

# IPA Digital Media Owners Survey

## Autumn 2022

Supported by



# Methodology and Survey Response

- Fieldwork for the survey was undertaken between 6 September and 14 October 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 – 268 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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# Main Findings

- With a top-two box score of 95.5% Azerion (Inc Inskin & Collective) continues to lead the overall “Grand Prix” overall relationship ranking in the Autumn 2022 Digital Media Owners Survey
- Four other media owners, GumGum (89.5%), Reach plc (89.4%) Blis (88.9%) and Quantcast (87.9%.) have a top-two box “Grand Prix” score in excess of 85%, while five further have a score in above 80%, Yahoo (84.6%), MiQ (84.4%), Acast (83.3%), Mail Metro Media (83.1%), and Pinterest (81.5%)
- Apart from Google (inc. YouTube), Facebook and LinkedIn 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, Yahoo leads Online Pure Plays while Reach plc leads Crossover Media Owners.

# Main Findings

- In addition to leading the overall “Grand Prix” ranking Azerion (Inc Inskin & Collective) leads three other variable rankings: Understanding of their own products, Provision of innovative & creative solutions and Engenderment of a real sense of agency/ media owner partnership.
- MiQ leads three rankings: Understanding of the context planners and buyers operate in and knowing how best to support them in achieving their objectives, Professionalism in dealing with dispute resolution and Regularity of constructive face-to-face or telephone contact with the sales team,
- Quantcast leads Sales team understanding of client objectives and strategies and Quality of response to brief, while Blis leads Successful communication of direct contact with clients, Reach leads Ease of sales team contact and GumGum leads Communication of relevant new opportunities.
- Mail Metro Media leads other cross-media owners in demonstrating how cross-over media opportunities can be exploited.

## Main Findings

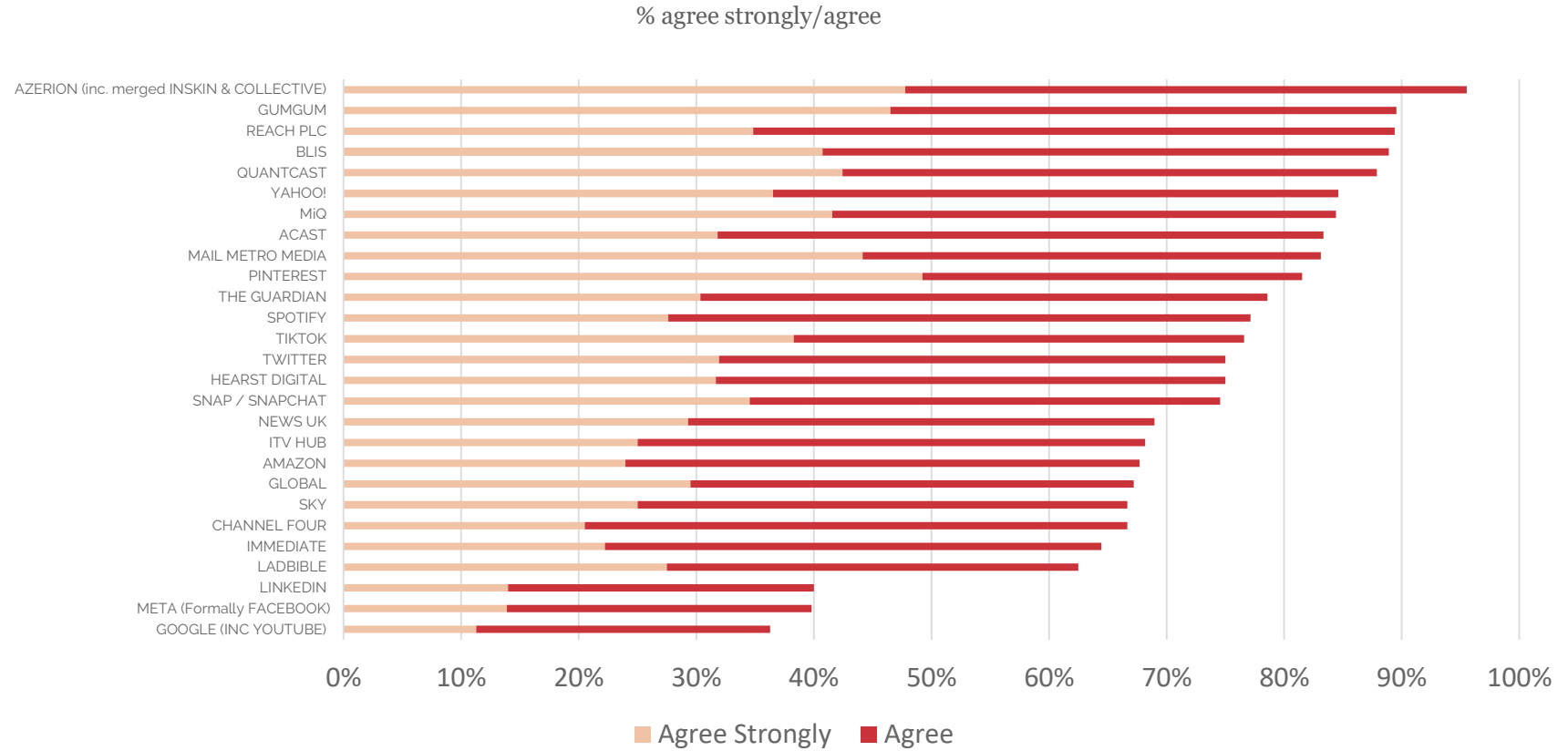
- Quantcast is the most improved media owner since the Spring 2022 with increases of ten percentage points or more across six rankings.
- MiQ and Spotify have improved by a similar margin across five rankings each, while Azerion (Inc Inskin & Collective), Blis and ITV Hub and Mail Metro Media have improved by ten percentage points or more across four rankings each.

# Rankings by Variable

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

## Autumn 2022

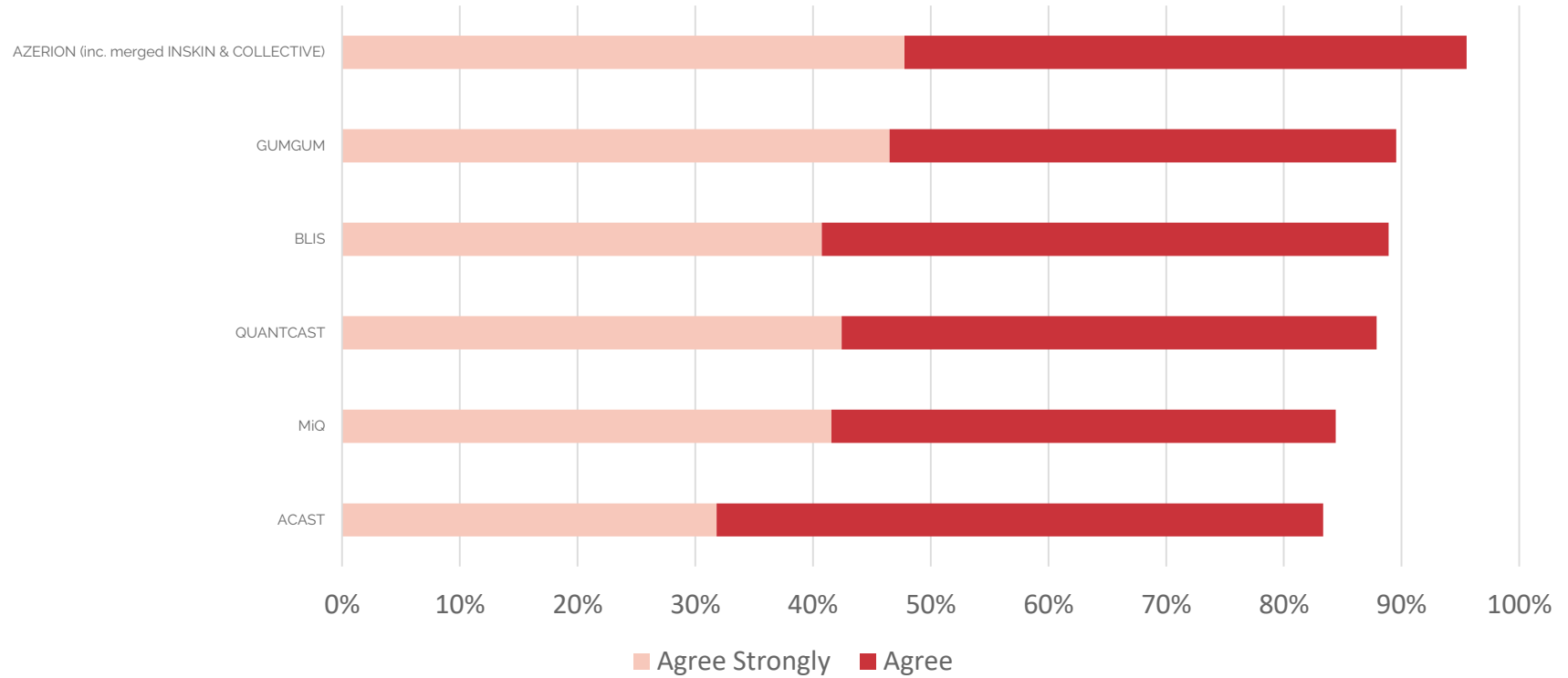




# My overall experience of dealing with this supplier is a good one

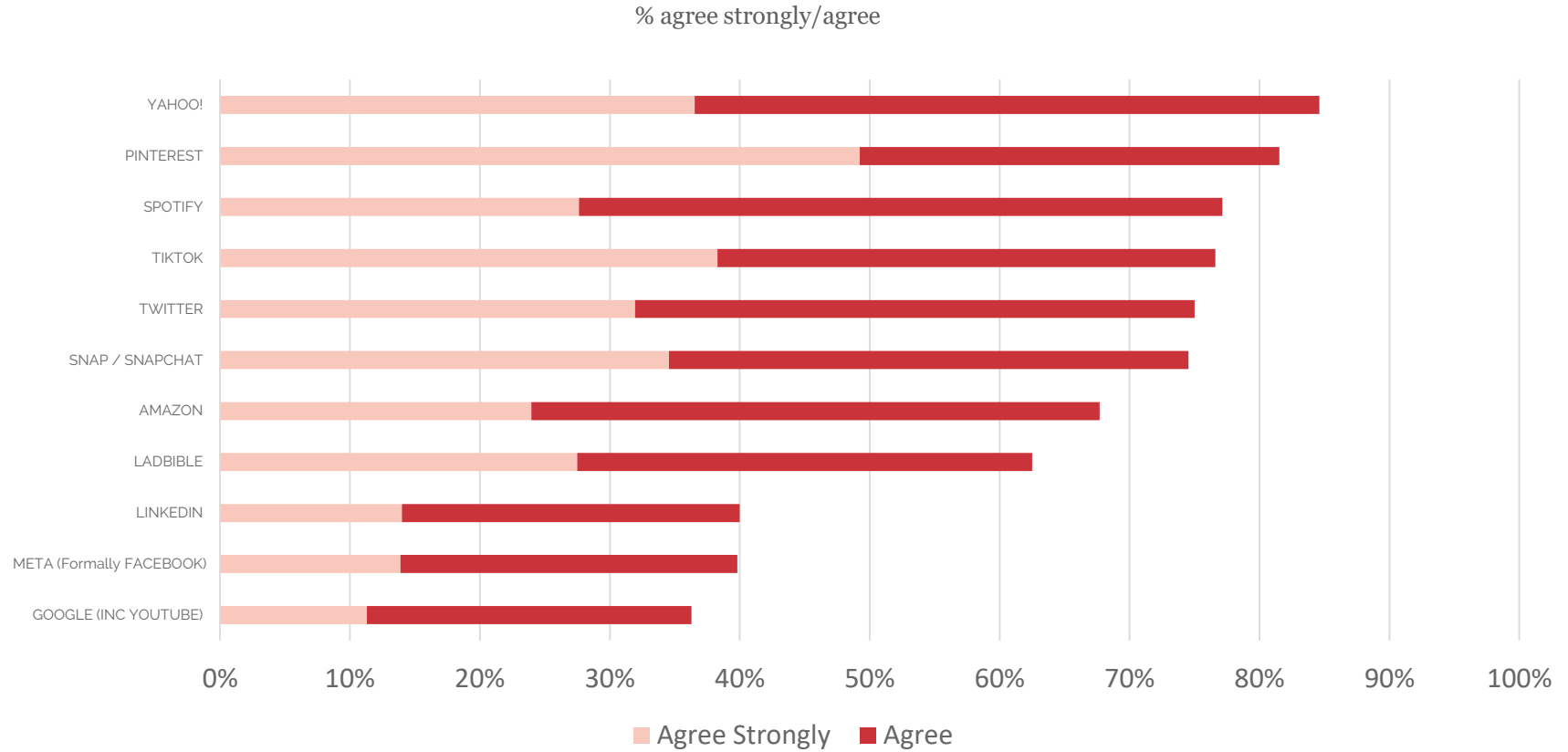
## Ad Networks/Exchanges, DSP and Sales Houses - Autumn 2022

% agree strongly/agree



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

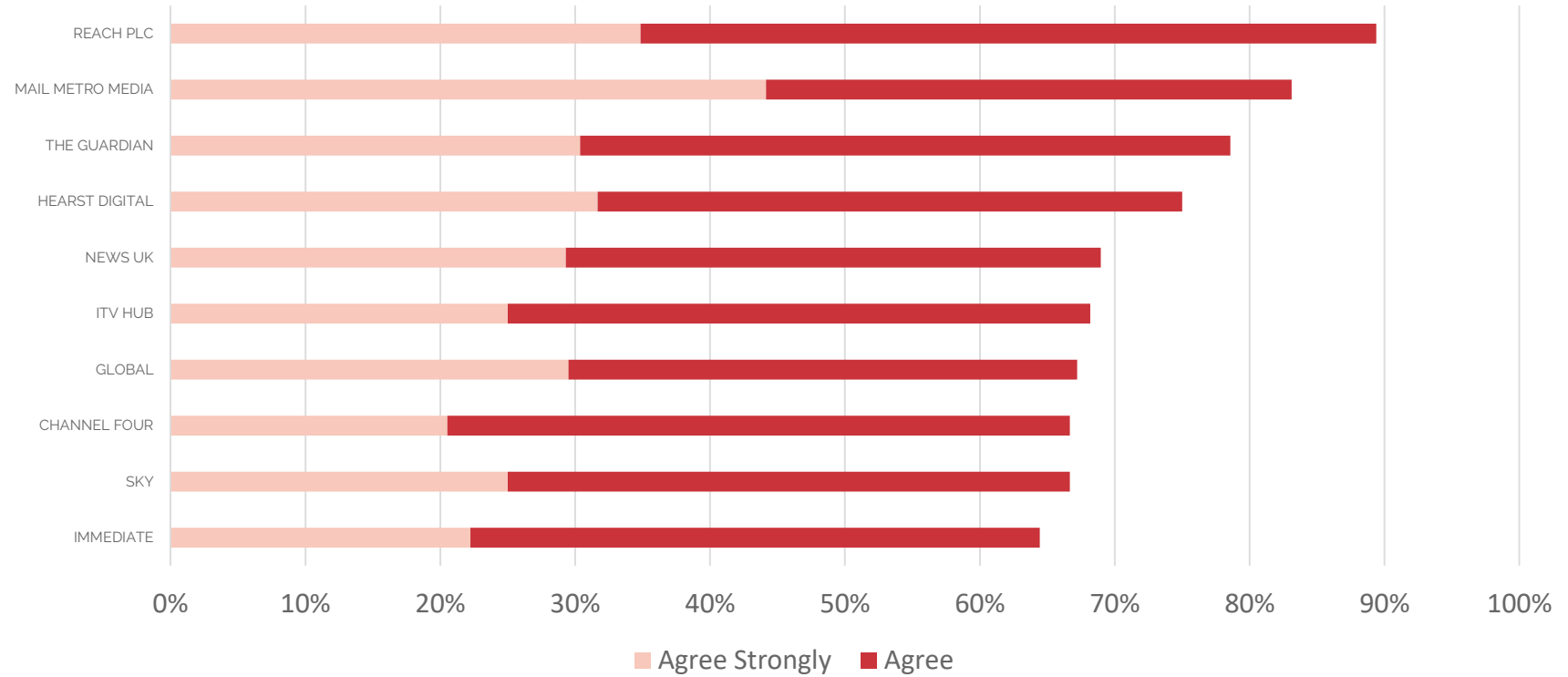
## Online Pure Plays - Autumn 2022



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

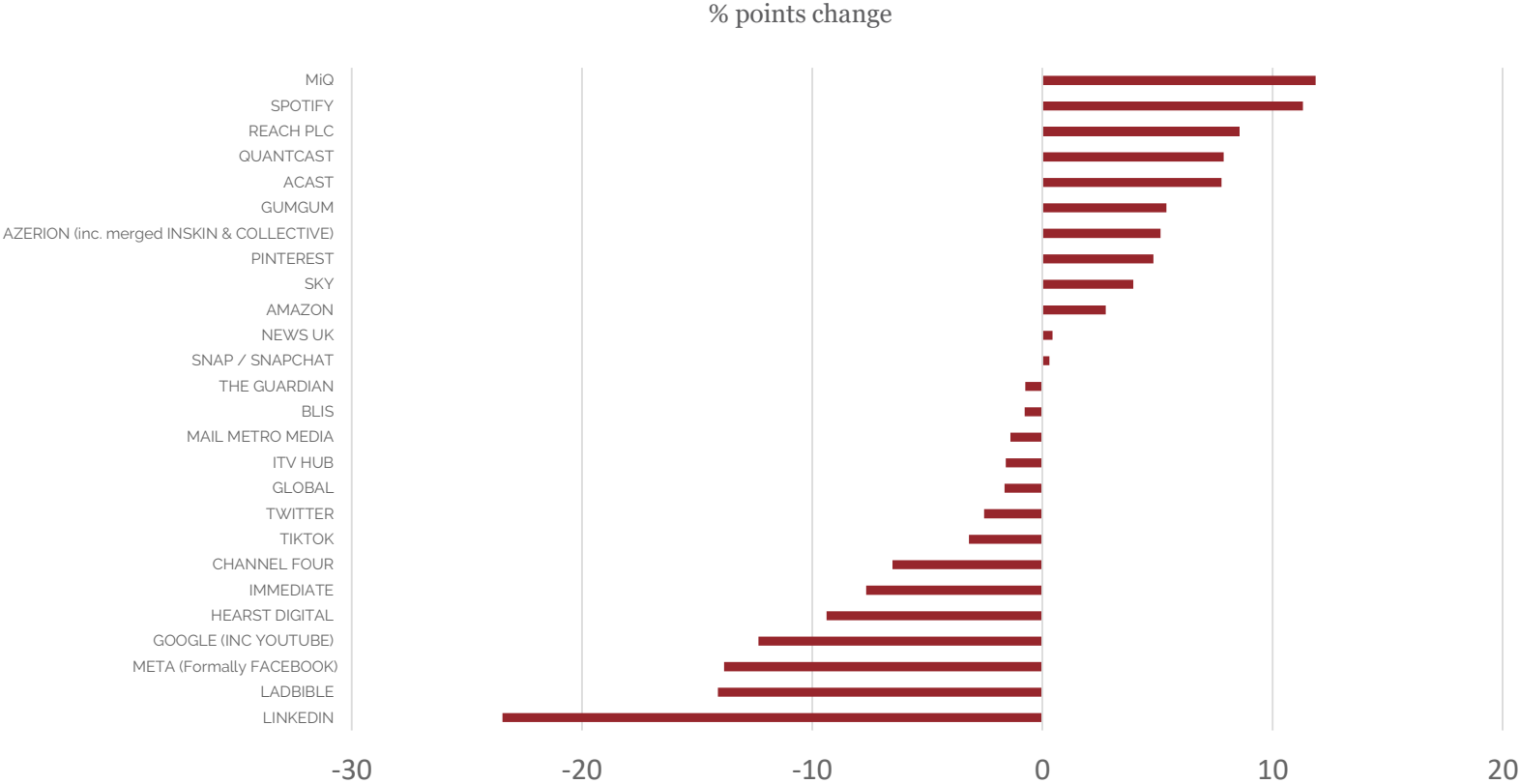
## Cross-over media owners - Autumn 2022

% agree strongly/agree



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

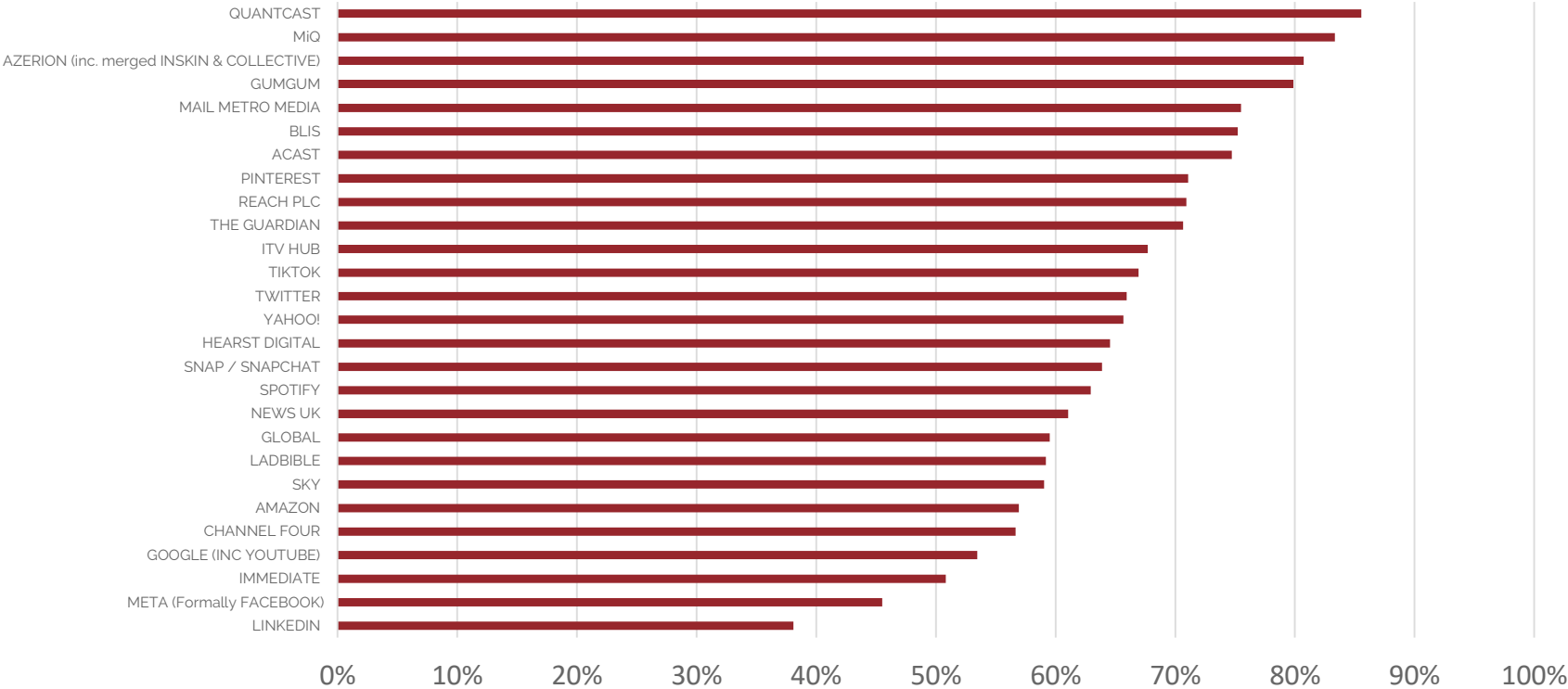
## Autumn 2022 vs Spring 2022



# The sales team understand my client strategies & objectives

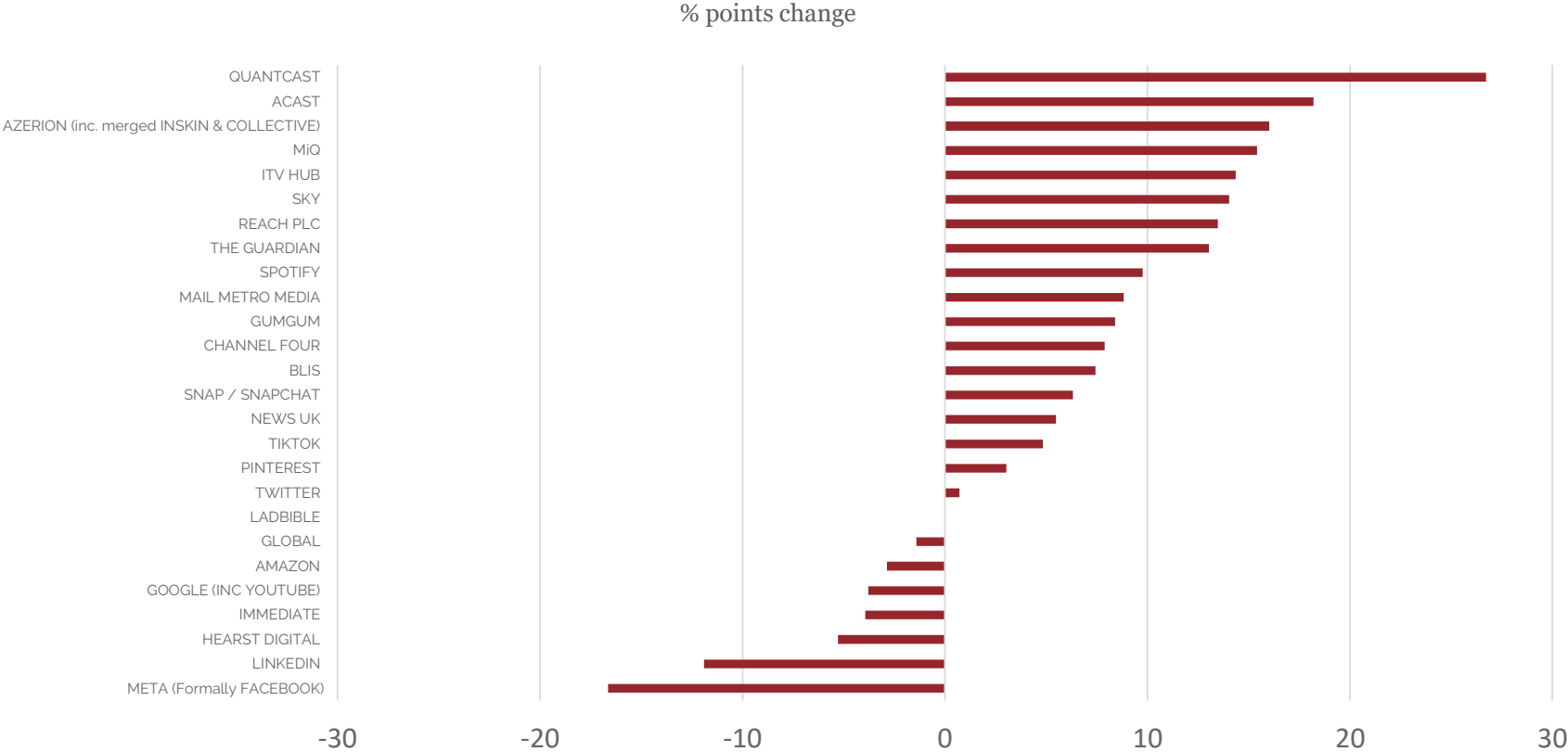
## Autumn 2022

% agree strongly/agree



# The sales team understand my client strategies & objectives

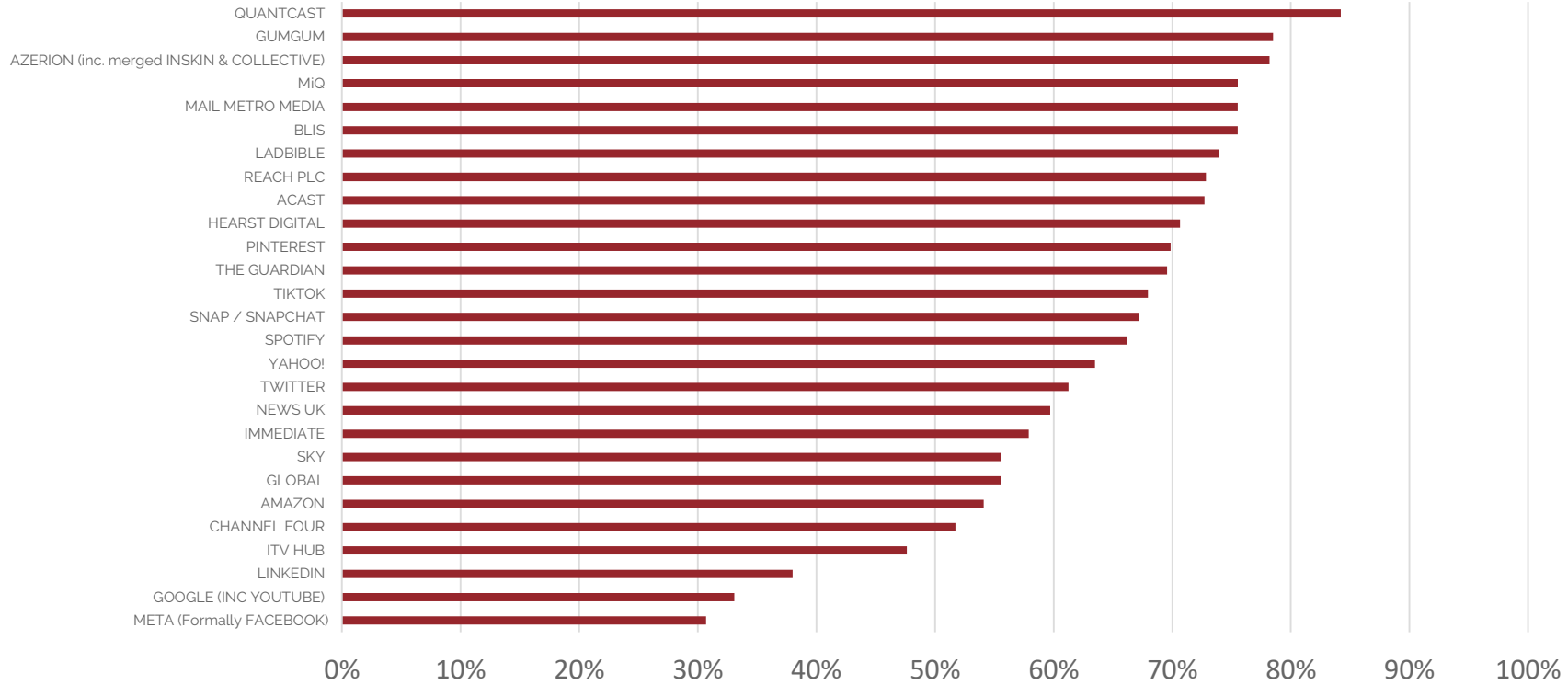
## Autumn 2022 vs Spring 2022



# The quality of responses to brief are high

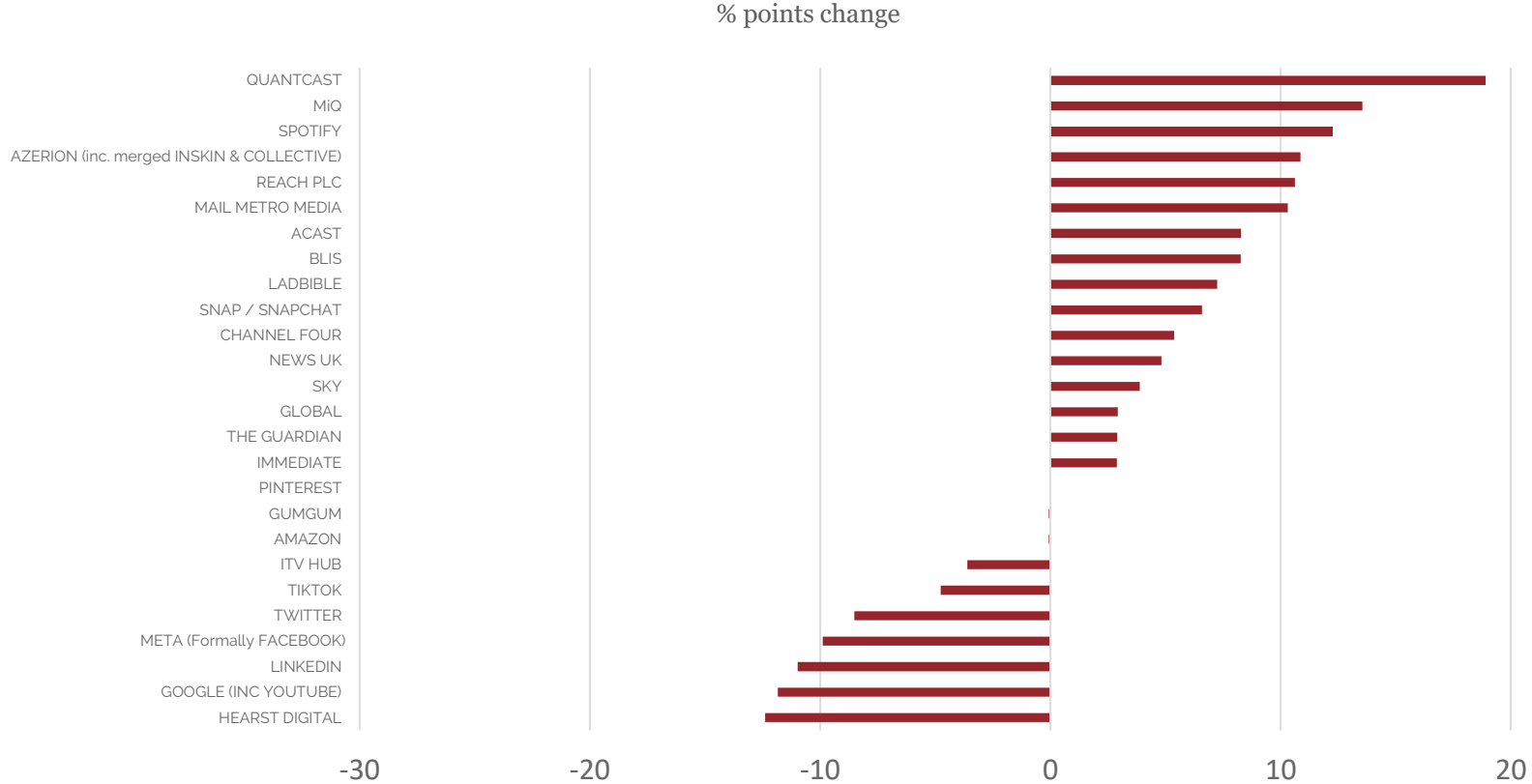
## Autumn 2022

% agree strongly/agree



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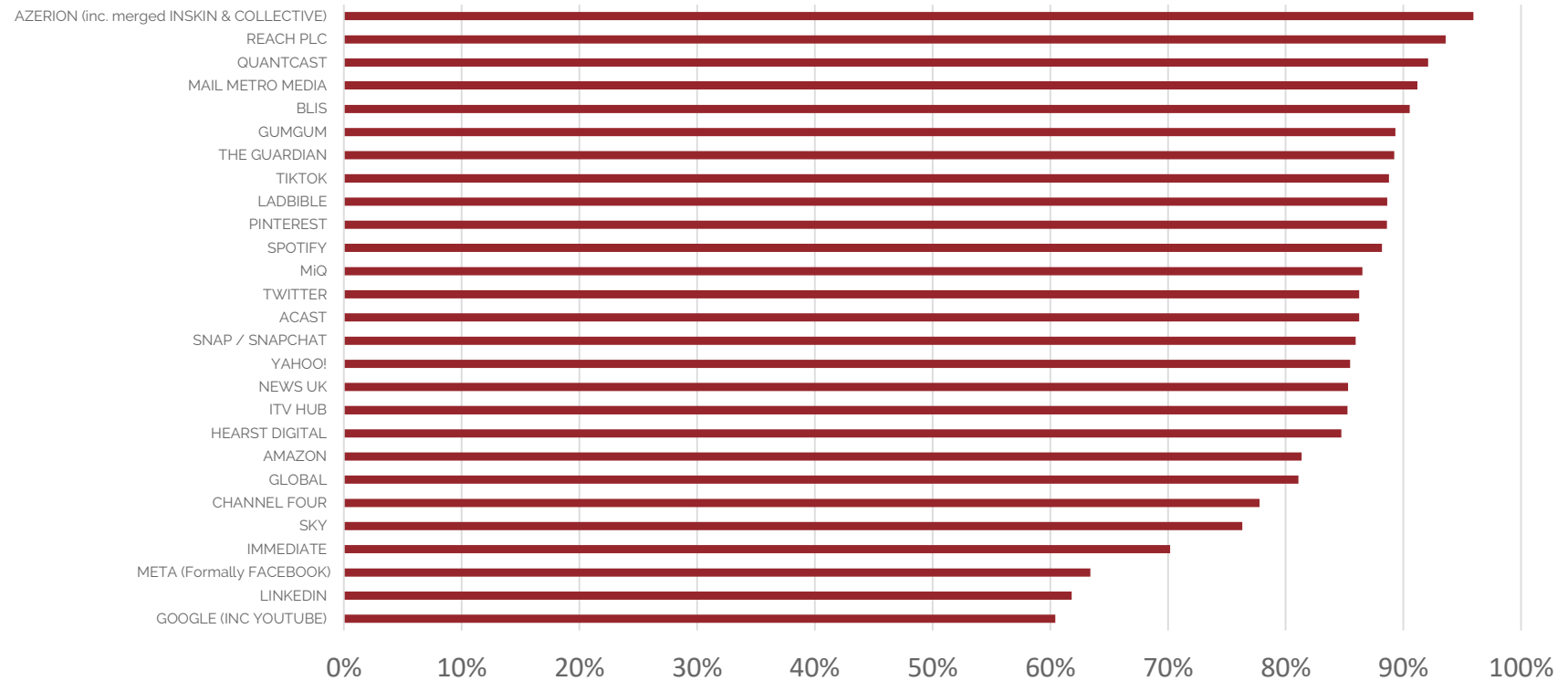
## Autumn 2022 vs Spring 2022



