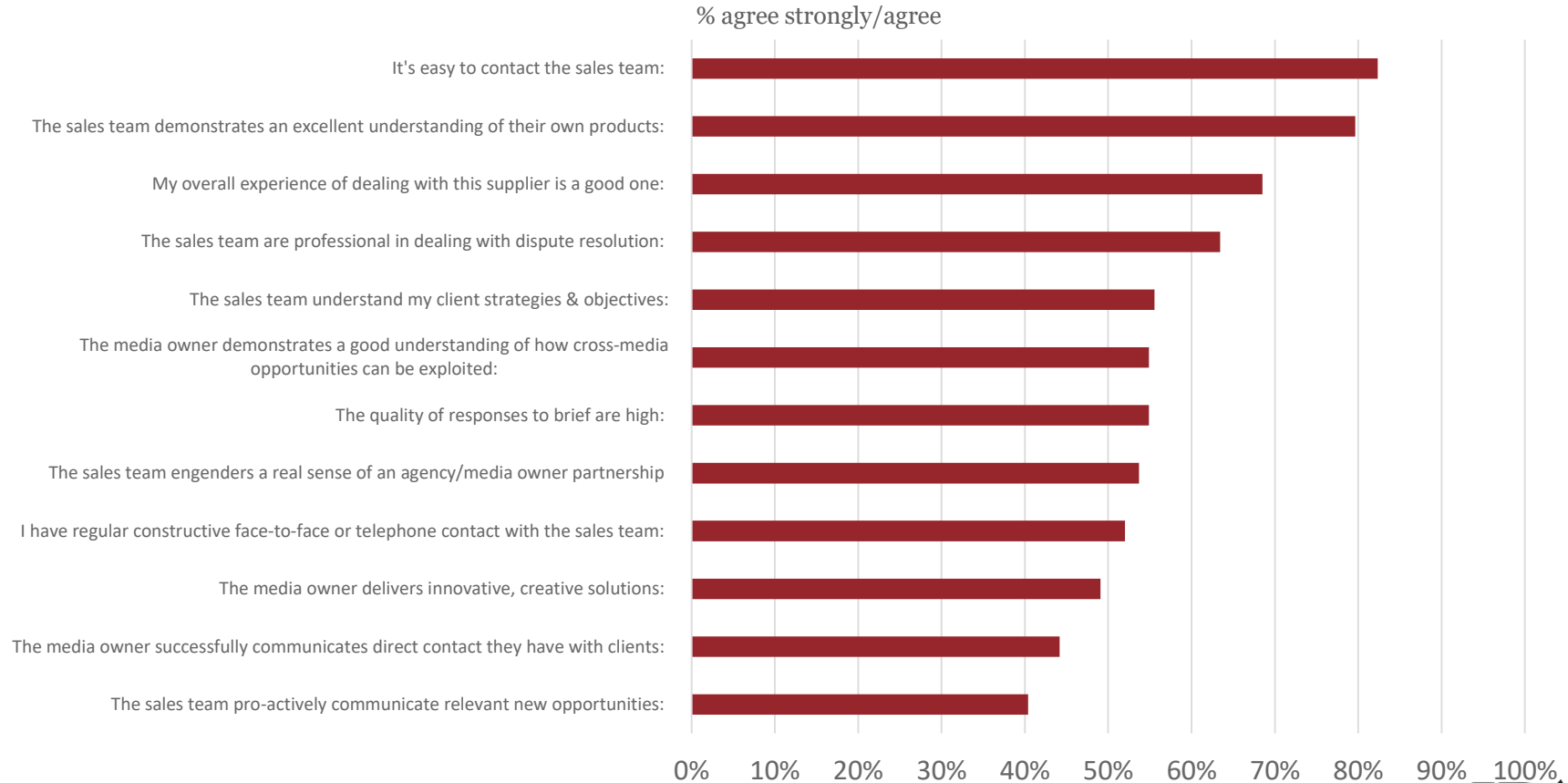


MiQ

Spring 2022 vs Autumn 2021



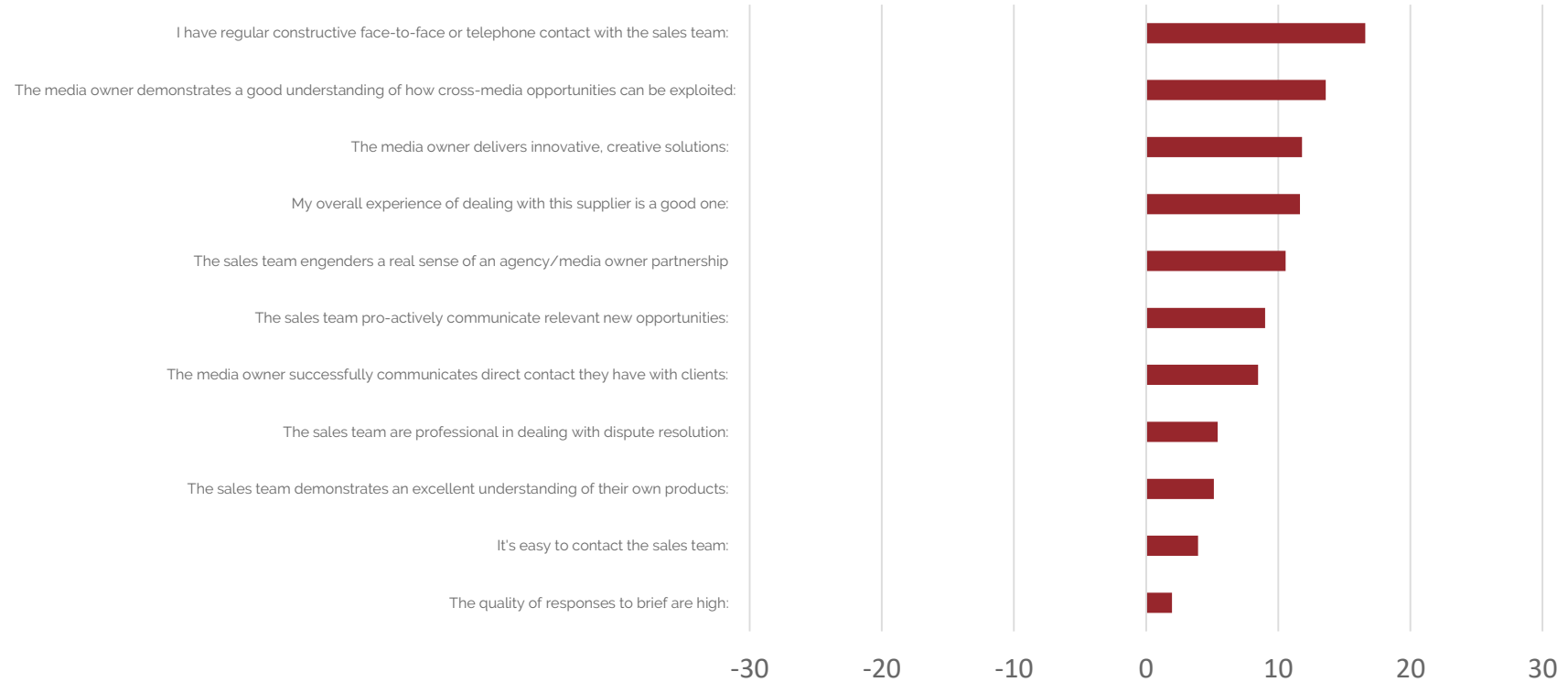
News UK Spring 2022



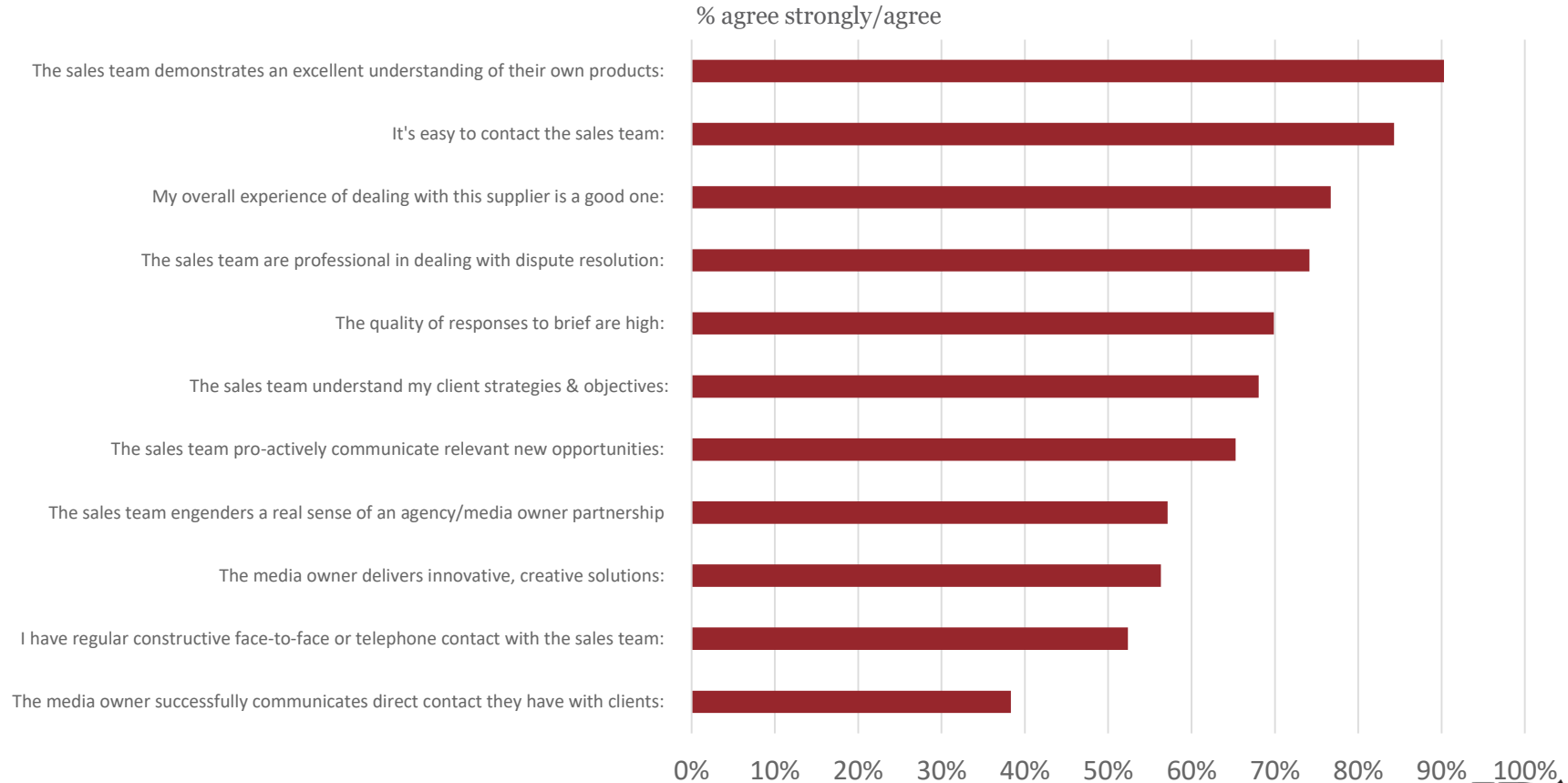
News UK

