

## IPA Digital Media Owners Survey Spring 2023



#### Methodology and Survey Response

- Fieldwork for the survey was undertaken between 22<sup>nd</sup> February and 27<sup>th</sup> March 2023
- 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 84.9% Blis leads the overall "Grand Prix" relationship ranking in the Spring 2023 Digital Media Owners survey.
- Two other media owners, Pinterest (83.1%) and GumGum (81.9%) have a top two box score for the overall "Grand Prix' of 80% or more. while six other media owners, Reddit (79.5%), Captify (78.8%), Mail Metro Media (77.3%), Snap / Snapchat (76.7%) MiQ (76.3%), and Quantcast (75.8.%). have a top two box score of 75% or more.
- Apart from Google (inc YouTube) and Microsoft all of the other media owners covered by this round of the survey have a top two box score for the overall "Grand Prix" of 50% or greater.
- By sector Blis leads the overall "Grand Prix" for Ad Networks/Exchanges, DSP and Sales Houses, Pinterest leads Online Pure Plays while Mail Metro Media leads Crossover Media Owners.



#### **Main Findings**

- Although it does not lead the overall "Grand Prix" GumGum is the most consistent media owner as they lead eight other rankings – Quality of Response to Brief, Understanding of Own Products, Provision of Innovative and Creative Solutions, Proactive Communication of Relevant New Opportunities, Ease of Contact, Regularity of Face-to-Face or Telephone Contact., Engendering a Sense of Agency / Media Owner Partnership, Understanding of the Context the Agency Operates in.
- Four other media owners lead one ranking each. MIQ leads Understanding of Client Strategies and Objectives while Captify leads Professionalism in Dispute Resolution, Pinterest leads Communication of Direct Client Contact and Mail Metro Media leads Understanding of How Cross-Media Opportunities can be exploited
- Among those media owners that also appeared in the Autumn 2022 edition of the survey Facebook / Meta is the most improved media owner increasing top-two box scores by more than ten percentage points across ten rankings
- At the other extreme Reach Plc saw a decline in top-two box scores of ten percentage points or more across ten rankings, Channel 4 in seven and Quantcast in six.



# Rankings by Variable





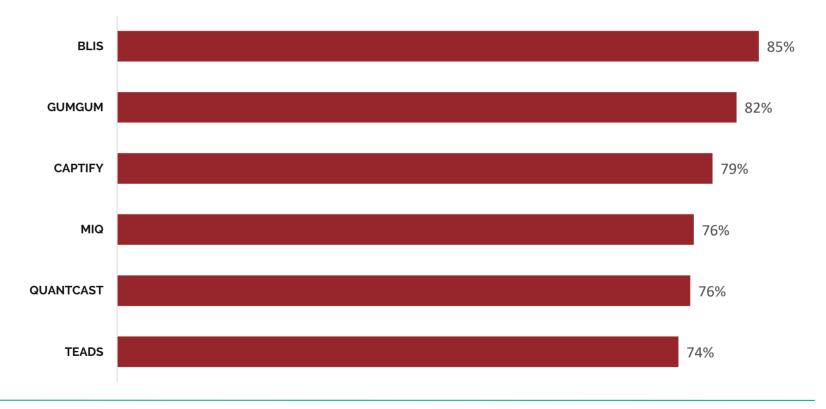
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### My overall experience of dealing with this supplier is a good one Spring 2023

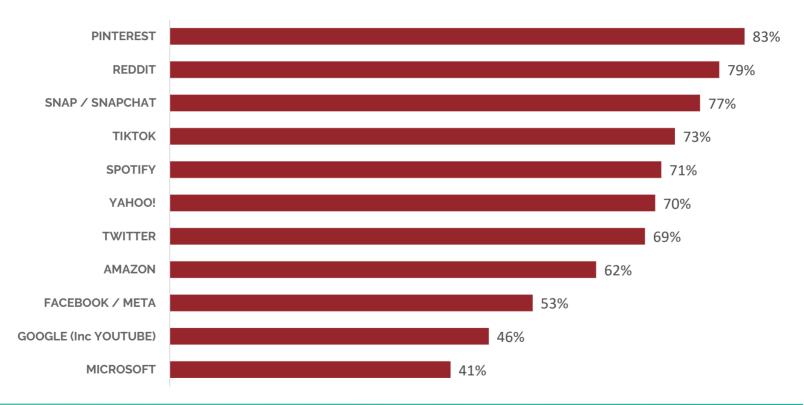
85% BLIS 83% PINTEREST 82% GUMGUM 79% REDDIT CAPTIFY 79% MAIL METRO MEDIA 77% 77% SNAP / SNAPCHAT 76% MIQ 76% QUANTCAST 74% TEADS 74% THE GUARDIAN 73% TIKTOK 72% NEWS UK 71% SPOTIFY 70% YAHOO! 69% TWITTER 68% ITV 67% REACH PLC FUTURE PUBLISHING 66% 62% SKY 62% AMAZON 53% FACEBOOK / META 50% CHANNEL 4 46% GOOGLE (Inc YOUTUBE) MICROSOFT 41%



#### My overall experience of dealing with this supplier is a good one Ad Networks/Exchanges, DSP and Sales Houses - Spring 2023

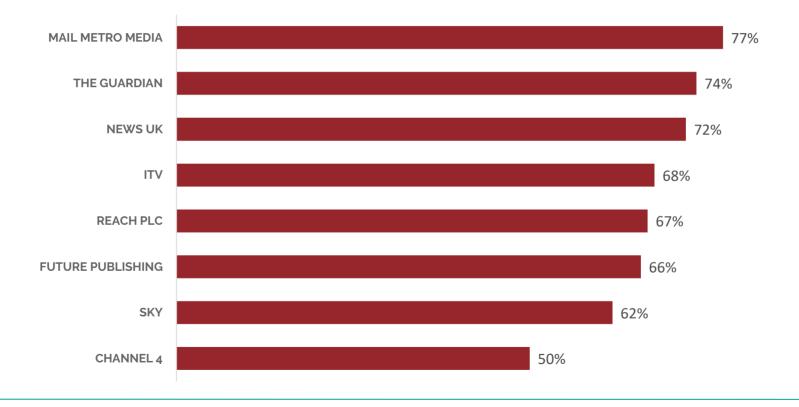


#### My overall experience of dealing with this supplier is a good one Online Pure Plays - Spring 2023





#### My overall experience of dealing with this supplier is a good one Cross-over media owners - Spring 2023

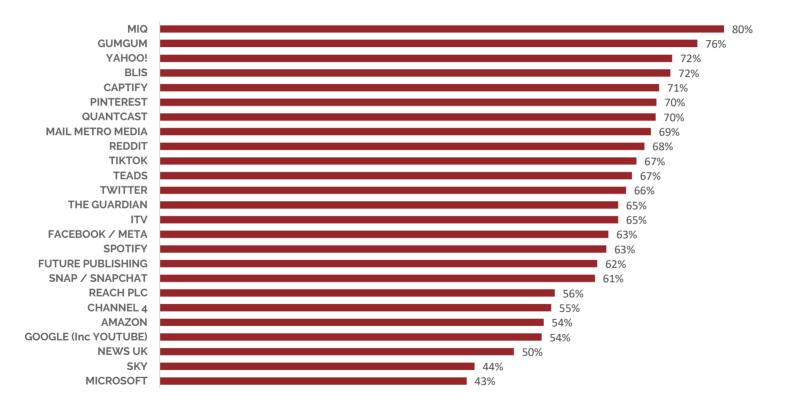




#### My overall experience of dealing with this supplier is a good one Spring 2023 vs Autumn 2022

FACEBOOK / META	12.7
GOOGLE (Inc YOUTUBE)	9.9
NEWS UK	3.1
SNAP / SNAPCHAT	2.2
PINTEREST	1.6
ITV	-0.5
TIKTOK	-3.5
BLIS	-4.0
SKY	-5.0
THE GUARDIAN	-5.0
MAIL METRO MEDIA	-5.8
AMAZON	-6.0
SPOTIFY	-6.0
TWITTER	-6.3
GUMGUM	-7.6
MIQ	-8.1
QUANTCAST	-12.1
YAHOO!	-14.4
CHANNEL 4	-16.7
REACH PLC	-22.7

### The sales team understand my client strategies & objectives Spring 2023

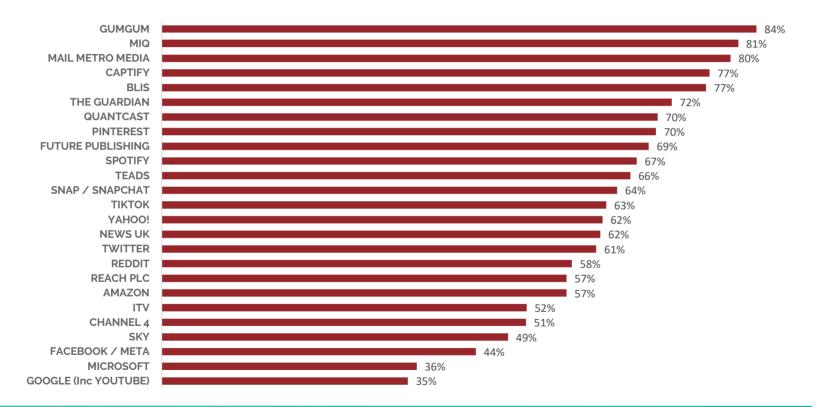




#### The sales team understand my client strategies & objectives Spring 2023 vs Autumn 2022

YAHOO!	6.7
GOOGLE (Inc YOUTUBE)	0.4
TIKTOK	0.3
SPOTIFY	0.1
TWITTER	-0.1
PINTEREST	-1.0
CHANNEL 4	-1.4 💻
SNAP / SNAPCHAT	-2.5
AMAZON	-2.7
ITV	-3.0
BLIS	-3.1
MIQ	-3.7
GUMGUM	-3.9
THE GUARDIAN	-6.0
MAIL METRO MEDIA	-6.2
NEWS UK	-11.0
SKY	-14.6
REACH PLC	-15.2
QUANTCAST	-15.5