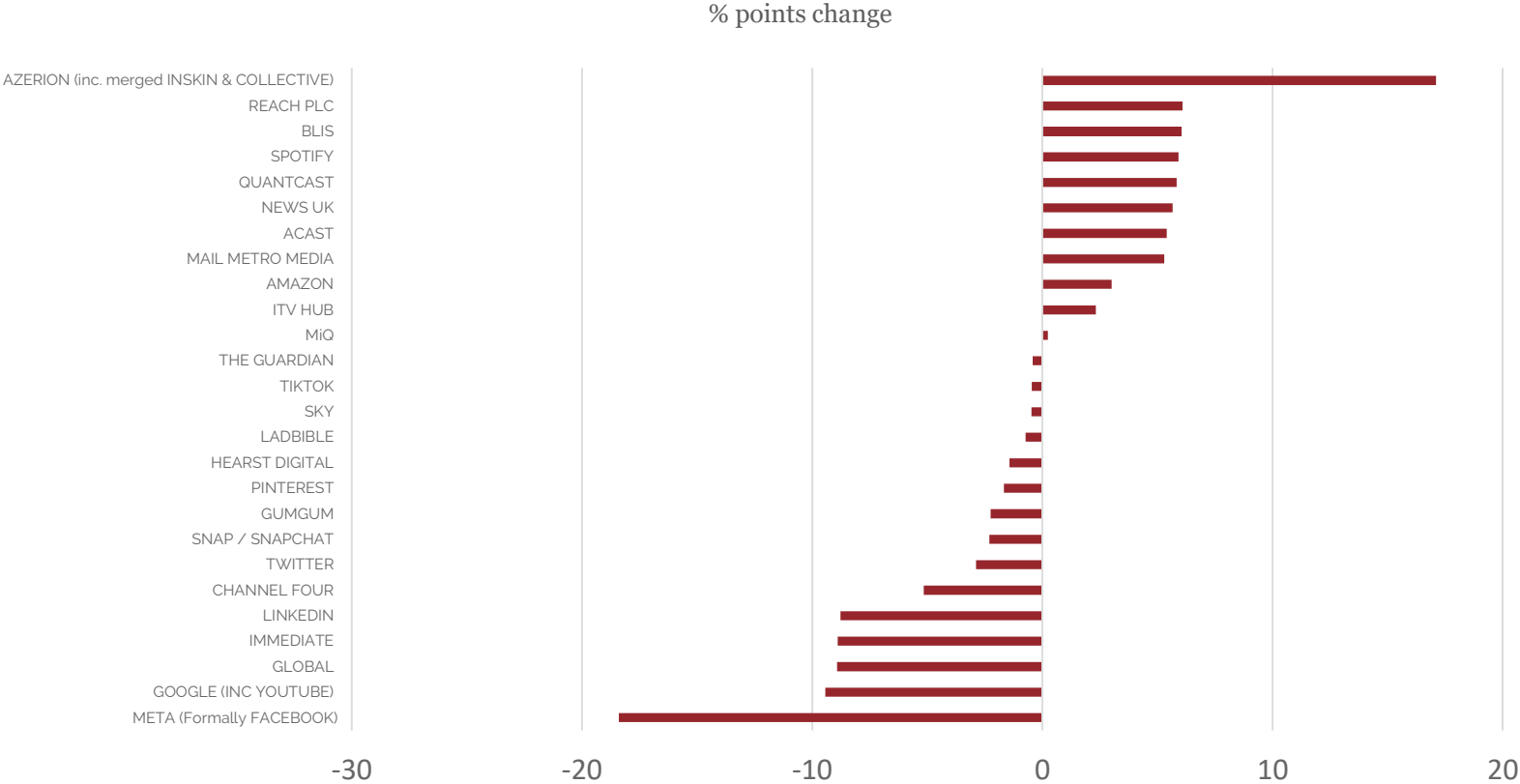


# The sales team demonstrates an excellent understanding of their own products - Autumn 2022

% agree strongly/agree

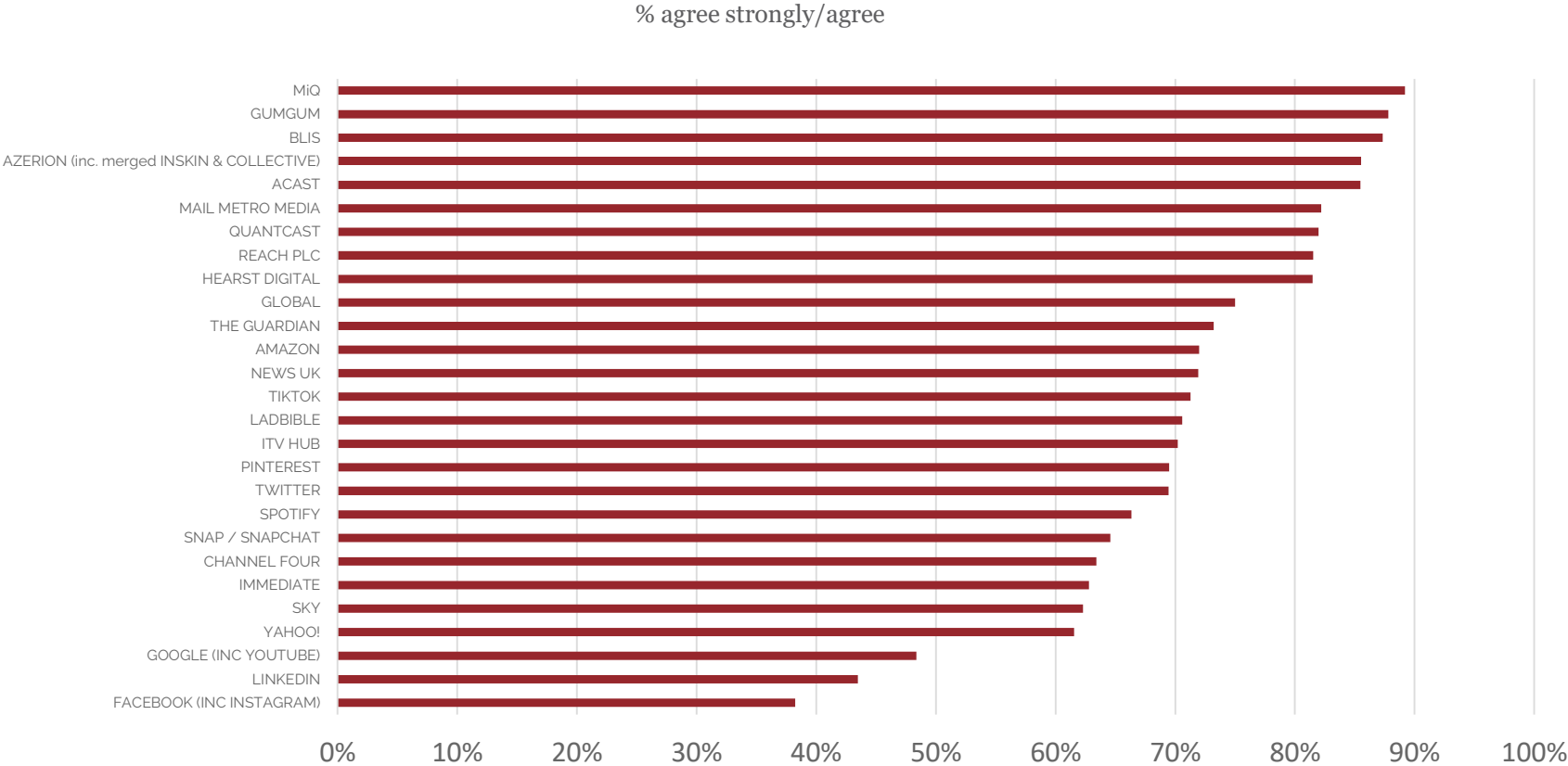


# The sales team demonstrates an excellent understanding of their own products – Autumn 2022 vs Spring 2022



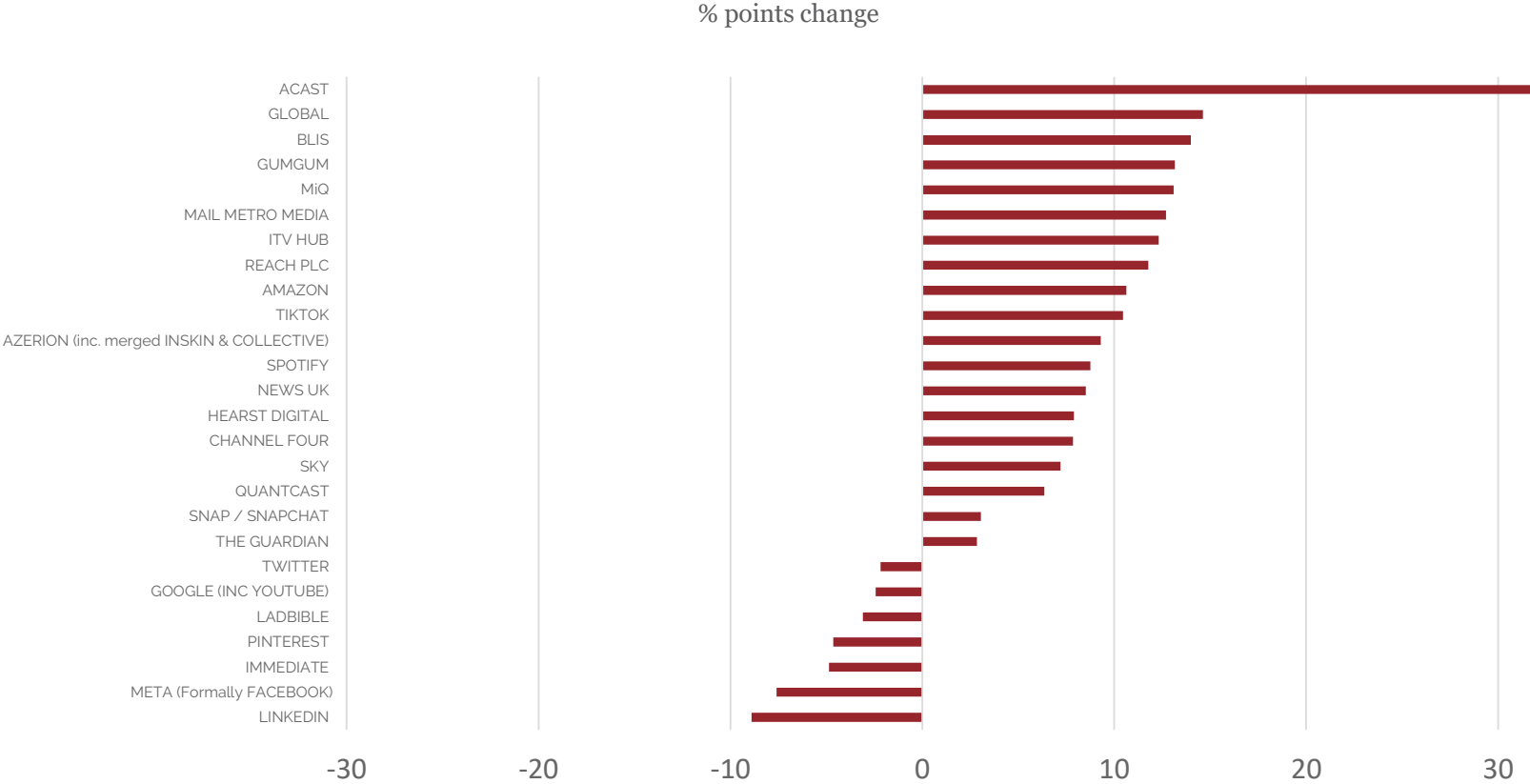
# The sales team are professional in dealing with dispute resolution

## Autumn 2022



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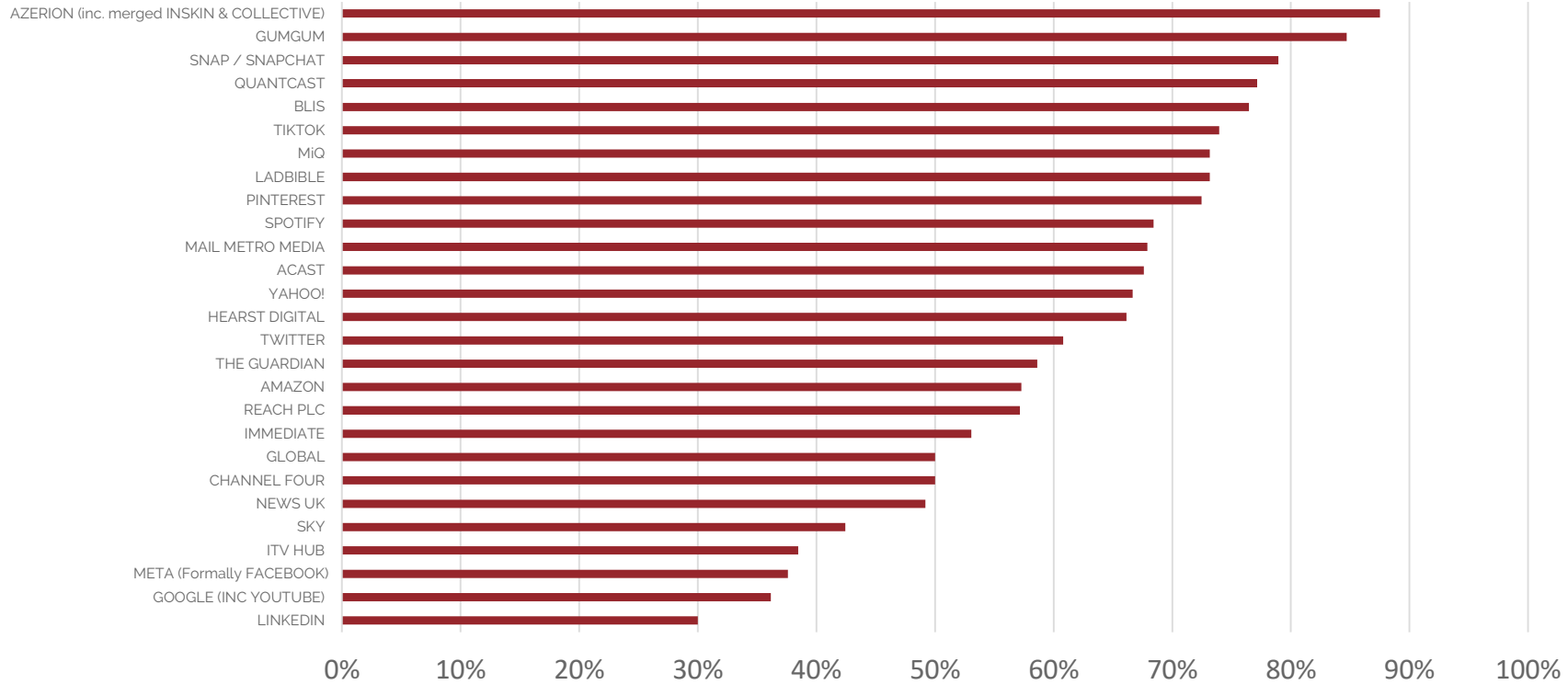
## Autumn 2022 vs Spring 2022