Spring 2022 vs Autumn 2021

% points change

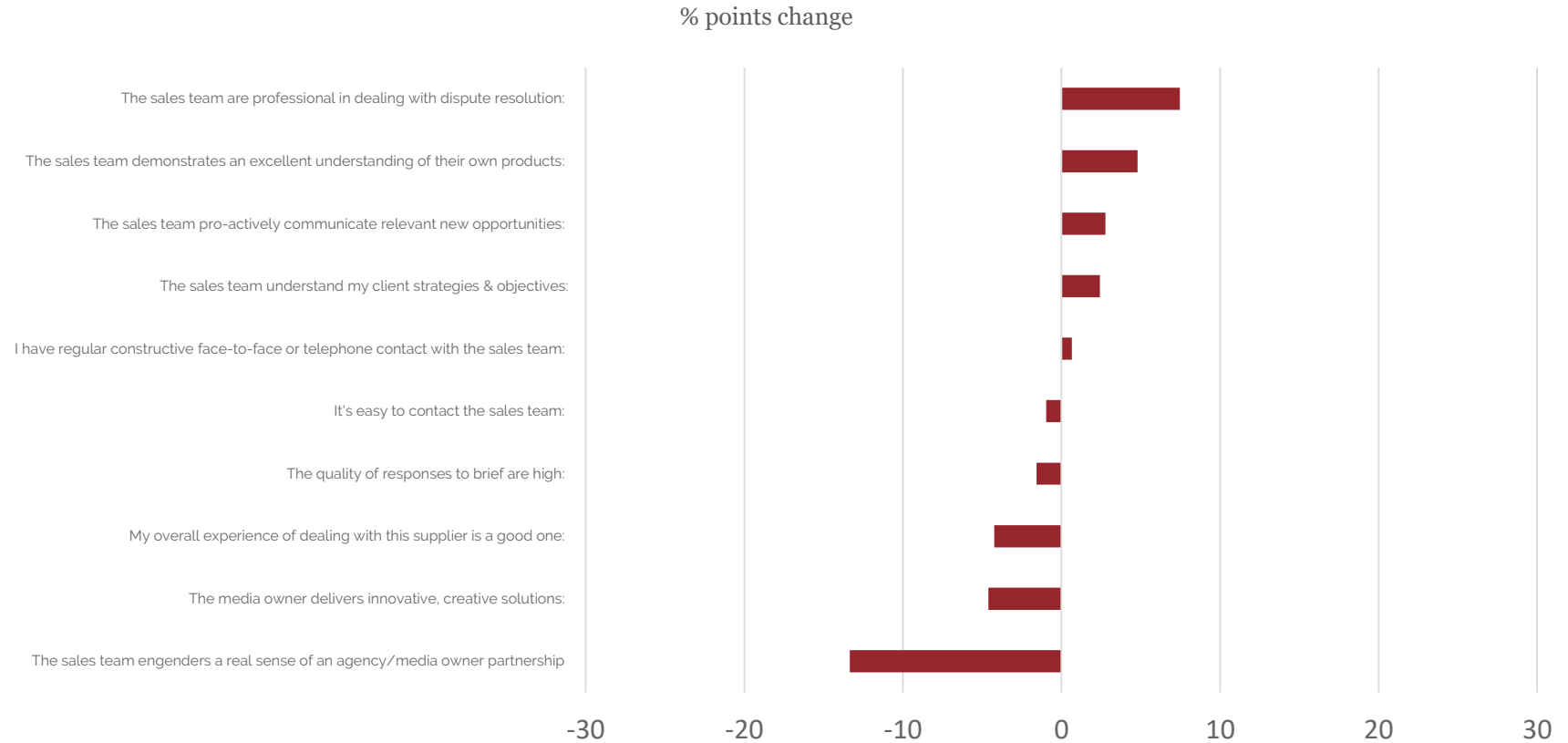


Pinterest Spring 2022

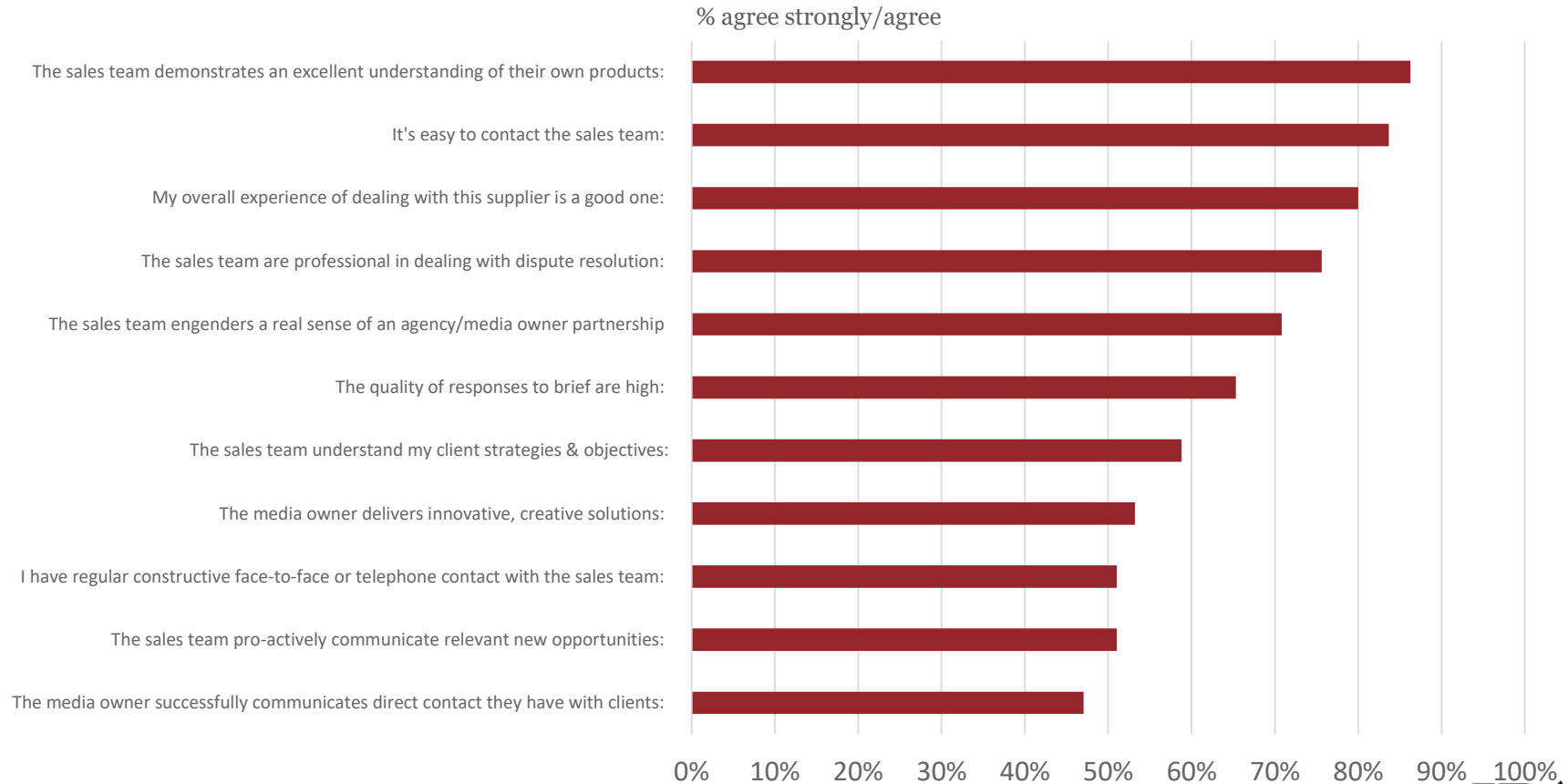


Pinterest

Spring 2022 vs Autumn 2021