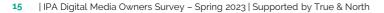
### The quality of responses to brief are high Spring 2023



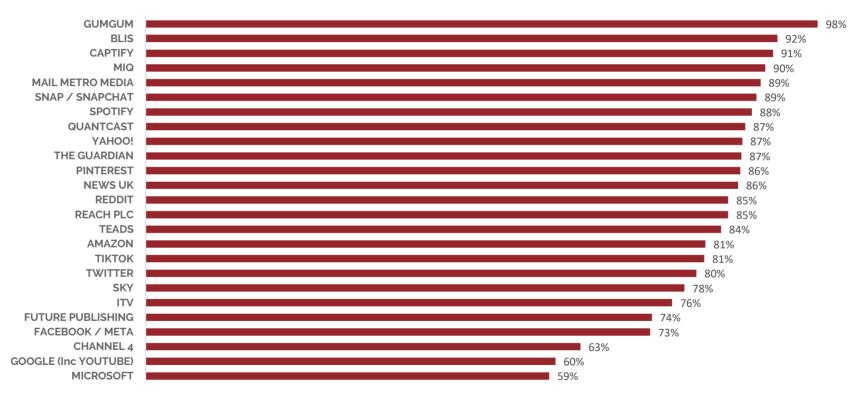


### The quality of responses to brief are high Spring 2023 vs Autumn 2022

MIQ		5.8
GUMGUM		5.4
MAIL METRO MEDIA		4.7
ITV		3.9
AMAZON		3.0
THE GUARDIAN		2.4
NEWS UK		2.2
GOOGLE (Inc YOUTUBE)		1.7
BLIS		1.3
SPOTIFY		0.9
TWITTER		0.1
PINTEREST	-0.1	
CHANNEL 4	-0.3	
YAHOO!	-1.3	
SNAP / SNAPCHAT	-3.0	
ΤΙΚΤΟΚ	-5.2	
SKY	-6.7	
QUANTCAST	-14.2	
REACH PLC	-15.7	



## The sales team demonstrates an excellent understanding of their own products - Spring 2023

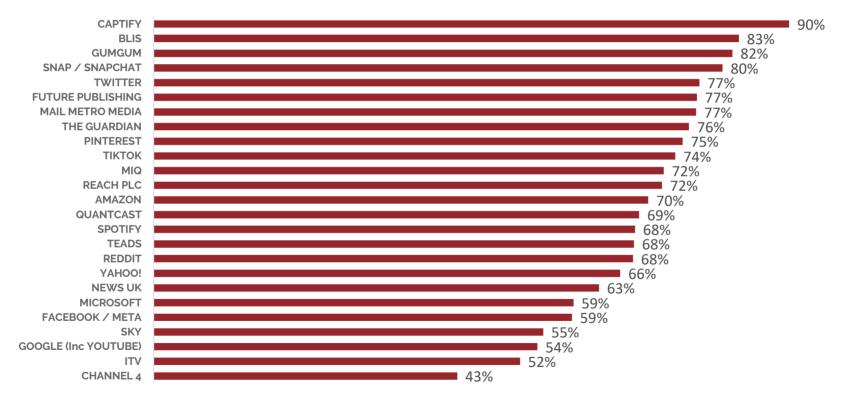




## The sales team demonstrates an excellent understanding of their own products – Spring 2023 vs Autumn 2022

FACEBOOK / META		9.9
GUMGUM		8.3
MIQ		3.5
SNAP / SNAPCHAT		2.8
SKY		1.9
BLIS		1.2
YAHOO!		1.2
NEWS UK		■ 0.8
AMAZON	0.0	
SPOTIFY	-0.1	
GOOGLE (Inc YOUTUBE)	-0.9	
MAIL METRO MEDIA	-1.9	
PINTEREST	-2.2	
THE GUARDIAN	-2.7	
QUANTCAST	-5.0	
TWITTER	-6.3	
ΤΙΚΤΟΚ	-7.7	
ITV	-8.8	
REACH PLC	-9.0	
CHANNEL 4	-14.6	

## The sales team are professional in dealing with dispute resolution Autumn 2022

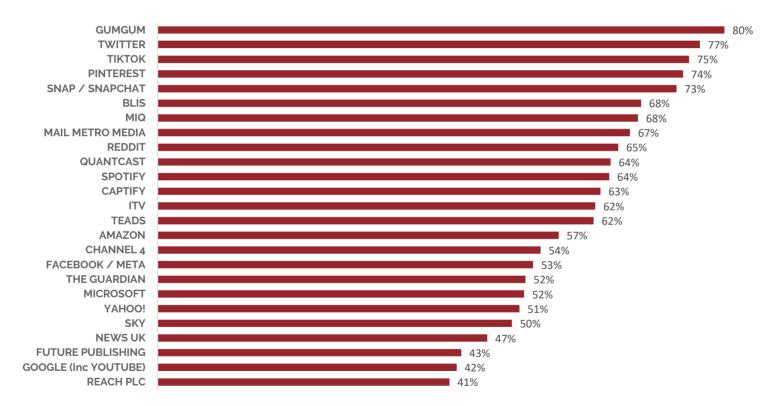




### The sales team are professional in dealing with dispute resolution Spring 2023 vs Autumn 2022

FACEBOOK / META	20.8
SNAP / SNAPCHAT	15.7
TWITTER	7.6
GOOGLE (Inc YOUTUBE)	5.8
PINTEREST	5.2
YAHOO!	4.3
ΤΙΚΤΟΚ	2.4
THE GUARDIAN	2.3
SPOTIFY	1.6
AMAZON	-2.2
BLIS	-4.7
MAIL METRO MEDIA	-5.6
GUMGUM	-6.1
SKY	-7.3
NEWS UK	-9.1
REACH PLC	-9.8
QUANTCAST	-13.4
MIQ	-17.2
ITV	-18.5

### The media owner delivers innovative, creative solutions Spring 2023

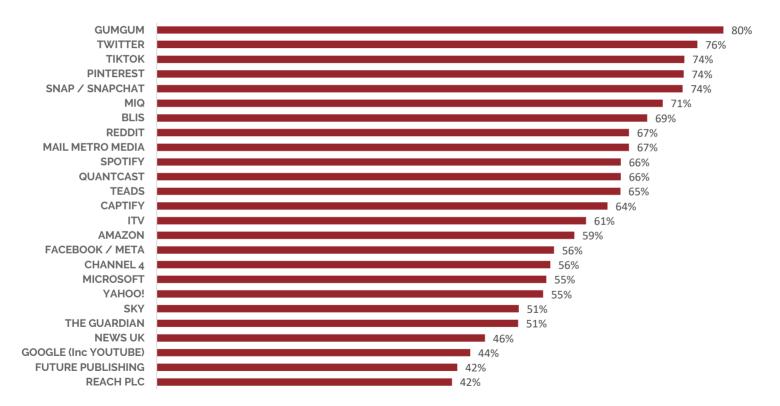




### The media owner delivers innovative, creative solutions Spring 2023 vs Autumn 2022

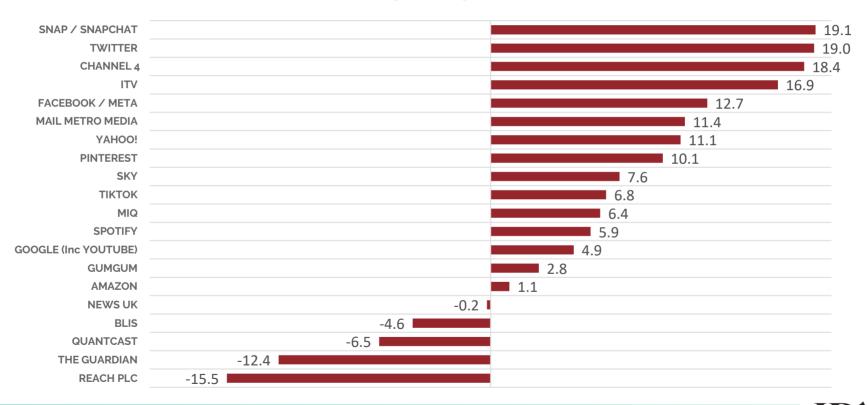


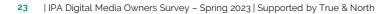
### The sales team pro-actively communicate relevant new opportunities Spring 2023