# The media owner delivers innovative, creative solutions

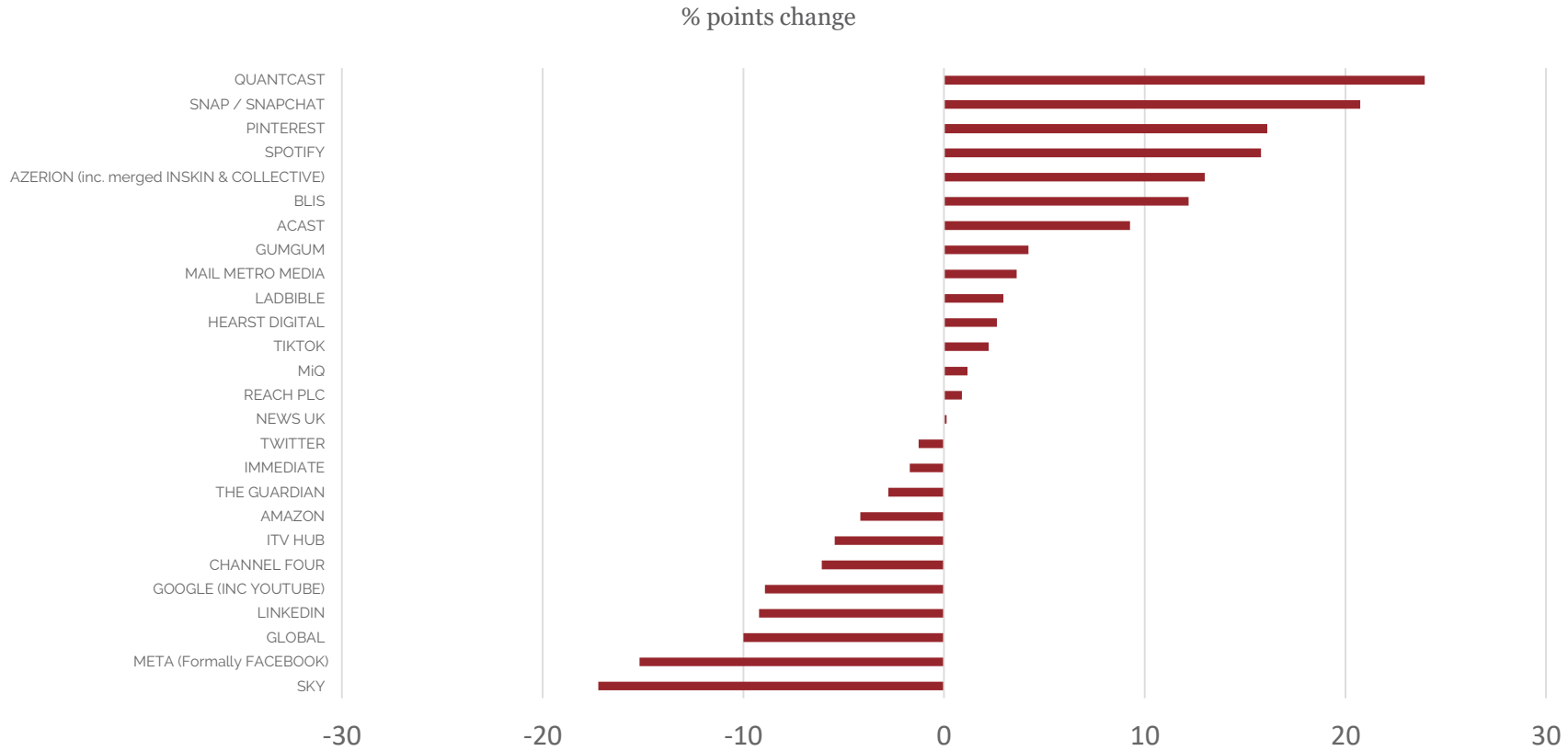
## Autumn 2022

% agree strongly/agree



# The media owner delivers innovative, creative solutions

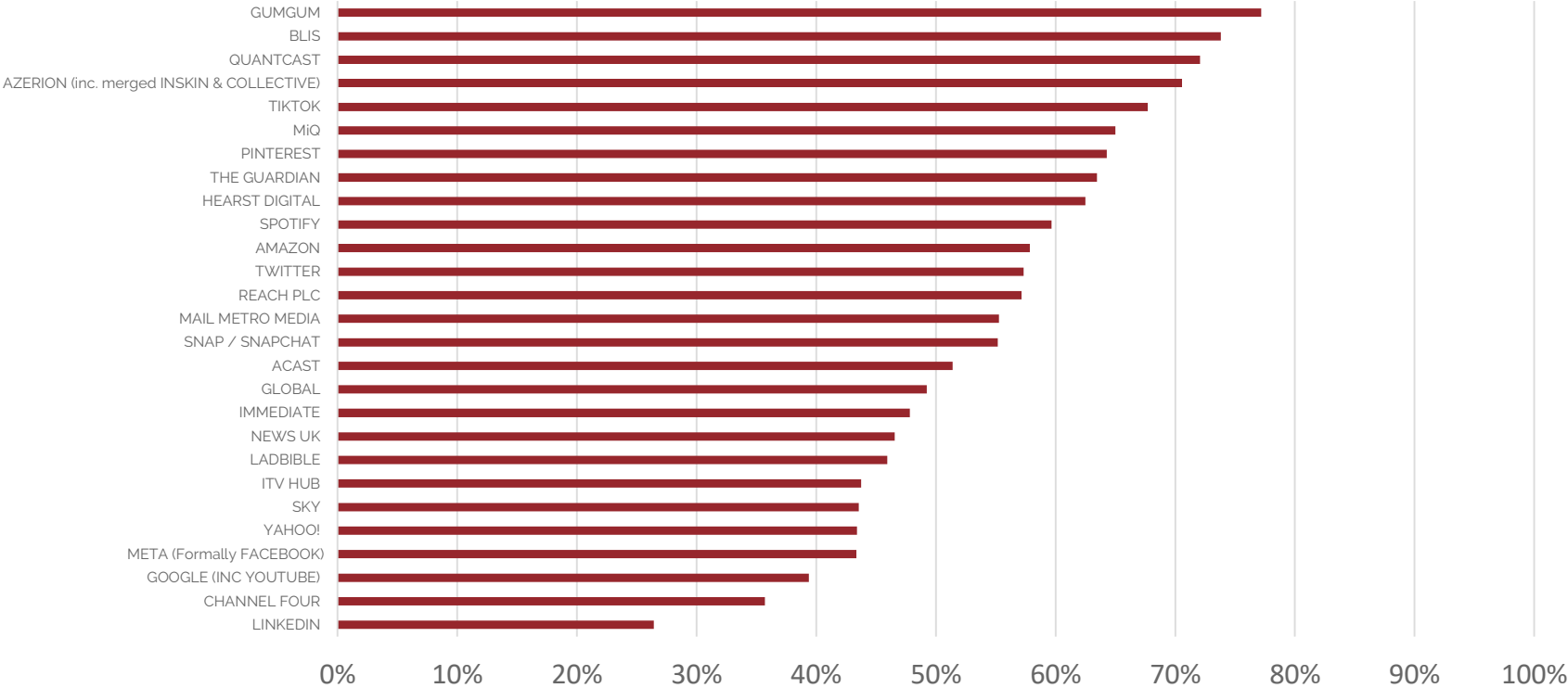
## Autumn 2022 vs Spring 2022



# The sales team pro-actively communicate relevant new opportunities

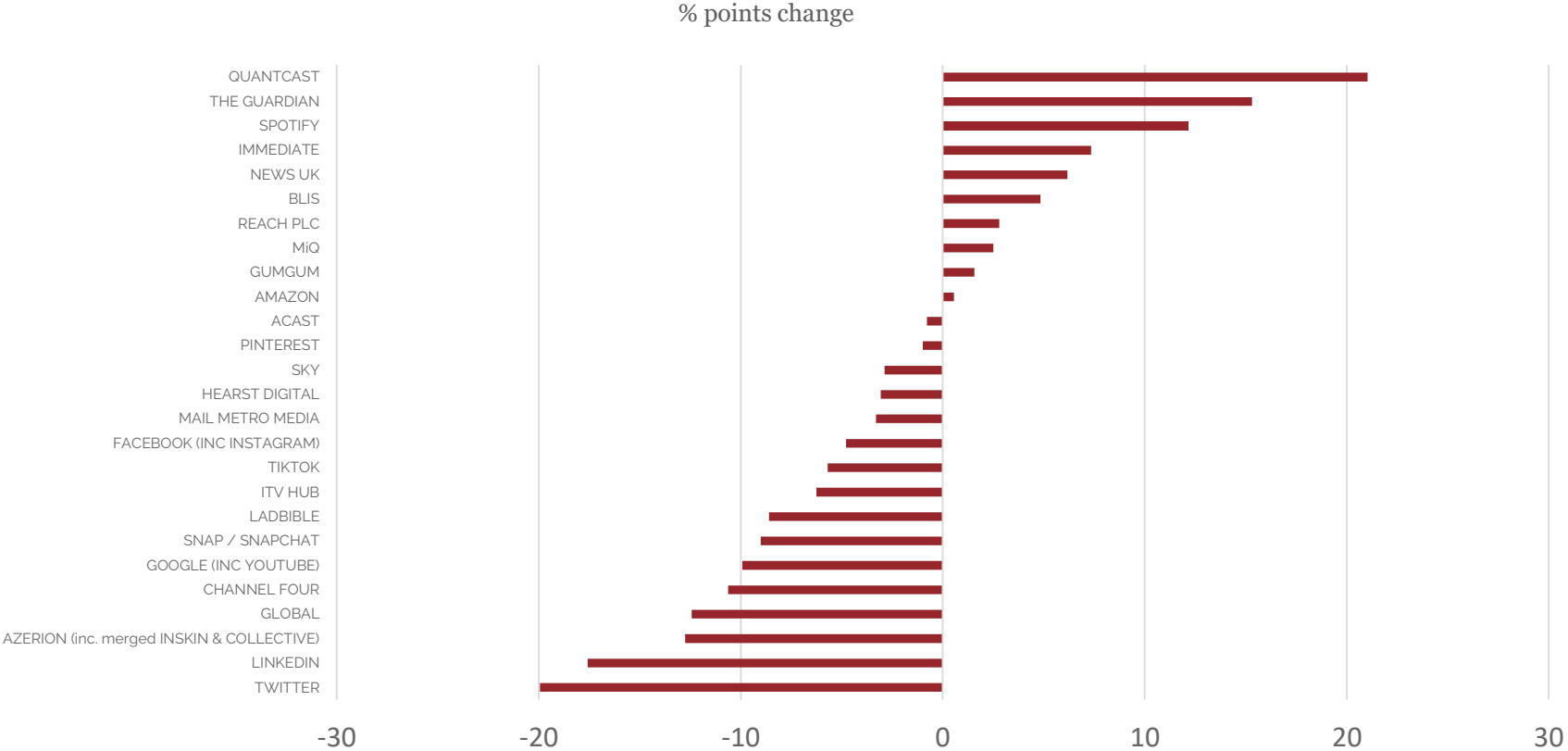
## Autumn 2022

% agree strongly/agree



# The sales team pro-actively communicate relevant new opportunities

## Autumn 2022 vs Spring 2022

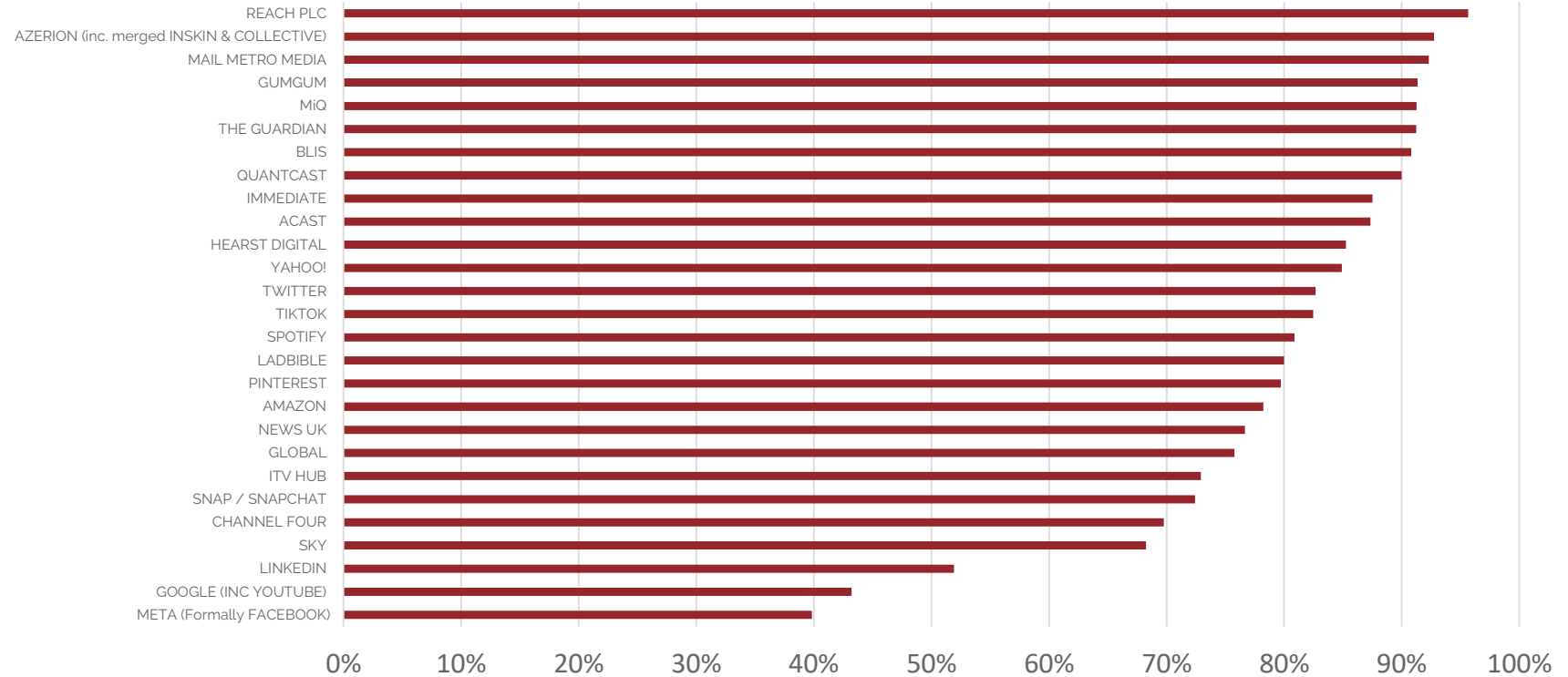




# It's easy to contact the sales team

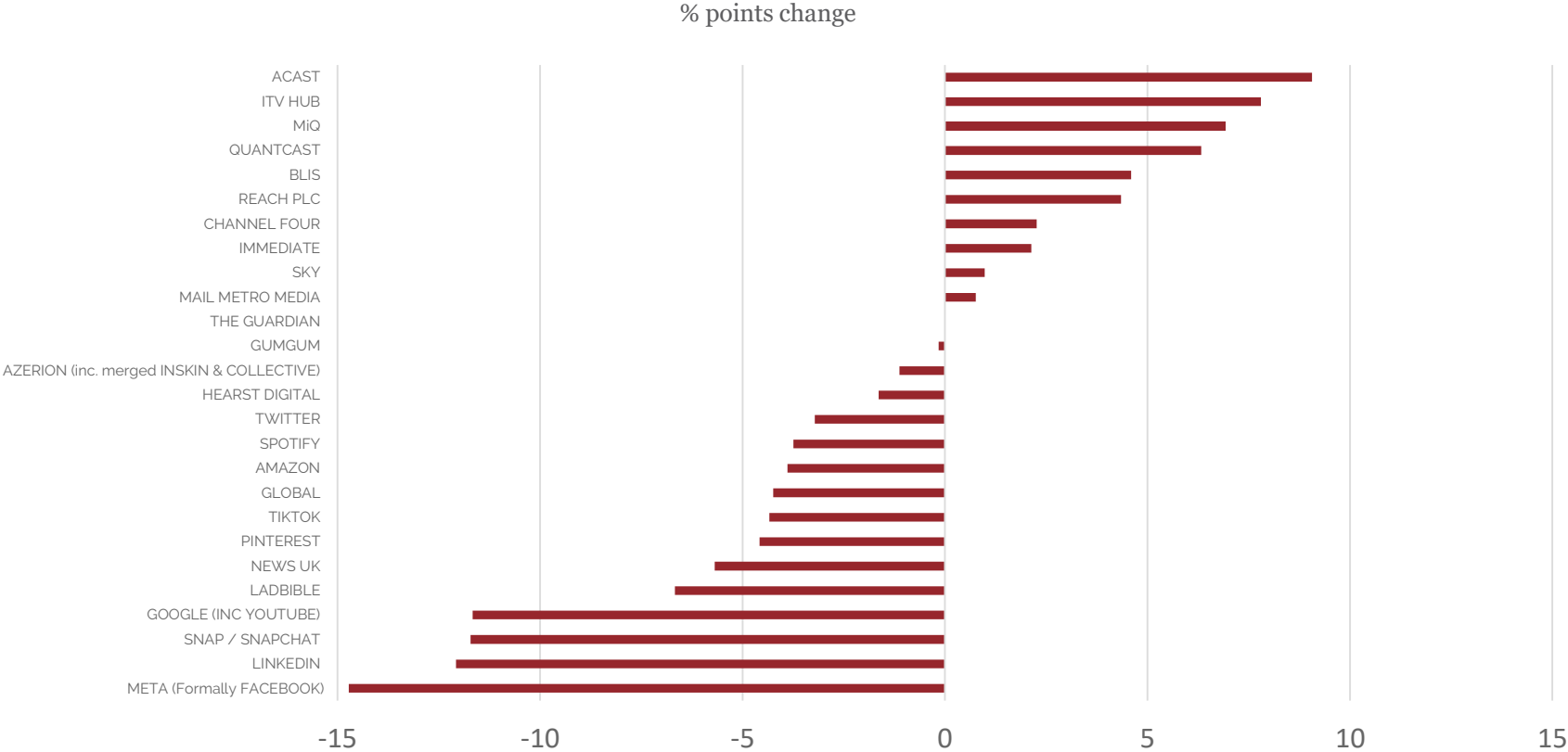
## Autumn 2022

% agree strongly/agree

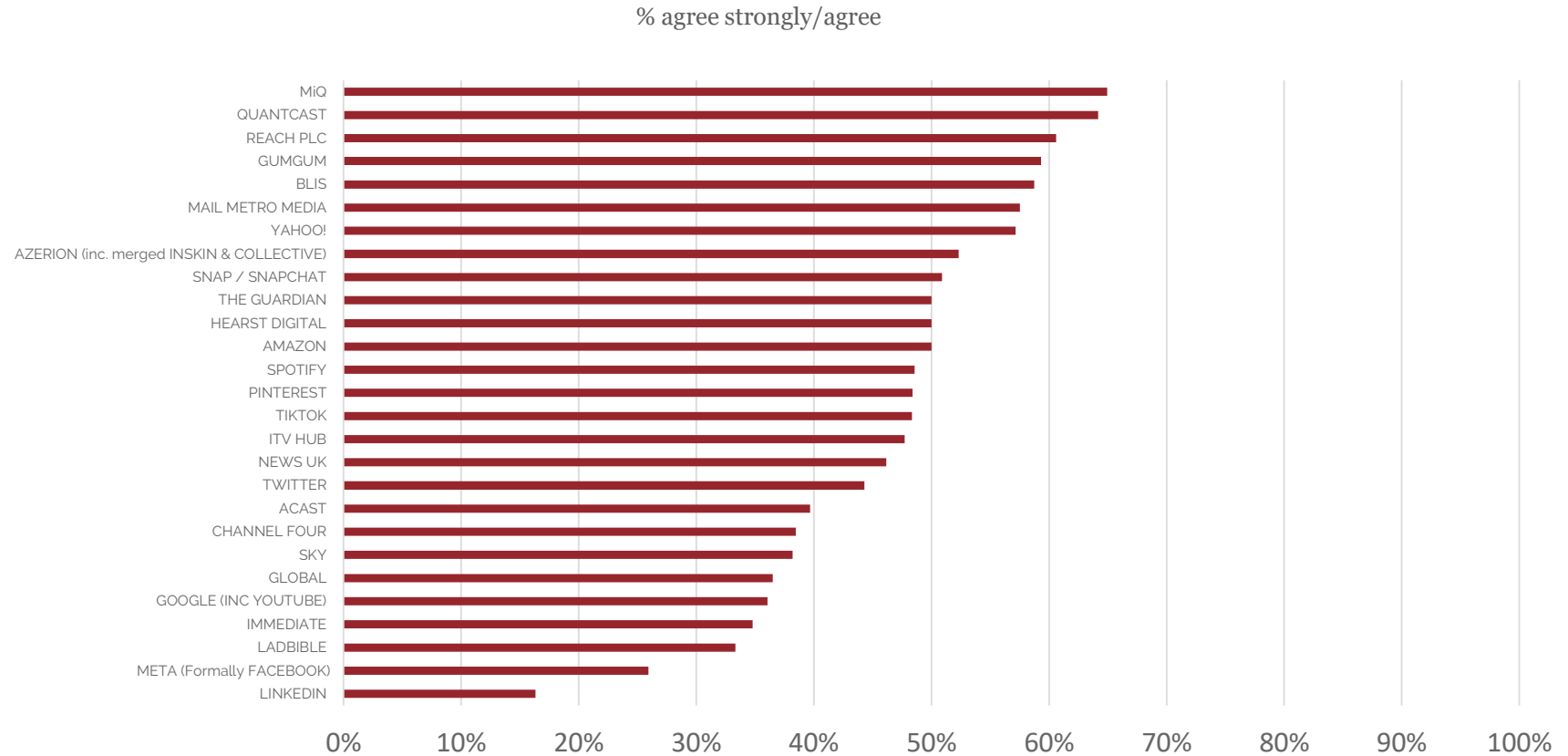


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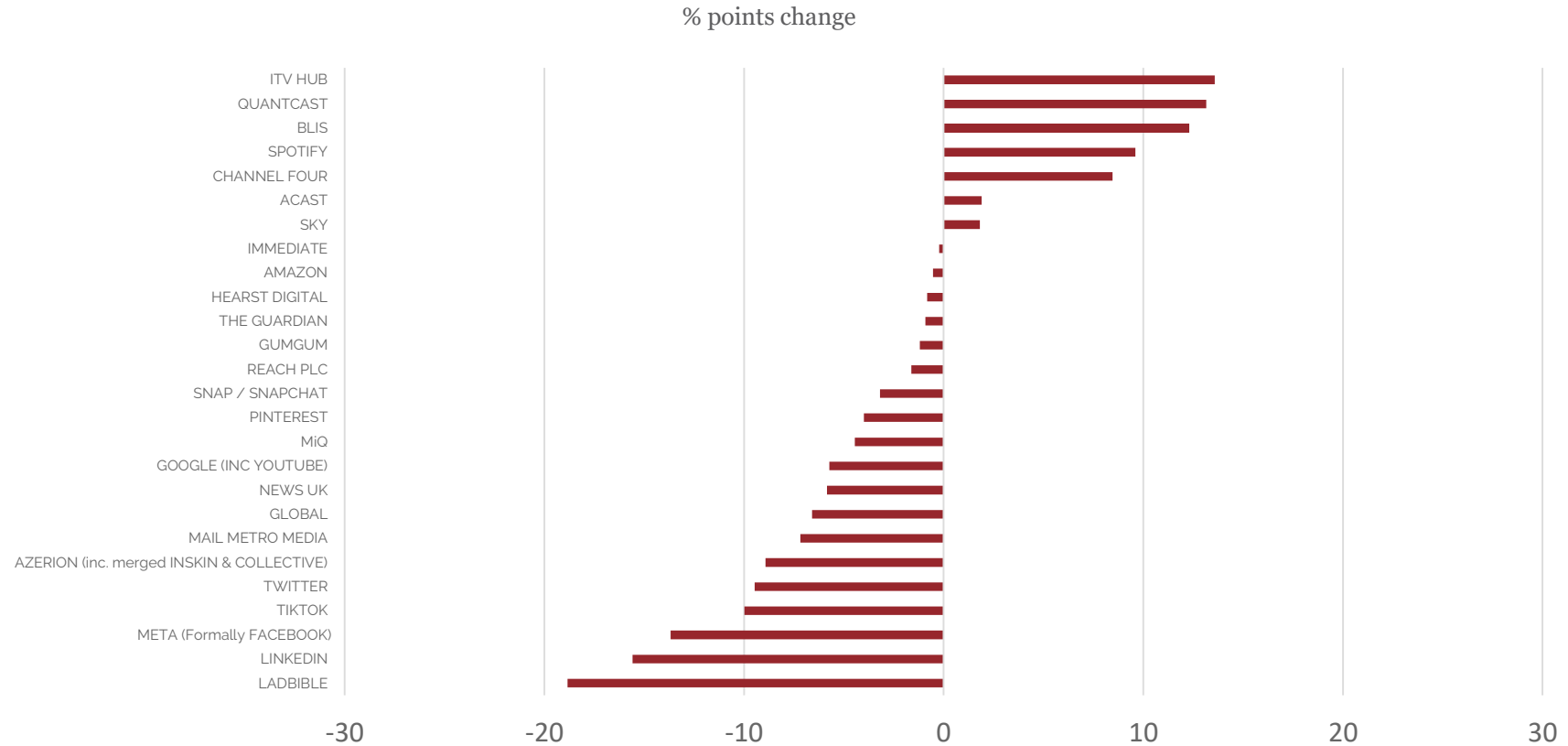
## Autumn 2022 vs Spring 2022