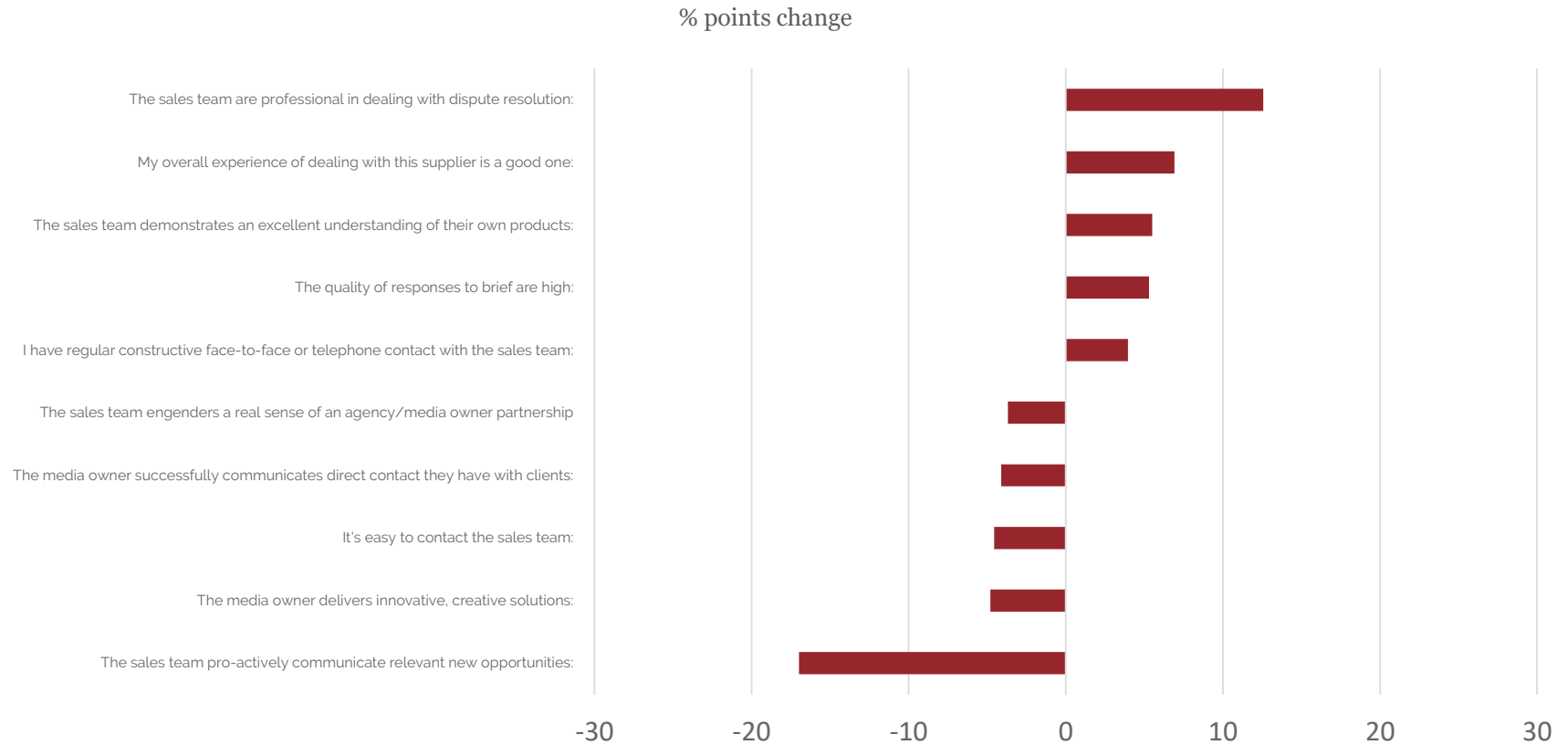


Quantcast Spring 2022

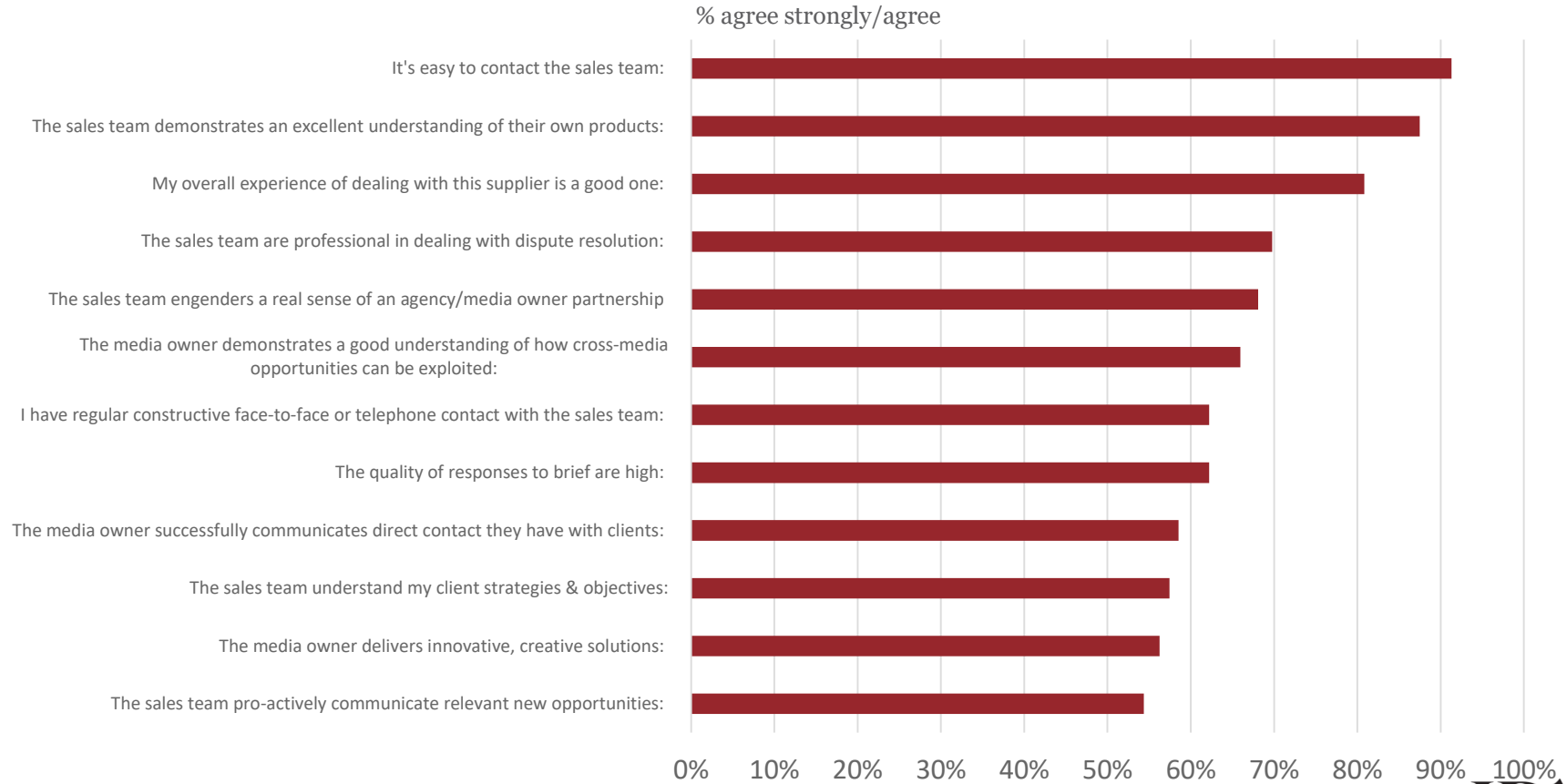


Quantcast

Spring 2022 vs Autumn 2021



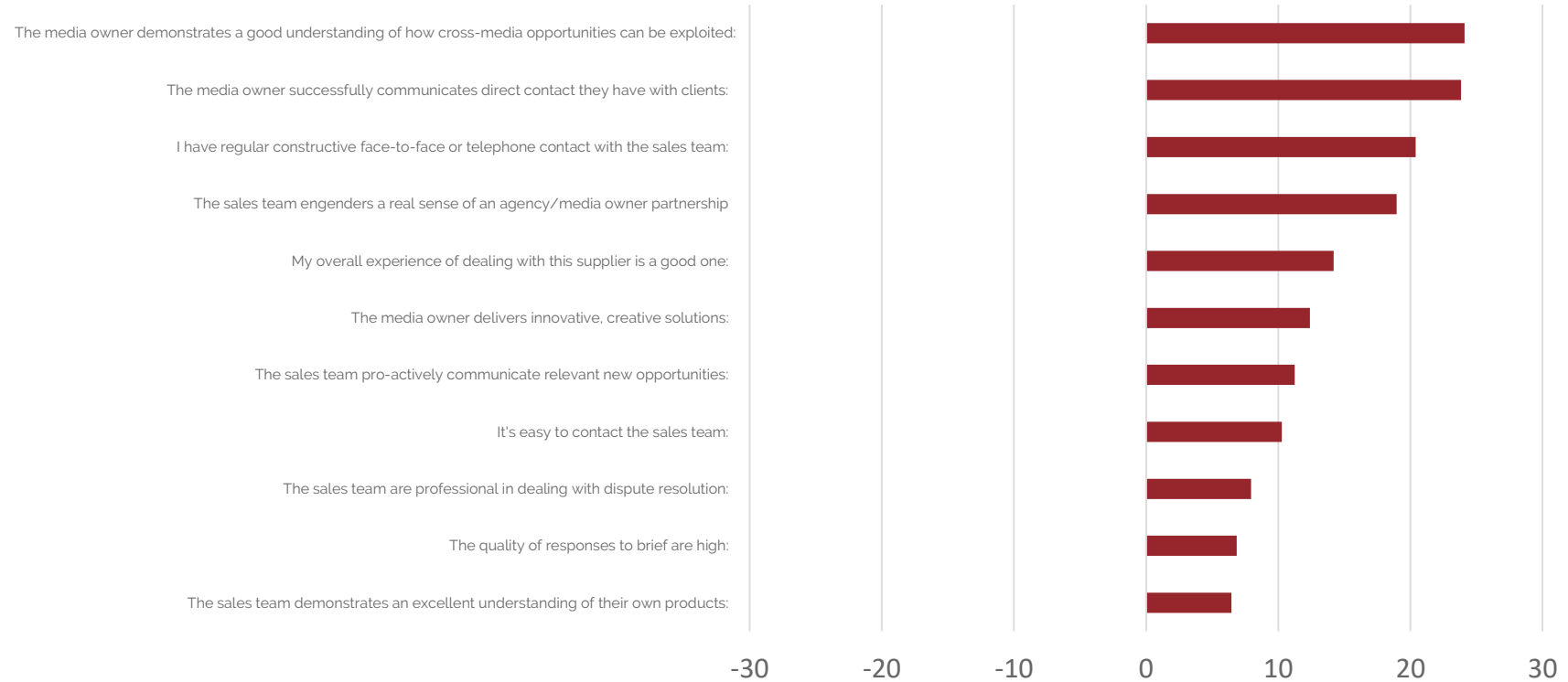
