

IPA Digital Media Owners Survey Spring 2023

Supported by



Methodology and Survey Response

- Fieldwork for the survey was undertaken between 22nd February and 27th 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

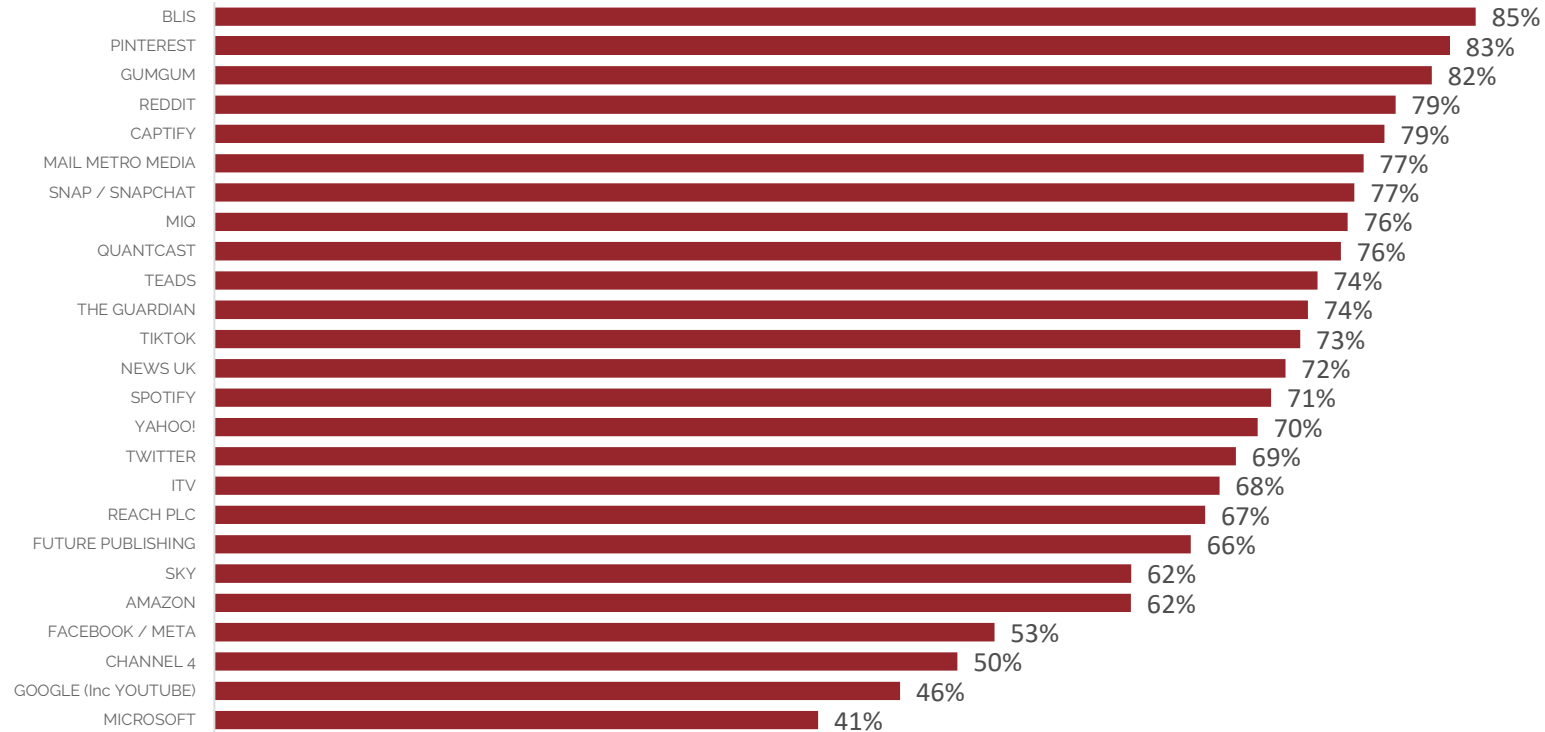
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My overall experience of dealing with this supplier is a good one