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

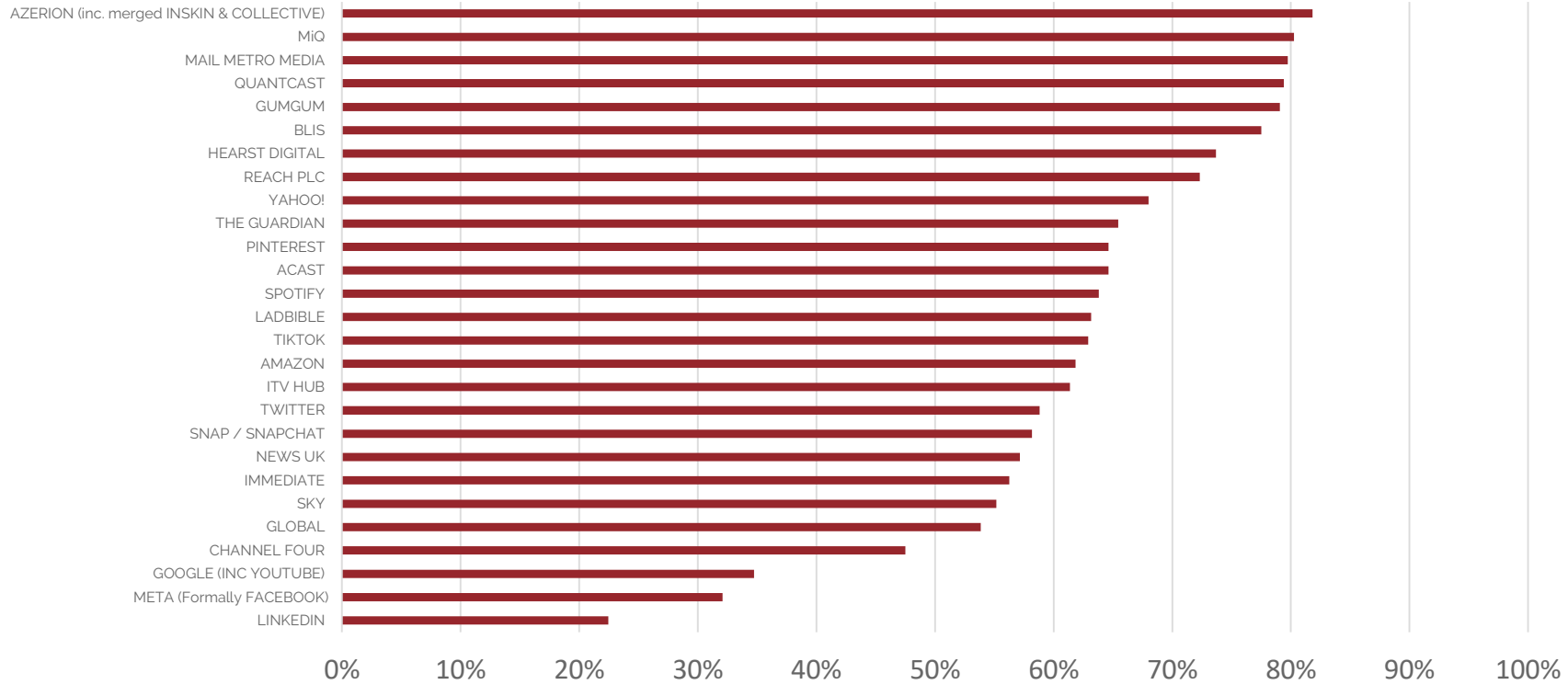


# I have regular constructive face-to-face or telephone contact with the sales team – Autumn 2022 vs Spring 2022

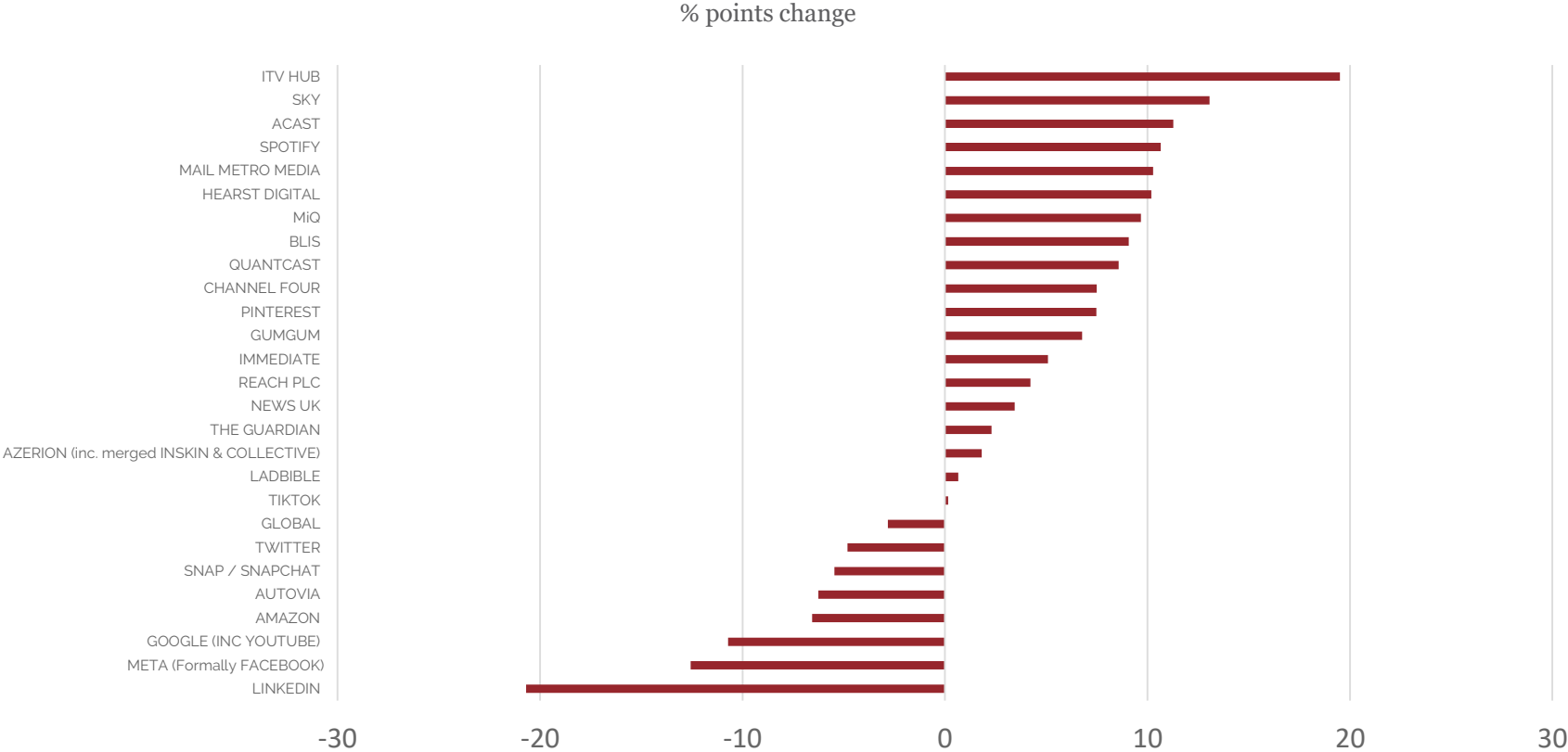


# The sales team engenders a real sense of an agency/media owner partnership - Autumn 2022

% agree strongly/agree

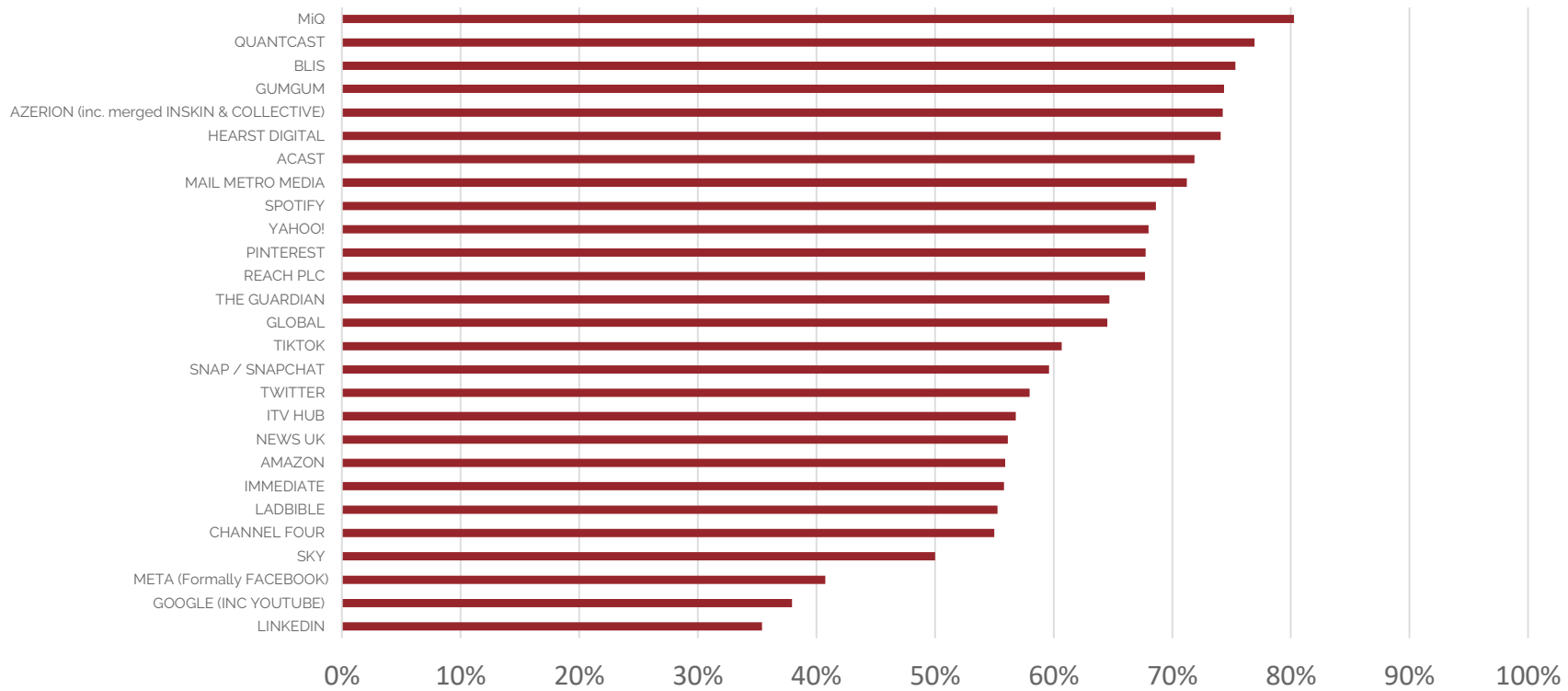


# The sales team engenders a real sense of an agency/media owner partnership - Autumn 2022 vs Spring 2022

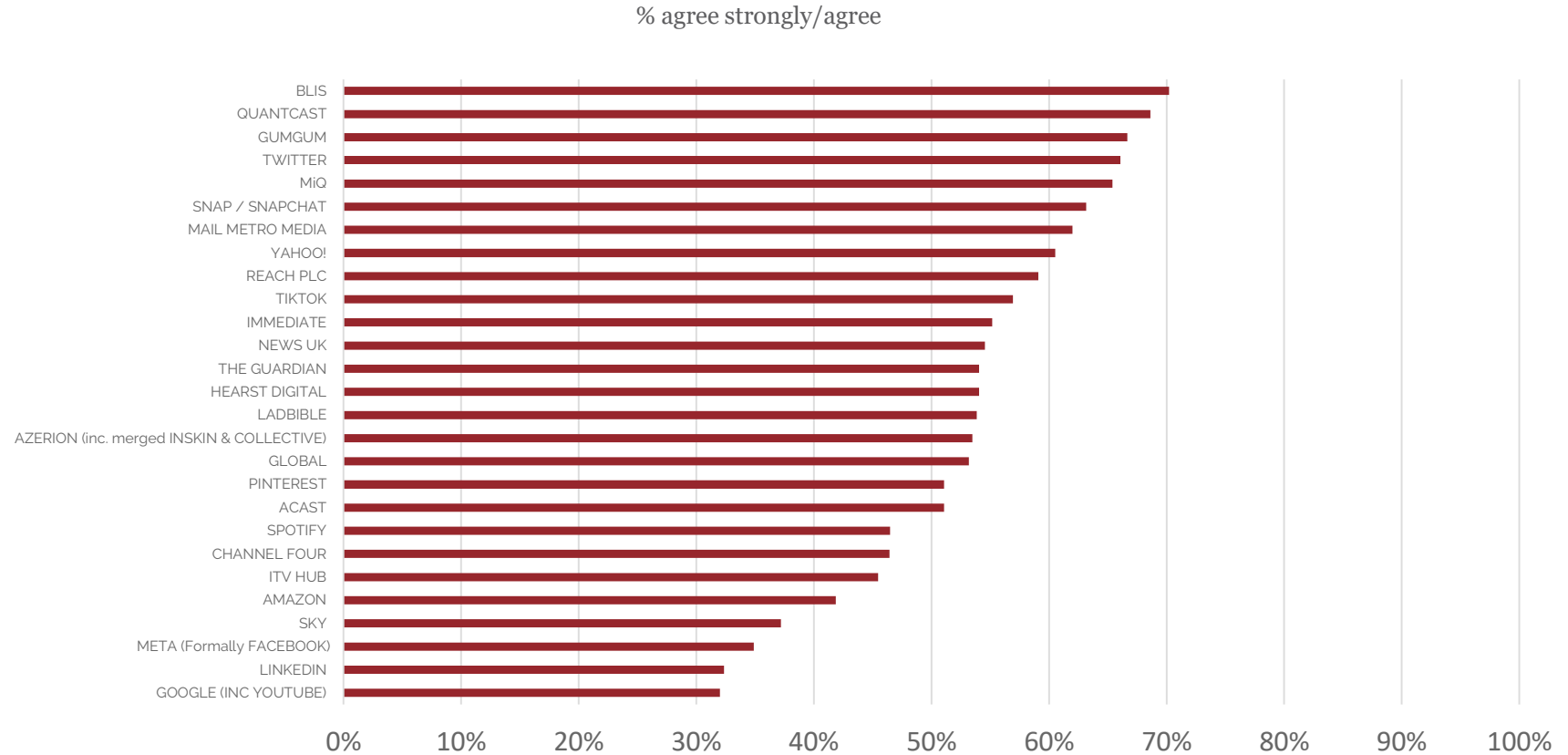


# The sales team understand the context I operate in and how best to support me in achieving my objectives - Autumn 2022

% agree strongly/agree

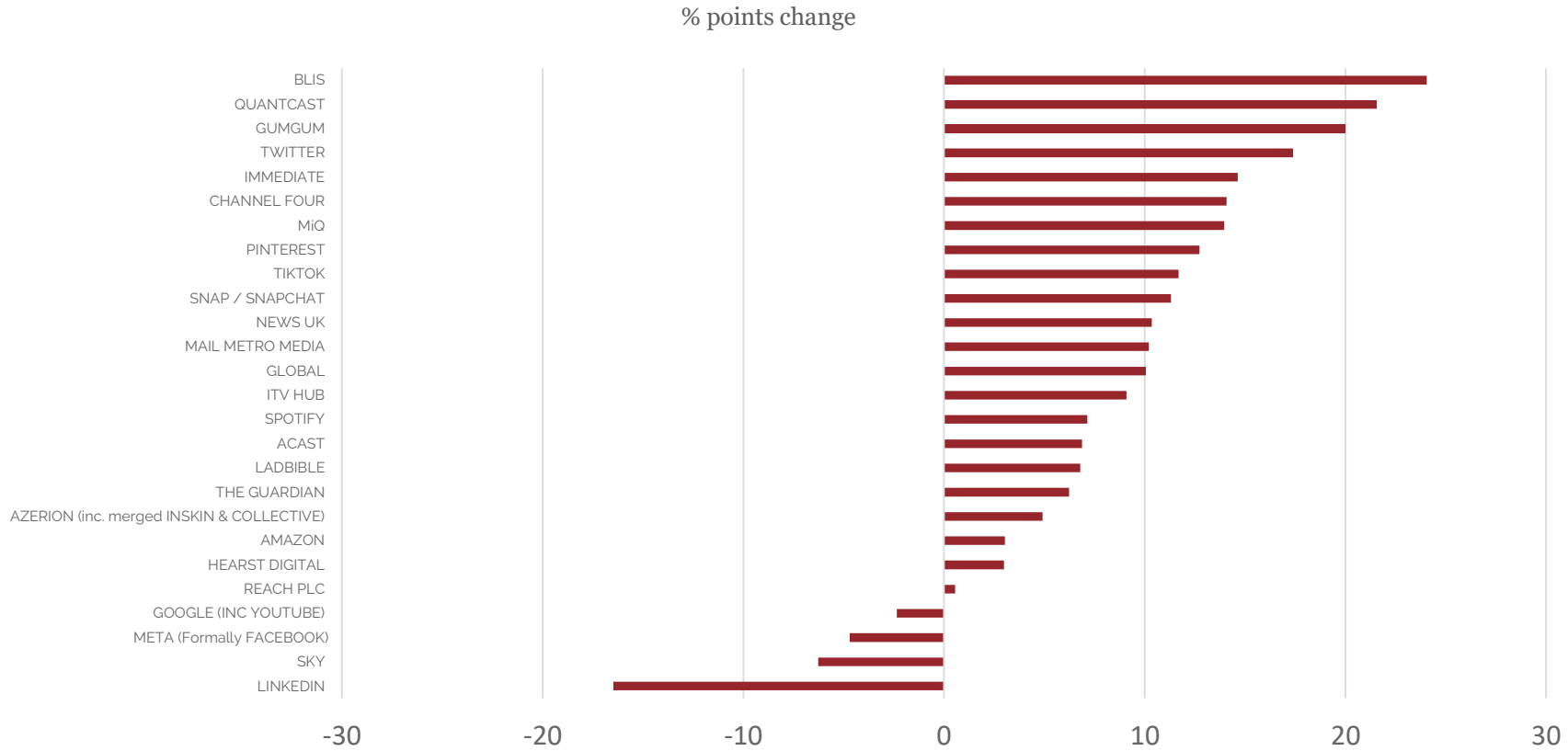


# The media owner successfully communicates direct contact they have with clients - Autumn 2022



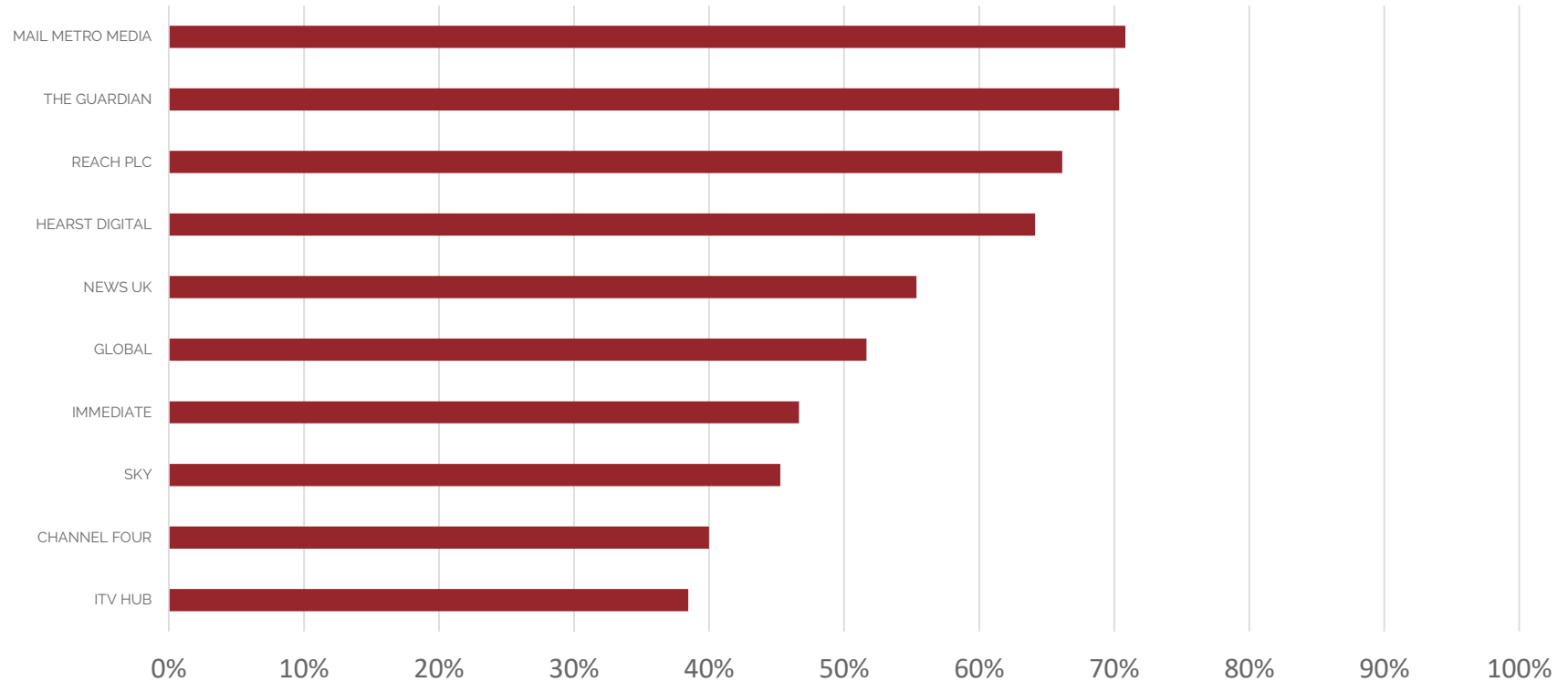


# The media owner successfully communicates direct contact they have with clients - Autumn 2022 vs Spring 2022

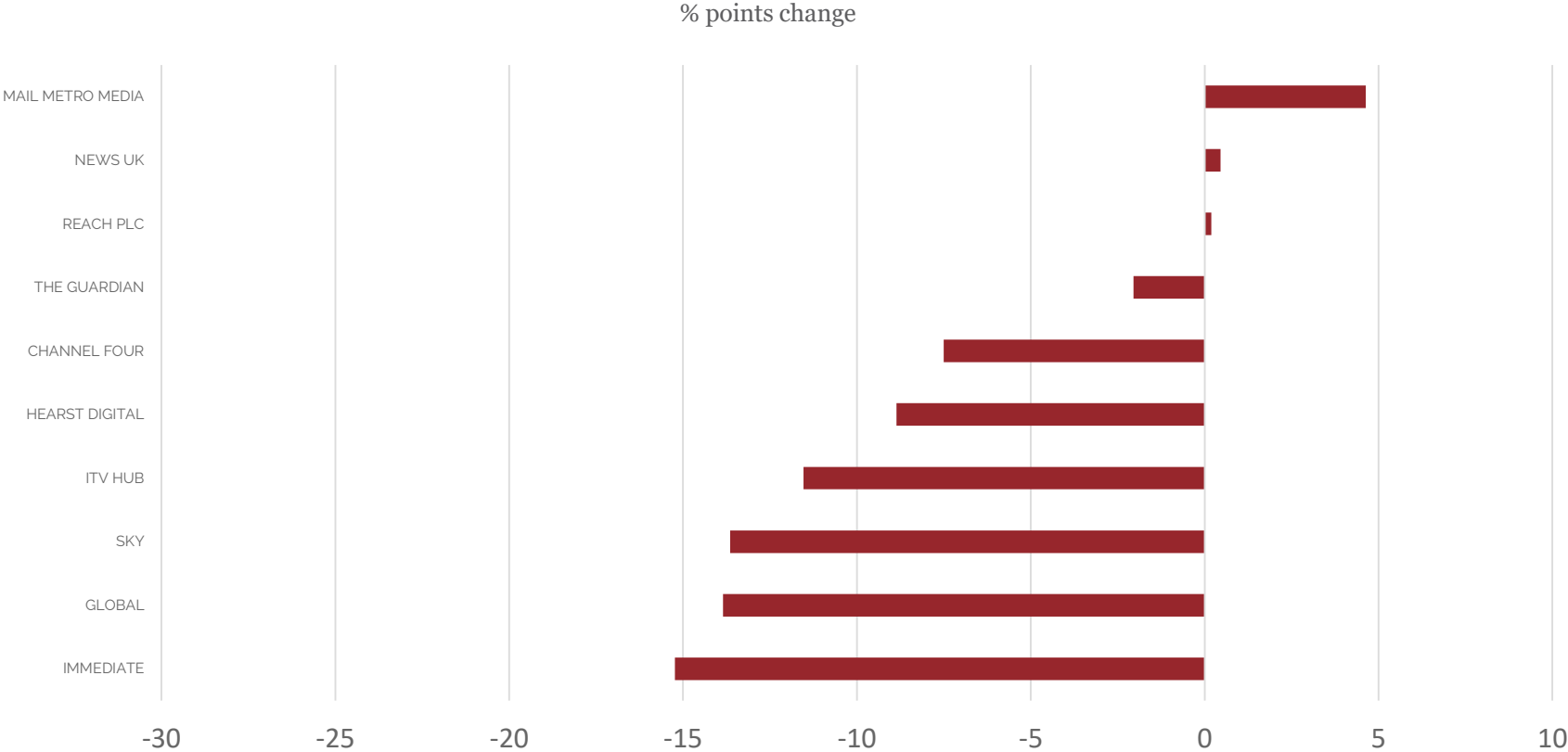


# The media owner demonstrates a good understanding of how cross-media opportunities can be exploited - Autumn 2022

% agree strongly/agree



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

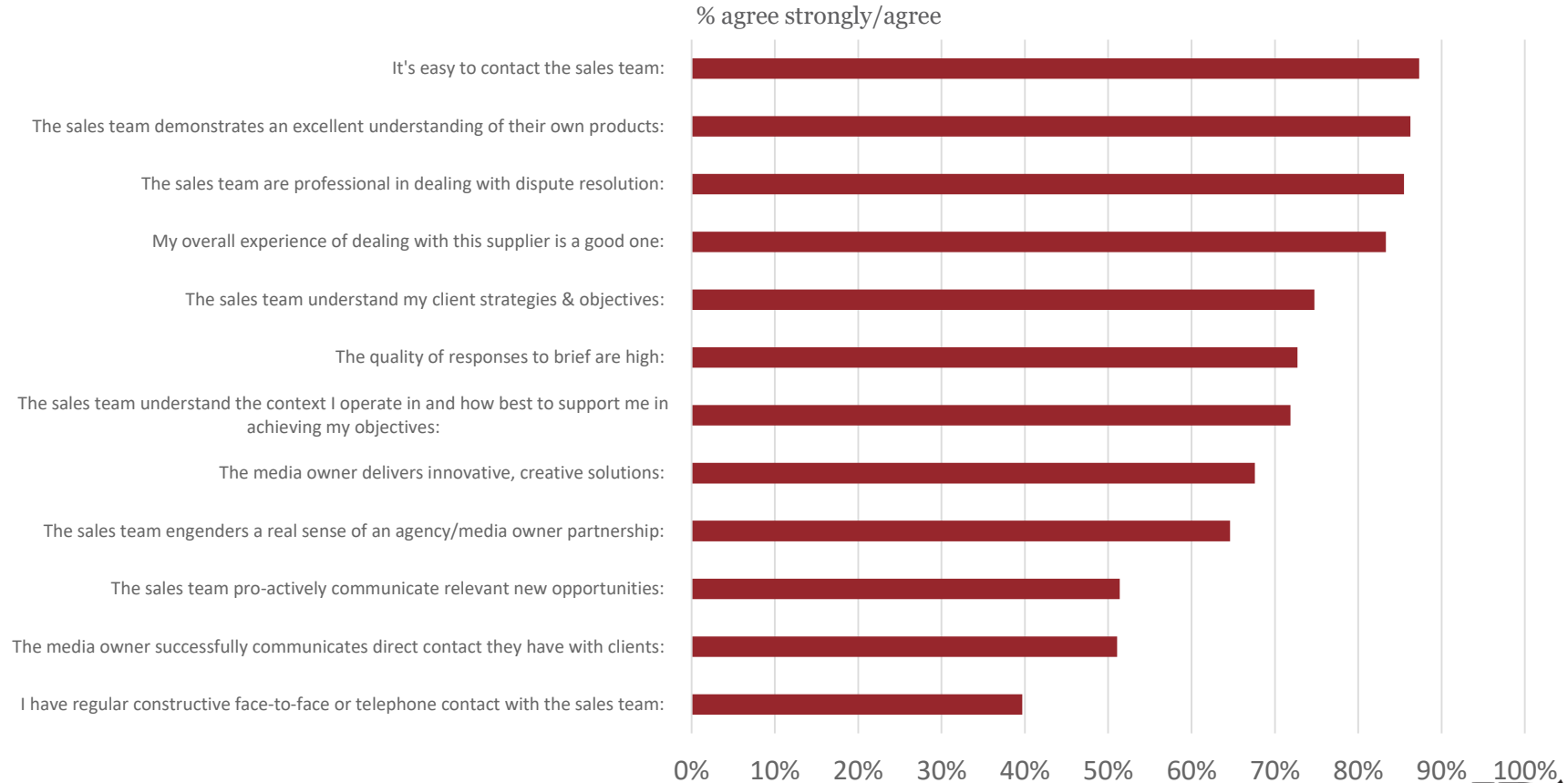


# Rankings by Media Owner

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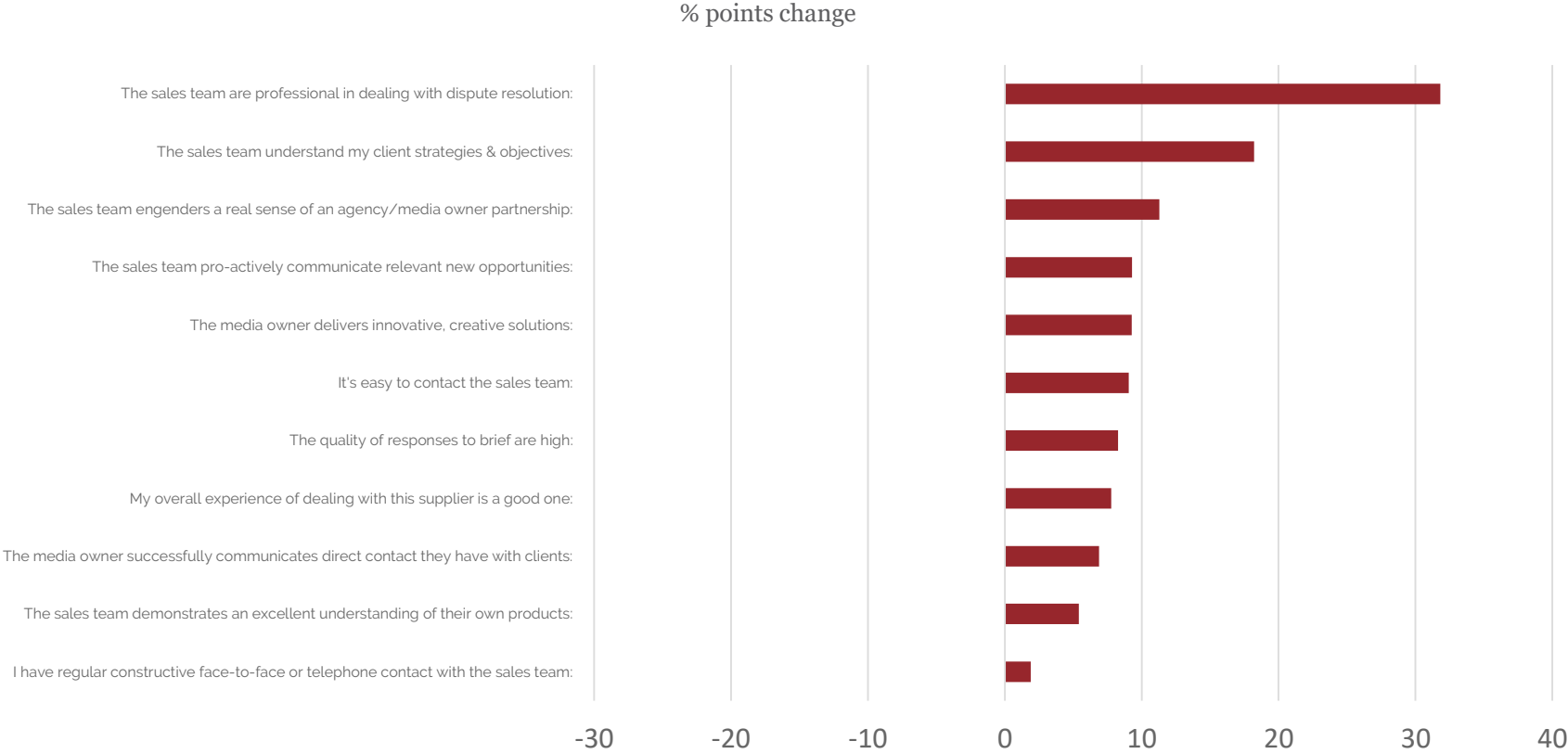
# Acast

## Autumn 2022



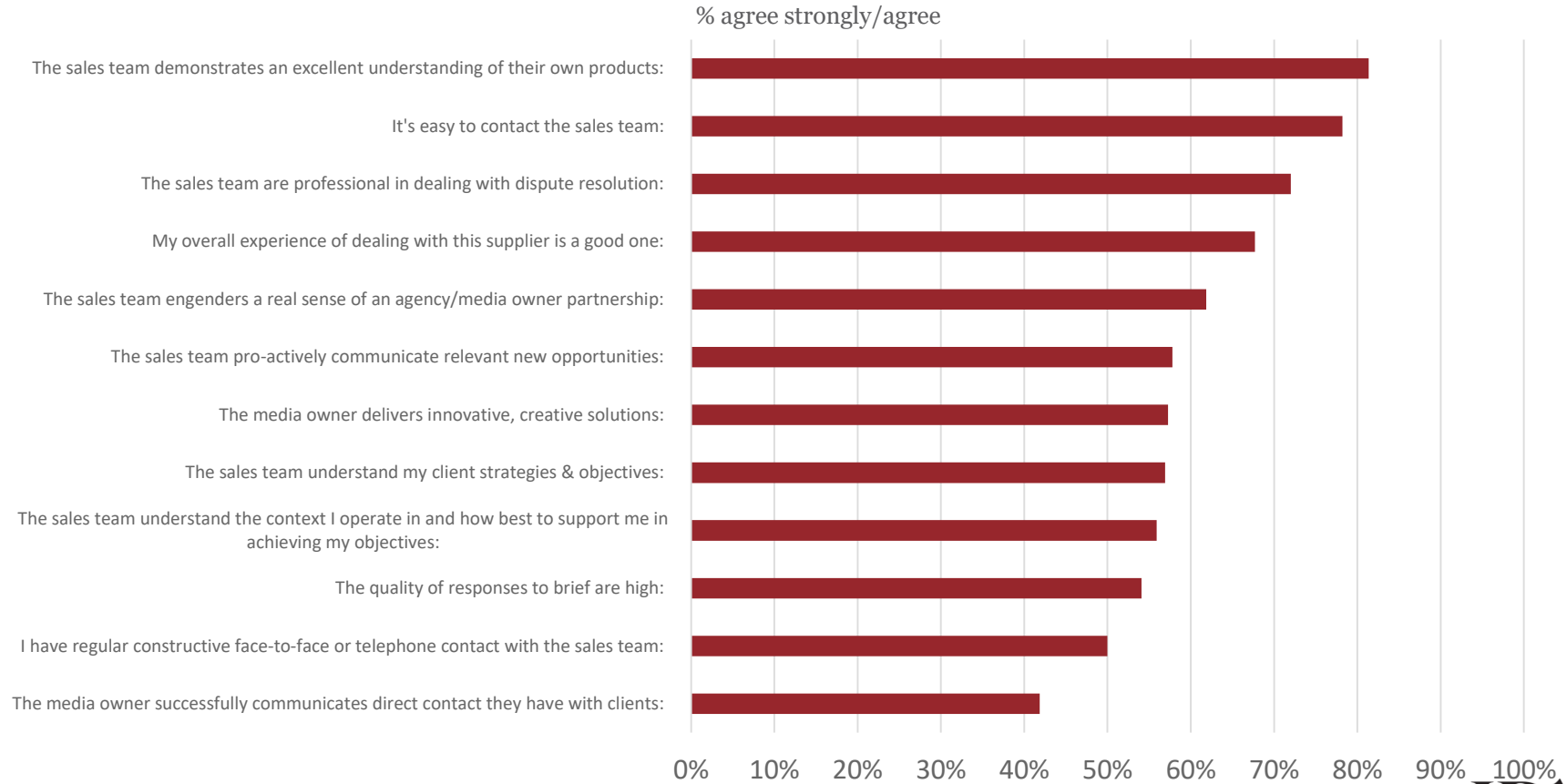
# Acast

## Autumn 2022 vs Spring 2022



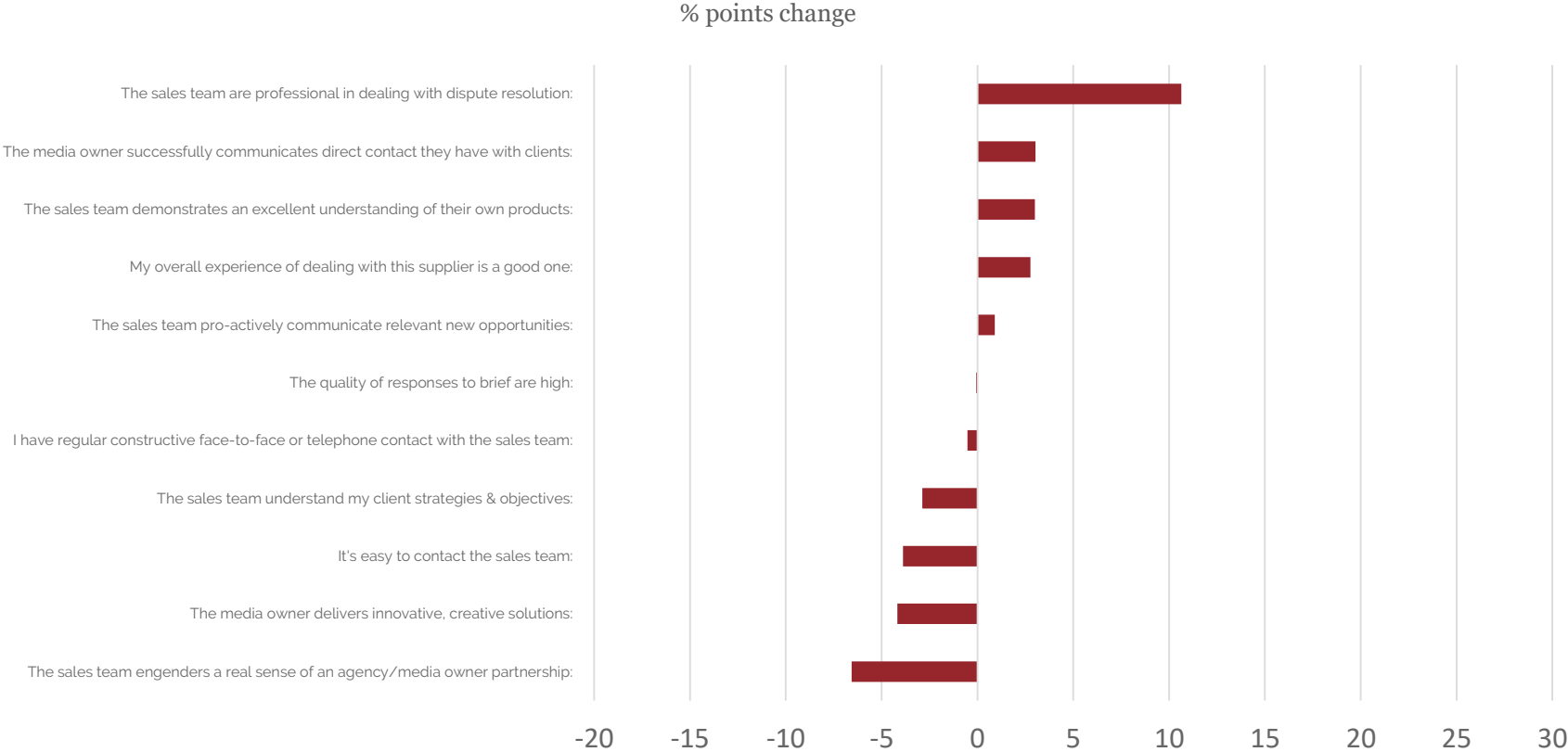
# Amazon

## Autumn 2022



# Amazon

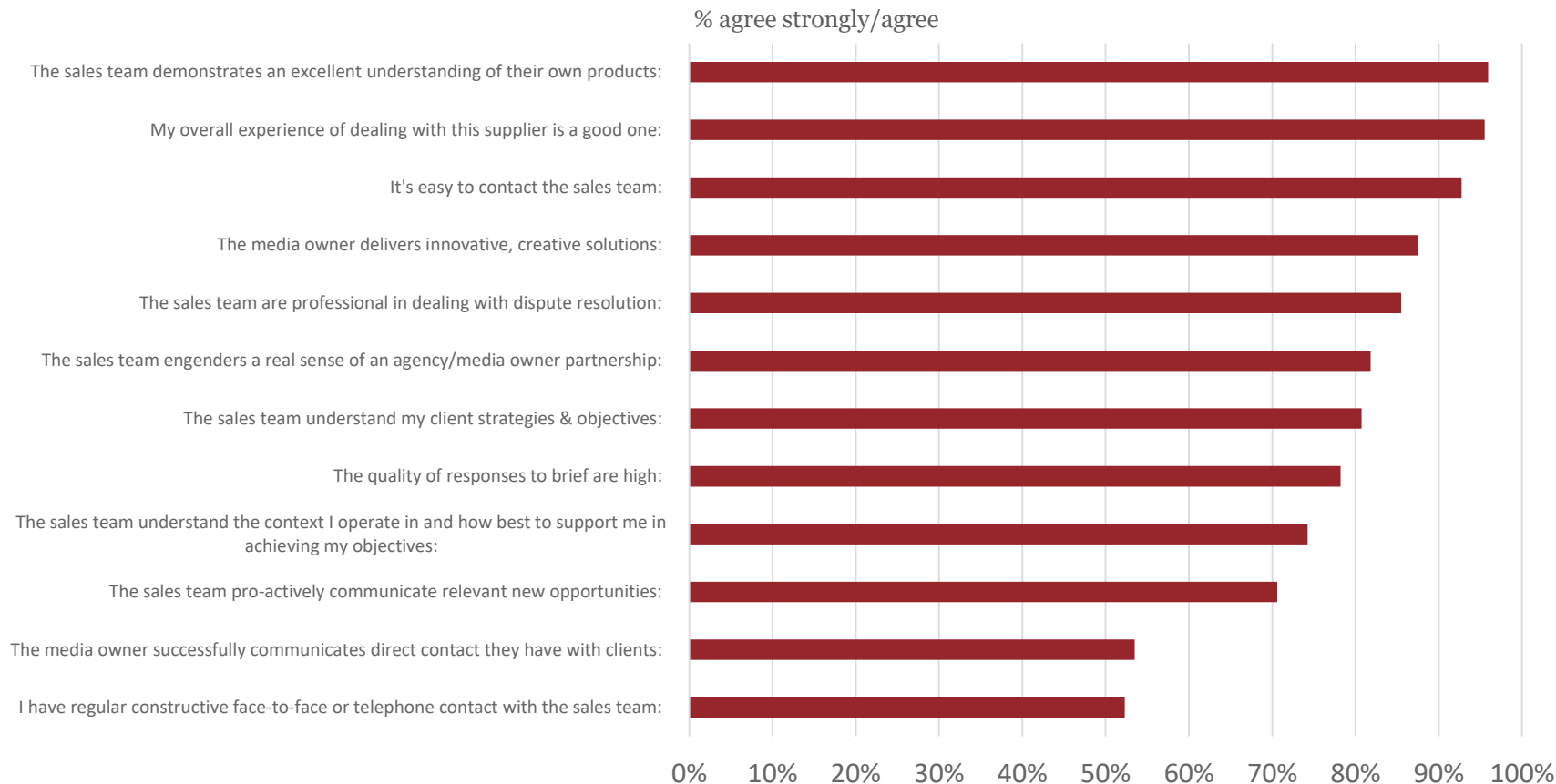
## Autumn 2022 vs Spring 2022





# Azerion (inc. merged Inskin & Collective)

## Autumn 2022



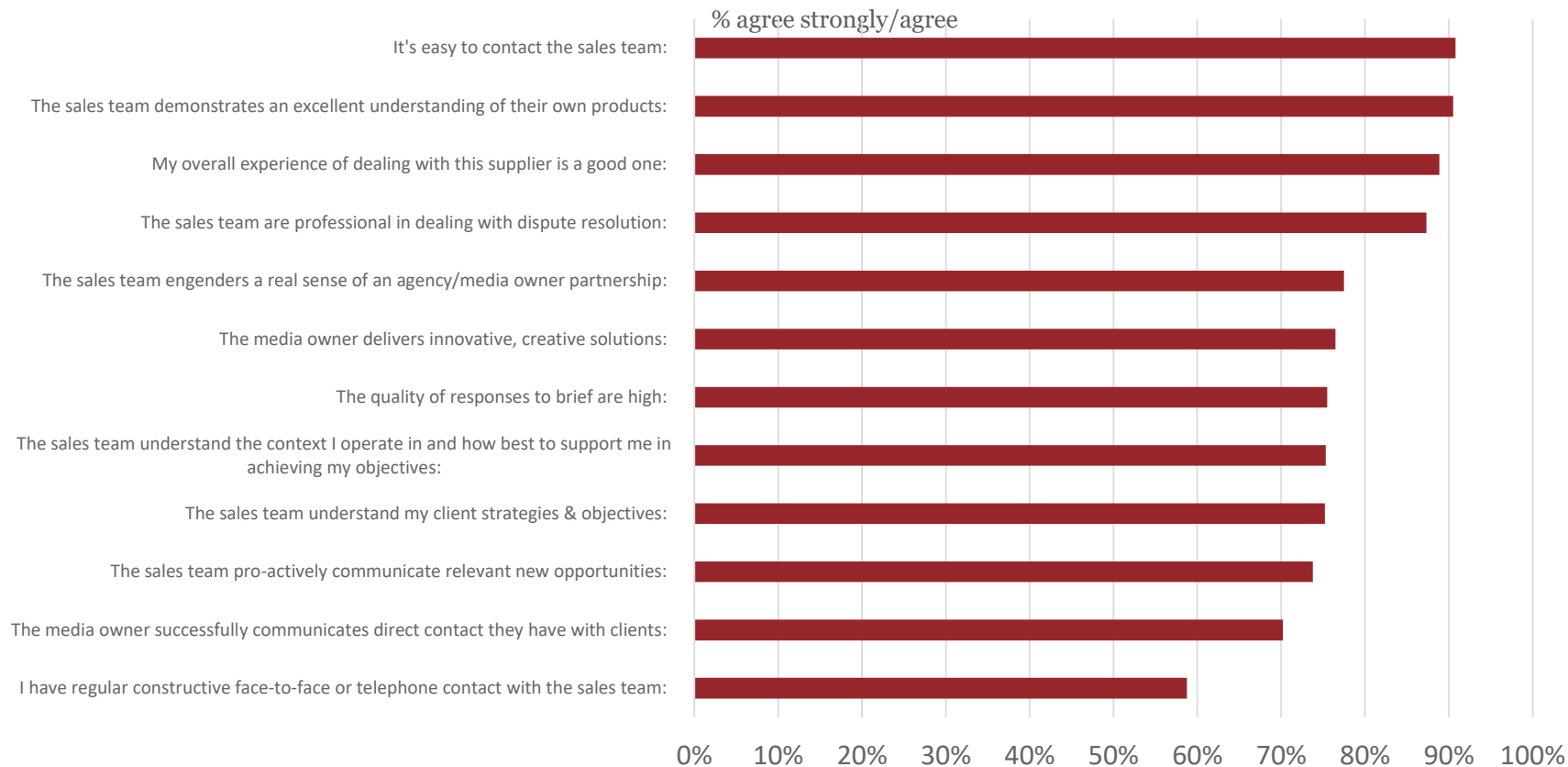
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## Autumn 2022 vs Spring 2022



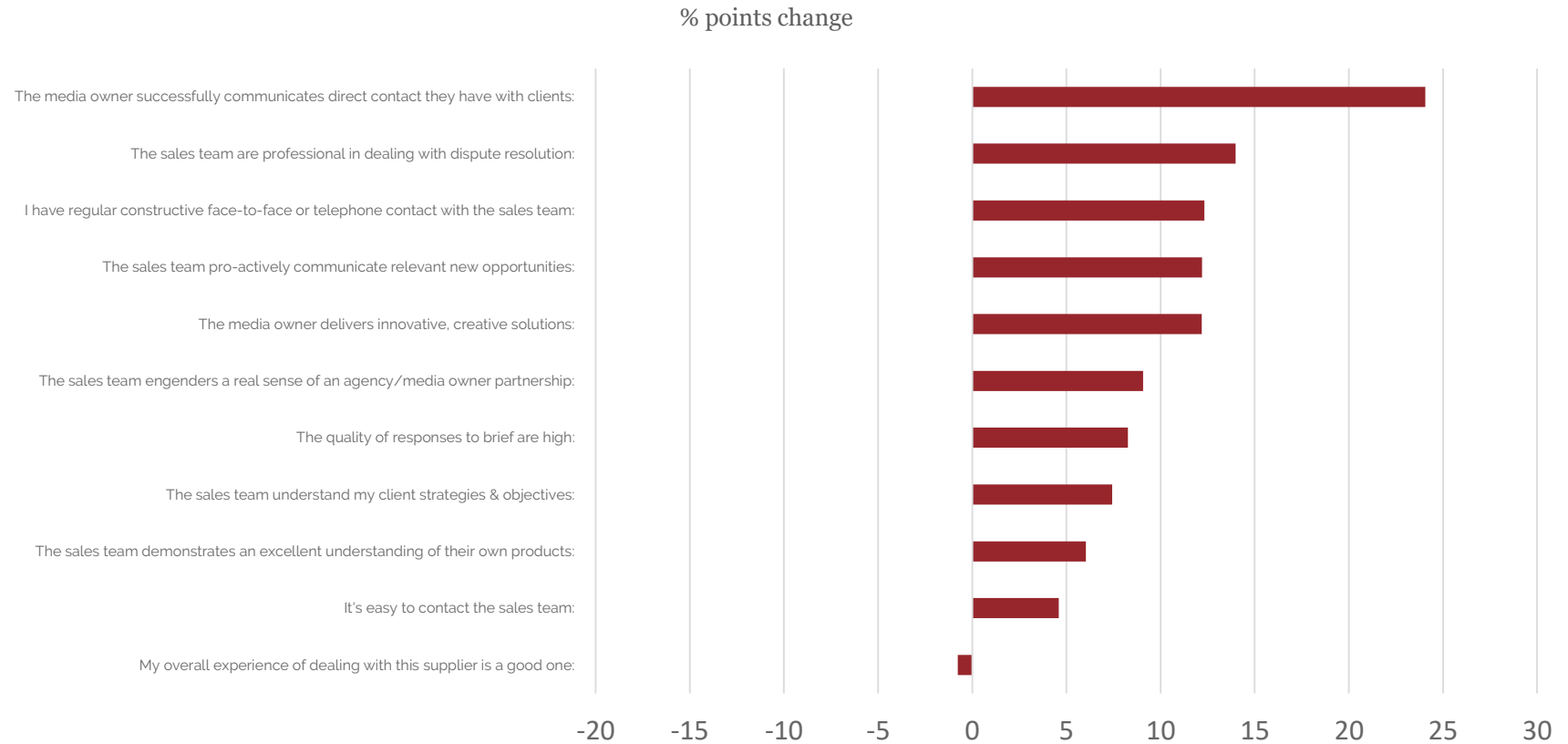
# Blis

## Autumn 2022



# Blis

## Autumn 2022 vs Spring 2022



# Channel 4

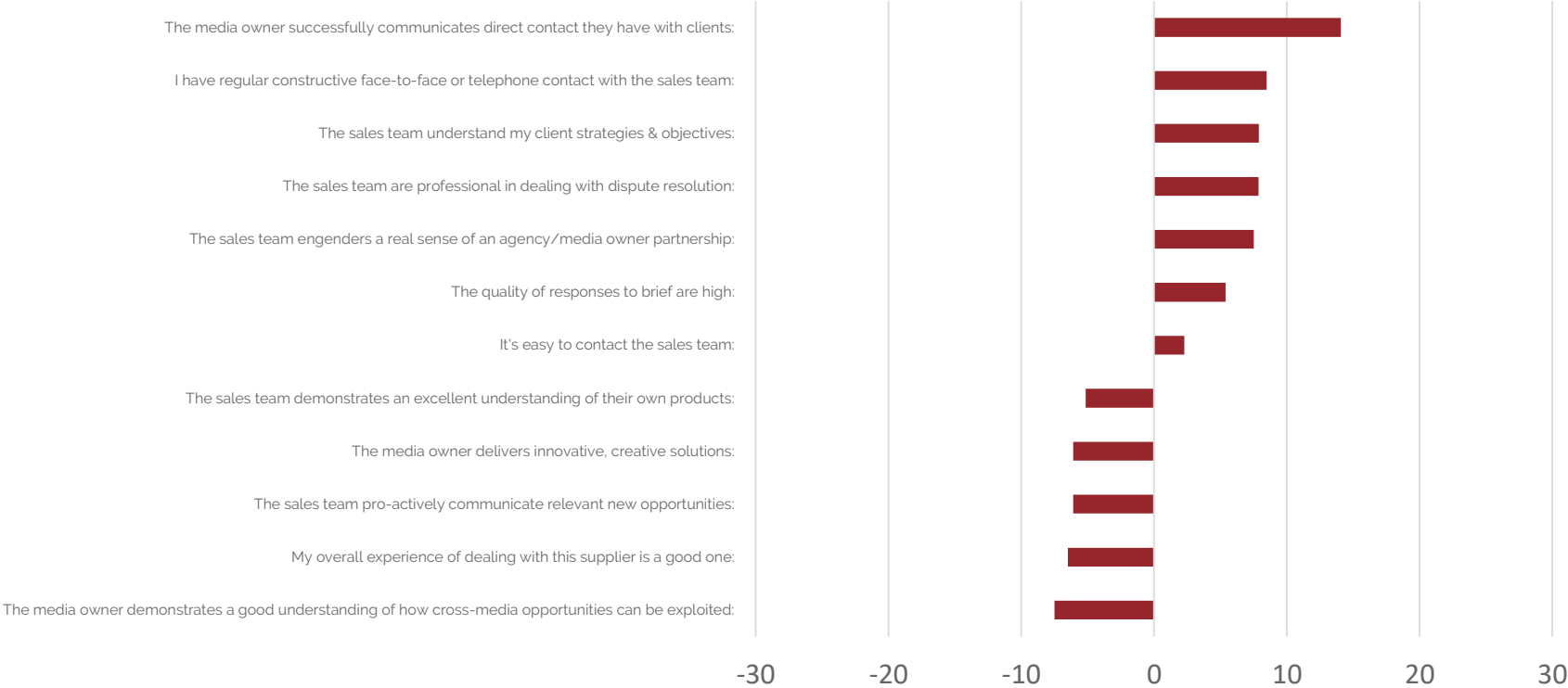
## Autumn 2022



# Channel 4

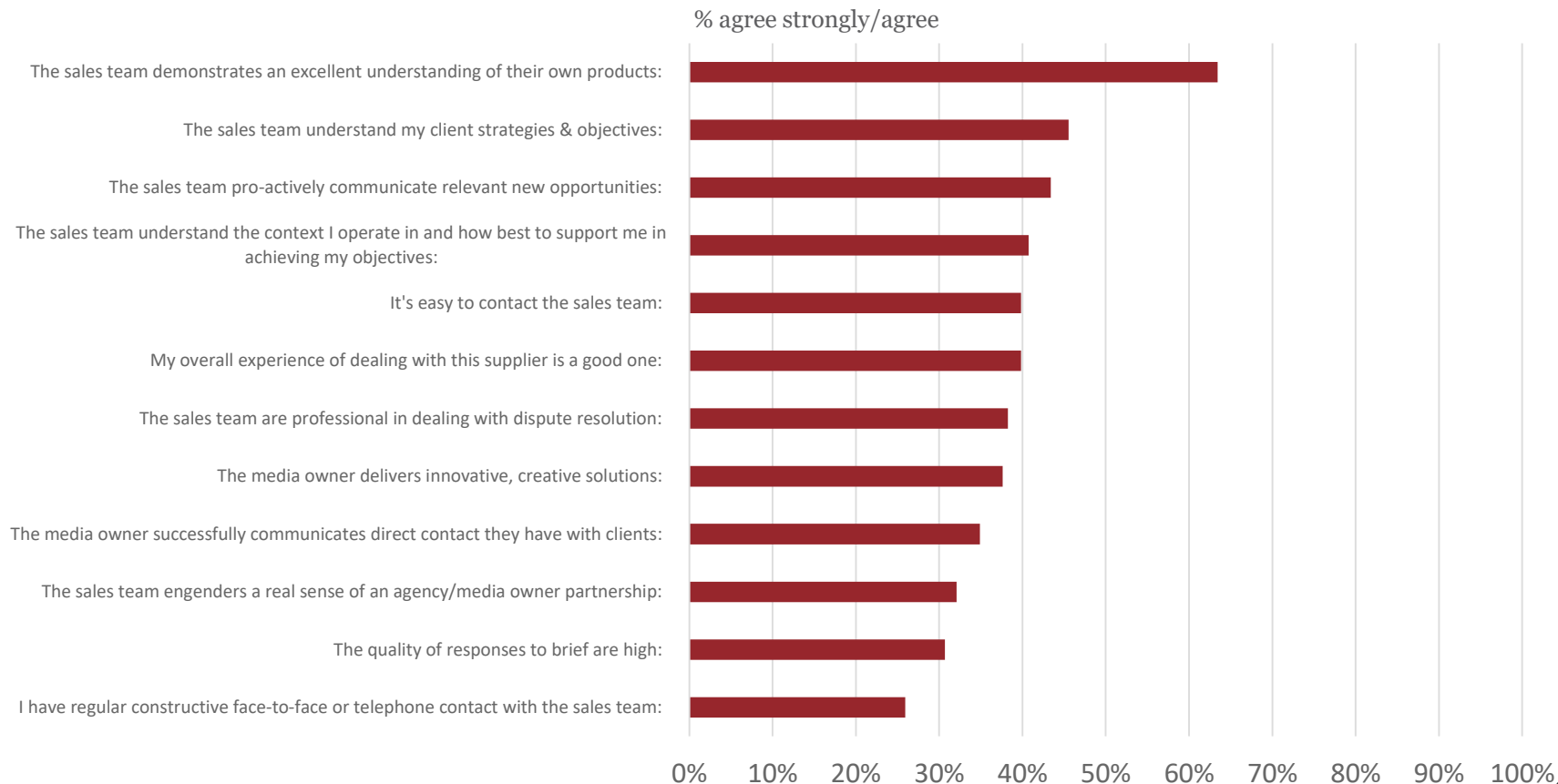
## Autumn 2022 vs Spring 2022

% points change



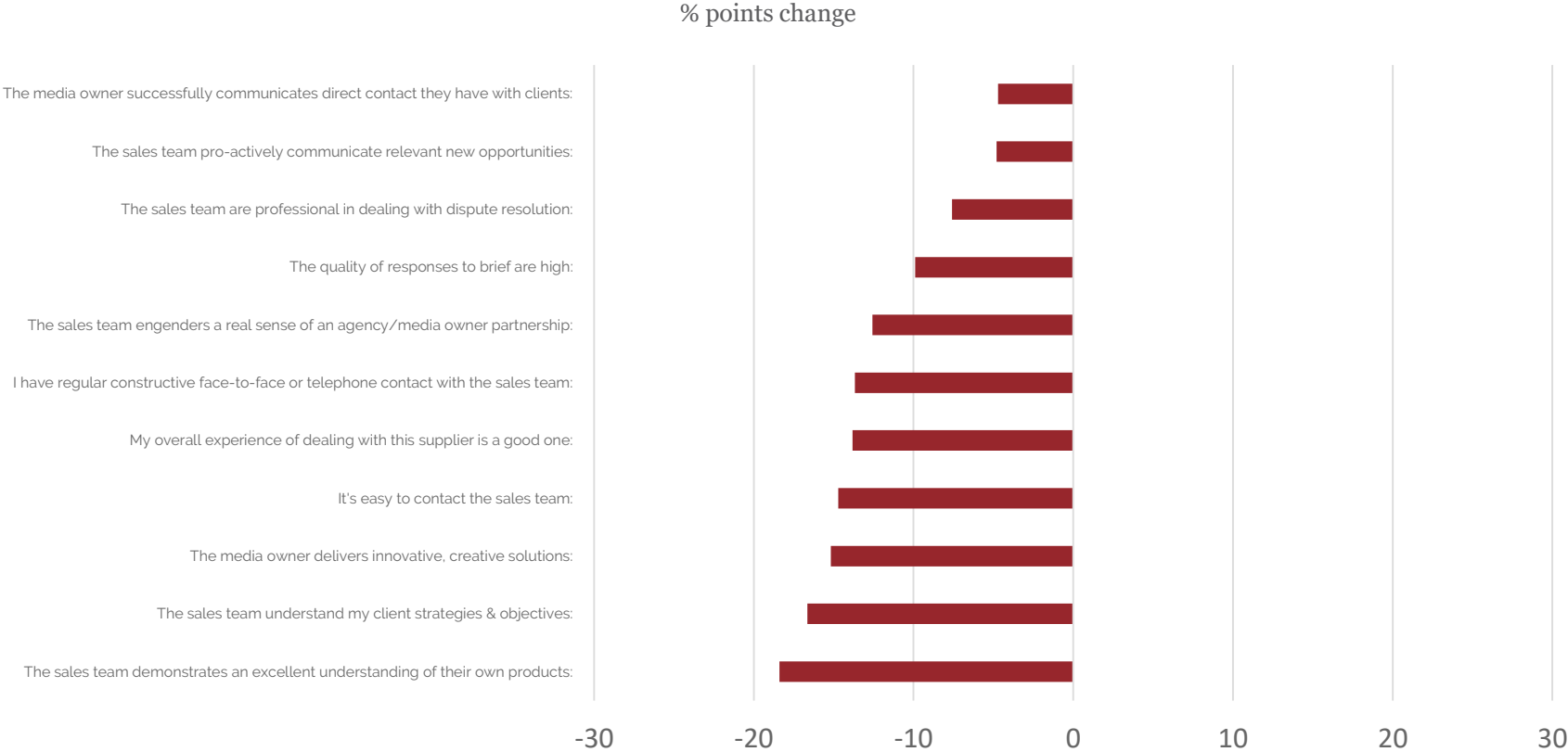
# Meta (Formally Facebook)