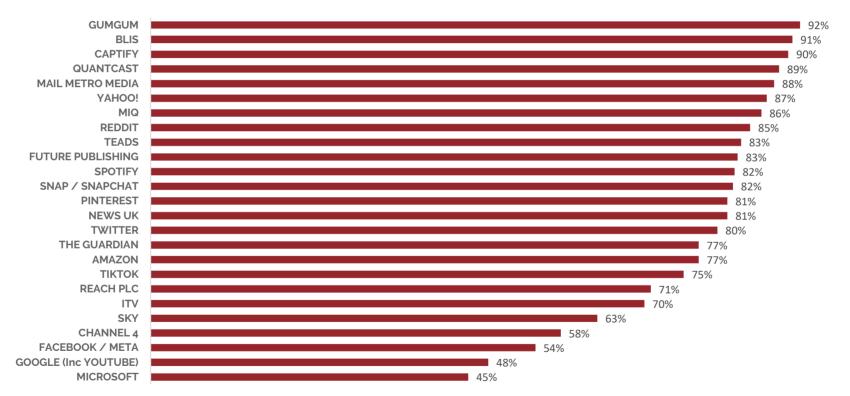


### The sales team pro-actively communicate relevant new opportunities Spring 2023 vs Autumn 2022



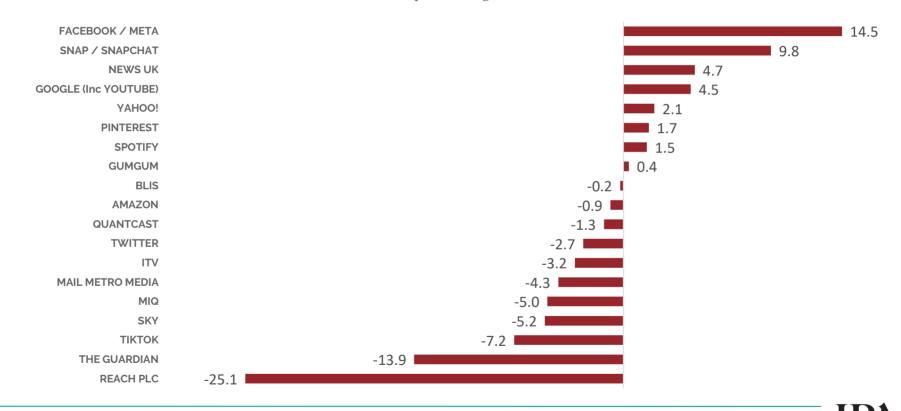


### It's easy to contact the sales team Spring 2023

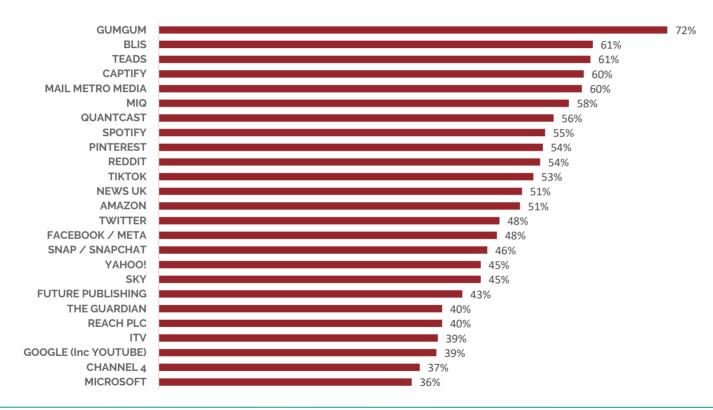




### It's easy to contact the sales team Spring 2023 vs Autumn 2022



## I have regular constructive face-to-face or telephone contact with the sales team - Spring 2023

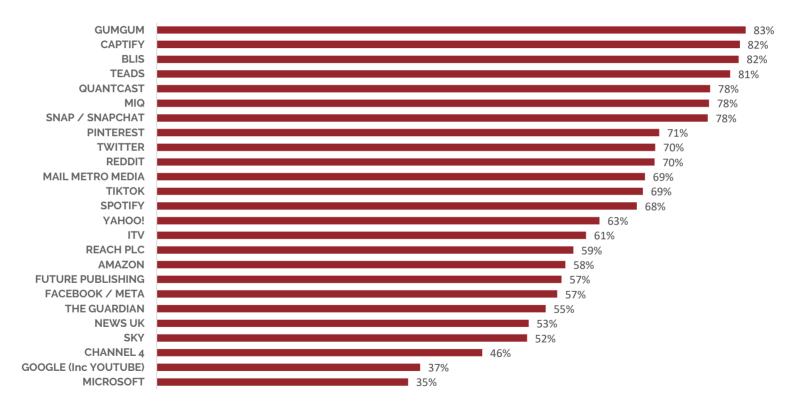




## I have regular constructive face-to-face or telephone contact with the sales team – Spring 2023 vs Autumn 2022

FACEBOOK / META	21.8
GUMGUM	12.5
SKY	7.3
SPOTIFY	6.0
PINTEREST	5.8
NEWS UK	5.1
ТІКТОК	4.5
TWITTER	3.8
GOOGLE (Inc YOUTUBE)	3.1
BLIS	2.5
MAIL METRO MEDIA	2.2
AMAZON	<b>1</b> .0
CHANNEL 4	-1.6
SNAP / SNAPCHAT	-4.5
MIQ	-7.0
ITV	-8.3
QUANTCAST	-8.4
THE GUARDIAN	-10.0
YAHOO!	-11.7
REACH PLC	-20.6

## The sales team engenders a real sense of an agency/media owner partnership - Spring 2023

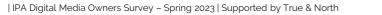




## The sales team engenders a real sense of an agency/media owner partnership - Spring 2023 vs Autumn 2022

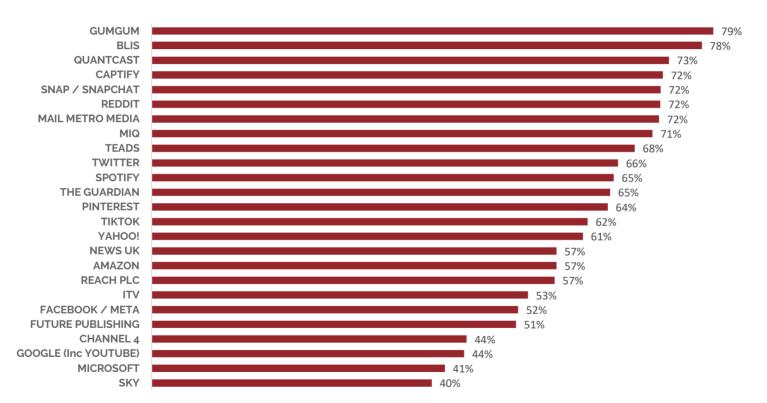
FACEBOOK / META		24.4
SNAP / SNAPCHAT		19.6
TWITTER		11.5
PINTEREST		6.3
ТІКТОК		5.7
BLIS		4.6
GUMGUM		4.1
SPOTIFY		4.0
GOOGLE (Inc YOUTUBE)		2.4
ITV	-0.8	
QUANTCAST	-1.3	
CHANNEL 4	-1.6	
MIQ	-2.3	
SKY	-2.9	
AMAZON	-4.2	
NEWS UK	-4.6	
YAHOO!	-5.5	
THE GUARDIAN	-10.6	
MAIL METRO MEDIA	-10.8	
REACH PLC	-13.5	

% points change



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## The sales team understand the context I operate in and how best to support me in achieving my objectives - Spring 2023



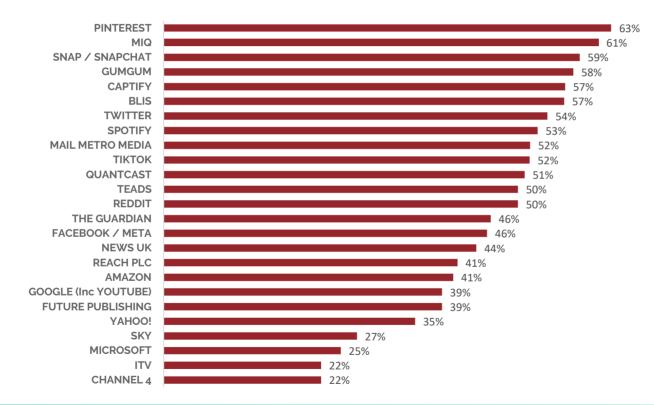


## The sales team understand the context I operate in and how best to support me in achieving my objectives - Spring 2023 vs Autumn 2022

SNAP / SNAPCHAT FACEBOOK / META TWITTER GOOGLE (Inc YOUTUBE) GOOGLE (Inc YOUTUBE)	
TWITTER 7.9   GOOGLE (Inc YOUTUBE) 6.2	
GOOGLE (Inc YOUTUBE) 6.2	
GUMGUM 4.9	
BLIS 2.3	
AMAZON 1.2	
NEWS UK	
ТІКТОК 0.9	
MAIL METRO MEDIA 0.4	
THE GUARDIAN 0.0	
PINTEREST -3.4	
SPOTIFY -3.4	
ITV -3.7	
QUANTCAST -3.9	
YAHOO! -7.1	
MIQ -9.6	
SKY -10.5	
CHANNEL 4 -10.6	
REACH PLC -10.8	

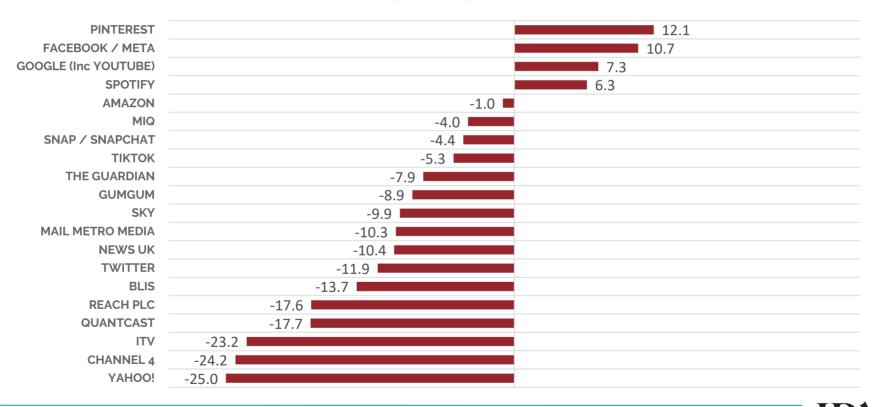


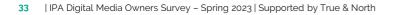
## The media owner successfully communicates direct contact they have with clients - Spring 2023