Spring 2023

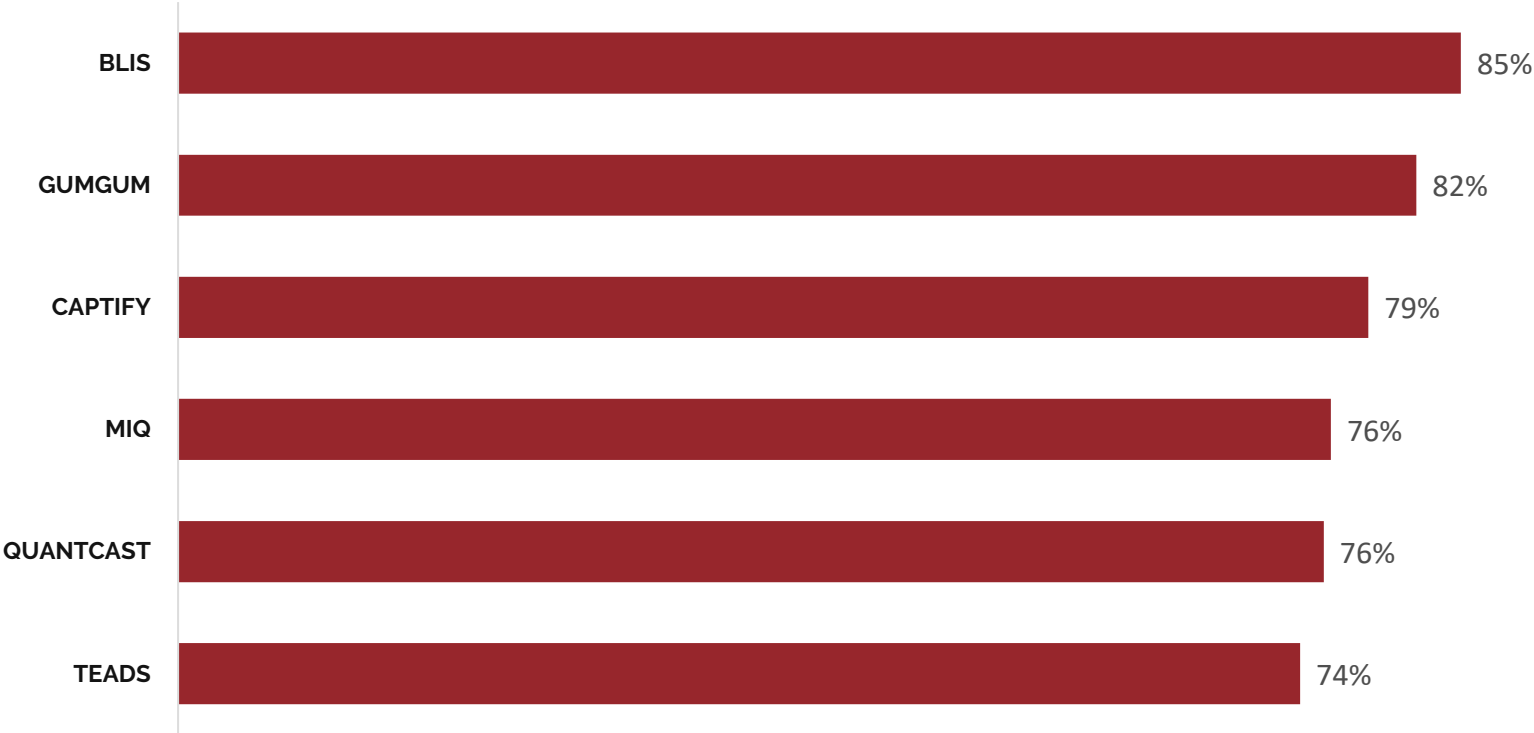
% agree strongly/agree



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

Ad Networks/Exchanges, DSP and Sales Houses - Spring 2023

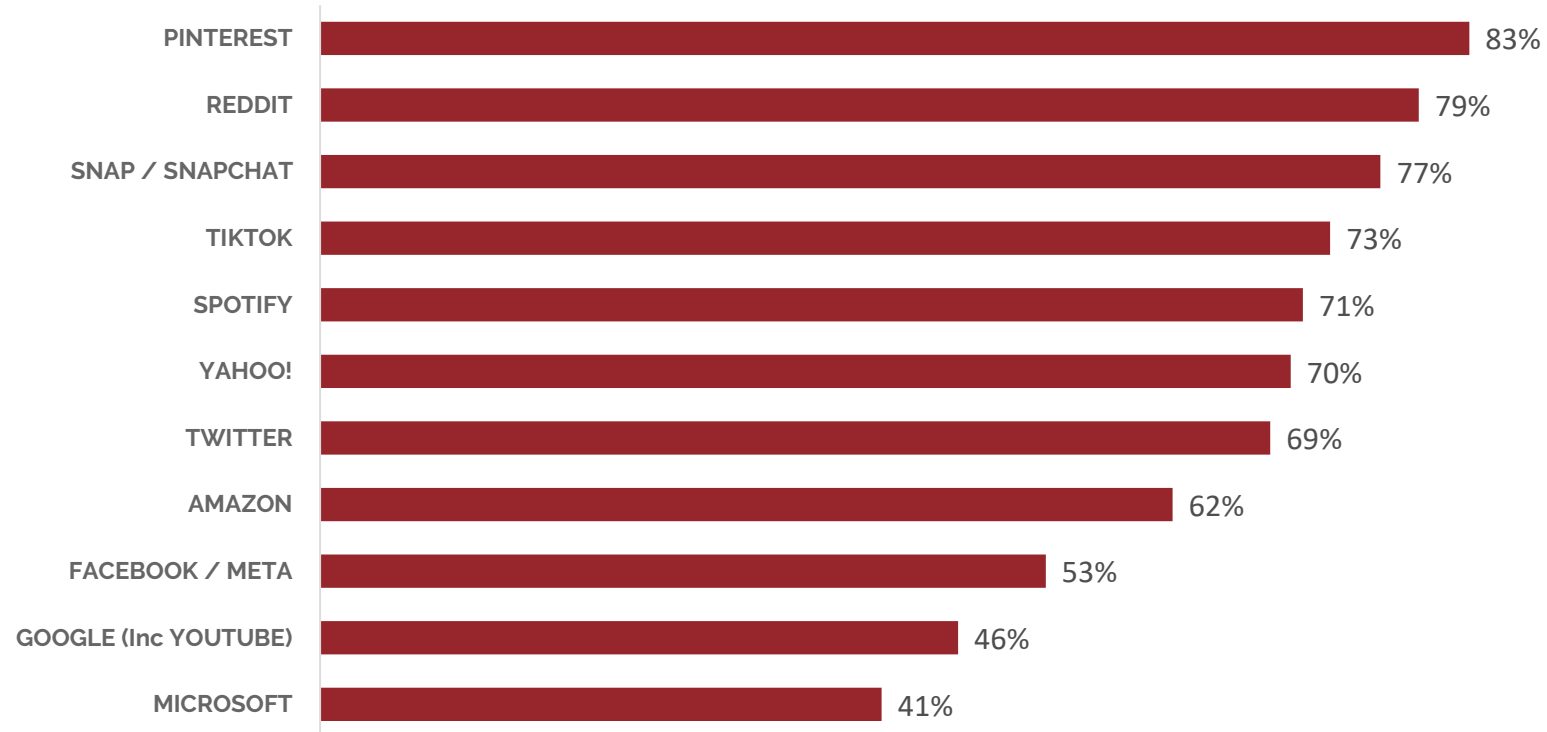