## Autumn 2022



# Meta (Formally Facebook)

## Autumn 2022 vs Spring 2022





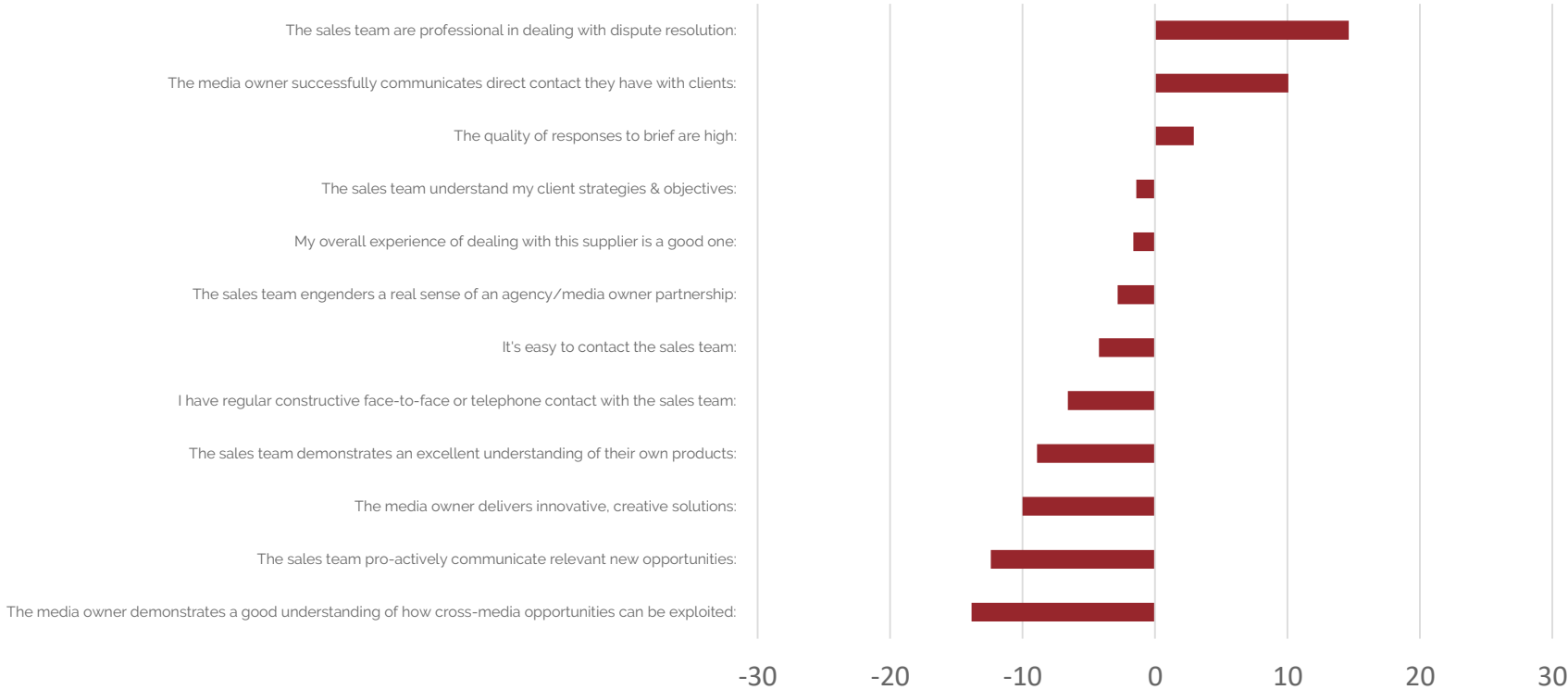
# Global Autumn 2022



# Global

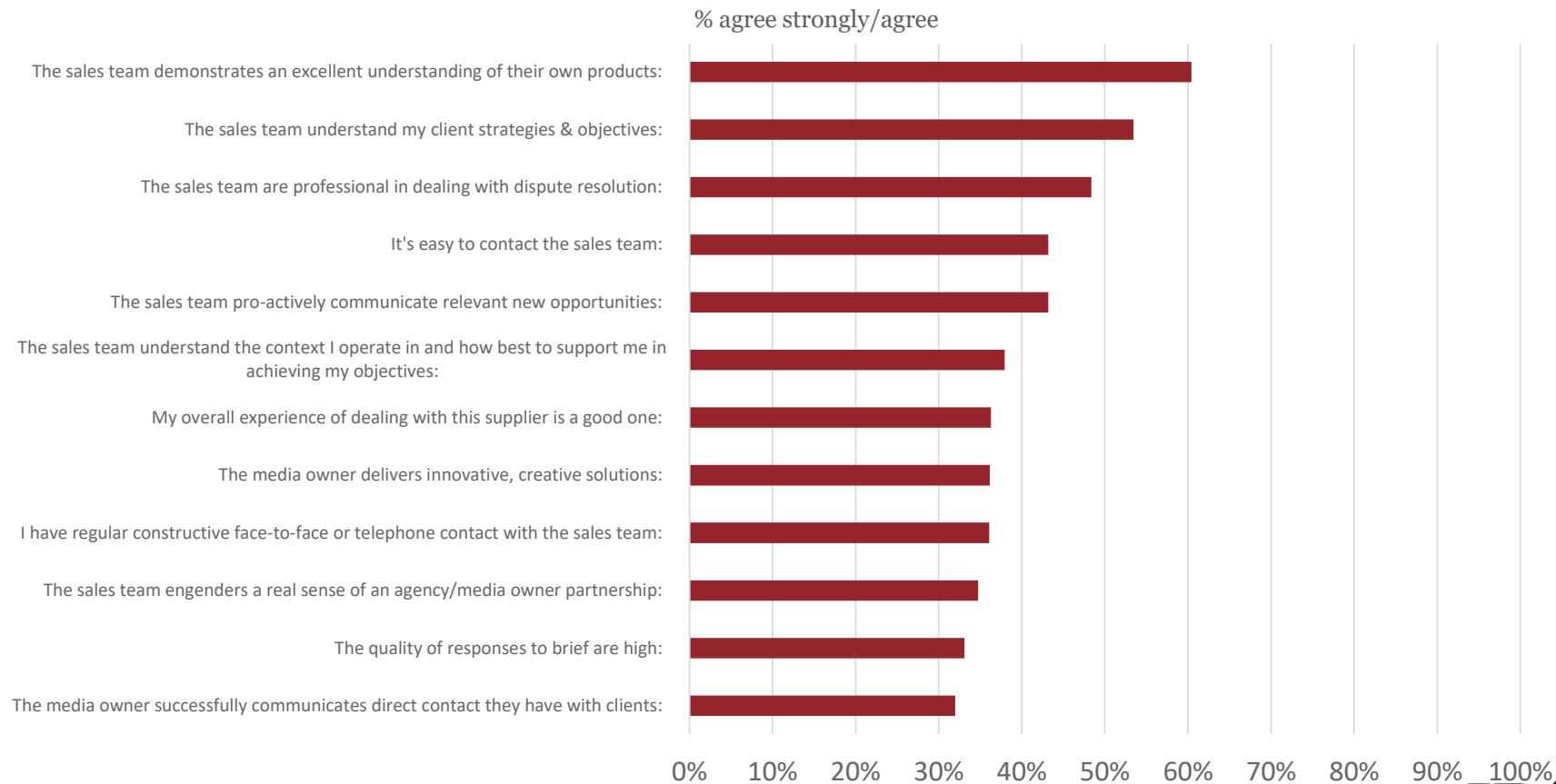
## Autumn 2022 vs Spring 2022

% points change



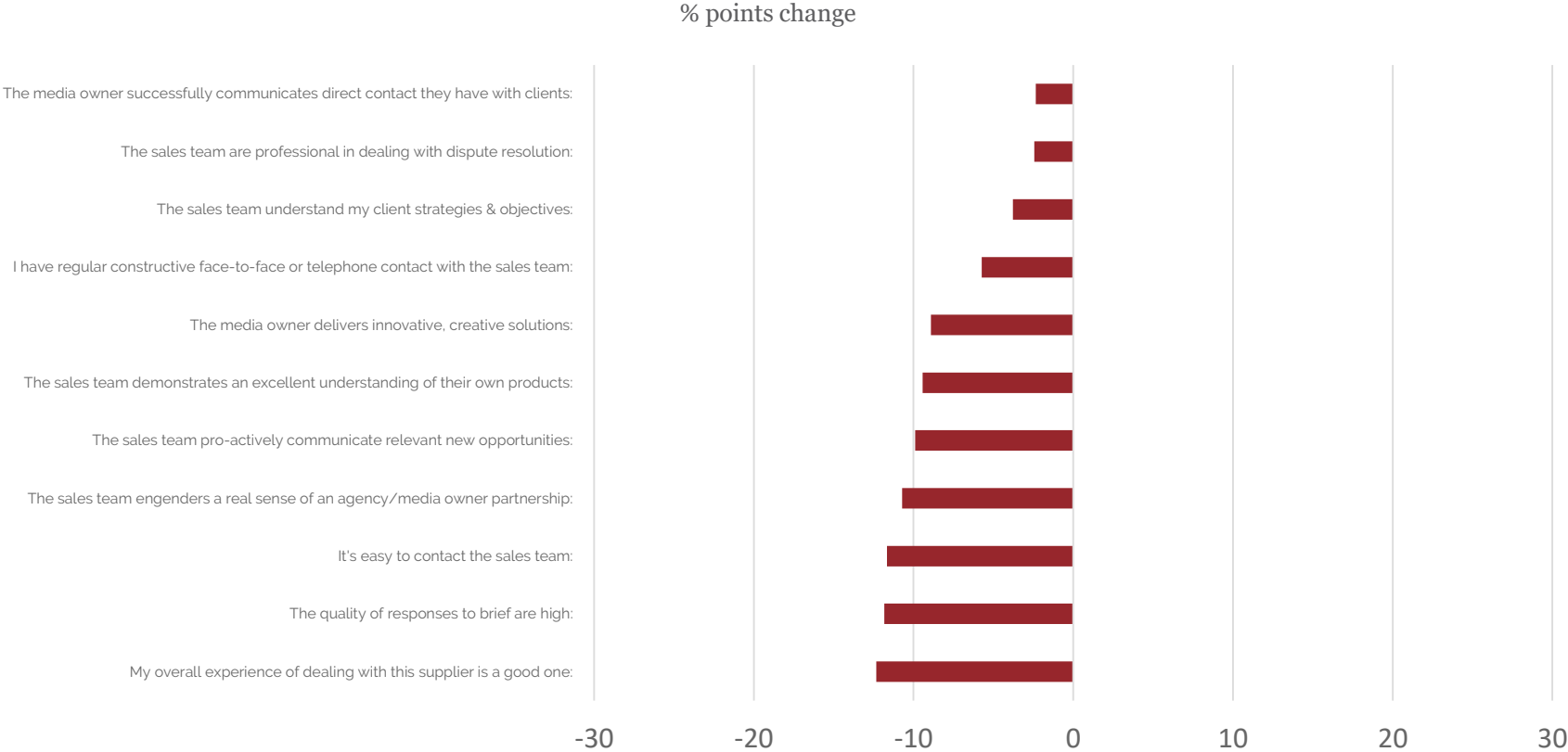
# Google (Inc YouTube)

## Autumn 2022



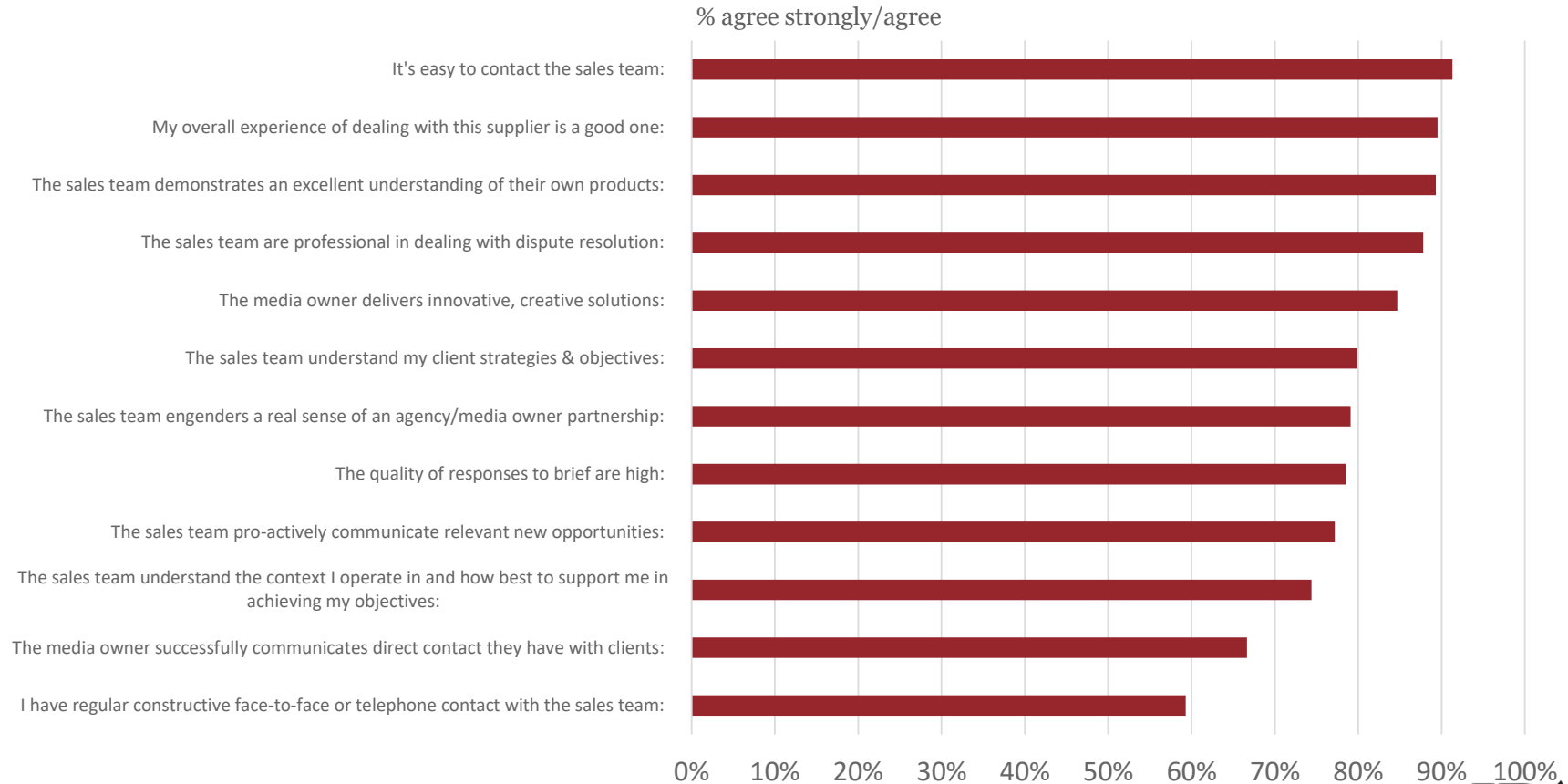
# Google (Inc YouTube)