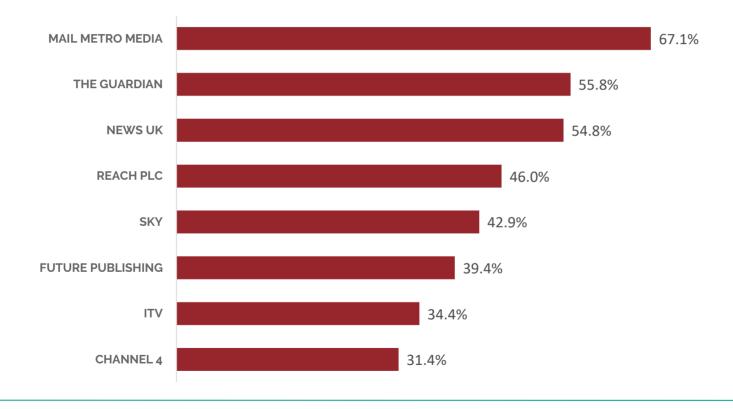


## The media owner successfully communicates direct contact they have with clients - Spring 2023 vs Autumn 2022



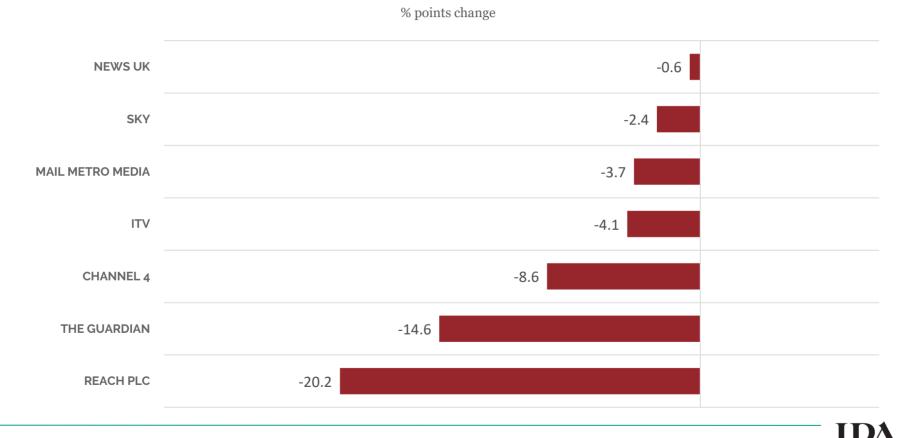


### The media owner demonstrates a good understanding of how crossmedia opportunities can be exploited - Spring 2023





### The media owner demonstrates a good understanding of how crossmedia opportunities can be exploited - Spring 2023 vs Autumn 2022



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# Rankings by Media Owner





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### Amazon Spring 2023

The sales team demonstrates an excellent understanding of their own products	
It's easy to contact the sales team	77
The sales team are professional in dealing with dispute resolution	69.8%
My overall experience of dealing with this supplier is a good one	61.7%
The sales team engenders a real sense of an agency/media owner partnership	57.7%
The sales team understand the context I operate in and how best to support me in achieving my objectives	57.1%
The quality of responses to brief are high	57.1%
The sales team pro-actively communicate relevant new opportunities	56.6%
The sales team understand my client strategies & objectives	54.2%
I have regular constructive face-to-face or telephone contact with the sales team	51.0%
The media owner delivers innovative, creative solutions	50.0%
The media owner successfully communicates direct contact they have with clients	40.9%

% agree strongly/agree

81.3%

77.4%

#### Amazon

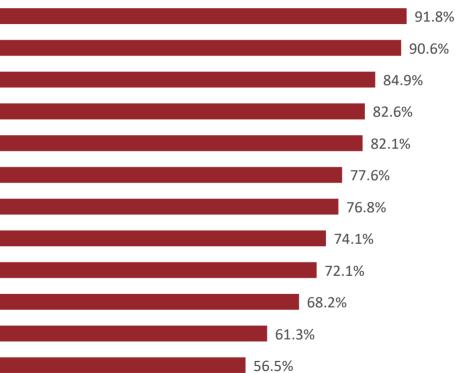
### Spring 2023 vs Autumn 2022

The quality of responses to brief are high:		3.0
The sales team understand the context I operate in and how best to support me in achieving my objectives:		1.2
I have regular constructive face-to-face or telephone contact with the sales team:		1.0
The sales team demonstrates an excellent understanding of their own products:	0.0	
It's easy to contact the sales team:	-0.9	
The media owner successfully communicates direct contact they have with clients:	-1.0	
The sales team pro-actively communicate relevant new opportunities:	-1.2	
The sales team are professional in dealing with dispute resolution:	-2.2	
The sales team understand my client strategies & objectives:	-2.7	
The sales team engenders a real sense of an agency/media owner partnership:	-4.2	
My overall experience of dealing with this supplier is a good one:	-6.0	
The media owner delivers innovative, creative solutions:	-7.3	



## Blis Spring 2023

The sales team demonstrates an excellent understanding of... It's easy to contact the sales team: My overall experience of dealing with this supplier is a good one: The sales team are professional in dealing with dispute... The sales team engenders a real sense of an agency/media... The sales team understand the context I operate in and how... The quality of responses to brief are high: The media owner delivers innovative, creative solutions: The sales team understand my client strategies & objectives: The sales team pro-actively communicate relevant new... I have regular constructive face-to-face or telephone contact... The media owner successfully communicates direct contact they...



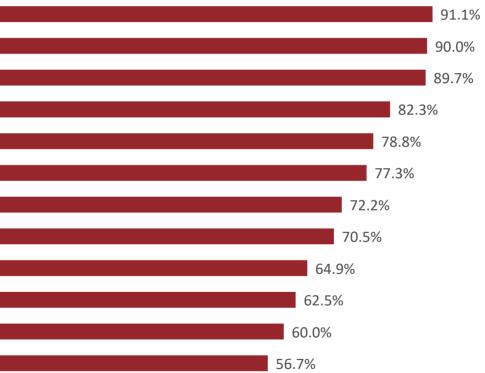
### Blis

### Spring 2023 vs Autumn 2022

The sales team engenders a real sense of an agency/media owner partnership:	4.6
I have regular constructive face-to-face or telephone contact with the sales team:	2.5
The sales team understand the context I operate in and how best to support me in achieving my objectives:	2.3
The quality of responses to brief are high:	1.3
The sales team demonstrates an excellent understanding of their own products:	1.2
It's easy to contact the sales team:	-0.2
The media owner delivers innovative, creative solutions:	-2.4
The sales team understand my client strategies & objectives:	-3.1
My overall experience of dealing with this supplier is a good one:	-4.0
The sales team are professional in dealing with dispute resolution:	-4.7
The sales team pro-actively communicate relevant new opportunities:	-5.6
The media owner successfully communicates direct contact they have with clients:	-13.7

## Captify Spring 2023

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The sales team are professional in dealing with dispute resolution:	
The sales team engenders a real sense of an agency/media owner partnership:	
My overall experience of dealing with this supplier is a good one:	
The quality of responses to brief are high:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team understand my client strategies & objectives:	
The media owner delivers innovative, creative solutions:	
The sales team pro-actively communicate relevant new opportunities:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	



# Channel 4 Spring 2023

The sales team demonstrates an excellent understanding of their own products:	63.2%
It's easy to contact the sales team:	57.9%
The sales team understand my client strategies & objectives:	55.3%
The sales team pro-actively communicate relevant new opportunities:	54.1%
The quality of responses to brief are high:	51.4%
My overall experience of dealing with this supplier is a good one:	50.0%
The sales team engenders a real sense of an agency/media owner partnership:	45.9%
The sales team understand the context I operate in and how best to support me in achieving my objectives:	44.4%
The sales team are professional in dealing with dispute resolution:	42.9%
The media owner delivers innovative, creative solutions:	38.9%
I have regular constructive face-to-face or telephone contact with the sales team:	36.8%
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	31.4%
The media owner successfully communicates direct contact they have with clients:	22.2%

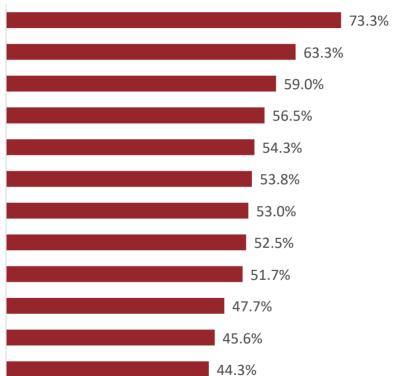
## Channel 4 Spring 2023 vs Autumn 2022

The sales team pro-actively communicate relevant new opportunities:		18.4
The quality of responses to brief are high:	-0.3	
The sales team understand my client strategies & objectives:	-1.4 🗖	
The sales team engenders a real sense of an agency/media owner partnership:	-1.6	
I have regular constructive face-to-face or telephone contact with the sales team:	-1.6	
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-8.6	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-10.6	
The media owner delivers innovative, creative solutions:	-11.1	
It's easy to contact the sales team:	-11.9	
The sales team demonstrates an excellent understanding of their own products:	-14.6	
My overall experience of dealing with this supplier is a good one:	-16.7	
The sales team are professional in dealing with dispute resolution:	-20.6	
The media owner successfully communicates direct contact they have with clients:	-24.2	