% agree strongly/agree



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

Online Pure Plays - Spring 2023

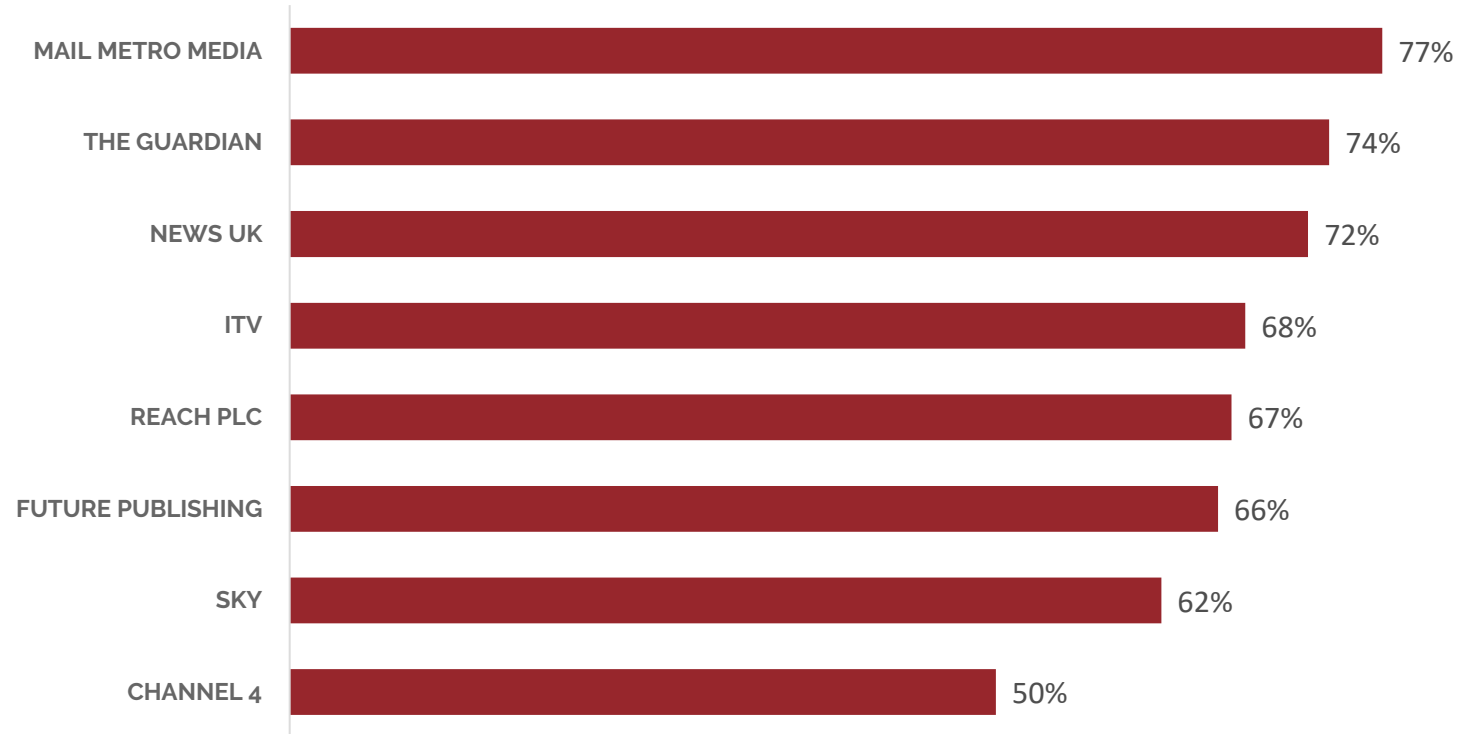
% agree strongly/agree



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