## Autumn 2022 vs Spring 2022



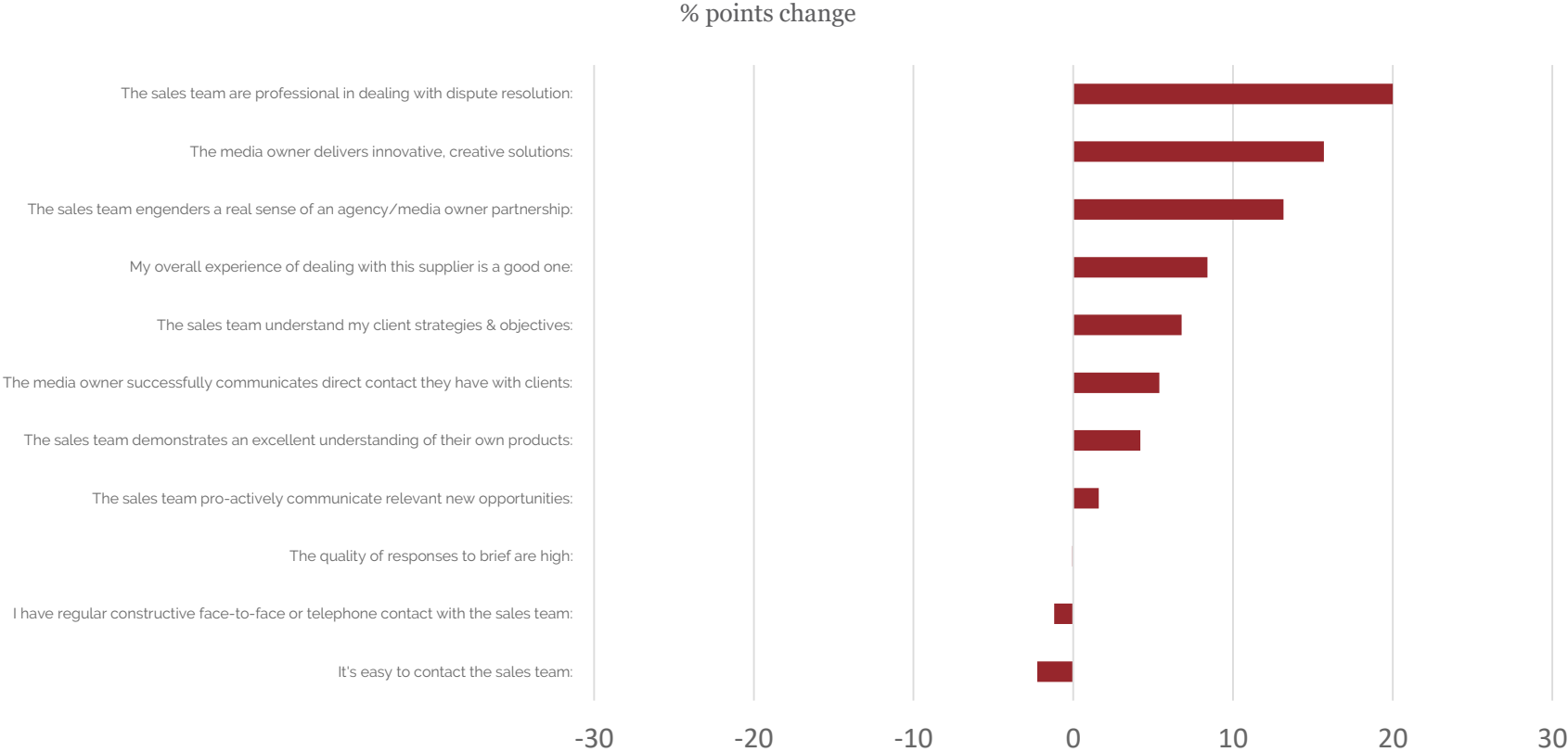
# GumGum

## Autumn 2022

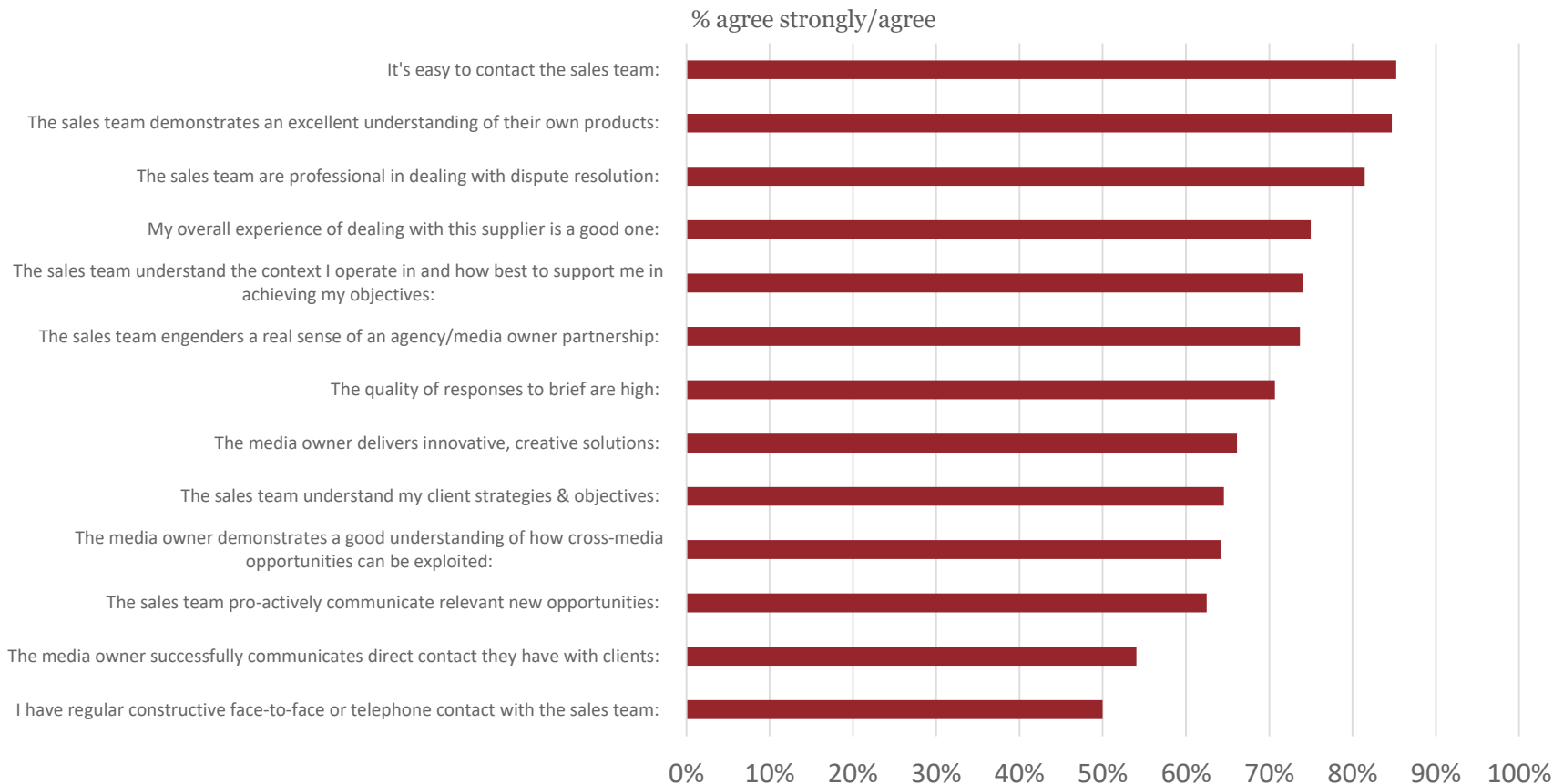


# GumGum

## Autumn 2022 vs Spring 2022



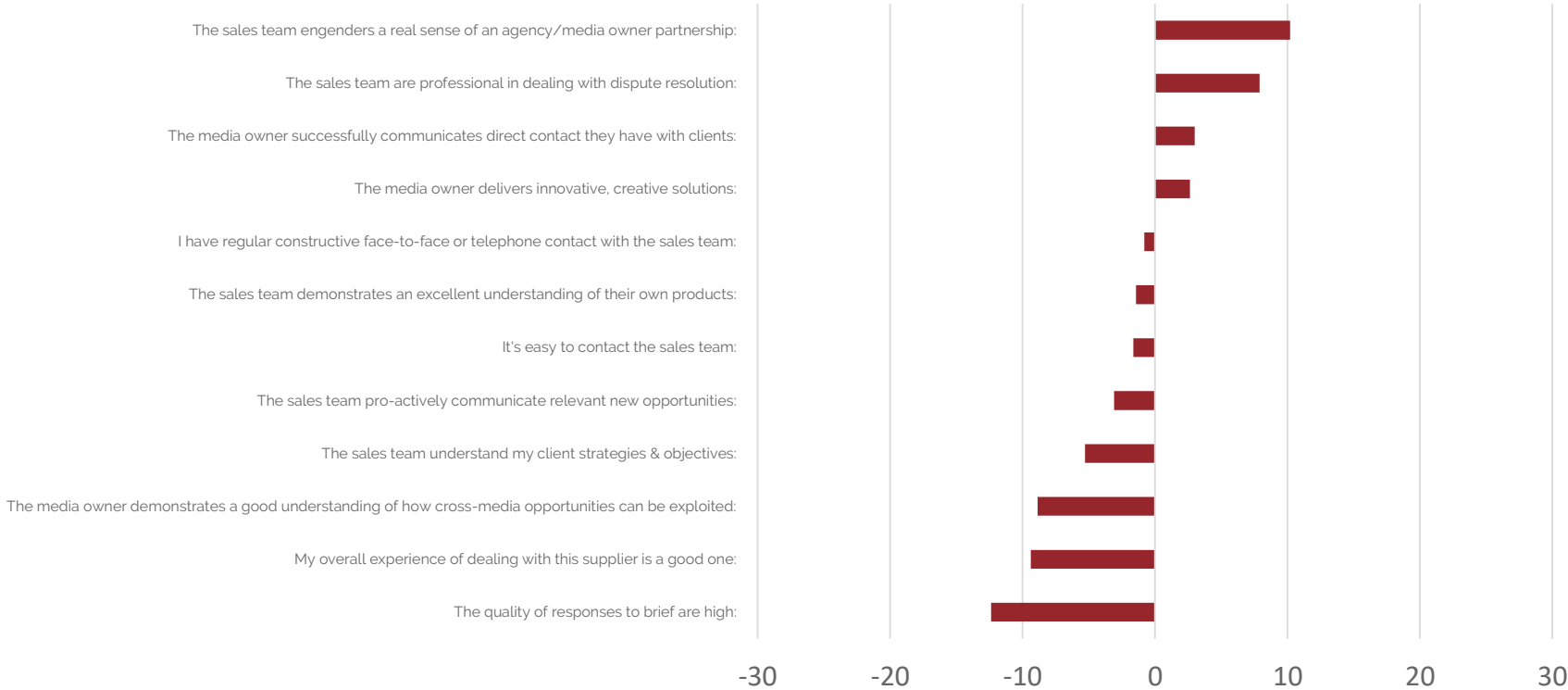
# Hearst Digital Autumn 2022



# Hearst Digital

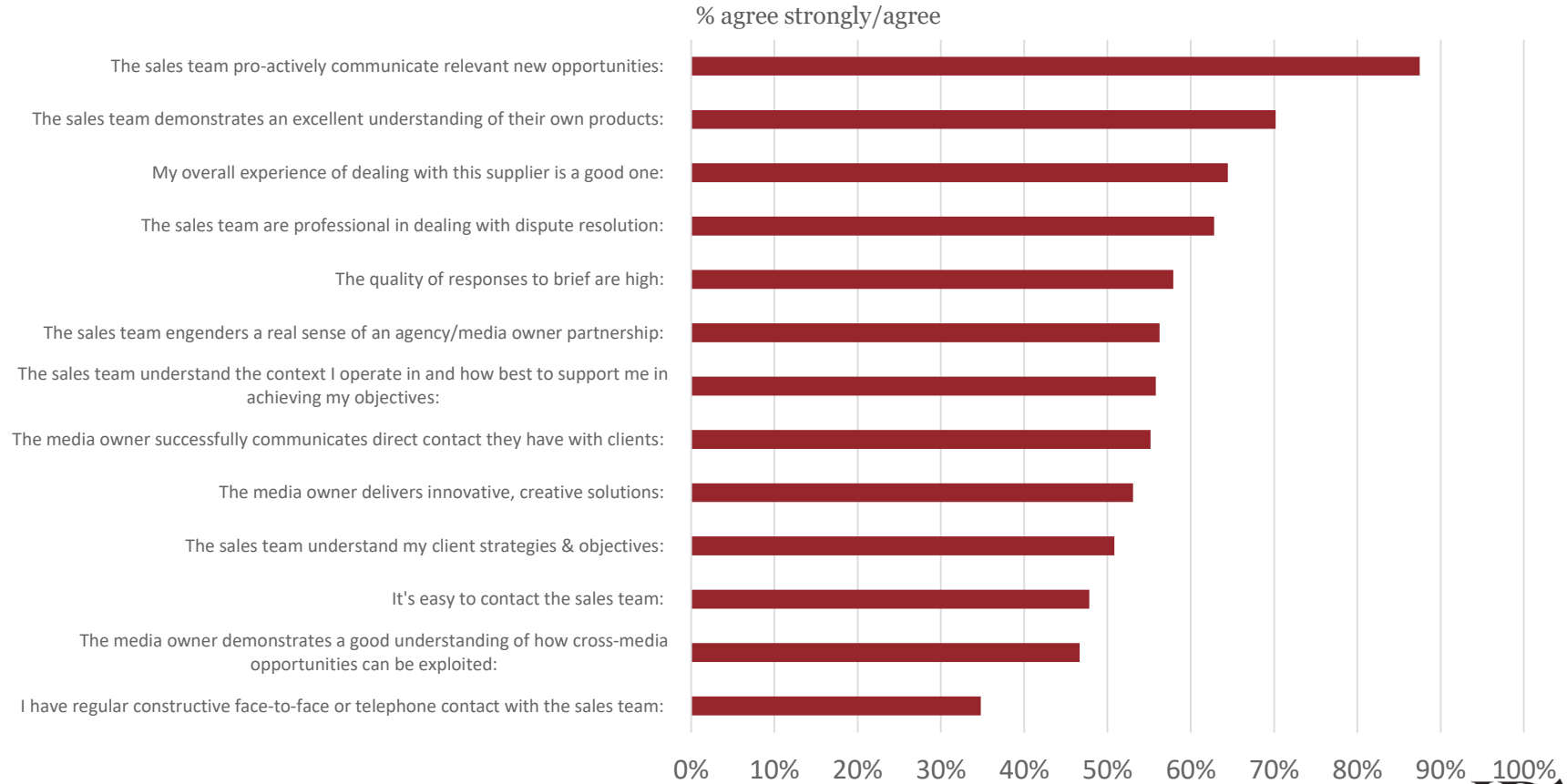
## Autumn 2022 vs Spring 2022

% points change





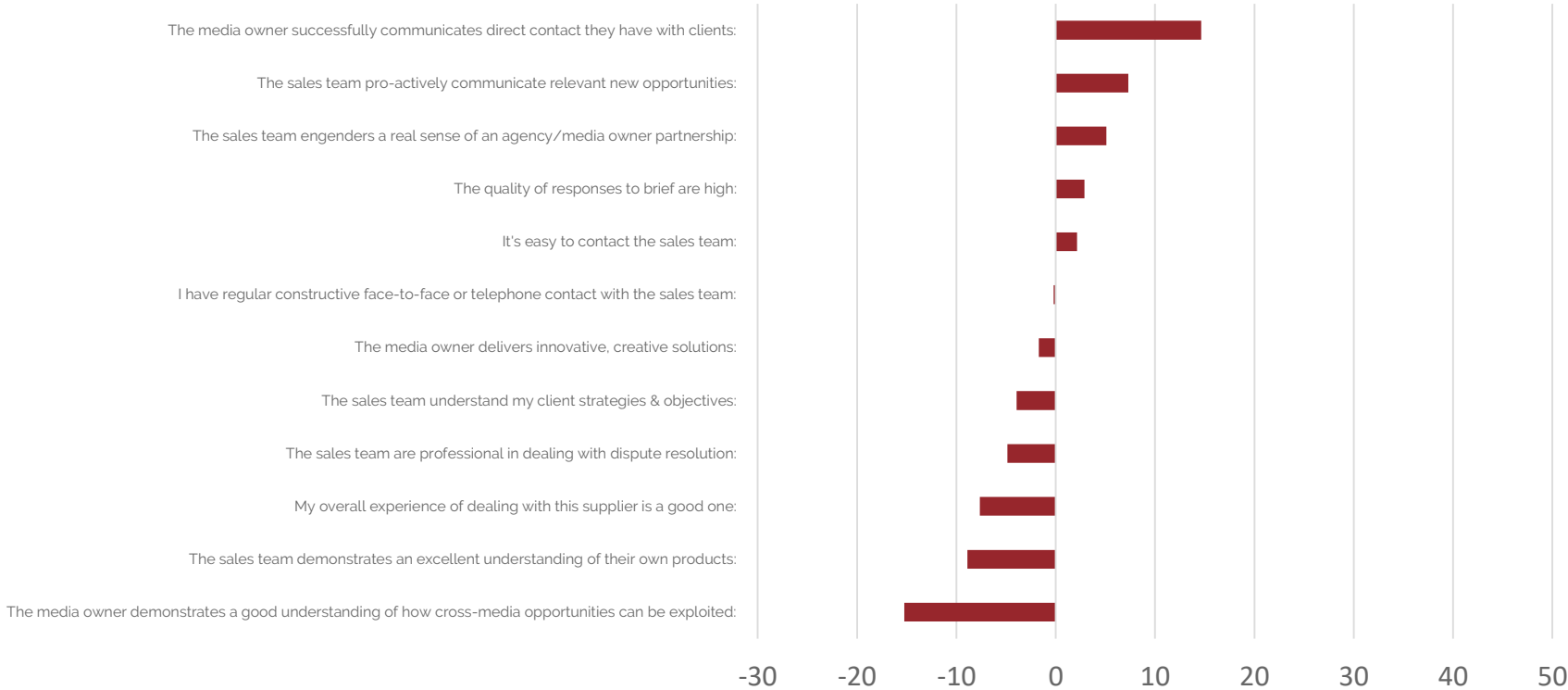
# Immediate Autumn 2022



# Immediate

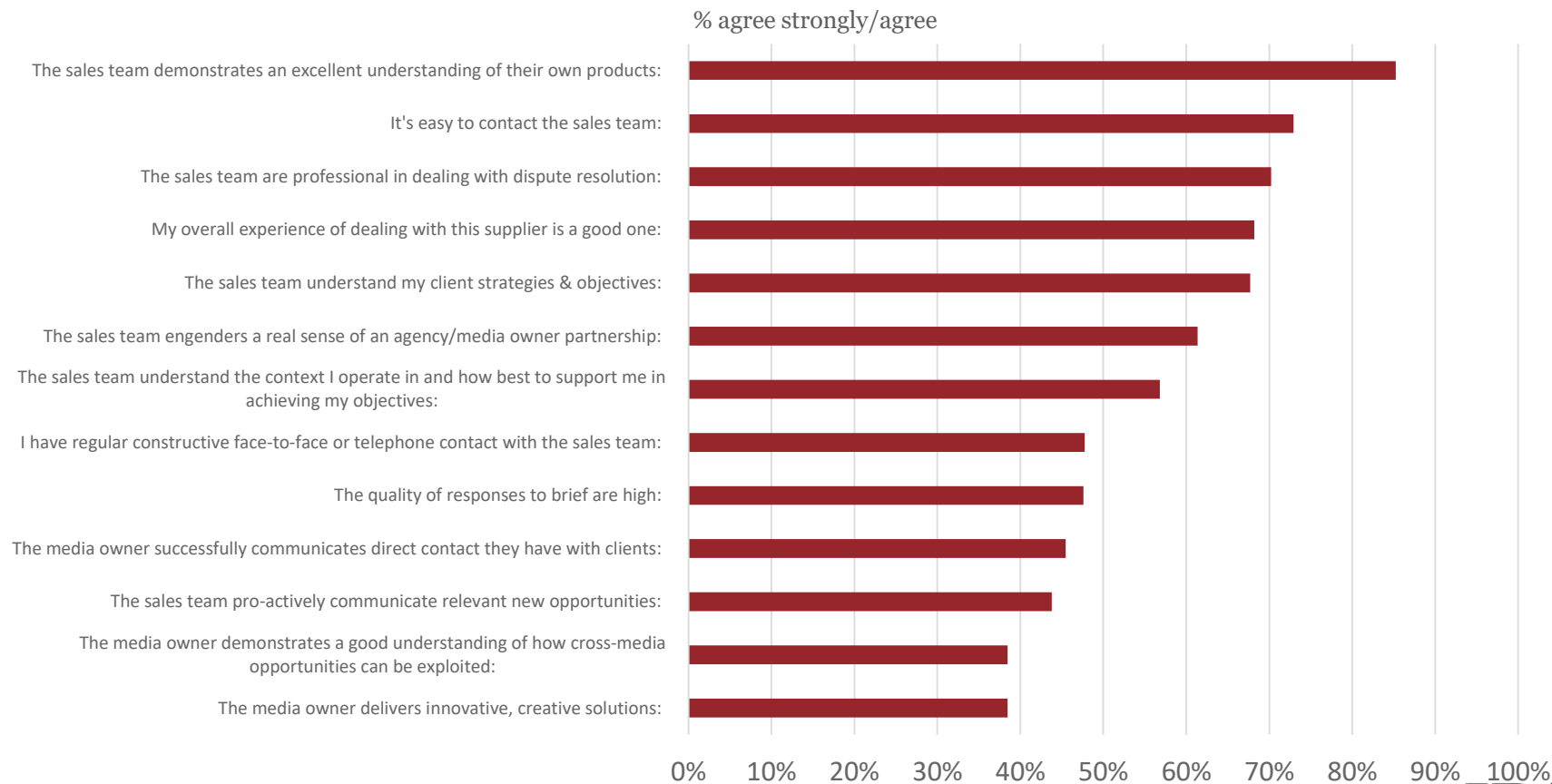
## Autumn 2022 vs Spring 2022

% points change



# ITV Hub

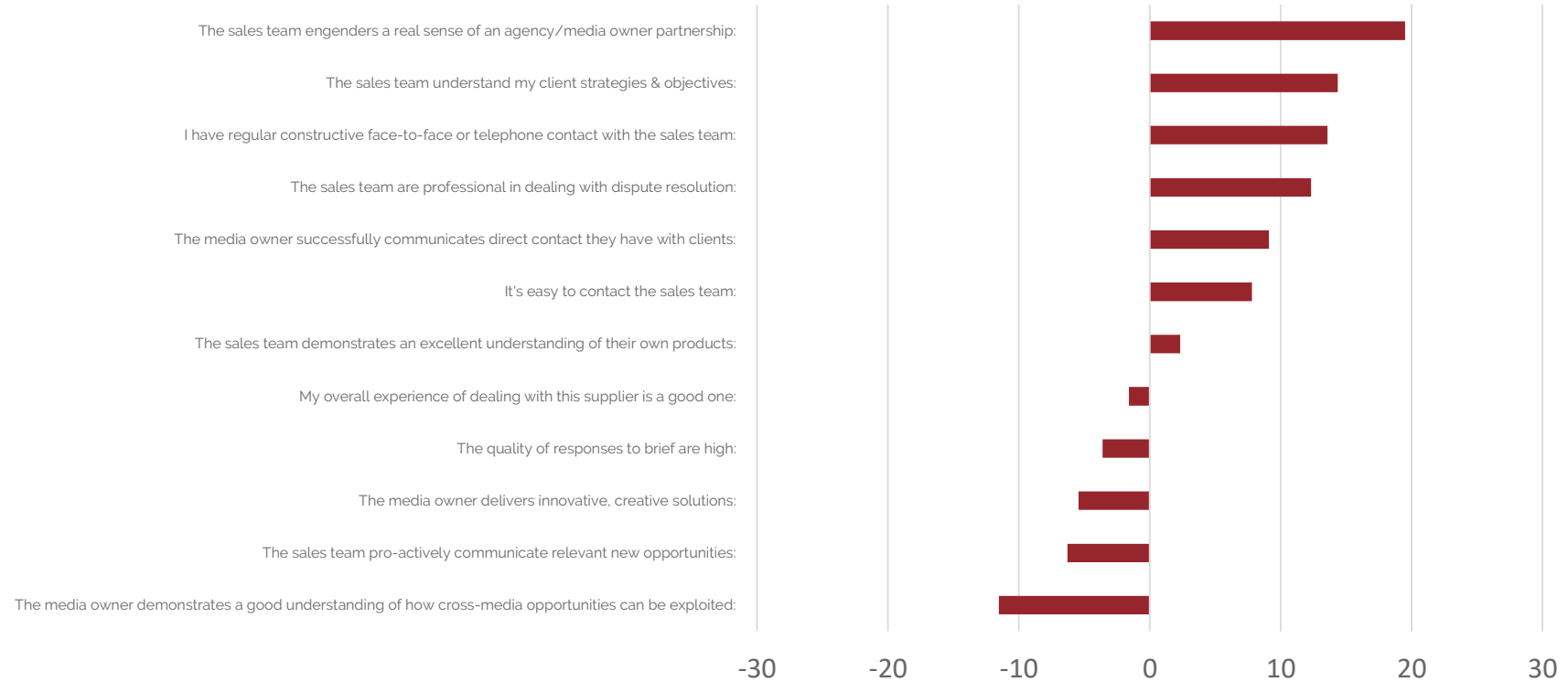
## Autumn 2022



# ITV Hub

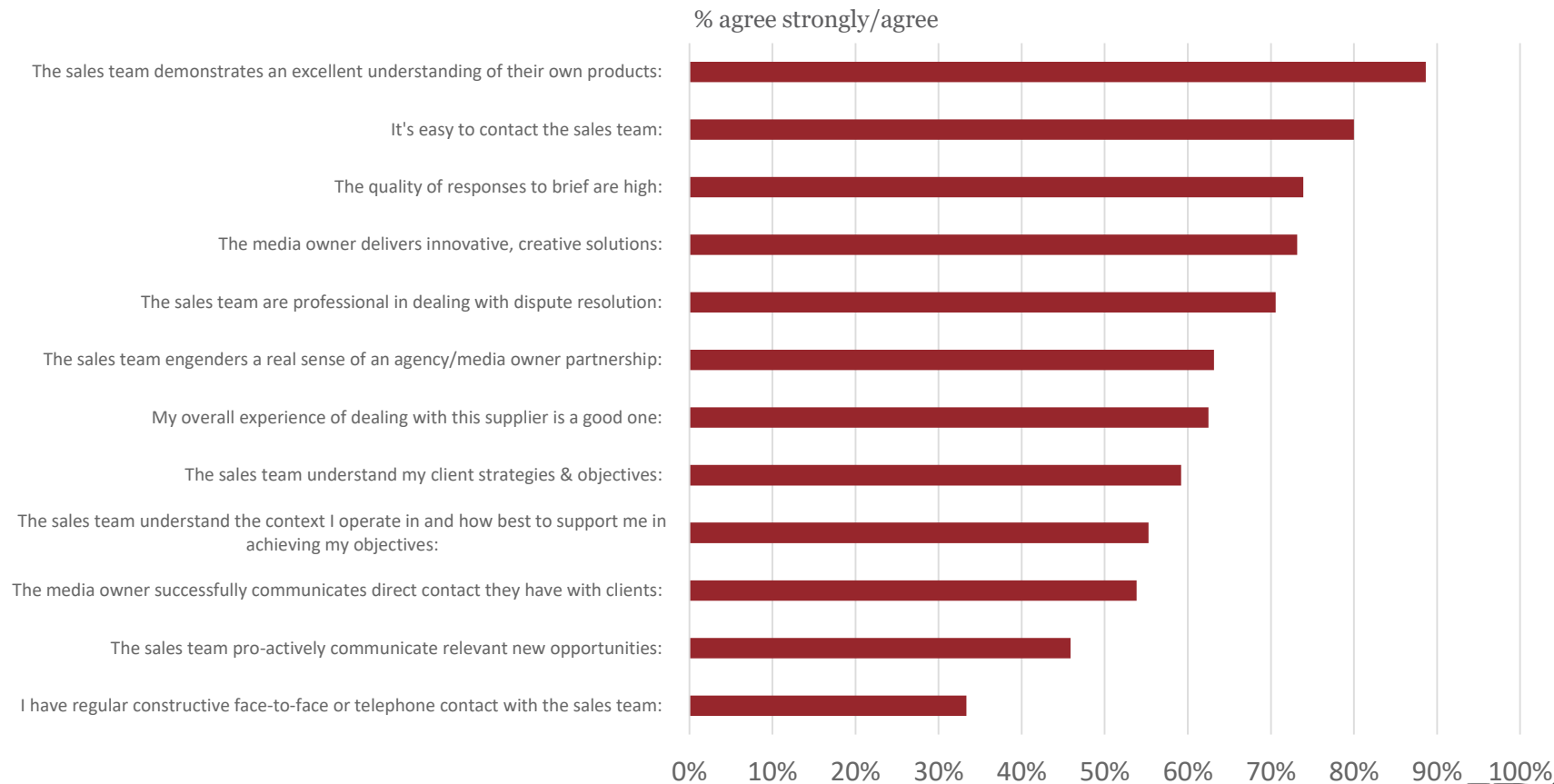
## Autumn 2022 vs Spring 2022

% points change



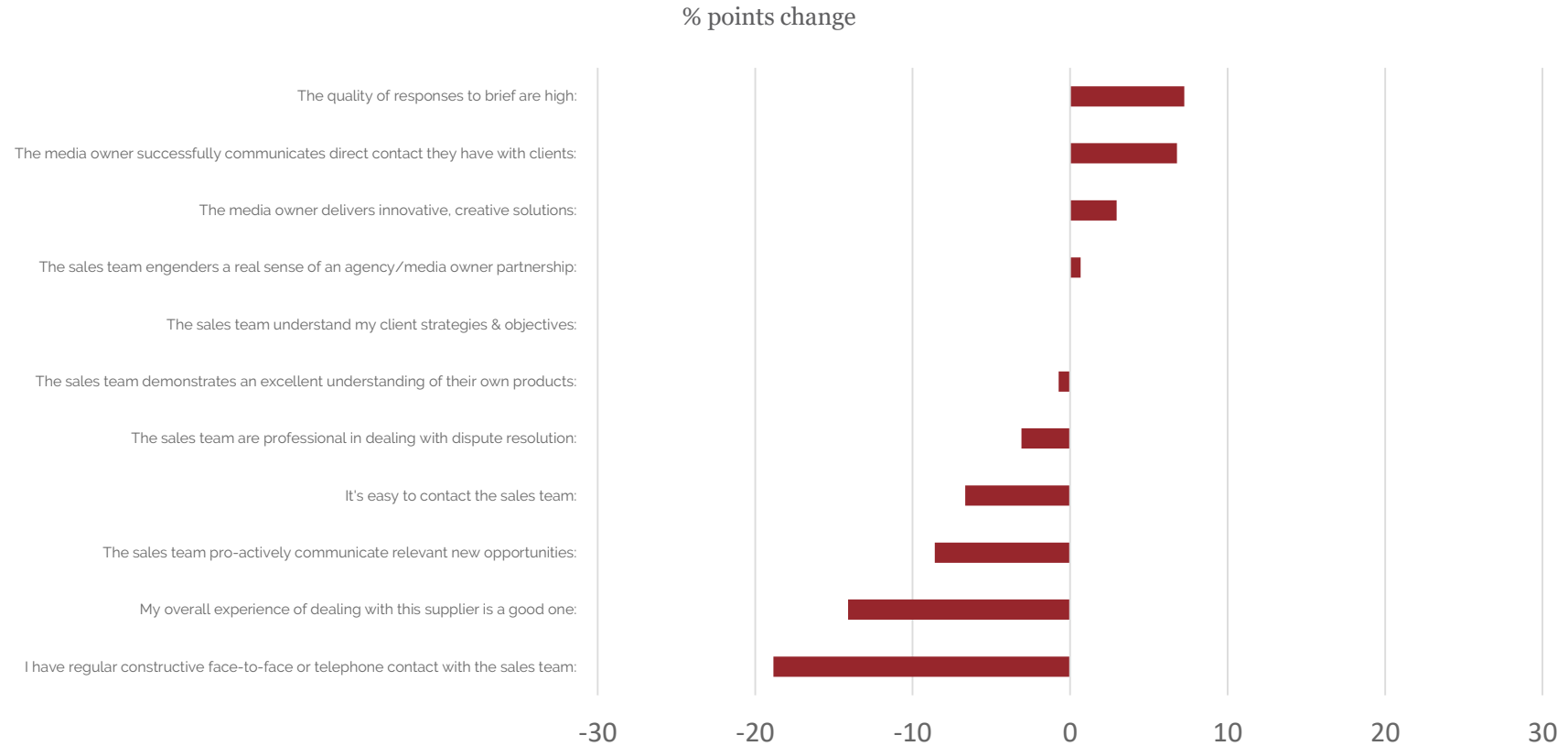
# LADbible

## Autumn 2022



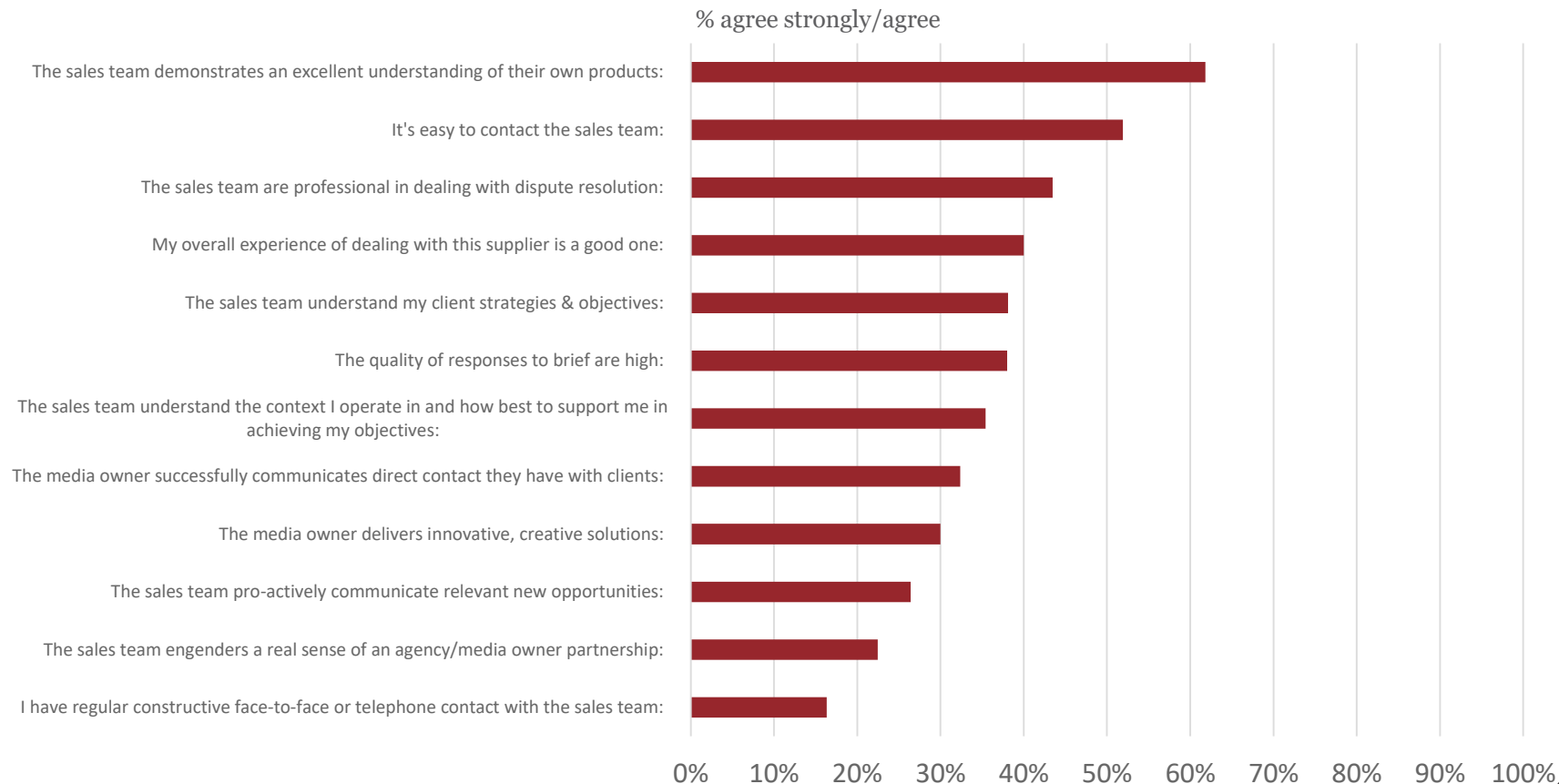
# LADbible

## Autumn 2022 vs Spring 2022



# LinkedIn

## Autumn 2022



# LinkedIn

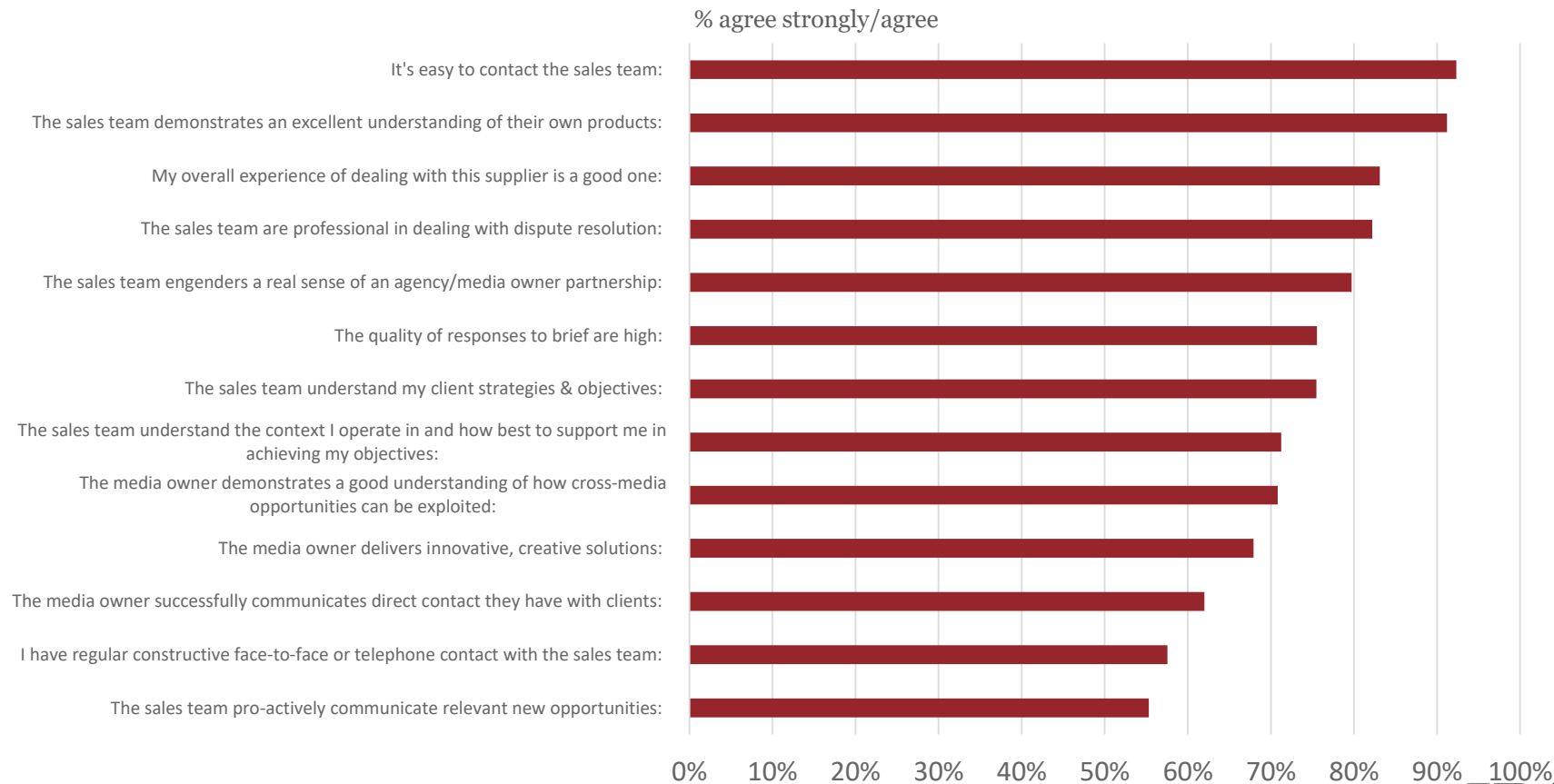