# Facebook / Meta Spring 2023

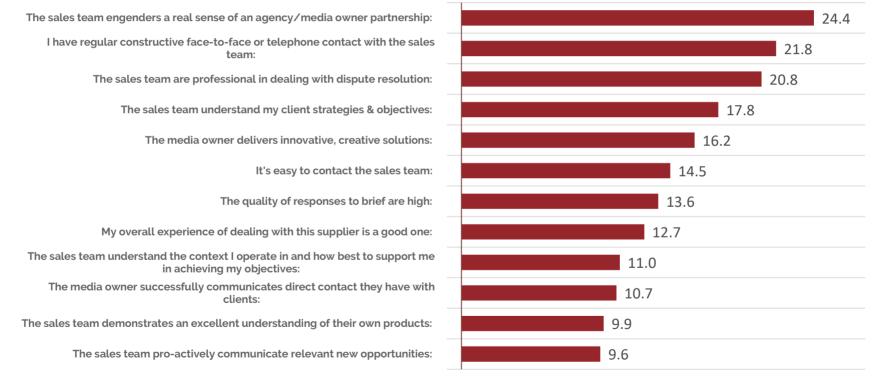
The sales team demonstrates an excellent understanding of their own products:
The sales team understand my client strategies & objectives:
The sales team are professional in dealing with dispute resolution:
The sales team engenders a real sense of an agency/media owner partnership:
It's easy to contact the sales team:
The media owner delivers innovative, creative solutions:
The sales team pro-actively communicate relevant new opportunities:
My overall experience of dealing with this supplier is a good one:
The sales team understand the context I operate in and how best to support me in achieving my objectives:
I have regular constructive face-to-face or telephone contact with the sales team:
The media owner successfully communicates direct contact they have with clients:
The quality of responses to brief are high:



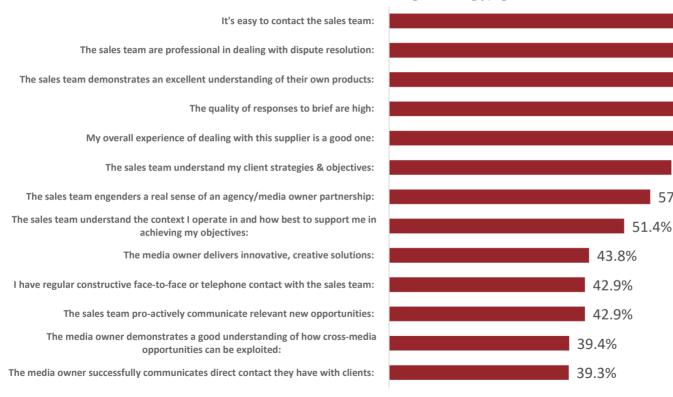


## Facebook / Meta Spring 2023 vs Autumn 2022





## Future Publishing Spring 2023



#### % agree strongly/agree



82.9%

76.7%

73.5%

68.8%

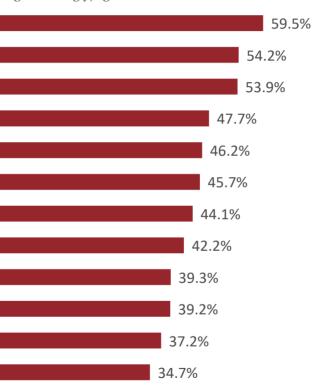
65.7%

61.8%

57.1%

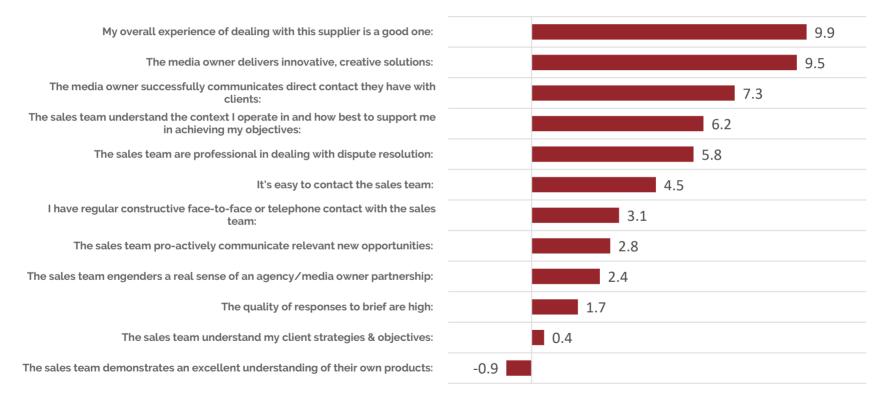
### Google (inc YouTube) Spring 2023

The sales team demonstrates an excellent understanding of their own products:	
The sales team are professional in dealing with dispute resolution:	
The sales team understand my client strategies & objectives:	
It's easy to contact the sales team:	
My overall experience of dealing with this supplier is a good one:	
The media owner delivers innovative, creative solutions:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team pro-actively communicate relevant new opportunities:	
The media owner successfully communicates direct contact they have with clients:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The sales team engenders a real sense of an agency/media owner partnership:	
The quality of responses to brief are high:	



### Google (inc YouTube) Spring 2023 vs Autumn 2022



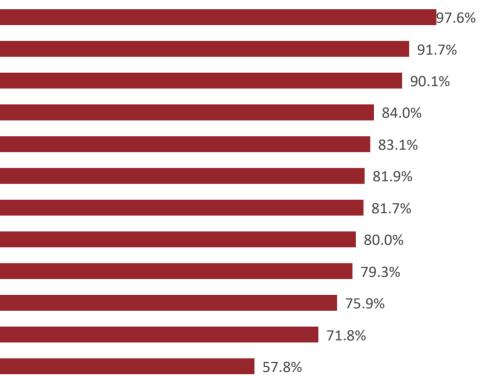




### GumGum Spring 2023

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The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The media owner delivers innovative, creative solutions:	
The quality of responses to brief are high:	
The sales team engenders a real sense of an agency/media owner partnership:	
My overall experience of dealing with this supplier is a good one:	
The sales team are professional in dealing with dispute resolution:	
The sales team pro-actively communicate relevant new opportunities:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team understand my client strategies & objectives:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	

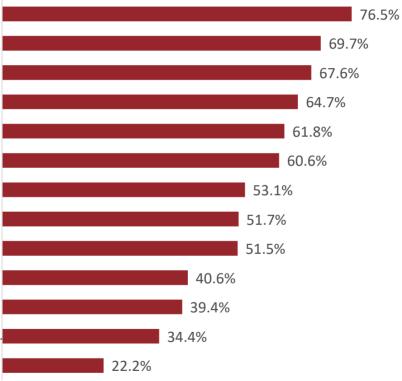


### GumGum Spring 2023 vs Autumn 2022

I have regular constructive face-to-face or telephone contact with the sales	
team:	12.5
The sales team demonstrates an excellent understanding of their own products:	8.3
The quality of responses to brief are high:	5.4
The media owner delivers innovative, creative solutions:	5.4
The sales team understand the context I operate in and how best to support me in achieving my objectives:	4.9
The sales team engenders a real sense of an agency/media owner partnership:	4.1
The sales team pro-actively communicate relevant new opportunities:	2.8
It's easy to contact the sales team:	0.4
The sales team understand my client strategies & objectives:	-3.9
The sales team are professional in dealing with dispute resolution:	-6.1
My overall experience of dealing with this supplier is a good one:	-7.6
The media owner successfully communicates direct contact they have with clients:	8.9

# ITV Spring 2023

The sales team demonstrates an excellent understanding of their own... It's easy to contact the sales team: My overall experience of dealing with this supplier is a good one: The sales team understand my client strategies & objectives: The sales team pro-actively communicate relevant new opportunities: The sales team engenders a real sense of an agency/media owner... The sales team understand the context I operate in and how best to... The sales team are professional in dealing with dispute resolution: The quality of responses to brief are high: The media owner delivers innovative, creative solutions: I have regular constructive face-to-face or telephone contact with the... The media owner demonstrates a good understanding of how cross-... The media owner successfully communicates direct contact they have...