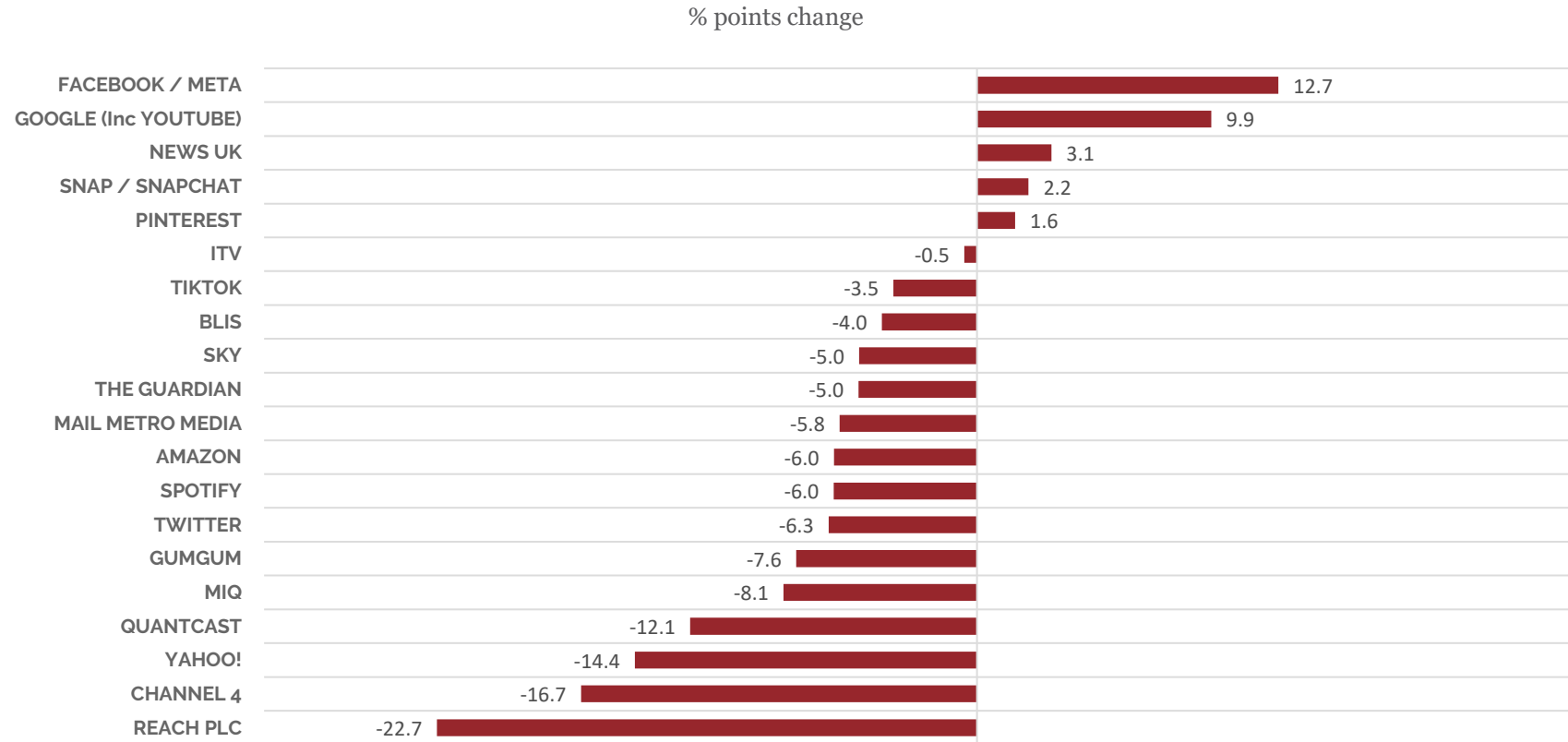
Cross-over media owners - Spring 2023

% agree strongly/agree



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

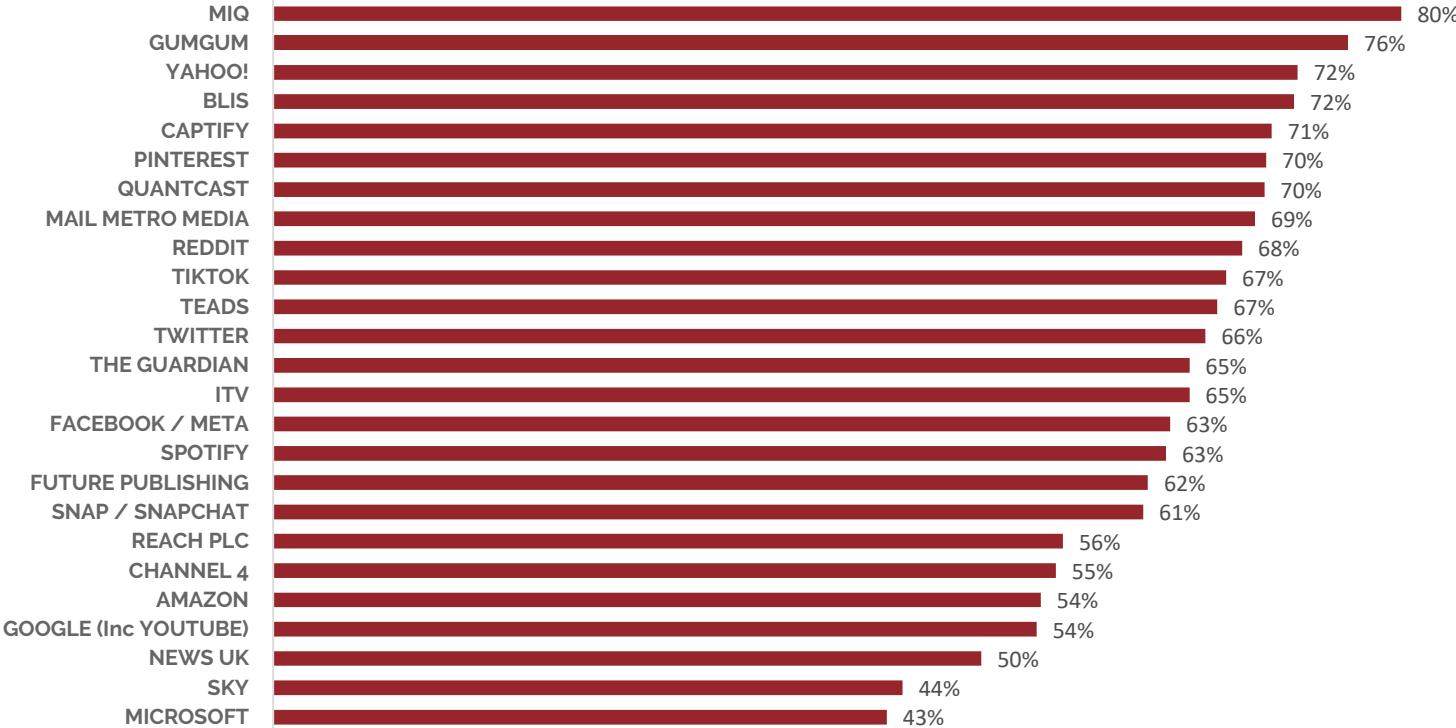
Spring 2023 vs Autumn 2022