## Autumn 2022 vs Spring 2022





# Mail Metro Media

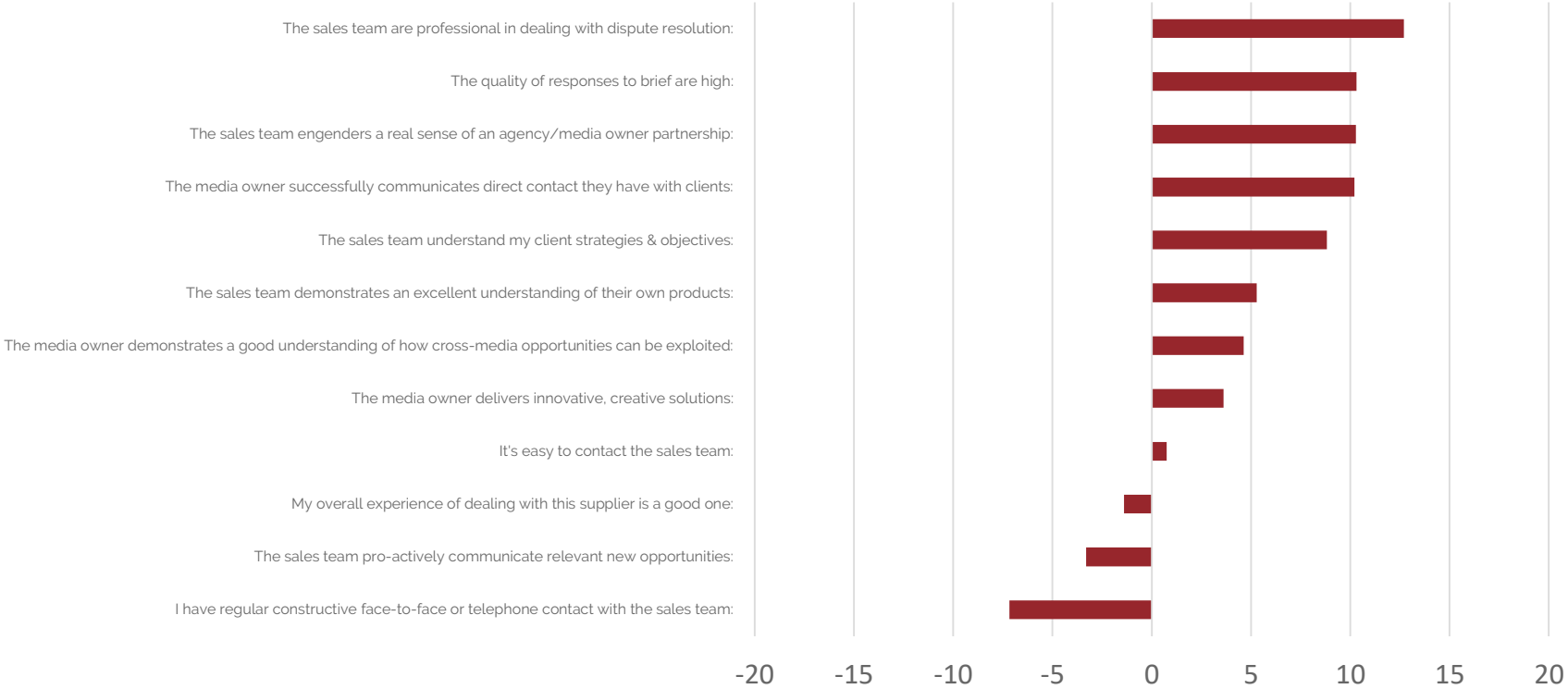
## Autumn 2022



# Mail Metro Media

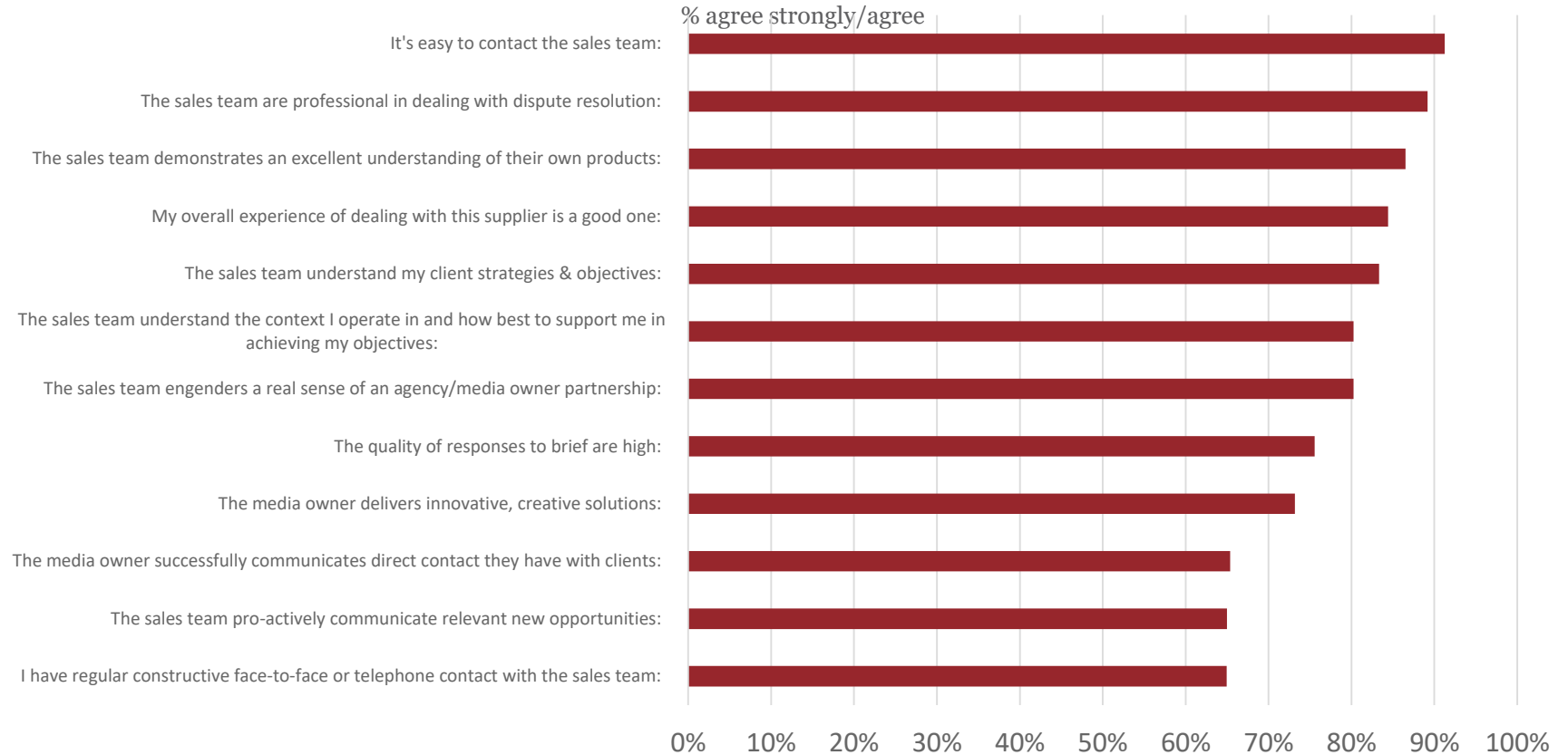
## Autumn 2022 vs Spring 2022

% points change



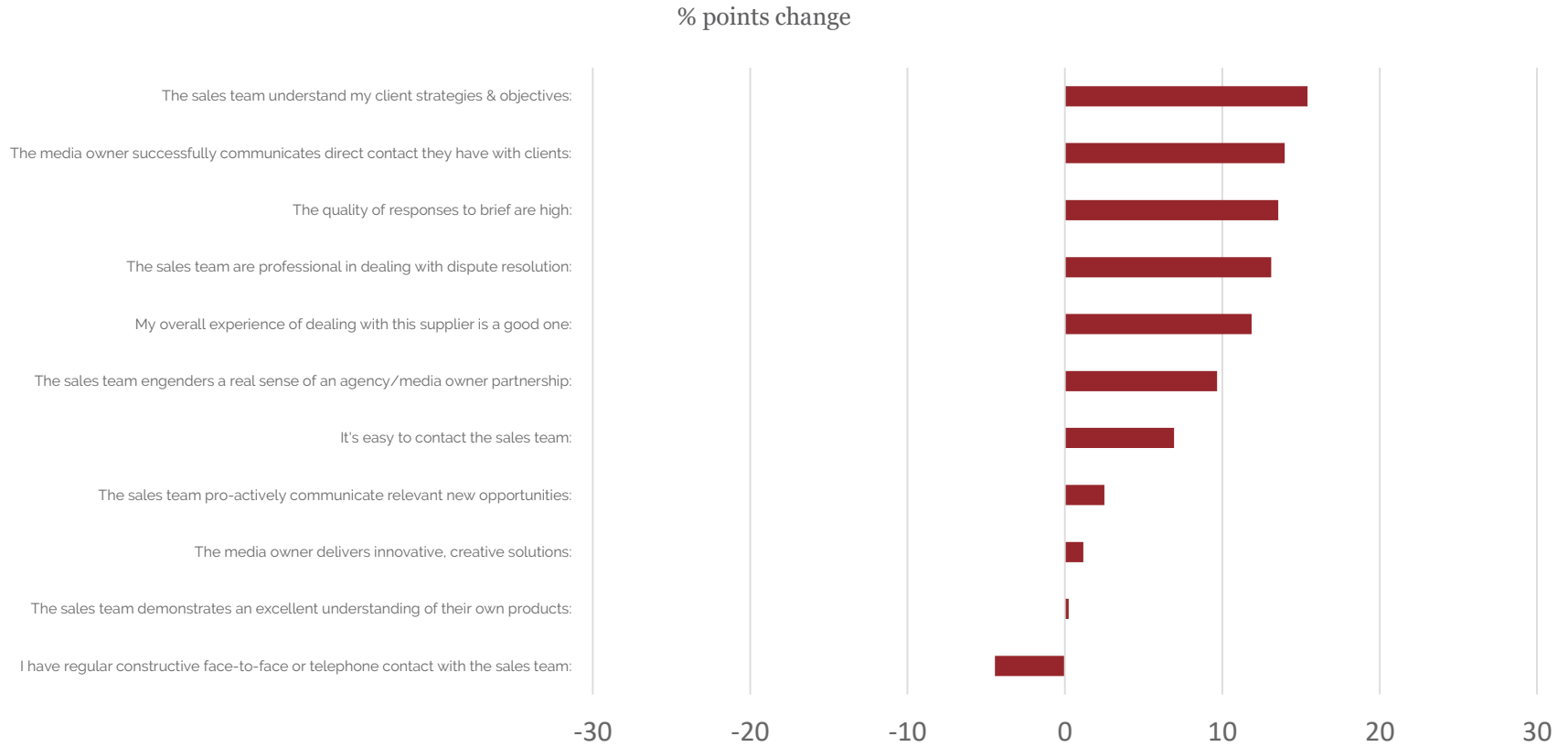
# MiQ

## Autumn 2022



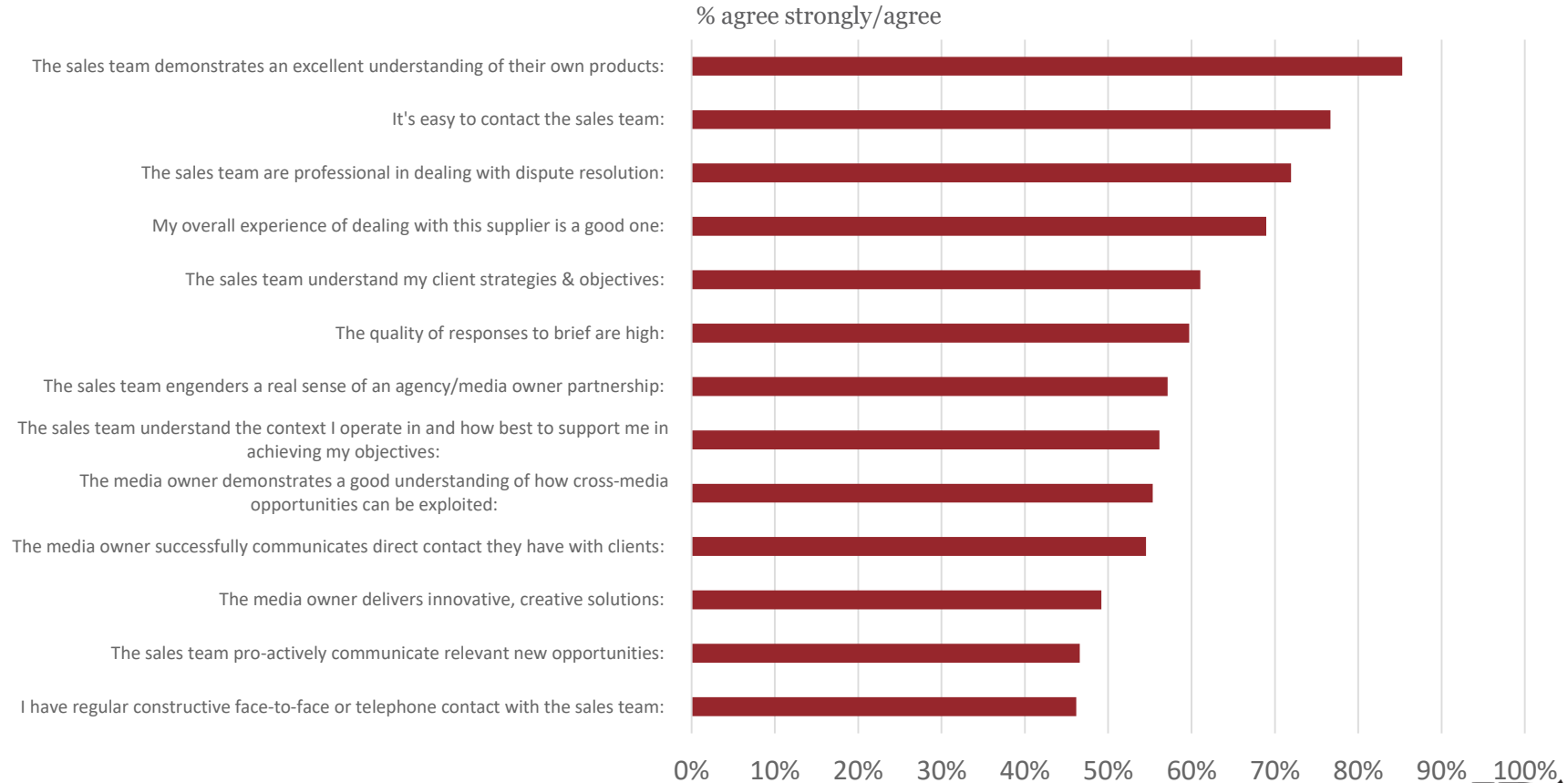
# MiQ

## Autumn 2022 vs Spring 2022



# News UK

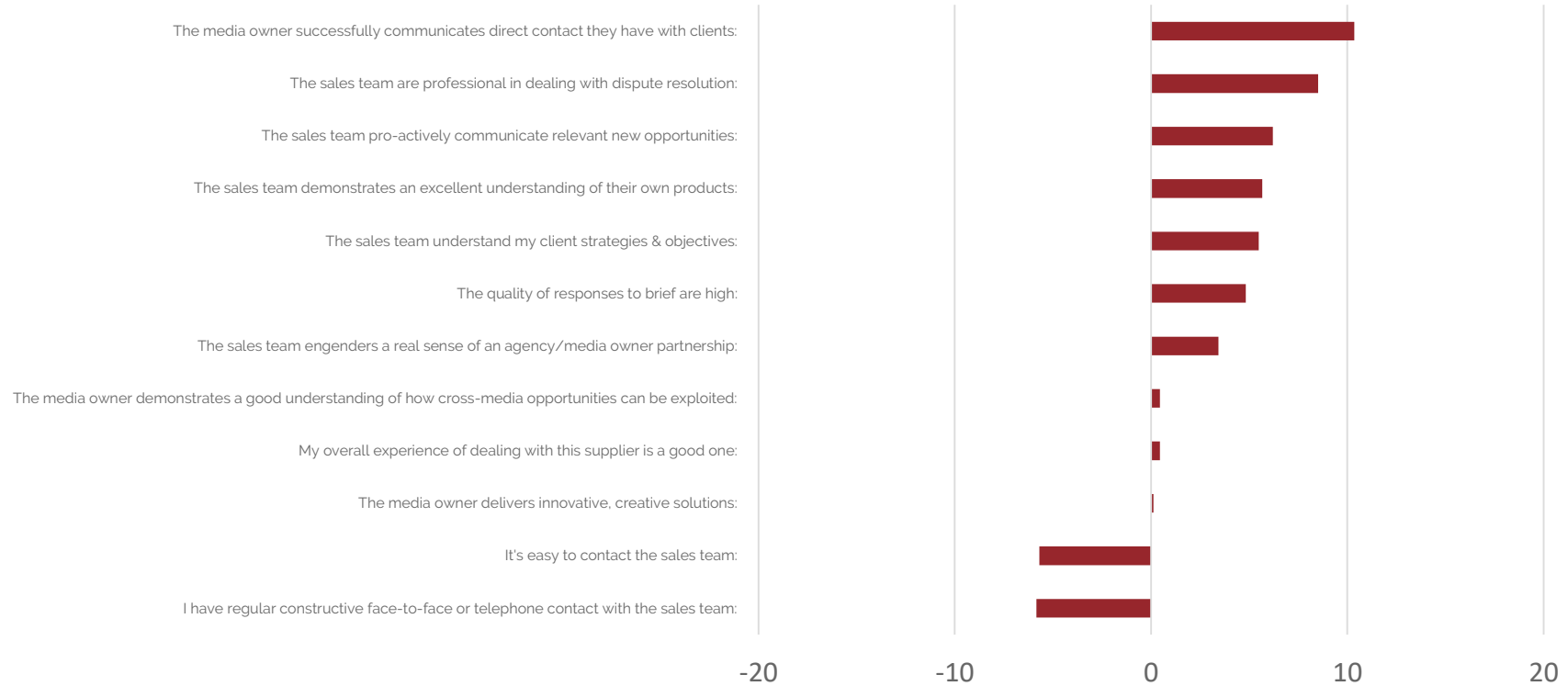
## Autumn 2022



# News UK

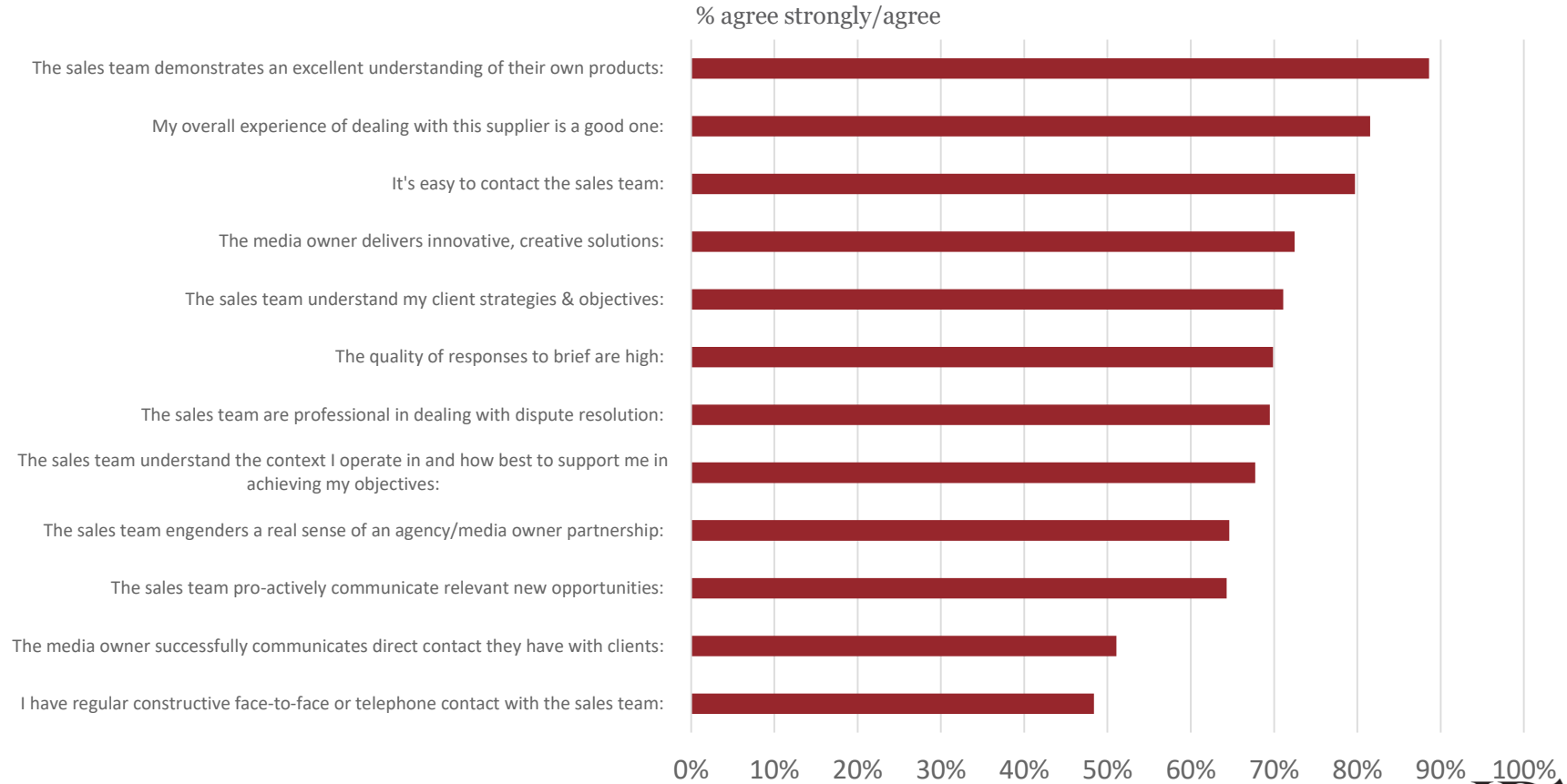
## Autumn 2022 vs Spring 2022

% points change



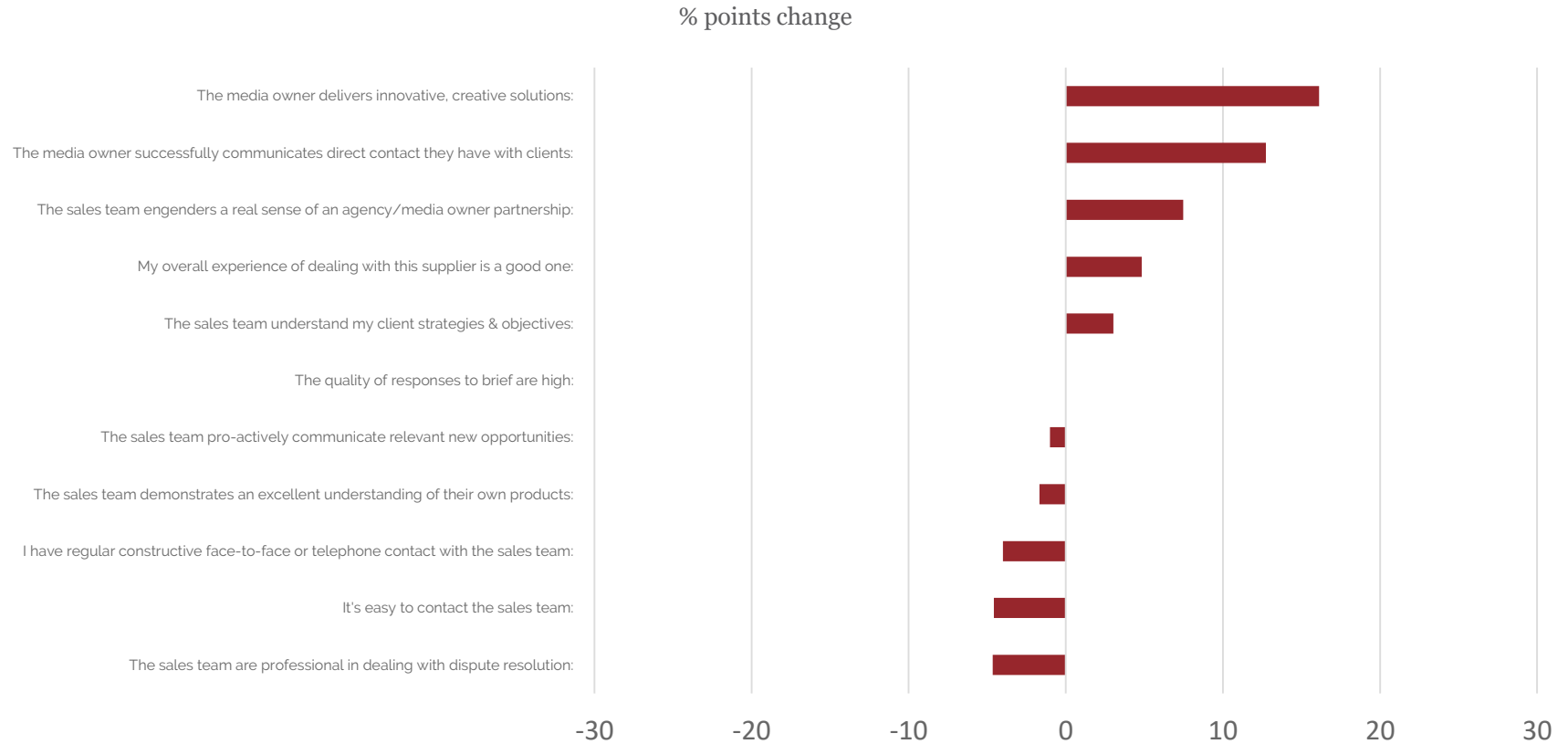
# Pinterest

## Autumn 2022



# Pinterest

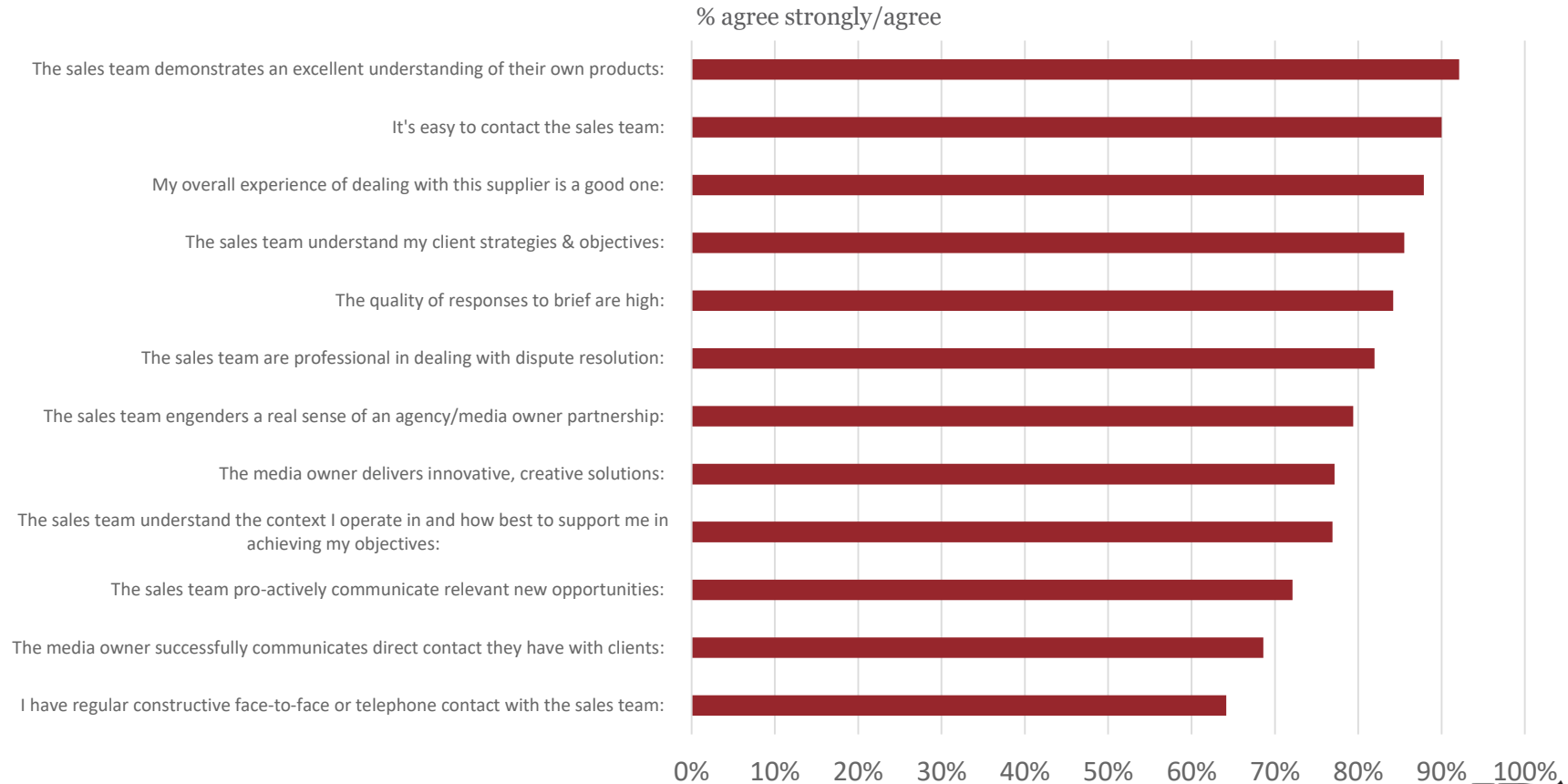
## Autumn 2022 vs Spring 2022





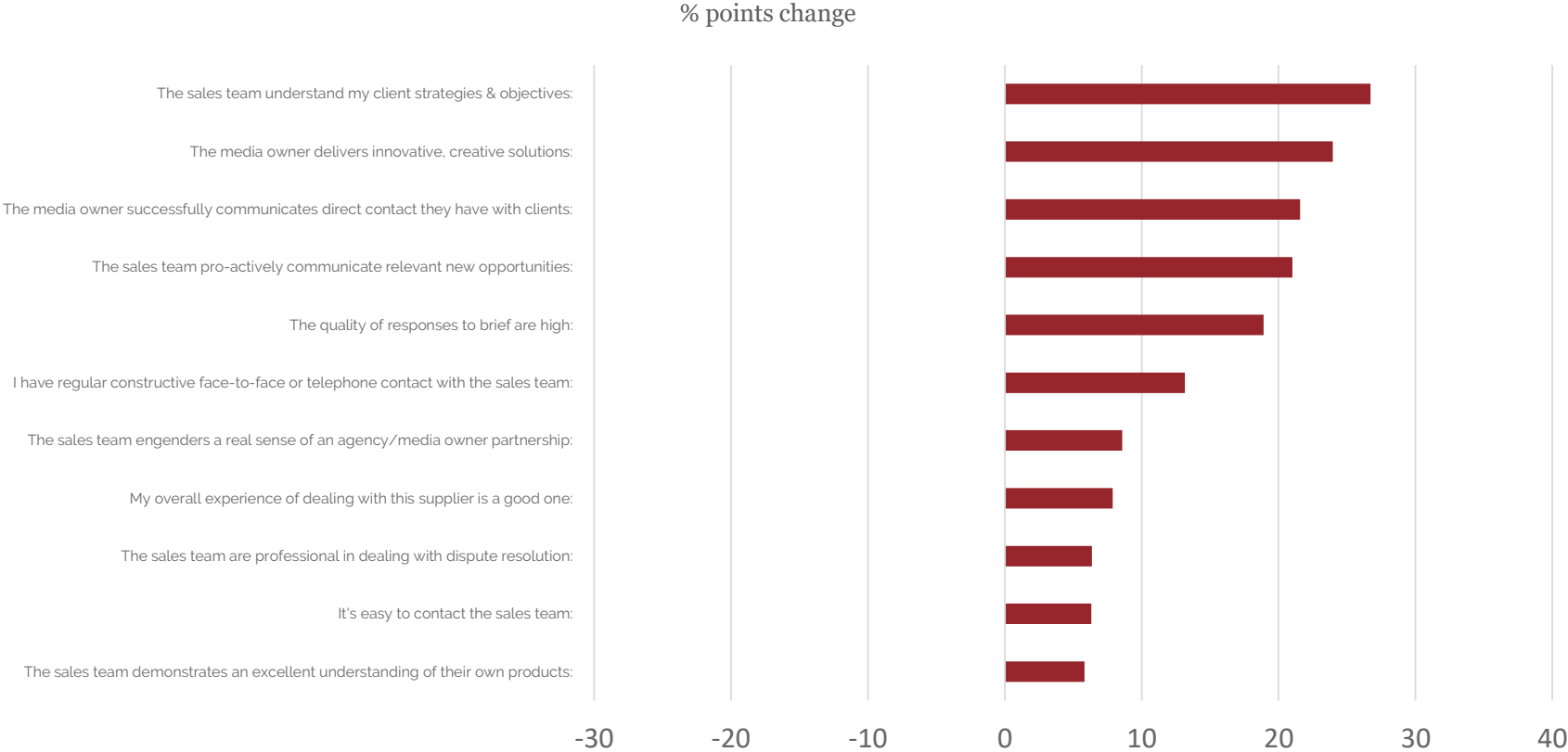
# Quantcast

## Autumn 2022

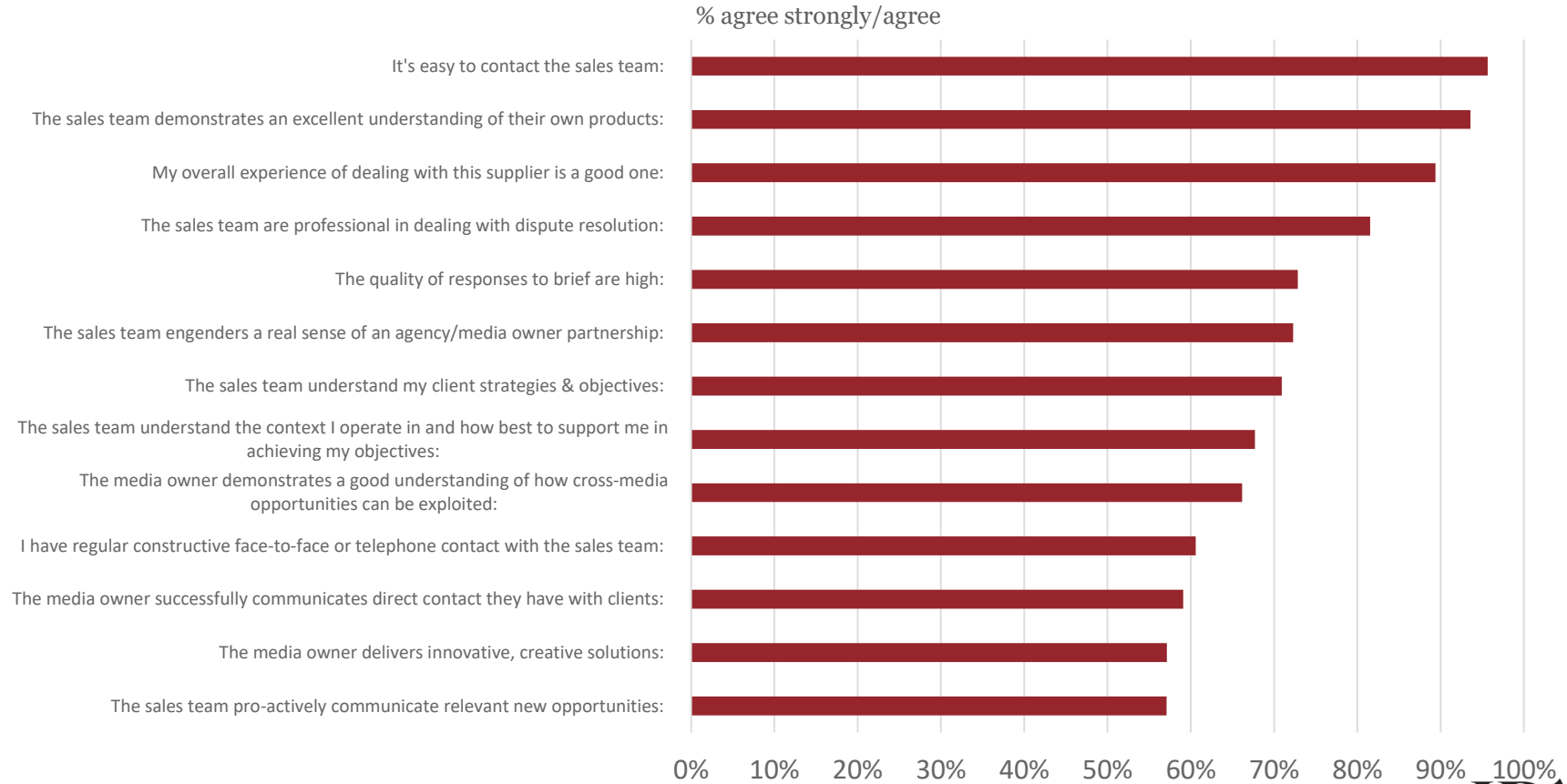


# Quantcast

## Autumn 2022 vs Spring 2022



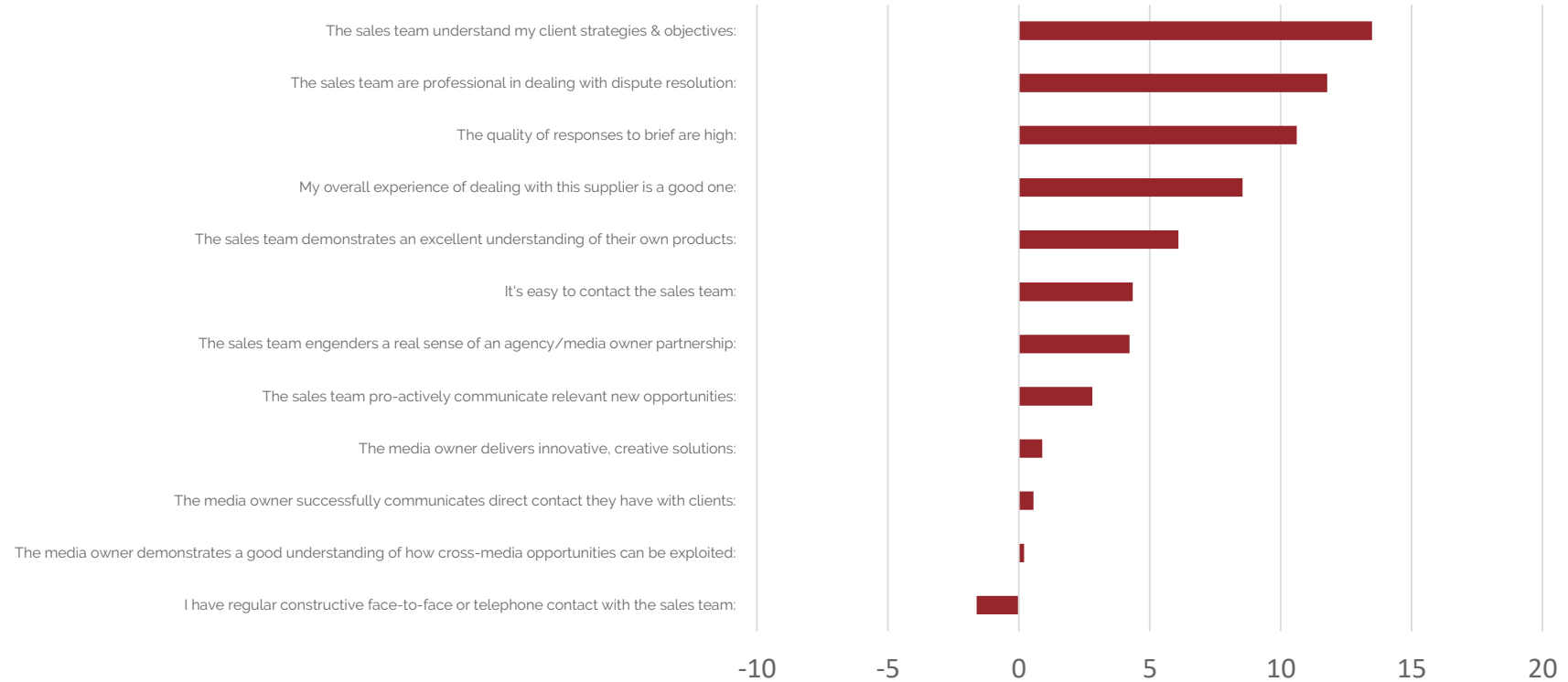
# Reach plc Autumn 2022



# Reach plc

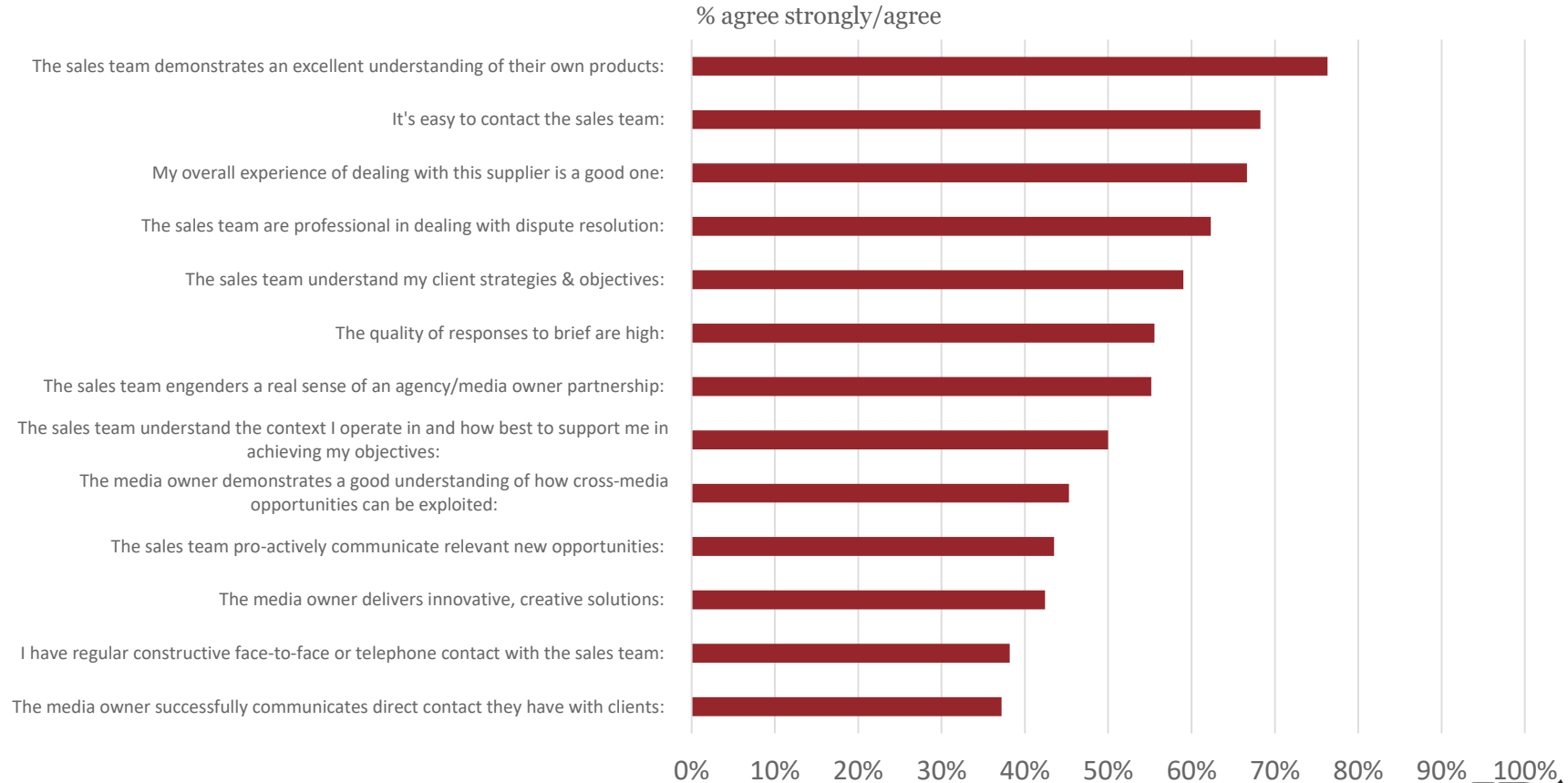
## Autumn 2022 vs Spring 2022

% points change