Reach plc Spring 2022



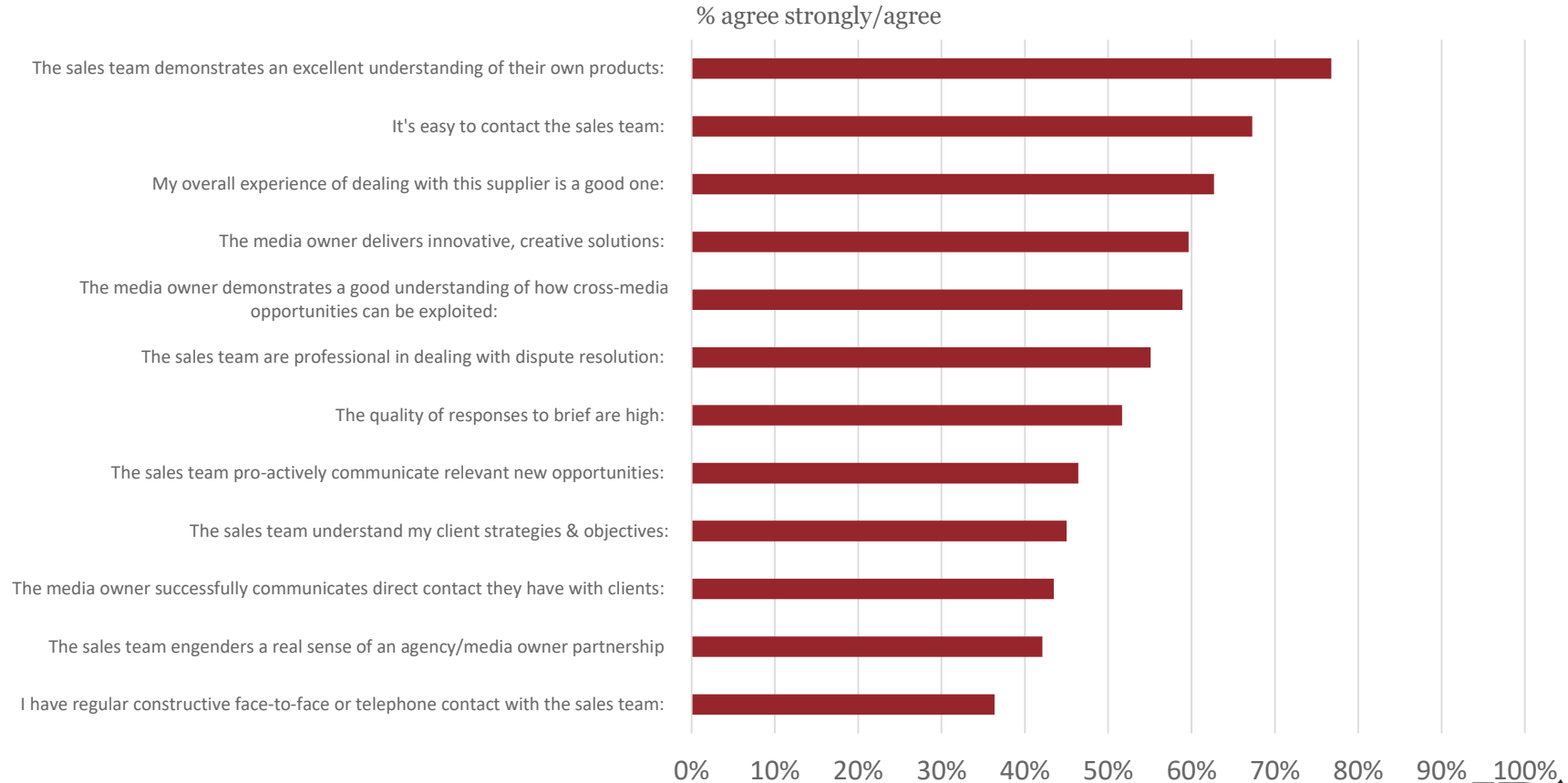
Reach plc

Spring 2022 vs Autumn 2021

% points change



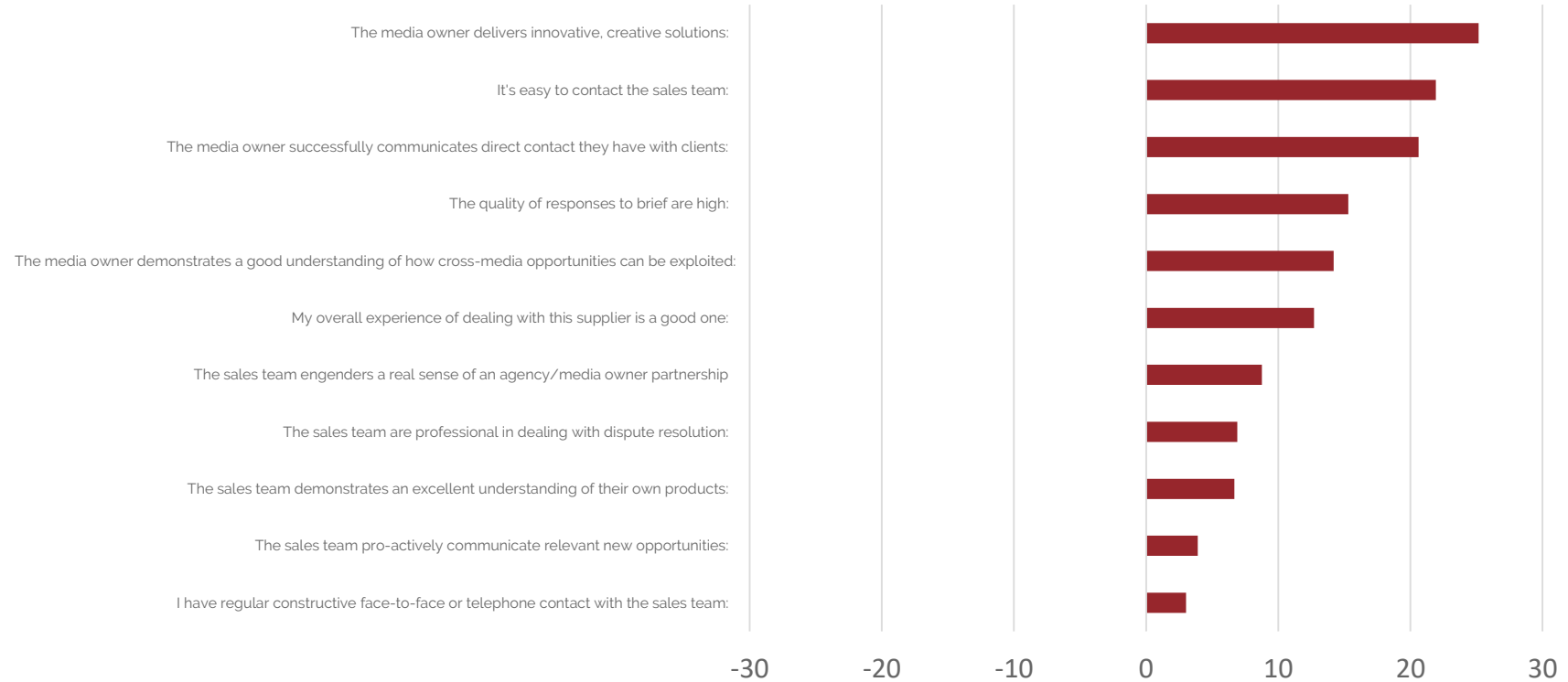
Sky Spring 2022



Sky