The sales team understand my client strategies & objectives

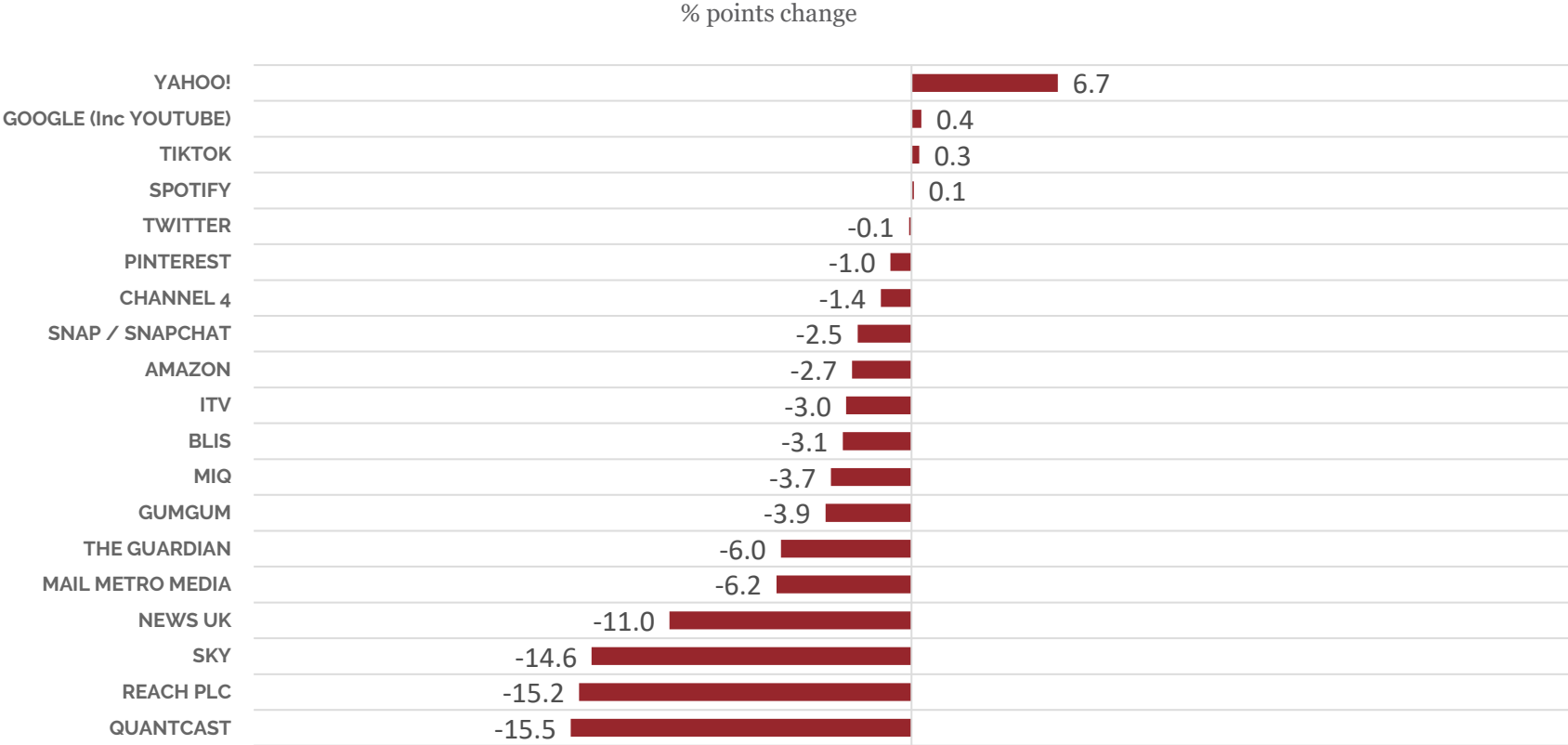
Spring 2023

% agree strongly/agree



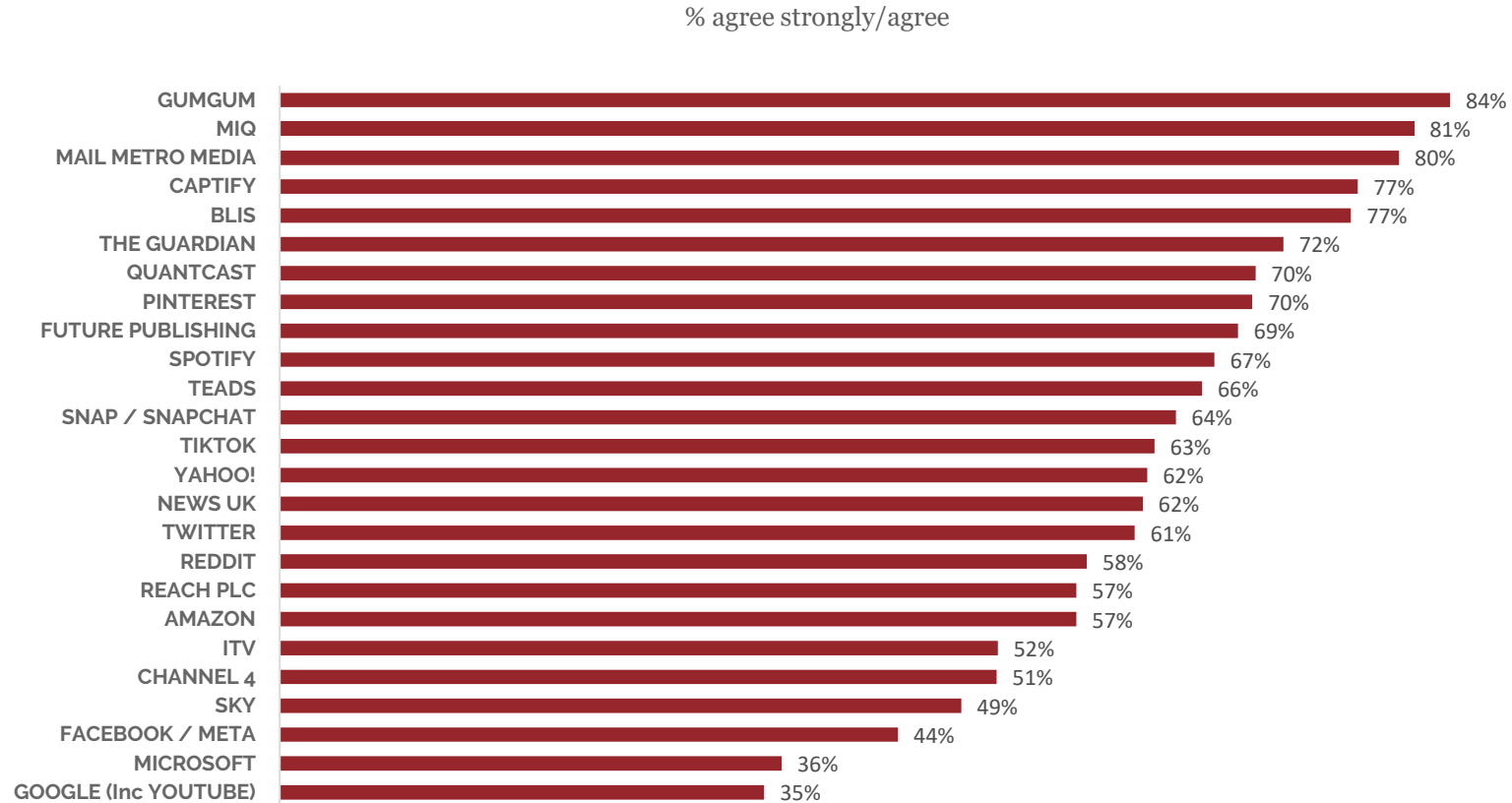
The sales team understand my client strategies & objectives