# Sky

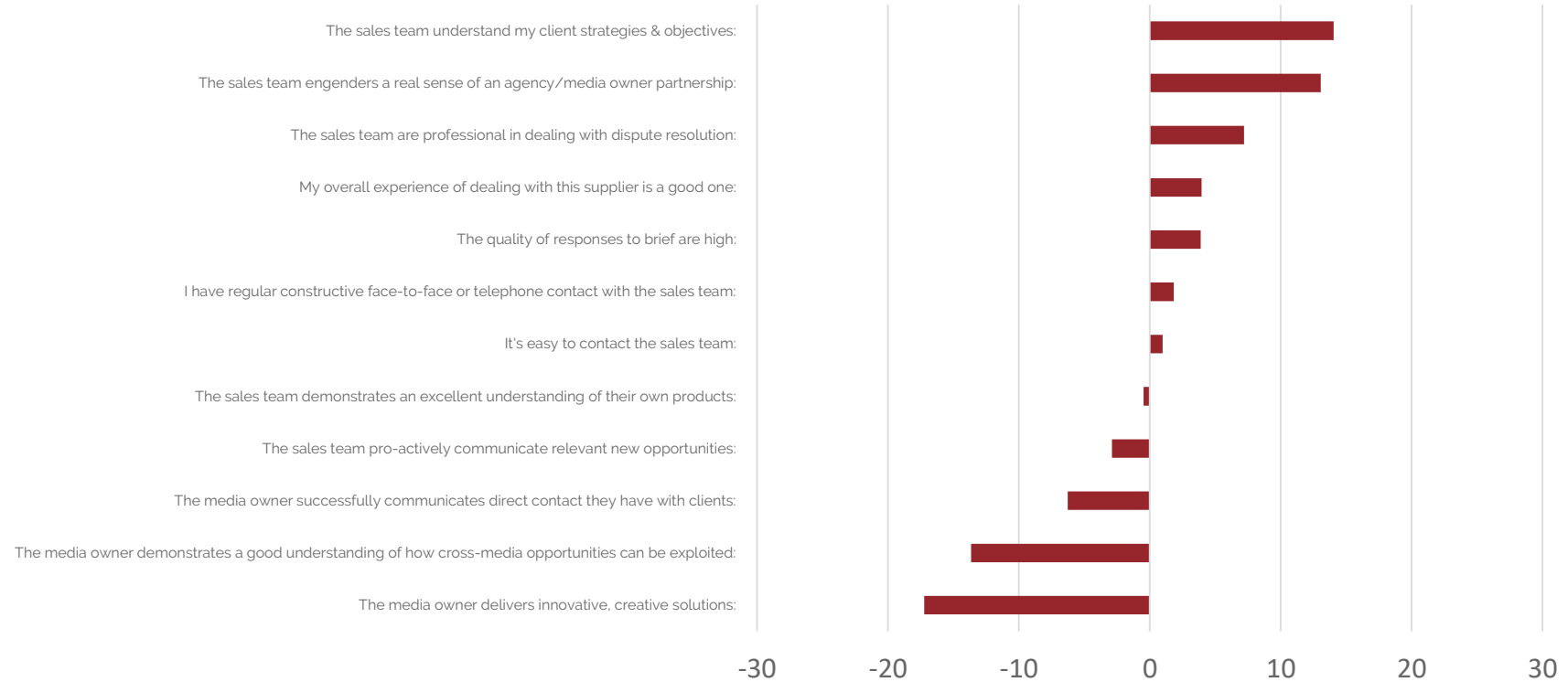
## Autumn 2022



# Sky

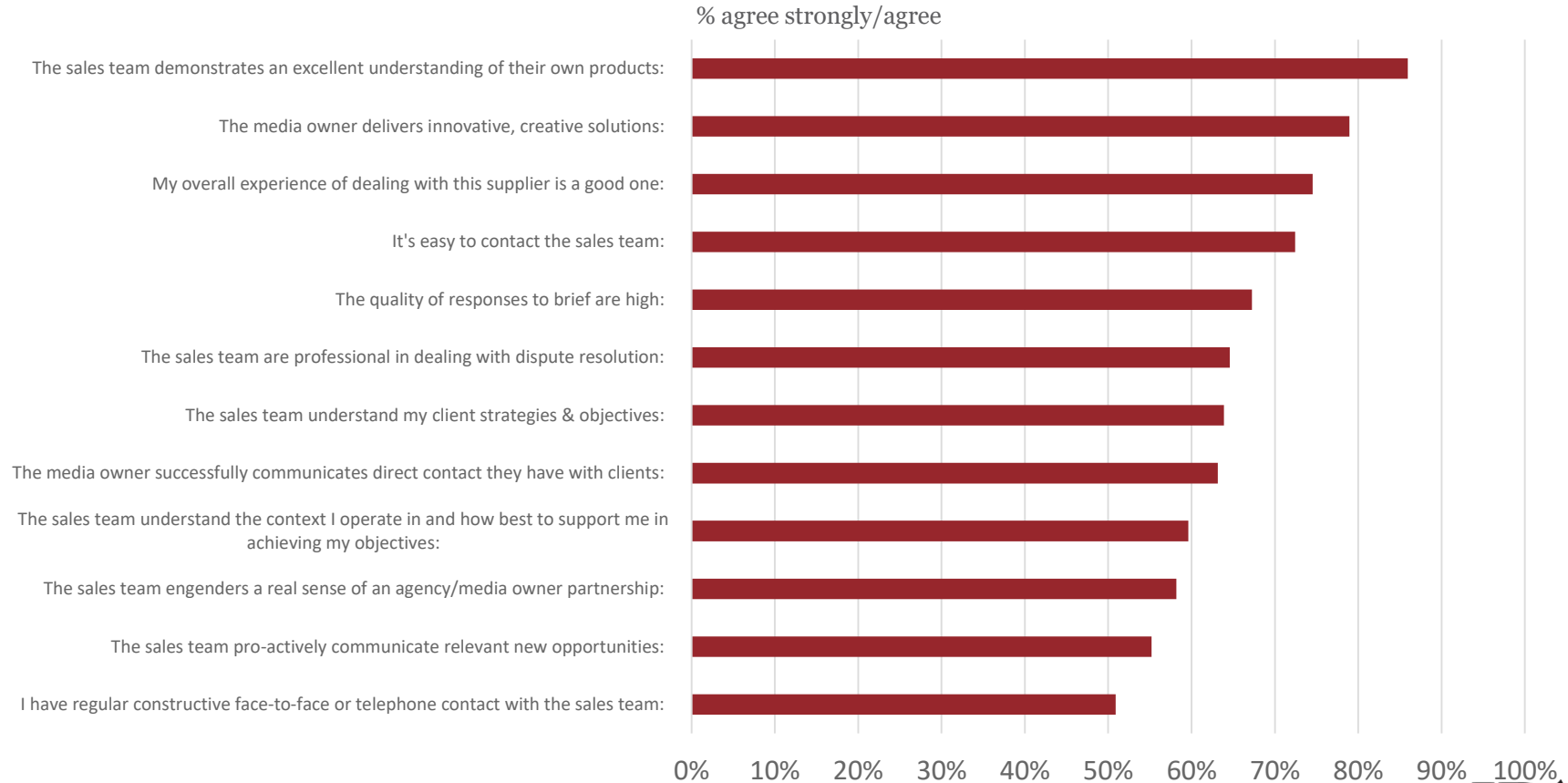
## Autumn 2022 vs Spring 2022

% points change



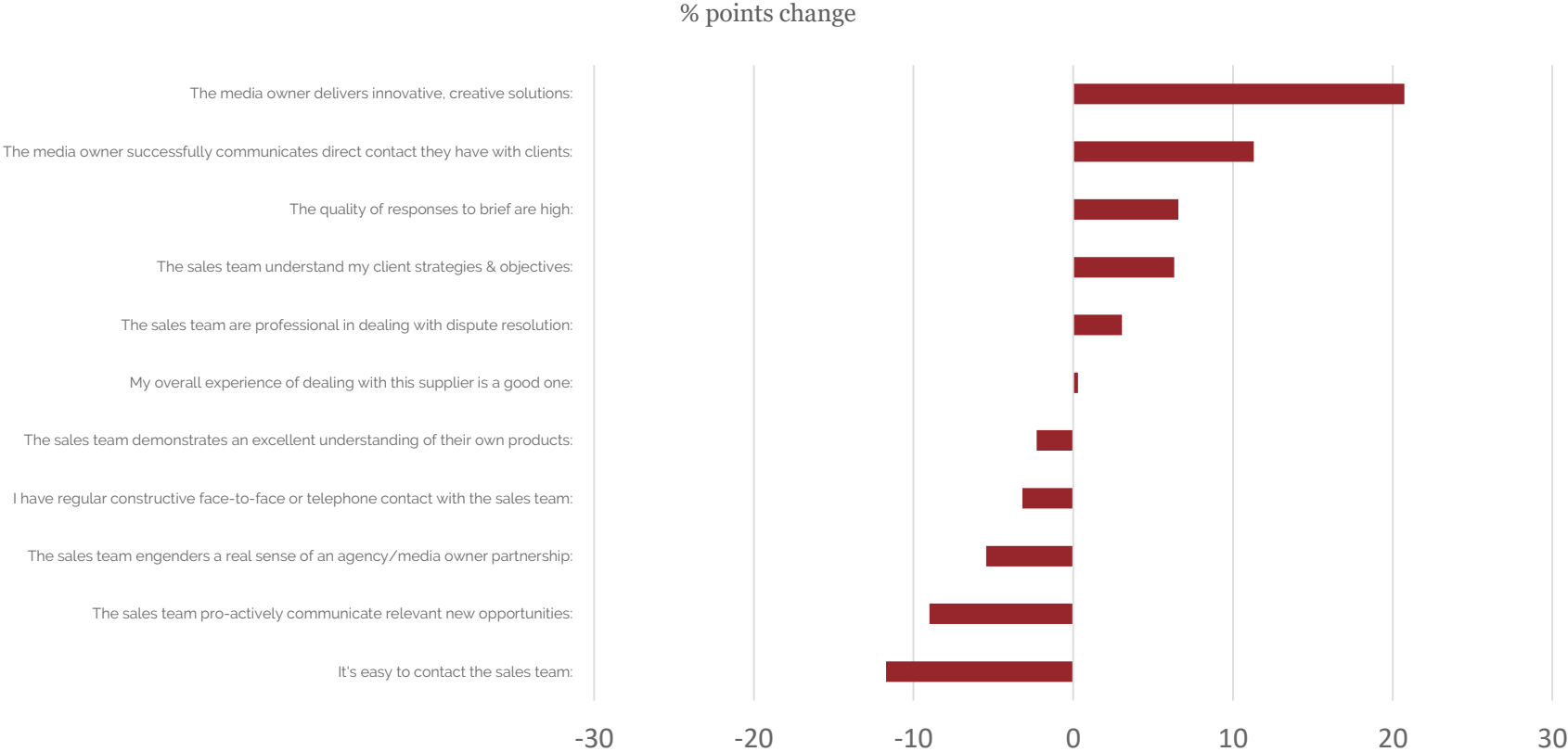
# Snap / Snapchat

## Autumn 2022



# Snap / Snapchat

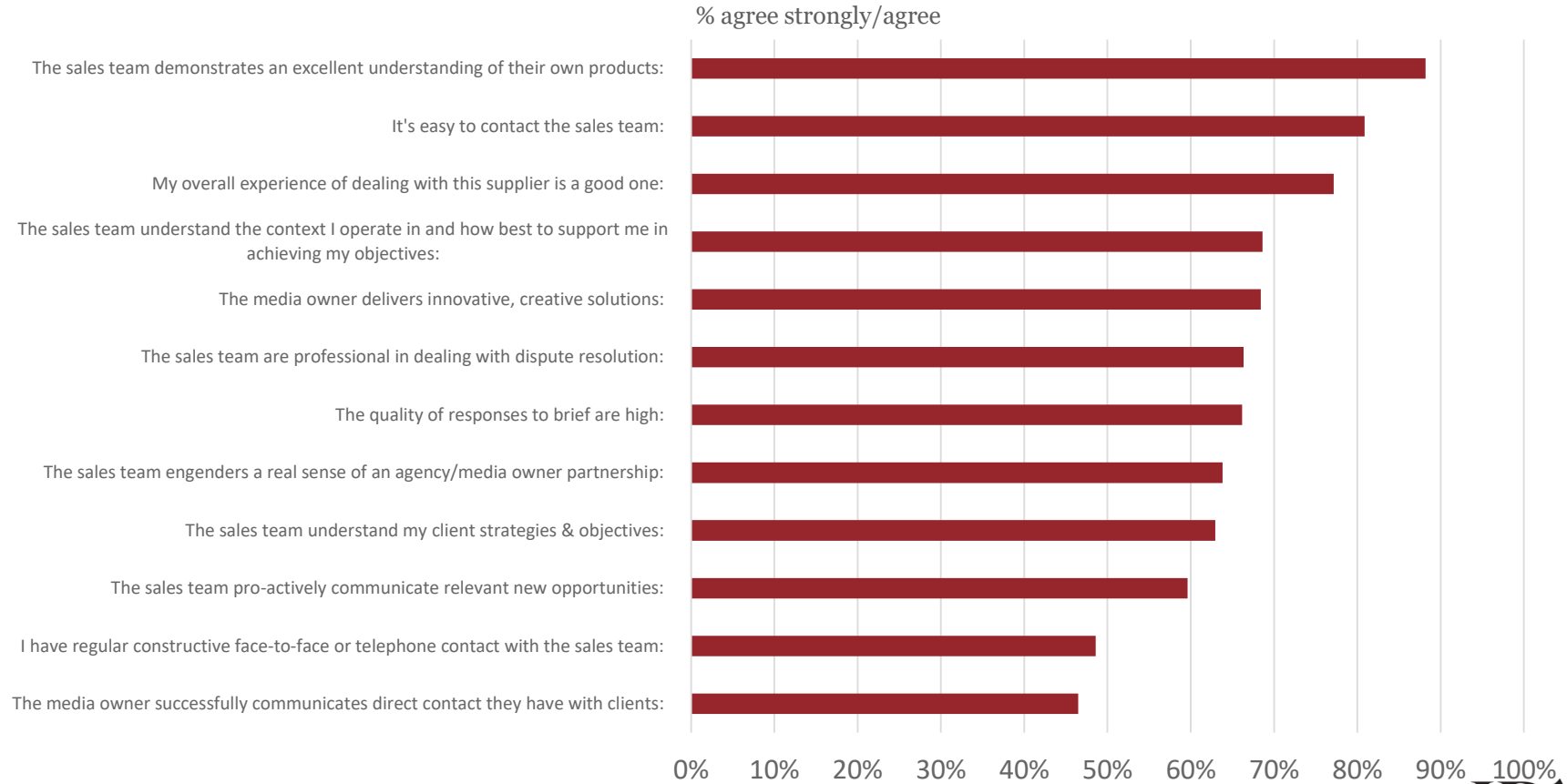
## Autumn 2022 vs Spring 2022





# Spotify

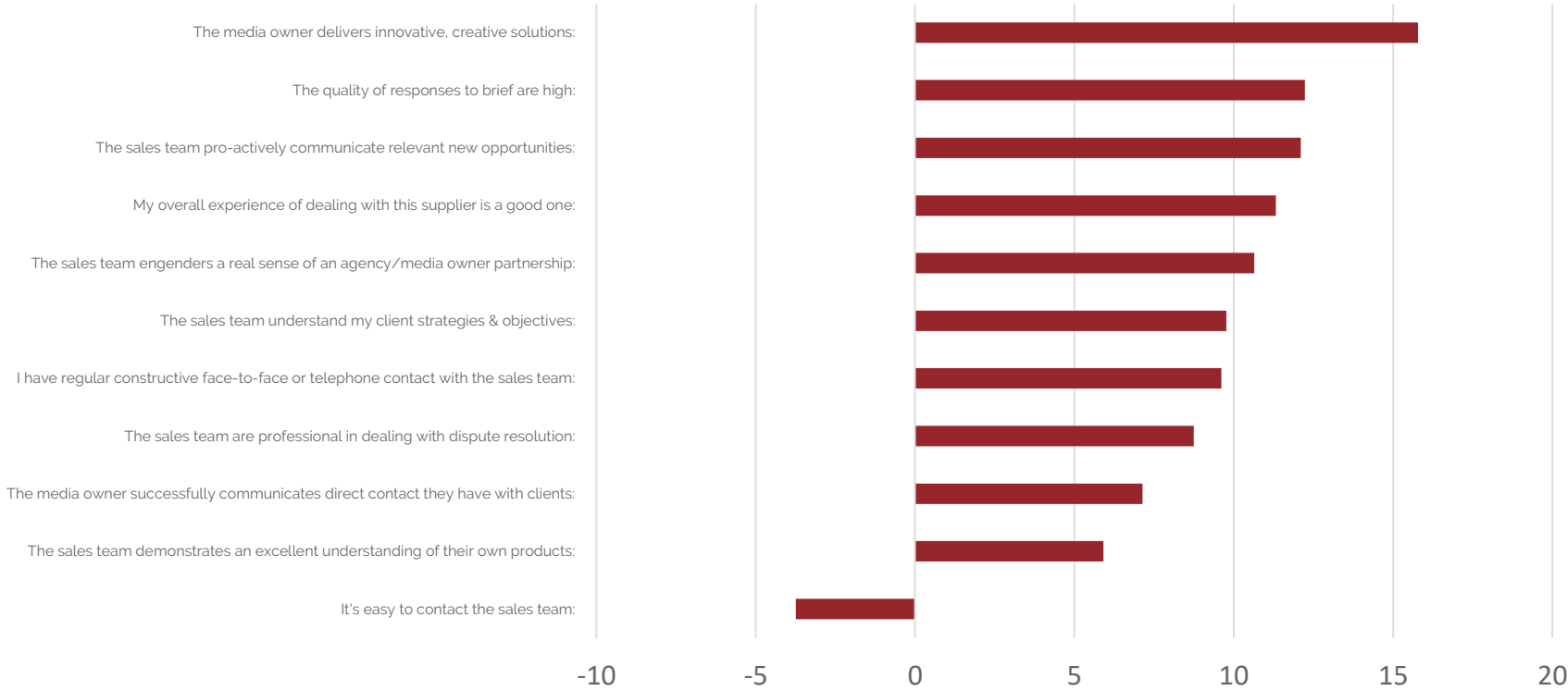
## Autumn 2022



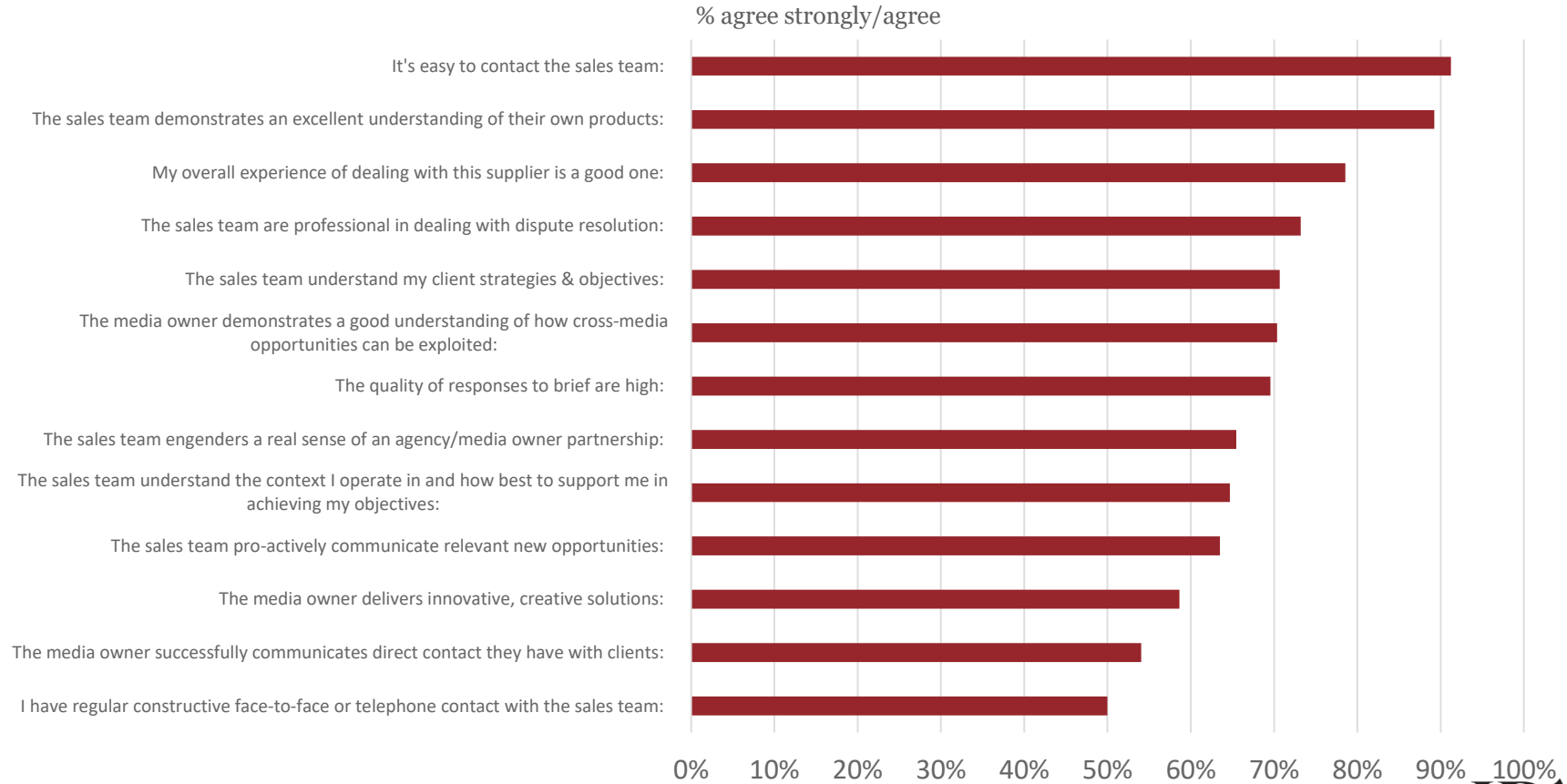
# Spotify

## Autumn 2022 vs Spring 2022

% points change



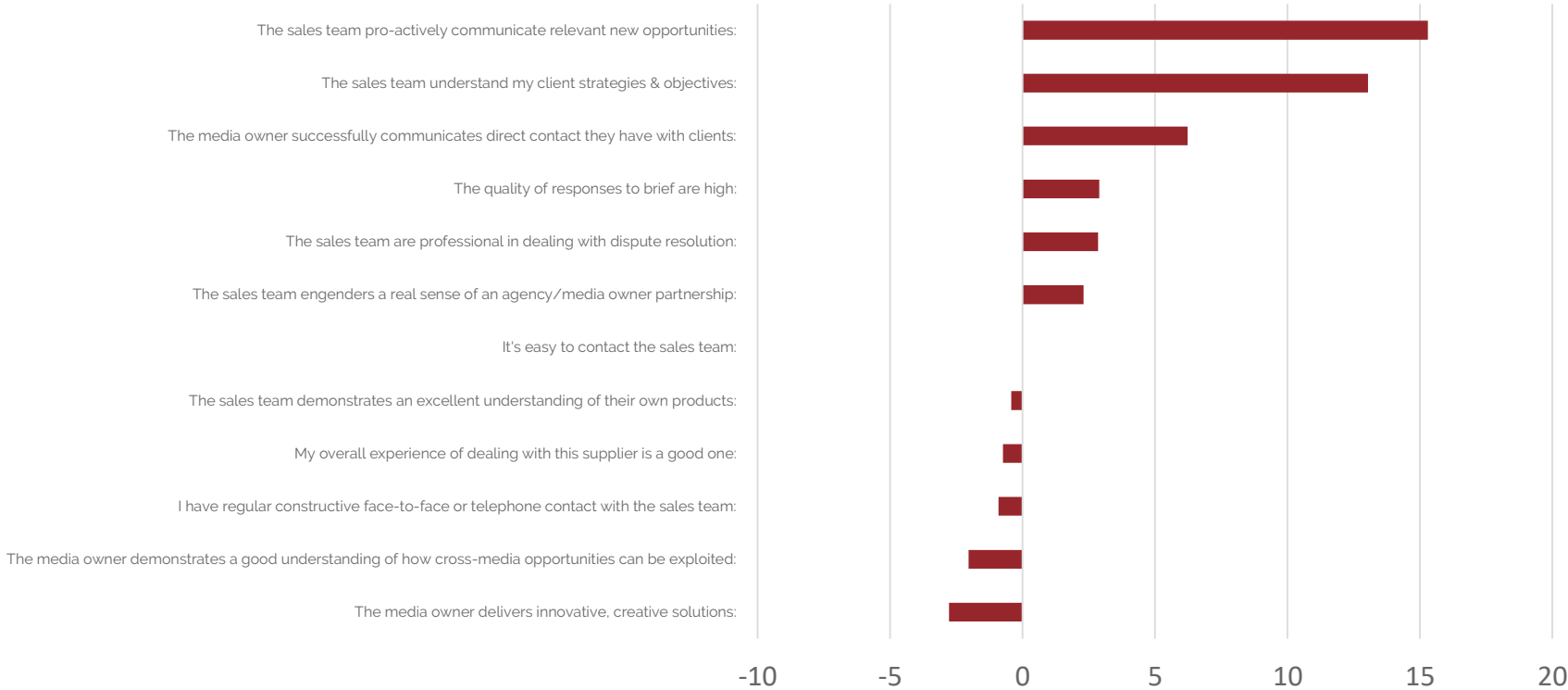
# The Guardian Autumn 2022



# The Guardian

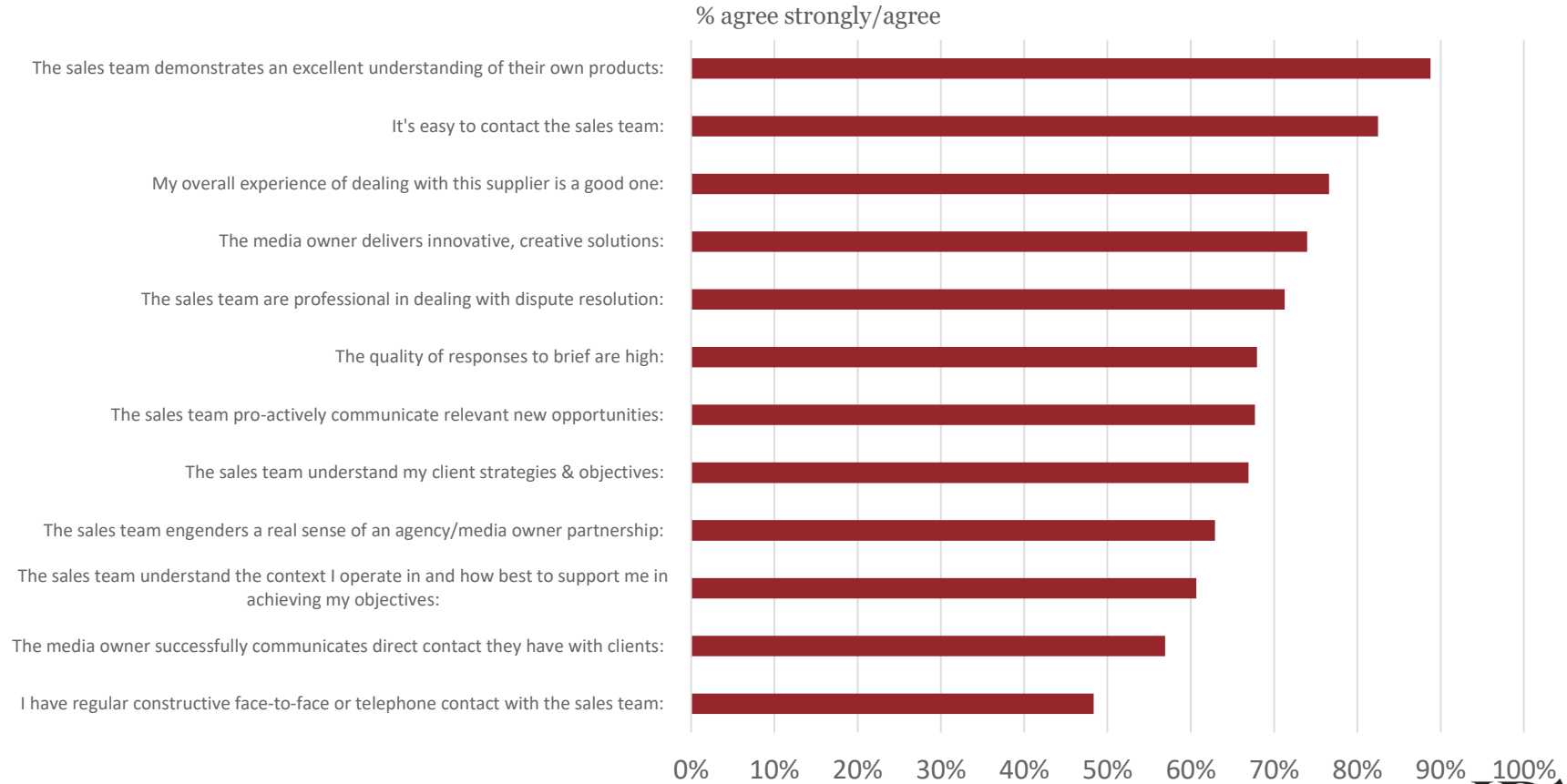
## Autumn 2022 vs Spring 2022

% points change



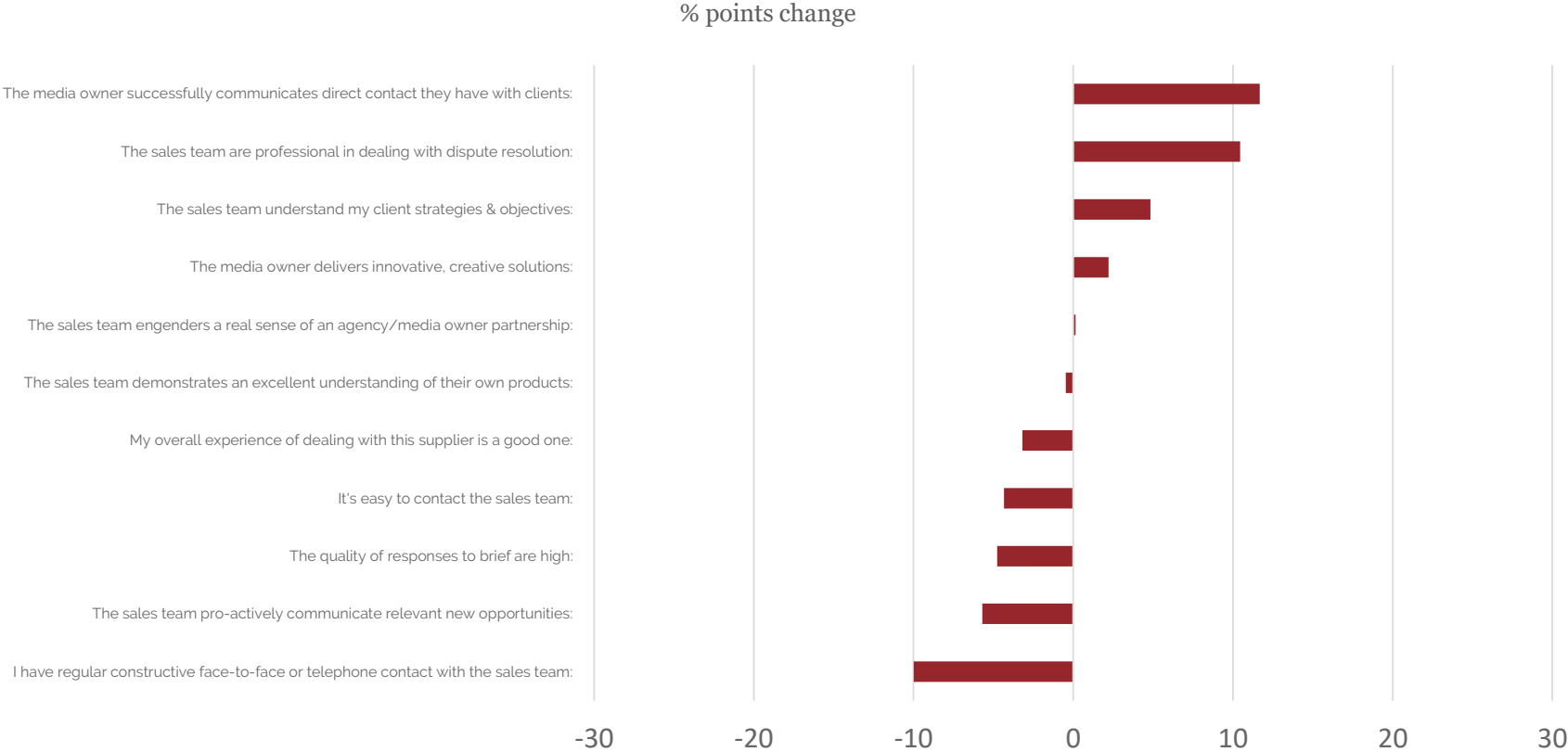
# TikTok

## Autumn 2022



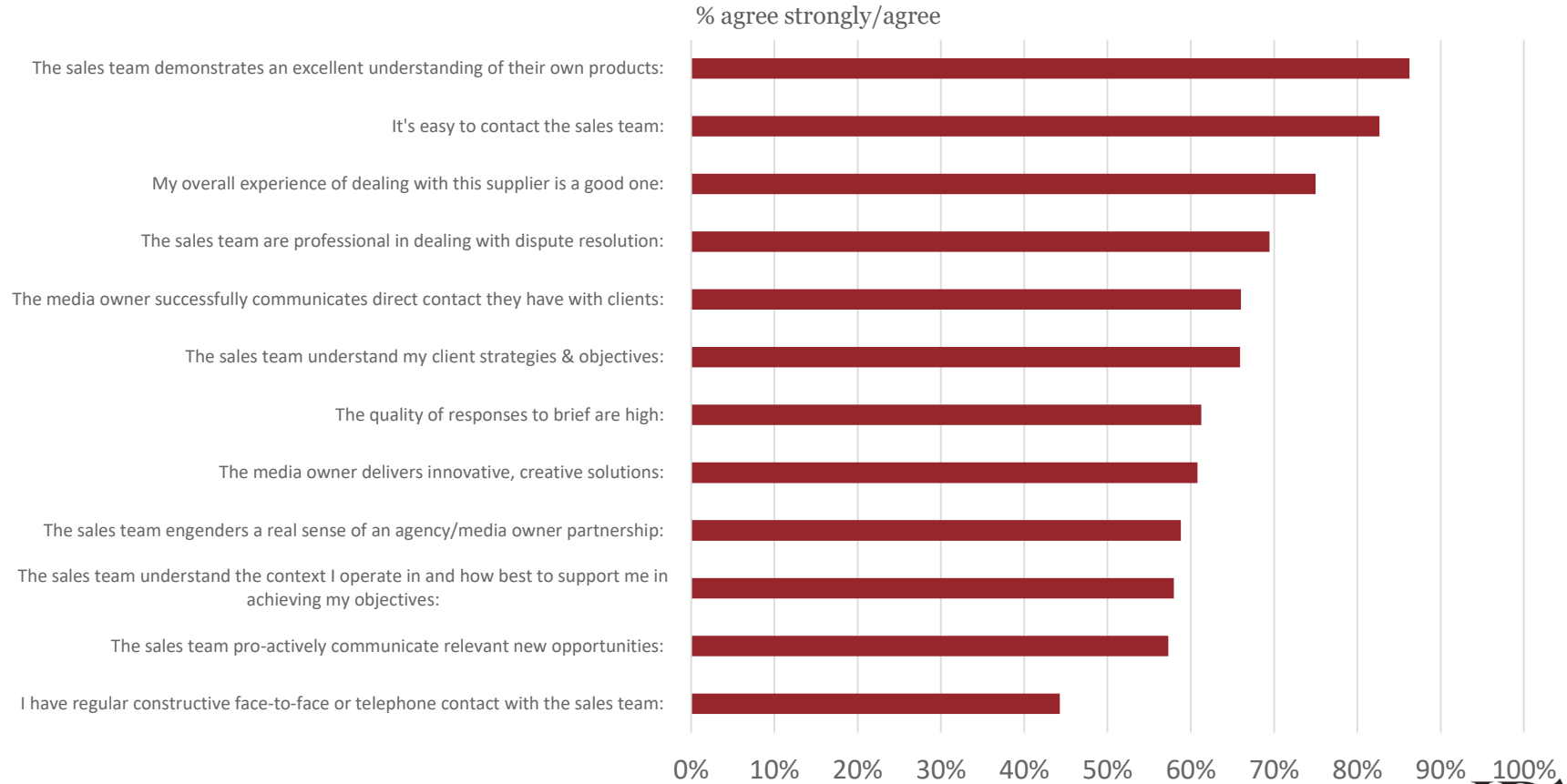
# TikTok

## Autumn 2022 vs Spring 2022



# Twitter

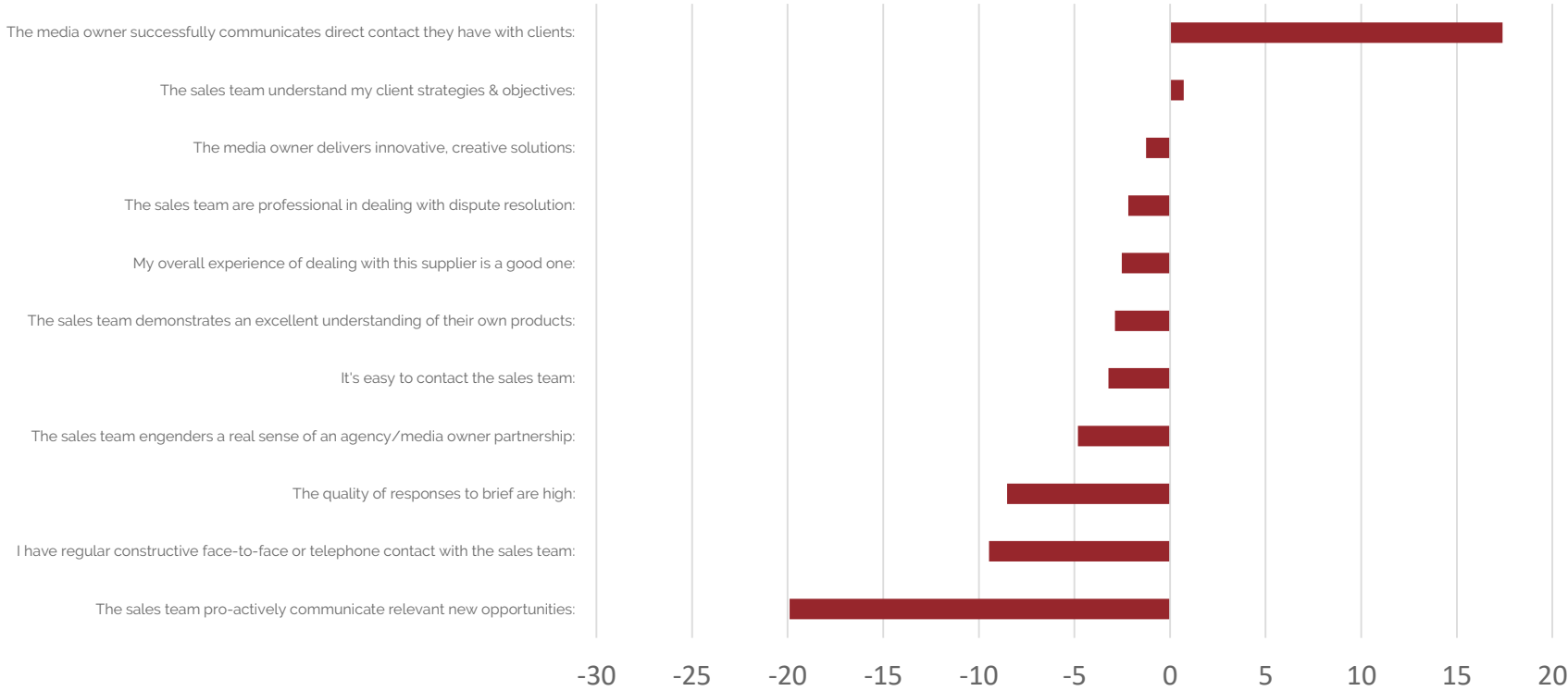
## Autumn 2022



# Twitter

## Autumn 2022 vs Spring 2022

% points change





# Yahoo

## Autumn 2022