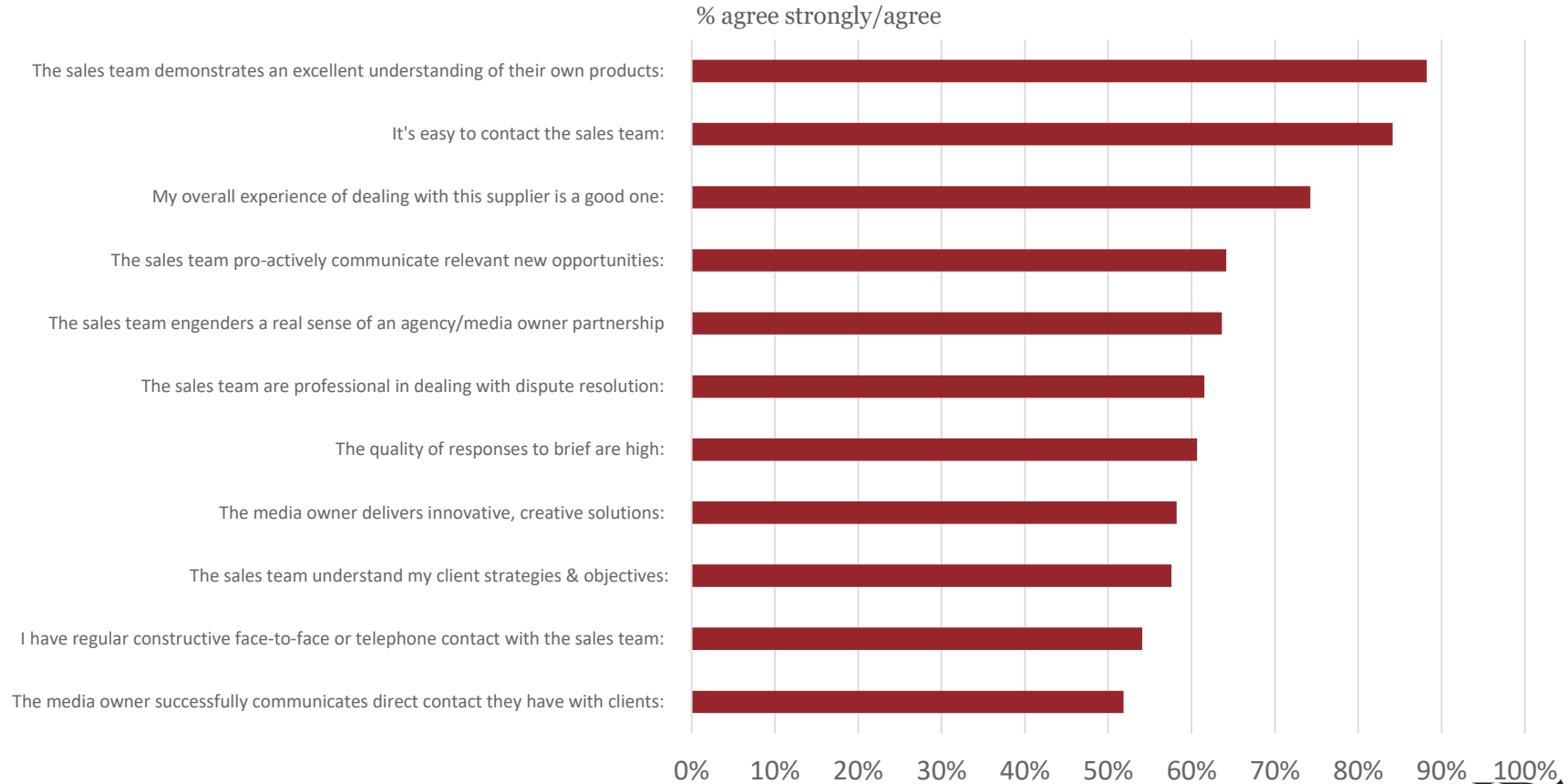
Spring 2022 vs Autumn 2021

% points change



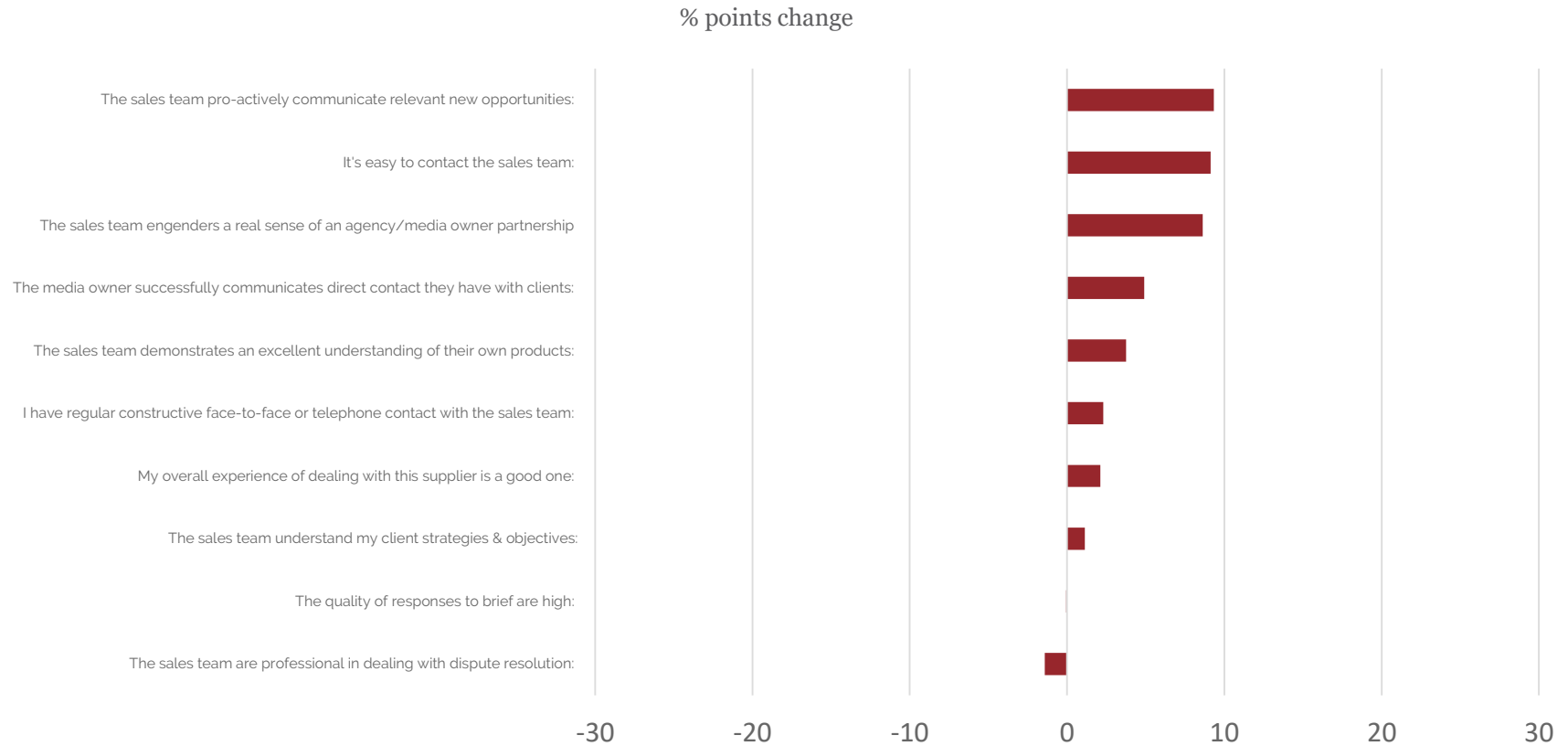
Snap / Snapchat

Spring 2022



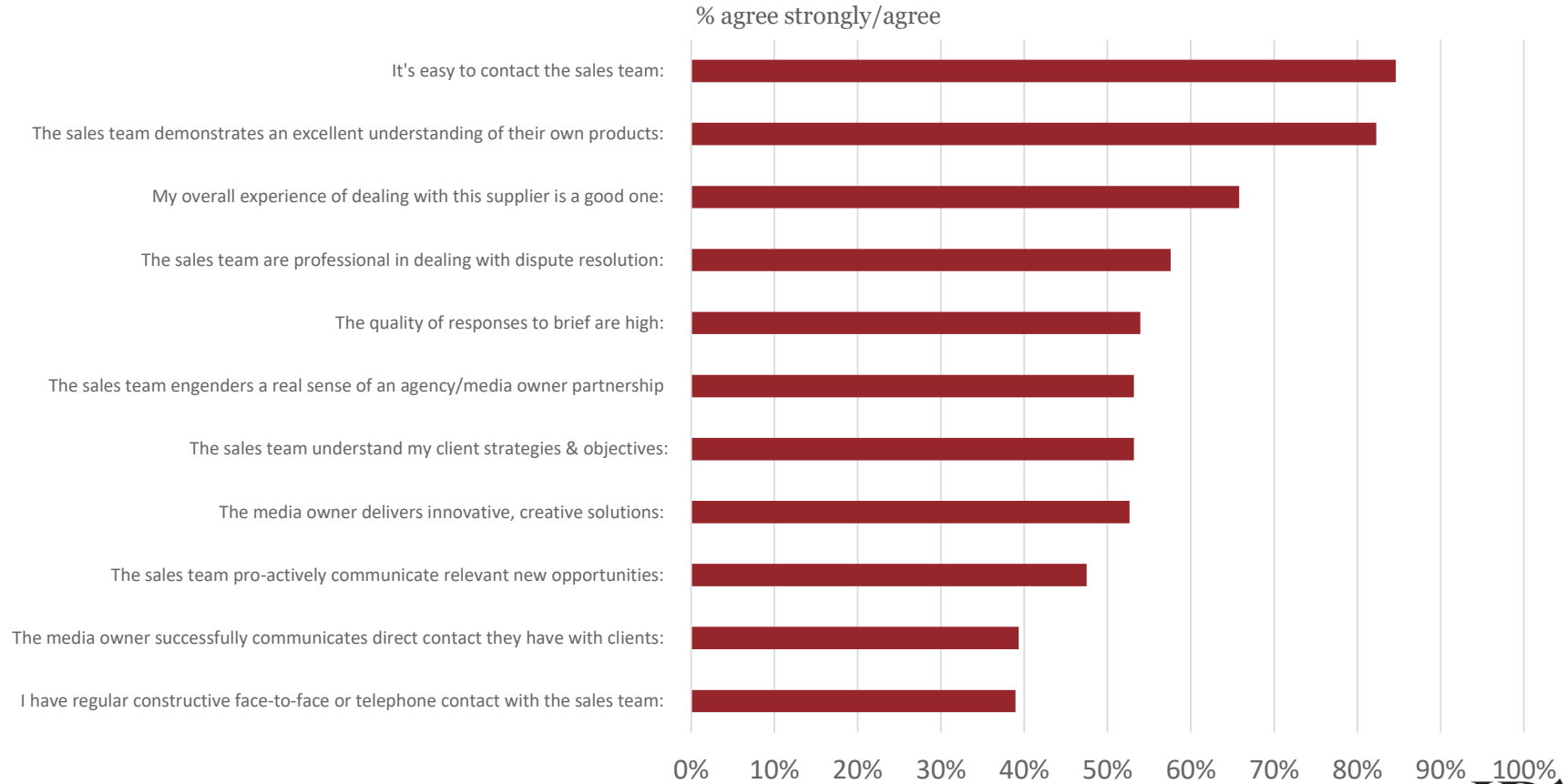