Spring 2023 vs Autumn 2022



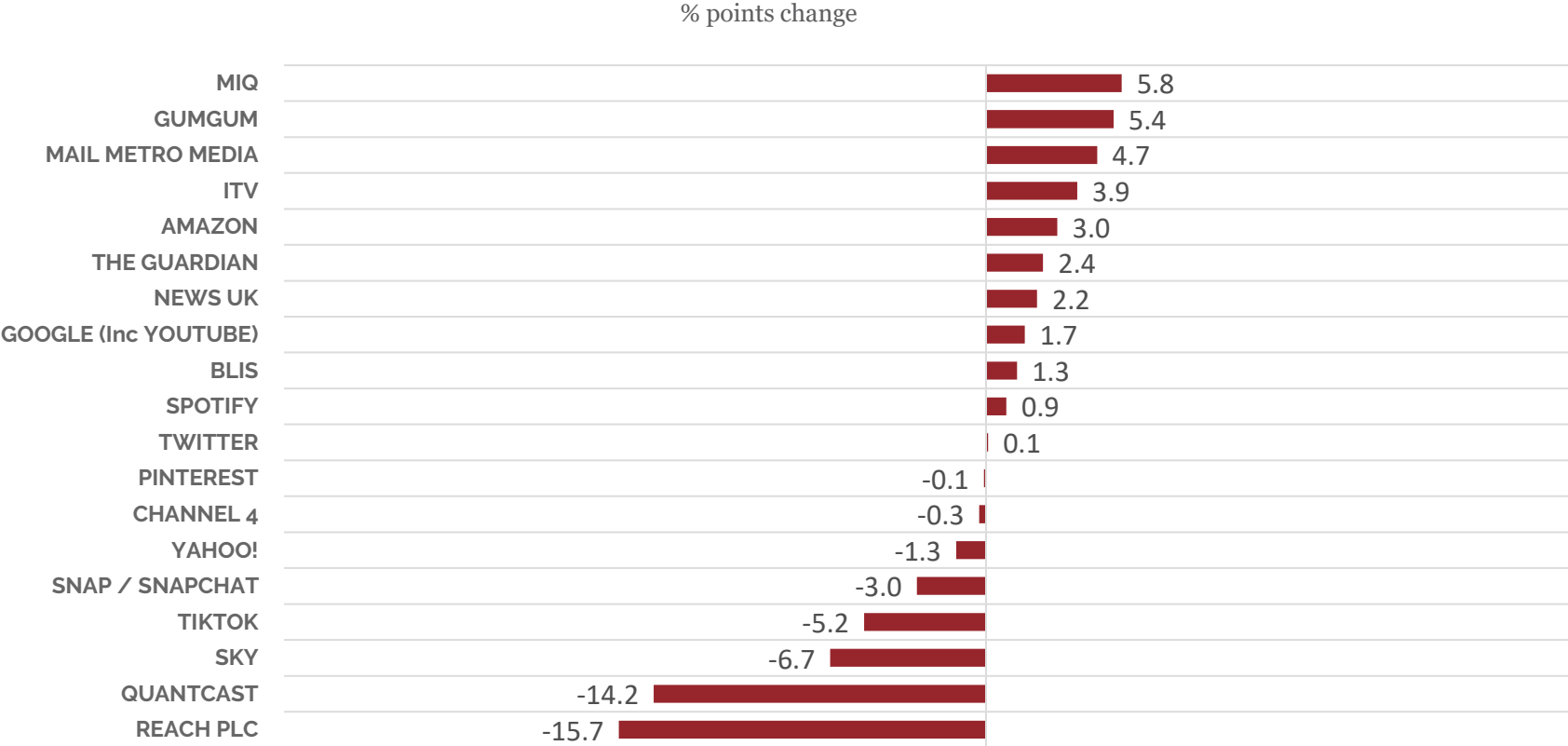
The quality of responses to brief are high