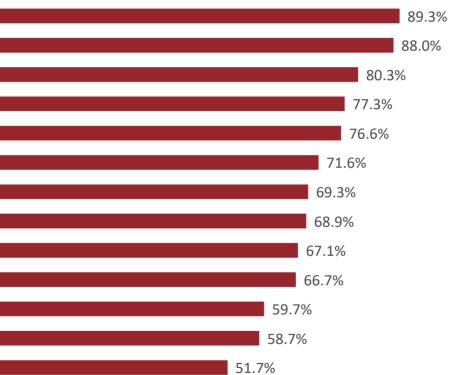
## ITV Spring 2023 vs Autumn 2022

The sales team pro-actively communicate relevant new opportunities:	18.
The quality of responses to brief are high:	3.9
The media owner delivers innovative, creative solutions:	2.2
My overall experience of dealing with this supplier is a good one:	-0.5
The sales team engenders a real sense of an agency/media owner partnership:	-0.8
The sales team understand my client strategies & objectives:	-3.0
It's easy to contact the sales team:	-3.2
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-3.7
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-4.1
I have regular constructive face-to-face or telephone contact with the sales team:	-8.3
The sales team demonstrates an excellent understanding of their own products:	-8.8
The sales team are professional in dealing with dispute resolution:	-18.5
The media owner successfully communicates direct contact they have with clients:	-23.2



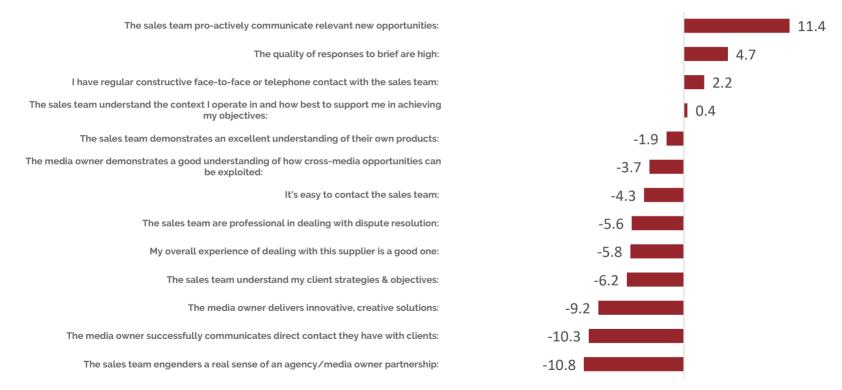
## Mail Metro Media Spring 2023

The sales team demonstrates an excellent understanding of their own... It's easy to contact the sales team: The quality of responses to brief are high: My overall experience of dealing with this supplier is a good one: The sales team are professional in dealing with dispute resolution: The sales team understand the context I operate in and how best to... The sales team understand my client strategies & objectives: The sales team engenders a real sense of an agency/media owner... The media owner demonstrates a good understanding of how cross-... The sales team pro-actively communicate relevant new opportunities: I have regular constructive face-to-face or telephone contact with the... The media owner delivers innovative, creative solutions: The media owner successfully communicates direct contact they have...



### Mail Metro Media Spring 2023 vs Autumn 2022

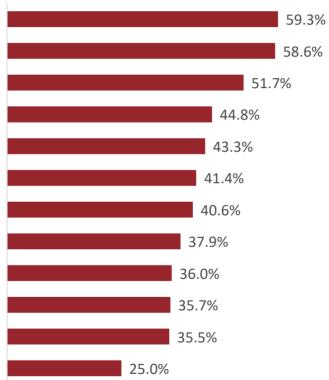
% points change



IPA

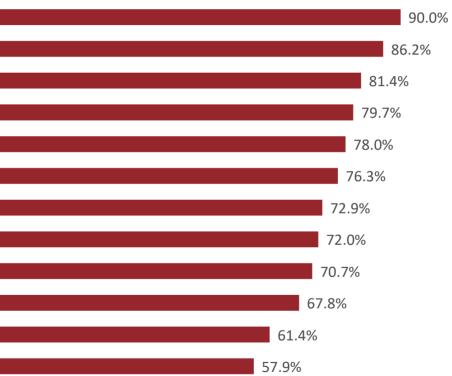
## Microsoft Spring 2023

The sales team are professional in dealing with dispute resolution:	
The sales team demonstrates an excellent understanding of their own	
products:	
The sales team pro-actively communicate relevant new opportunities:	
It's easy to contact the sales team:	
it's easy to contact the sales team.	
The sales team understand my client strategies & objectives:	
The sales team understand the context I operate in and how best to	
support me in achieving my objectives:	
My overall experience of dealing with this supplier is a good one:	
The media owner delivers innovative, creative solutions:	
The quality of responses to brief are high:	
I have regular constructive face-to-face or telephone contact with the	
sales team:	
The sales team engenders a real sense of an agency/media owner	
partnership:	
The media owner successfully communicates direct contact they have	
with clients:	



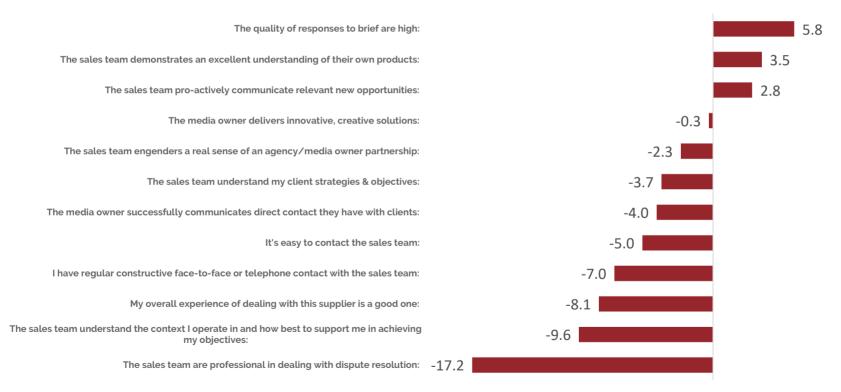
### MiQ Spring 2023

he sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The quality of responses to brief are high:	
The sales team understand my client strategies & objectives:	
The sales team engenders a real sense of an agency/media owner partnership:	
My overall experience of dealing with this supplier is a good one:	
The media owner delivers innovative, creative solutions:	
The sales team are professional in dealing with dispute resolution:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
he sales team pro-actively communicate relevant new opportunities:	
The media owner successfully communicates direct contact they have with clients:	
have regular constructive face-to-face or telephone contact with the sales team:	



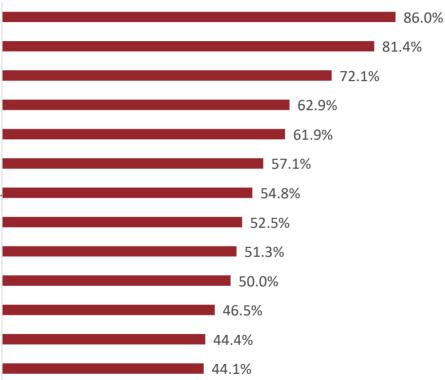
### MiQ Spring 2023 vs Autumn 2022





# News UK Spring 2023

The sales team demonstrates an excellent understanding of their own... It's easy to contact the sales team: My overall experience of dealing with this supplier is a good one: The sales team are professional in dealing with dispute resolution: The quality of responses to brief are high: The sales team understand the context I operate in and how best to... The media owner demonstrates a good understanding of how cross-... The sales team engenders a real sense of an agency/media owner... I have regular constructive face-to-face or telephone contact with the... The sales team understand my client strategies & objectives: The sales team pro-actively communicate relevant new opportunities: The media owner delivers innovative, creative solutions: The media owner successfully communicates direct contact they have...





### News UK Spring 2023 vs Autumn 2022

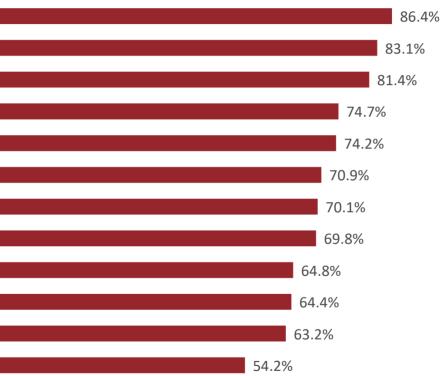
% points change

I have regular constructive face-to-face or telephone contact with the sales team:		5.1
It's easy to contact the sales team:		4.7
My overall experience of dealing with this supplier is a good one:		3.1
The quality of responses to brief are high:		2.2
The sales team understand the context I operate in and how best to support me in achieving my objectives:		1.0
The sales team demonstrates an excellent understanding of their own products:		0.8
The sales team pro-actively communicate relevant new opportunities:	0.0	
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-0.6	
The sales team engenders a real sense of an agency/media owner partnership:	-4.6	
The media owner delivers innovative, creative solutions:	-4.7	
The sales team are professional in dealing with dispute resolution:	-9.1	
The media owner successfully communicates direct contact they have with clients:	-10.4	
The sales team understand my client strategies & objectives:	-11.0	

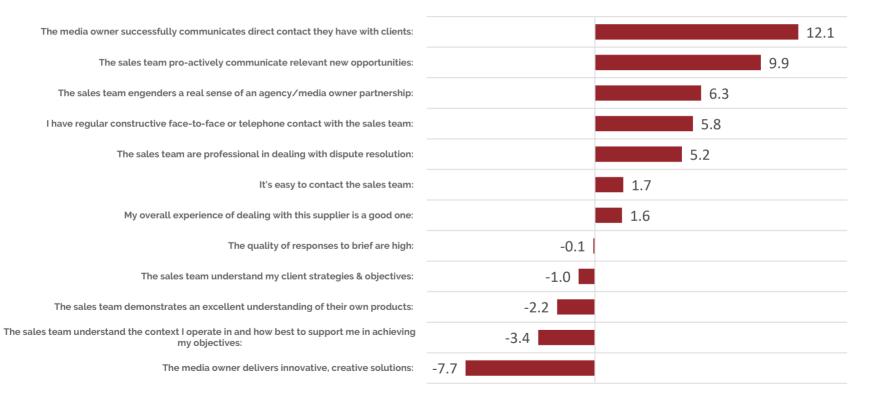


## Pinterest Spring 2023

The sales team demonstrates an excellent understanding of their own products:	
My overall experience of dealing with this supplier is a good one:	
It's easy to contact the sales team:	
The sales team are professional in dealing with dispute resolution:	
The sales team pro-actively communicate relevant new opportunities:	
The sales team engenders a real sense of an agency/media owner partnership:	
The sales team understand my client strategies & objectives:	
The quality of responses to brief are high:	
The media owner delivers innovative, creative solutions:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The media owner successfully communicates direct contact they have with clients:	
I have regular constructive face-to-face or telephone contact with the sales team:	