Snap / Snapchat

Spring 2022 vs Autumn 2021



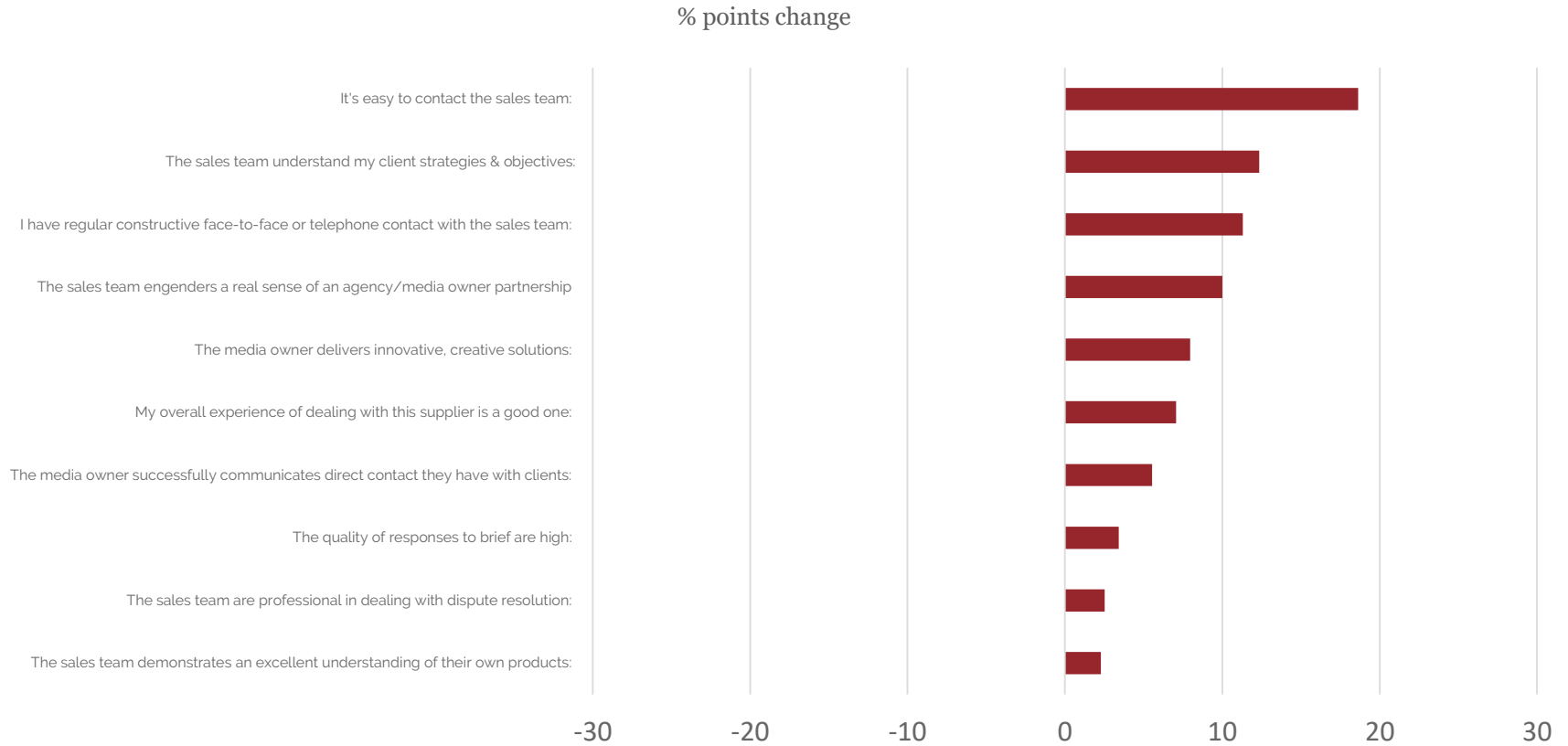
Spotify

Spring 2022

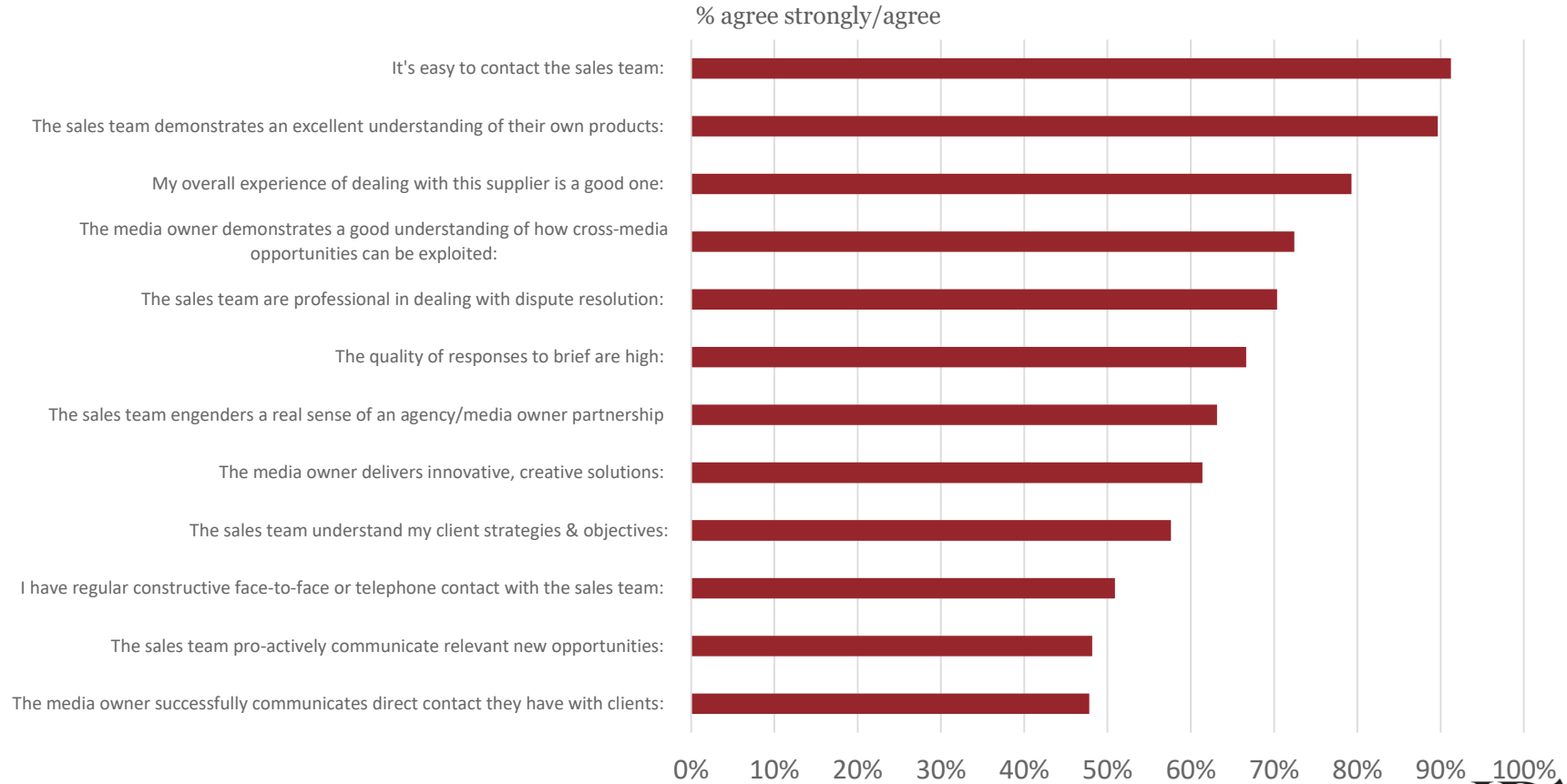


Spotify

Spring 2022 vs Autumn 2021