Spring 2023

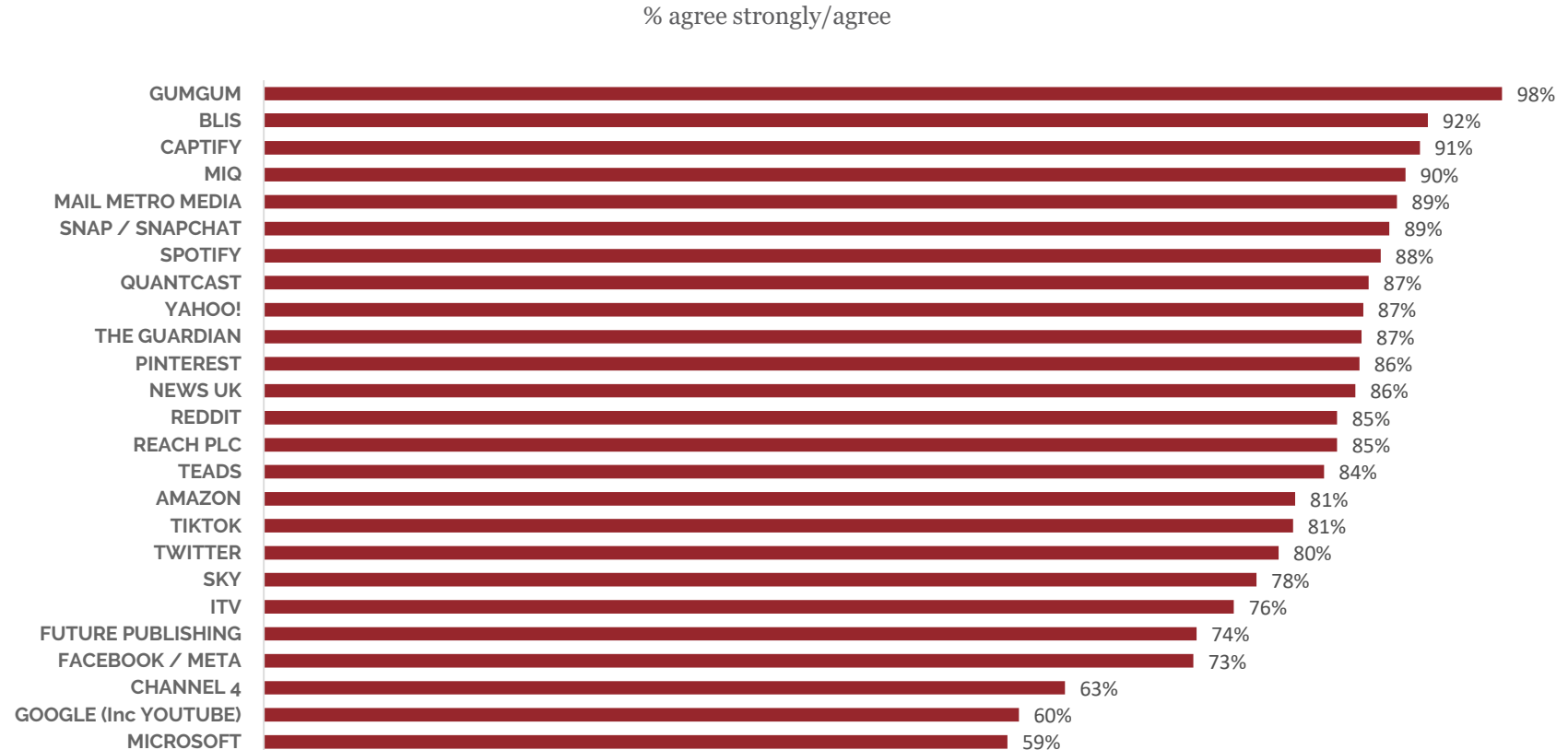


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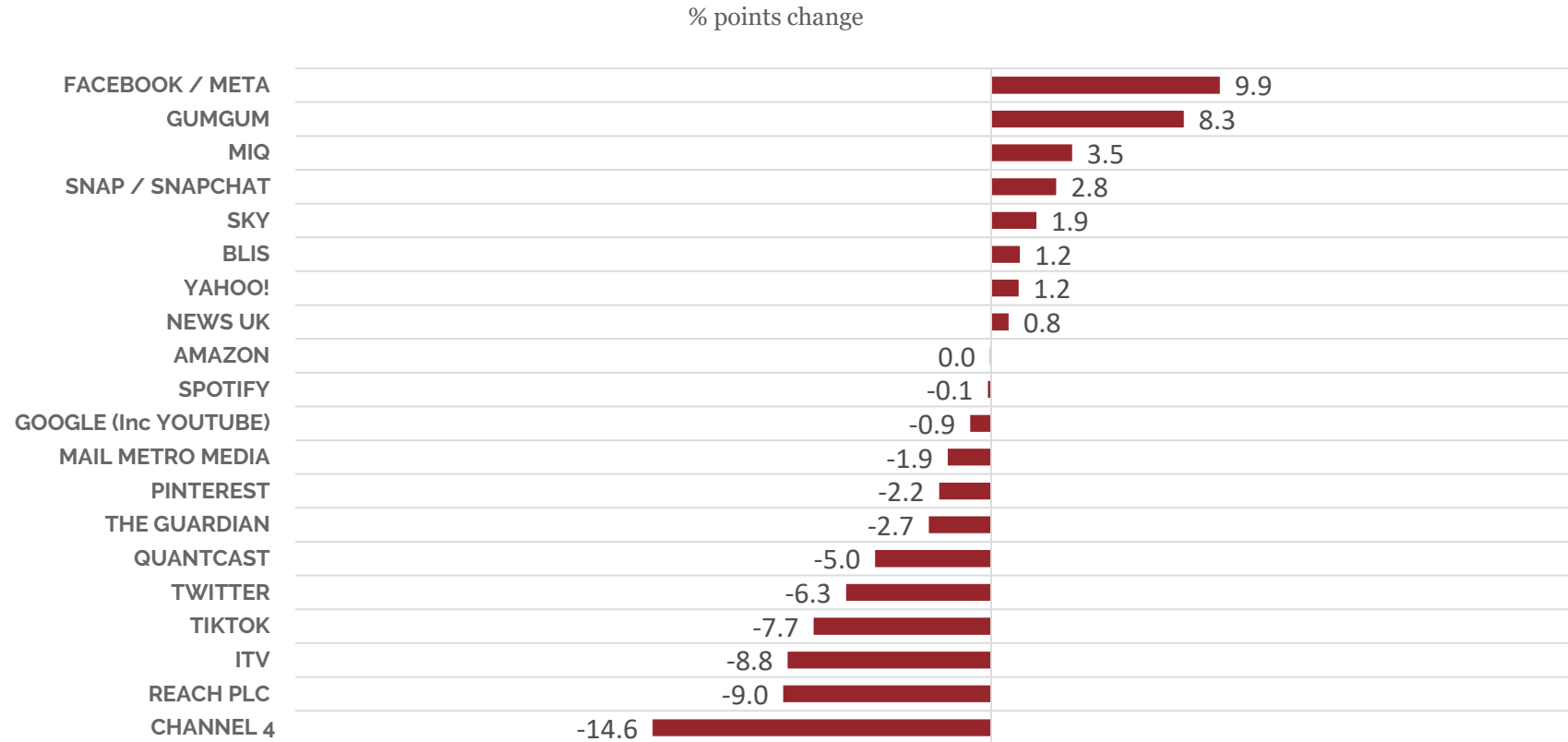
Spring 2023 vs Autumn 2022



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