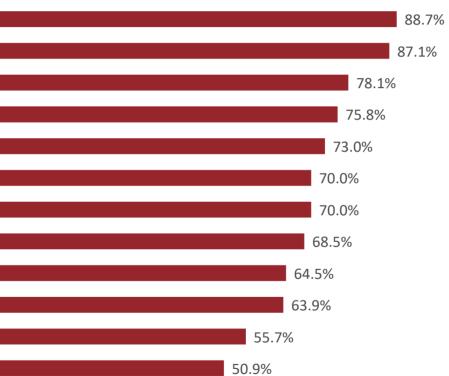
### Pinterest Spring 2023 vs Autumn 2022





## Quantcast Spring 2023

It's easy to contact the sales team:	
The sales team demonstrates an excellent understanding of their own products:	
The sales team engenders a real sense of an agency/media owner partnership:	
My overall experience of dealing with this supplier is a good one:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The quality of responses to brief are high:	
The sales team understand my client strategies & objectives:	
The sales team are professional in dealing with dispute resolution:	
The media owner delivers innovative, creative solutions:	
The sales team pro-actively communicate relevant new opportunities:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	



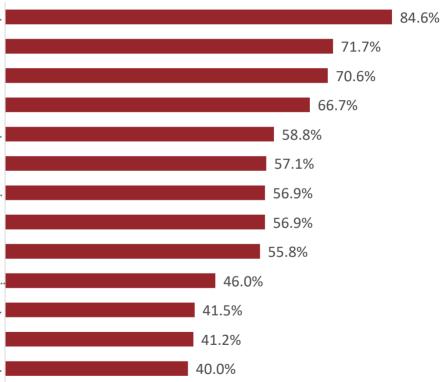
### Quantcast Spring 2023 vs Autumn 2022

The sales team engenders a real sense of an agency/media owner partnership:	-1.3
It's easy to contact the sales team:	-1.3
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-3.9
The sales team demonstrates an excellent understanding of their own products:	-5.0
The sales team pro-actively communicate relevant new opportunities:	-8.1
I have regular constructive face-to-face or telephone contact with the sales team:	-8.4
My overall experience of dealing with this supplier is a good one:	-12.1
The media owner delivers innovative, creative solutions:	-12.6
The sales team are professional in dealing with dispute resolution:	-13.4
The quality of responses to brief are high:	-14.2
The sales team understand my client strategies & objectives:	-15.5
The media owner successfully communicates direct contact they have with clients:	-17.7



# Reach Plc Spring 2023

The sales team demonstrates an excellent understanding of their own... The sales team are professional in dealing with dispute resolution: It's easy to contact the sales team: My overall experience of dealing with this supplier is a good one: The sales team engenders a real sense of an agency/media owner... The quality of responses to brief are high: The sales team understand the context I operate in and how best to... The media owner delivers innovative, creative solutions: The sales team understand my client strategies & objectives: The media owner demonstrates a good understanding of how cross-... The media owner successfully communicates direct contact they have... The sales team pro-actively communicate relevant new opportunities: I have regular constructive face-to-face or telephone contact with the...





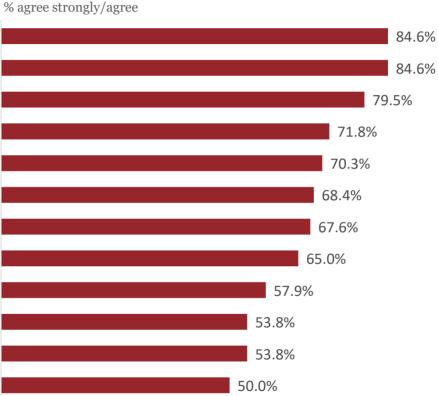
## Reach Plc Spring 2023 vs Autumn 2022

The media owner delivers innovative, creative solutions:	-0.3
The sales team demonstrates an excellent understanding of their own products:	-9.0
The sales team are professional in dealing with dispute resolution:	-9.8
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-10.8
The sales team engenders a real sense of an agency/media owner partnership:	-13.5
The sales team understand my client strategies & objectives:	-15.2
The quality of responses to brief are high:	-15.7
The sales team pro-actively communicate relevant new opportunities:	-16.0
The media owner successfully communicates direct contact they have with clients:	-17.6
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-20.2
I have regular constructive face-to-face or telephone contact with the sales team:	-20.6
My overall experience of dealing with this supplier is a good one:	-22.7
It's easy to contact the sales team:	-25.1



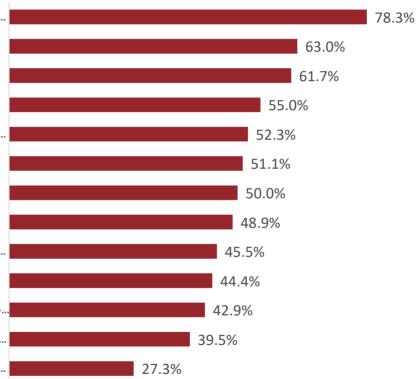
# Reddit Spring 2023

#### It's easy to contact the sales team: The sales team demonstrates an excellent understanding of their own products: My overall experience of dealing with this supplier is a good one: The sales team understand the context I operate in and how best to support me in achieving my objectives: The sales team engenders a real sense of an agency/media owner partnership: The sales team understand my client strategies & objectives: The sales team are professional in dealing with dispute resolution: The sales team pro-actively communicate relevant new opportunities: The quality of responses to brief are high: I have regular constructive face-to-face or telephone contact with the sales team: The media owner delivers innovative, creative solutions: The media owner successfully communicates direct contact they have with clients:



# Sky Spring 2023

The sales team demonstrates an excellent understanding of their own... It's easy to contact the sales team: My overall experience of dealing with this supplier is a good one: The sales team are professional in dealing with dispute resolution: The sales team engenders a real sense of an agency/media owner... The media owner delivers innovative, creative solutions: The sales team pro-actively communicate relevant new opportunities: The quality of responses to brief are high: I have regular constructive face-to-face or telephone contact with the... The sales team understand my client strategies & objectives: The media owner demonstrates a good understanding of how cross-... The sales team understand the context I operate in and how best to... The media owner successfully communicates direct contact they have...





## Sky Spring 2023 vs Autumn 2022

% points change

8.7	The media owner delivers innovative, creative solutions:
7.3	I have regular constructive face-to-face or telephone contact with the sales team:
6.5	The sales team pro-actively communicate relevant new opportunities:
1.9	The sales team demonstrates an excellent understanding of their own products:
-2.4	The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:
-2.9	The sales team engenders a real sense of an agency/media owner partnership:
-5.0	My overall experience of dealing with this supplier is a good one:
-5.2	It's easy to contact the sales team:
-6.7	The quality of responses to brief are high:
-7.3	The sales team are professional in dealing with dispute resolution:
-9.9	The media owner successfully communicates direct contact they have with clients:
-10.5	The sales team understand the context I operate in and how best to support me in achieving my objectives:
-14.6	The sales team understand my client strategies & objectives:

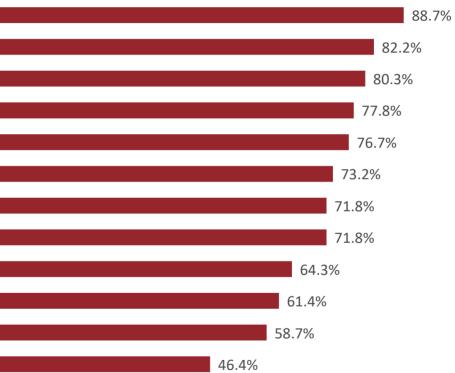


### Snap / Snapchat Spring 2023

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The sales team are professional in dealing with dispute resolution:	
The sales team engenders a real sense of an agency/media owner partnership:	
My overall experience of dealing with this supplier is a good one:	
The sales team pro-actively communicate relevant new opportunities:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The media owner delivers innovative, creative solutions:	
The quality of responses to brief are high:	
The sales team understand my client strategies & objectives:	
The media owner successfully communicates direct contact they have with clients:	
I have regular constructive face-to-face or telephone contact with the sales team:	

#### % agree strongly/agree

e . . .