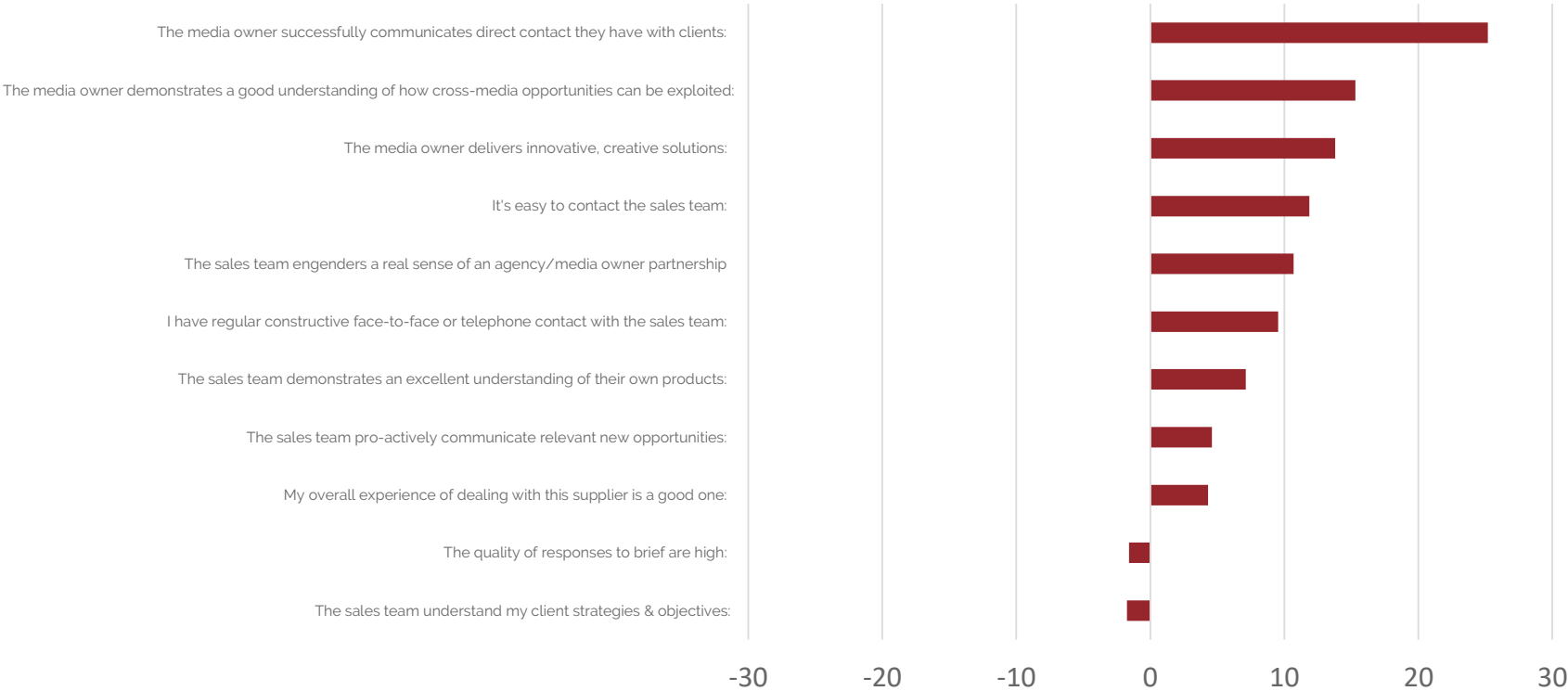
The Guardian Spring 2022



The Guardian

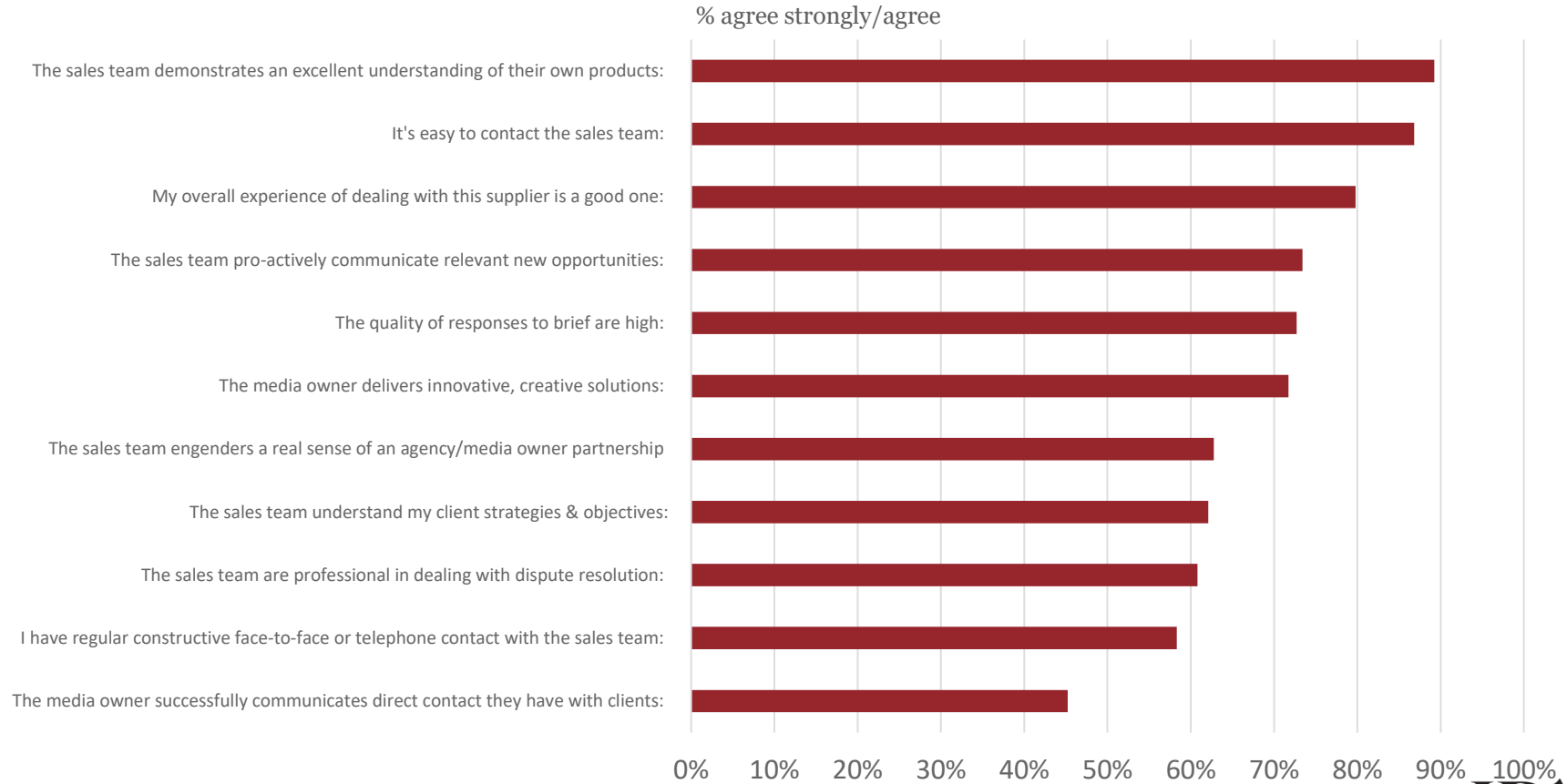
Spring 2022 vs Autumn 2021

% points change



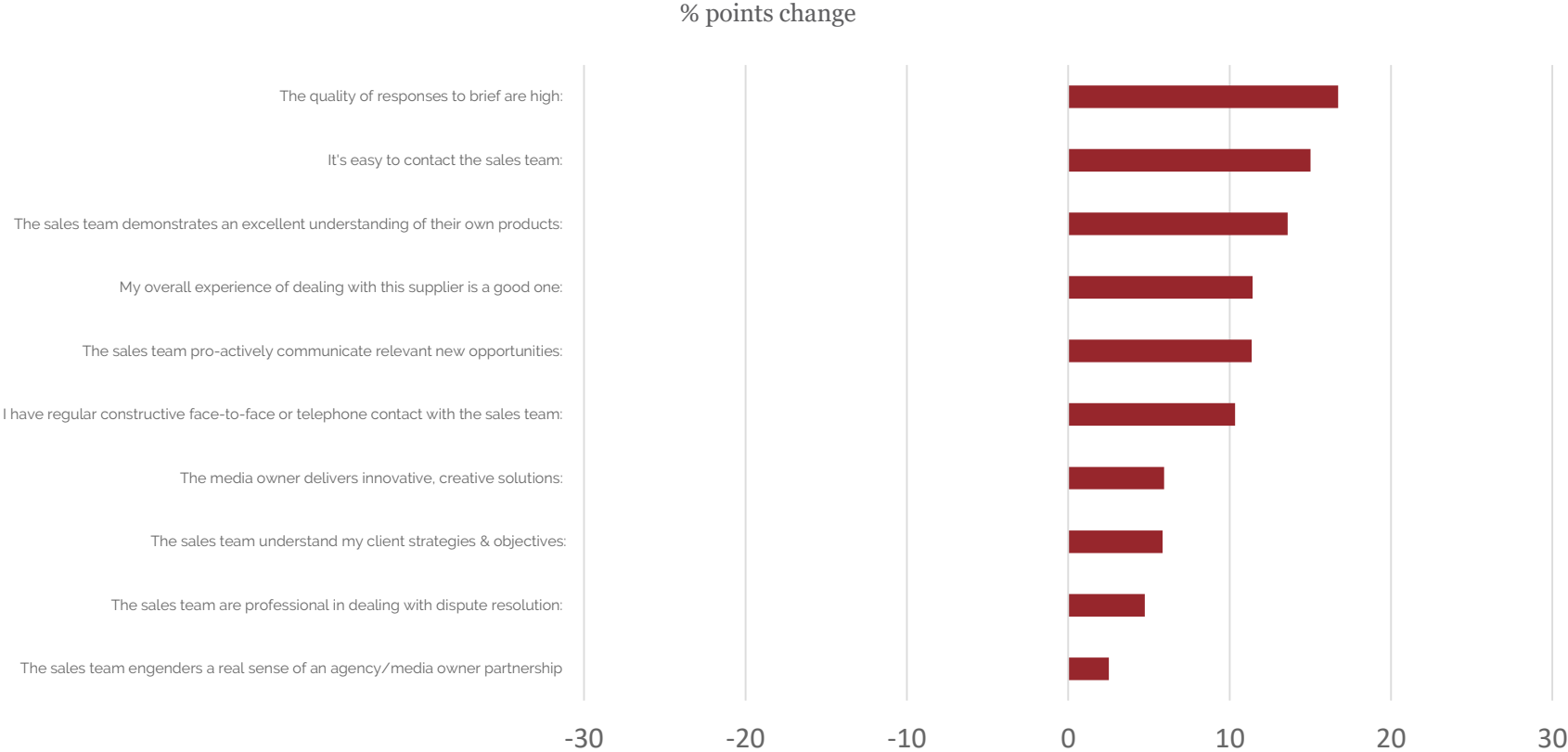
TikTok

Spring 2022



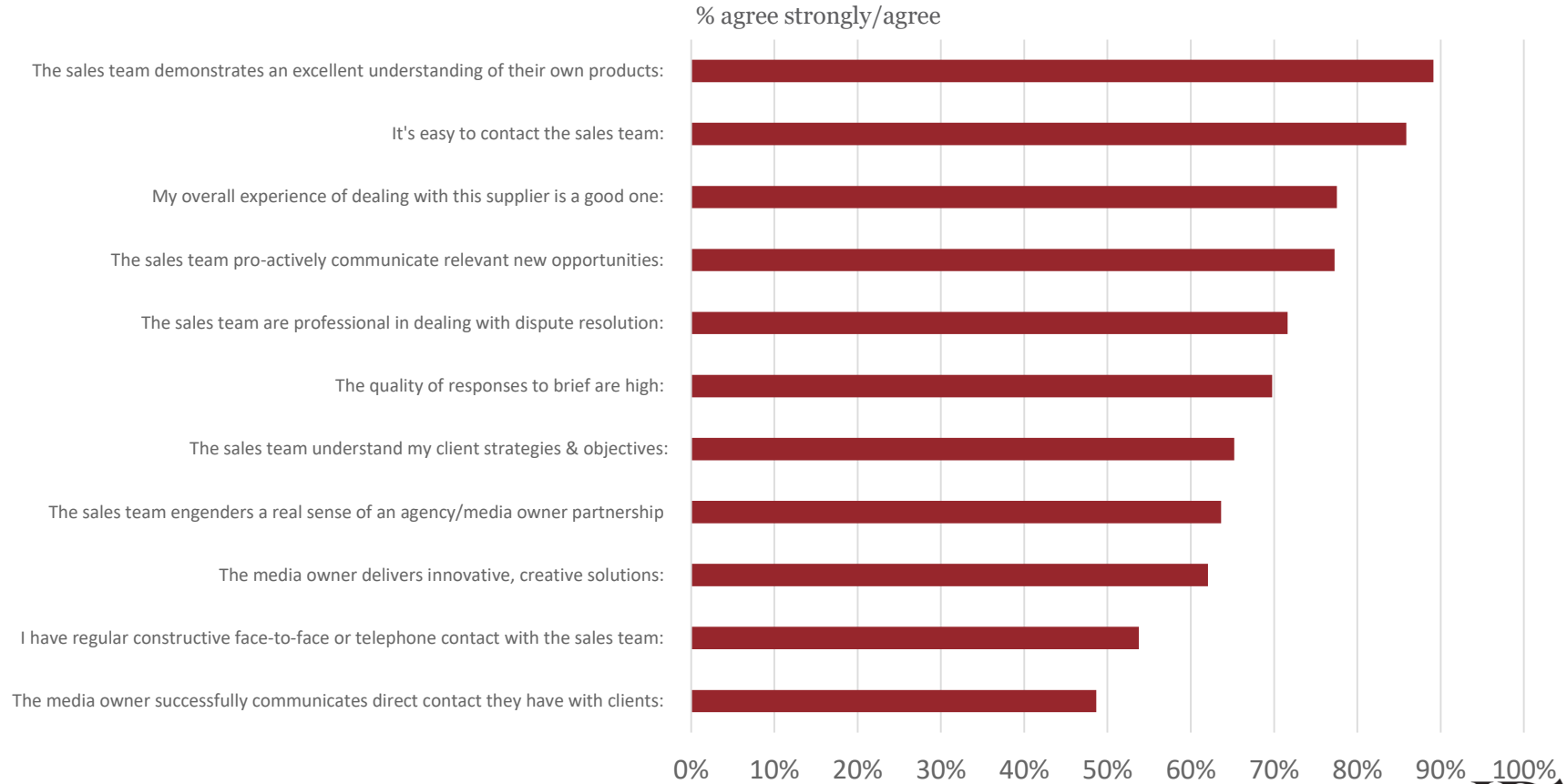
TikTok

Spring 2022 vs Autumn 2021



Twitter

Spring 2022



Twitter

Spring 2022 vs Autumn 2021