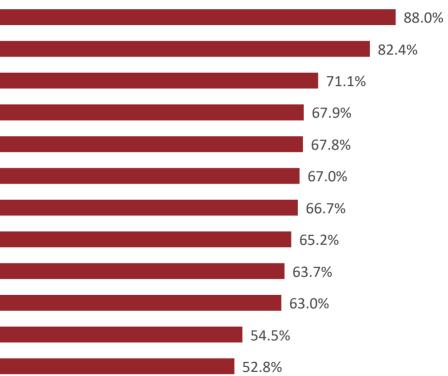
### Snap / Snapchat Spring 2023 vs Autumn 2022



	The sales team are professional in dealing with dispute resolution:
	The sales team understand the context I operate in and how best to support me in achieving my objectives:
	It's easy to contact the sales team:
	The sales team demonstrates an excellent understanding of their own products:
	My overall experience of dealing with this supplier is a good one:
-2.5	The sales team understand my client strategies & objectives:
-3.0	The quality of responses to brief are high:
-4.4	The media owner successfully communicates direct contact they have with clients:
-4.5	I have regular constructive face-to-face or telephone contact with the sales team:
-7.1	The media owner delivers innovative, creative solutions:

# Spotify Spring 2023

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
My overall experience of dealing with this supplier is a good one:	
The sales team are professional in dealing with dispute resolution:	
The sales team engenders a real sense of an agency/media owner partnership:	
The quality of responses to brief are high:	
The media owner delivers innovative, creative solutions:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team pro-actively communicate relevant new opportunities:	
The sales team understand my client strategies & objectives:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	



### Spotify Spring 2023 vs Autumn 2022

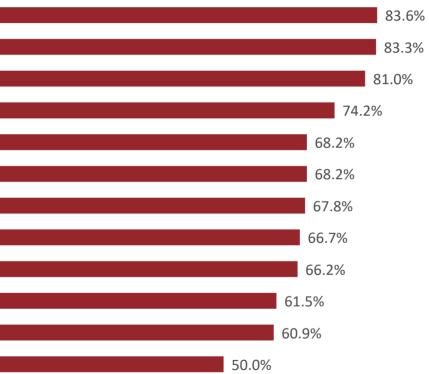


The media owner successfully communicates direct contact they have with clients:		6.3
I have regular constructive face-to-face or telephone contact with the sales team:		6.0
The sales team pro-actively communicate relevant new opportunities:		4.1
The sales team engenders a real sense of an agency/media owner partnership:		4.0
The sales team are professional in dealing with dispute resolution:		1.6
It's easy to contact the sales team:		1.5
The quality of responses to brief are high:		0.9
The sales team understand my client strategies & objectives:		0.1
The sales team demonstrates an excellent understanding of their own products:	-0.1	
The media owner delivers innovative, creative solutions:	-1.8	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-3.4	
My overall experience of dealing with this supplier is a good one:	-6.0	



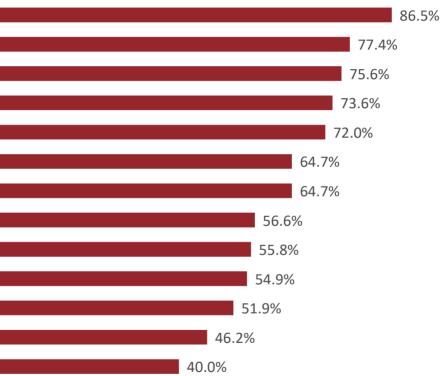
# Teads Spring 2023

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The sales team engenders a real sense of an agency/media owner partnership:	
My overall experience of dealing with this supplier is a good one:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The media owner delivers innovative, creative solutions:	
The sales team are professional in dealing with dispute resolution:	
The sales team understand my client strategies & objectives:	
The quality of responses to brief are high:	
The sales team pro-actively communicate relevant new opportunities:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	



# The Guardian Spring 2023

The sales team demonstrates an excellent understanding of their own... It's easy to contact the sales team: The sales team are professional in dealing with dispute resolution: My overall experience of dealing with this supplier is a good one: The quality of responses to brief are high: The sales team understand the context I operate in and how best to... The sales team understand my client strategies & objectives: The media owner delivers innovative, creative solutions: The media owner demonstrates a good understanding of how cross-... The sales team engenders a real sense of an agency/media owner... The sales team pro-actively communicate relevant new opportunities: The media owner successfully communicates direct contact they have... I have regular constructive face-to-face or telephone contact with the...





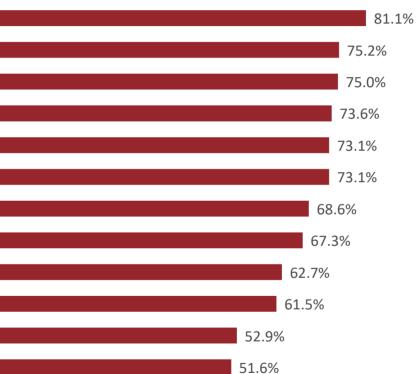
## The Guardian Spring 2023 vs Autumn 2022

The quality of responses to brief are high:		2.4
The sales team are professional in dealing with dispute resolution:		2.3
The sales team understand the context I operate in and how best to support me in achieving my objectives:		0.0
The media owner delivers innovative, creative solutions:	-2.0	
The sales team demonstrates an excellent understanding of their own products:	-2.7	
My overall experience of dealing with this supplier is a good one:	-5.0	
The sales team understand my client strategies & objectives:	-6.0	
The media owner successfully communicates direct contact they have with clients:	-7.9	
I have regular constructive face-to-face or telephone contact with the sales team:	-10.0	
The sales team engenders a real sense of an agency/media owner partnership:	-10.6	
The sales team pro-actively communicate relevant new opportunities:	-11.5	
It's easy to contact the sales team:	-13.9	
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-14.6	



# TikTok Spring 2023

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The sales team pro-actively communicate relevant new opportunities:	
The sales team are professional in dealing with dispute resolution:	
My overall experience of dealing with this supplier is a good one:	
The media owner delivers innovative, creative solutions:	
The sales team engenders a real sense of an agency/media owner partnership:	
The sales team understand my client strategies & objectives:	
The quality of responses to brief are high:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	



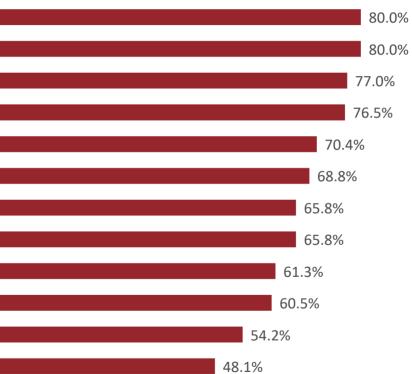
## TikTok Spring 2023 vs Autumn 2022

The sales team pro-actively communicate relevant new opportunities:	7.3
The sales team engenders a real sense of an agency/media owner partnership:	5.7
I have regular constructive face-to-face or telephone contact with the sales team:	4.5
The sales team are professional in dealing with dispute resolution:	2.4
The sales team understand the context I operate in and how best to support me in achieving my objectives:	0.9
The sales team understand my client strategies & objectives:	0.3
The media owner delivers innovative, creative solutions:	-0.9
My overall experience of dealing with this supplier is a good one:	-3.5
The quality of responses to brief are high:	-5.2
The media owner successfully communicates direct contact they have with clients:	-5.3
It's easy to contact the sales team:	-7.2
It's easy to contact the sales team: The sales team demonstrates an excellent understanding of their own products:	-7.2



# Twitter Spring 2023

It's easy to contact the sales team:	
The sales team demonstrates an excellent understanding of their own	
products:	
The sales team are professional in dealing with dispute resolution:	
The sales team are professional in dealing with dispute resolution.	
The sales team pro-actively communicate relevant new opportunities:	
The sales team engenders a real sense of an agency/media owner	
partnership:	
My overall experience of dealing with this supplier is a good one:	
The sales team understand the context I operate in and how best to	
support me in achieving my objectives:	
The sales team understand my client strategies & objectives:	
The quality of responses to brief are high:	
The media owner delivers innovative, creative solutions:	
The media owner successfully communicates direct contact they have	
with clients:	
I have regular constructive face-to-face or telephone contact with the	
sales team:	





### Twitter

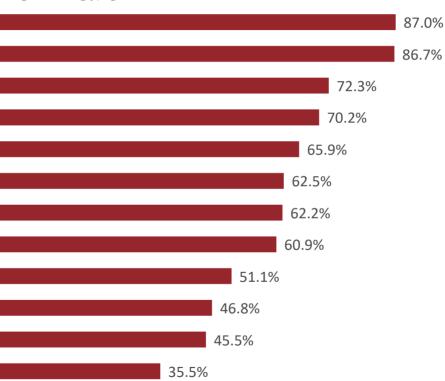
### Spring 2023 vs Autumn 2022

The sales team pro-actively communicate relevant new opportunities:		<b>1</b> 9.2
The sales team engenders a real sense of an agency/media owner partnership:		11.5
The sales team understand the context I operate in and how best to support me in achieving my objectives:		7.9
The sales team are professional in dealing with dispute resolution:		7.6
I have regular constructive face-to-face or telephone contact with the sales team:		3.8
The quality of responses to brief are high:		0.1
The sales team understand my client strategies & objectives:	-0.1	
The media owner delivers innovative, creative solutions:	-0.3	
It's easy to contact the sales team:	-2.7	
My overall experience of dealing with this supplier is a good one:	-6.3	
The sales team demonstrates an excellent understanding of their own products:	-6.3	
The media owner successfully communicates direct contact they have with clients:	-11.9	



# Yahoo! Spring 2023

#### It's easy to contact the sales team: The sales team demonstrates an excellent understanding of their own products: The sales team understand my client strategies & objectives: My overall experience of dealing with this supplier is a good one: The sales team are professional in dealing with dispute resolution: The sales team engenders a real sense of an agency/media owner partnership: The quality of responses to brief are high: The sales team understand the context I operate in and how best to support me in achieving my objectives: The sales team pro-actively communicate relevant new opportunities: The media owner delivers innovative, creative solutions: I have regular constructive face-to-face or telephone contact with the sales team: The media owner successfully communicates direct contact they have with clients:



### Yahoo!

### Spring 2023 vs Autumn 2022

	7.7
	6.7
4	.3
2.1	
1.2	
-1.3	
-5.5	
-7.1	
-11.7	
-14.4	
-19.9	
-25.0	
	2.1 2.1 1.2 -1.3 -5.5 -7.1 -11.7 -14.4 -19.9