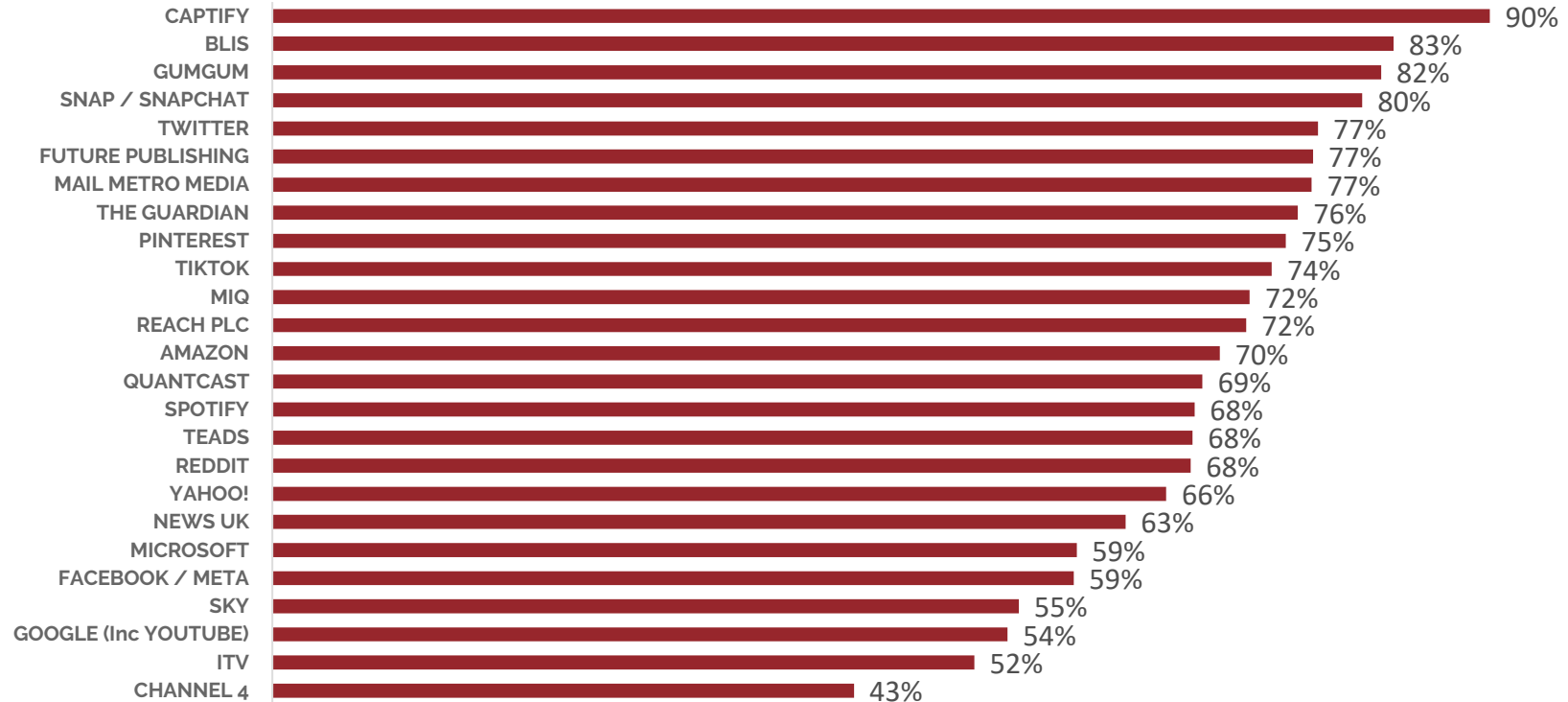
The sales team demonstrates an excellent understanding of their own products – Spring 2023 vs Autumn 2022



The sales team are professional in dealing with dispute resolution

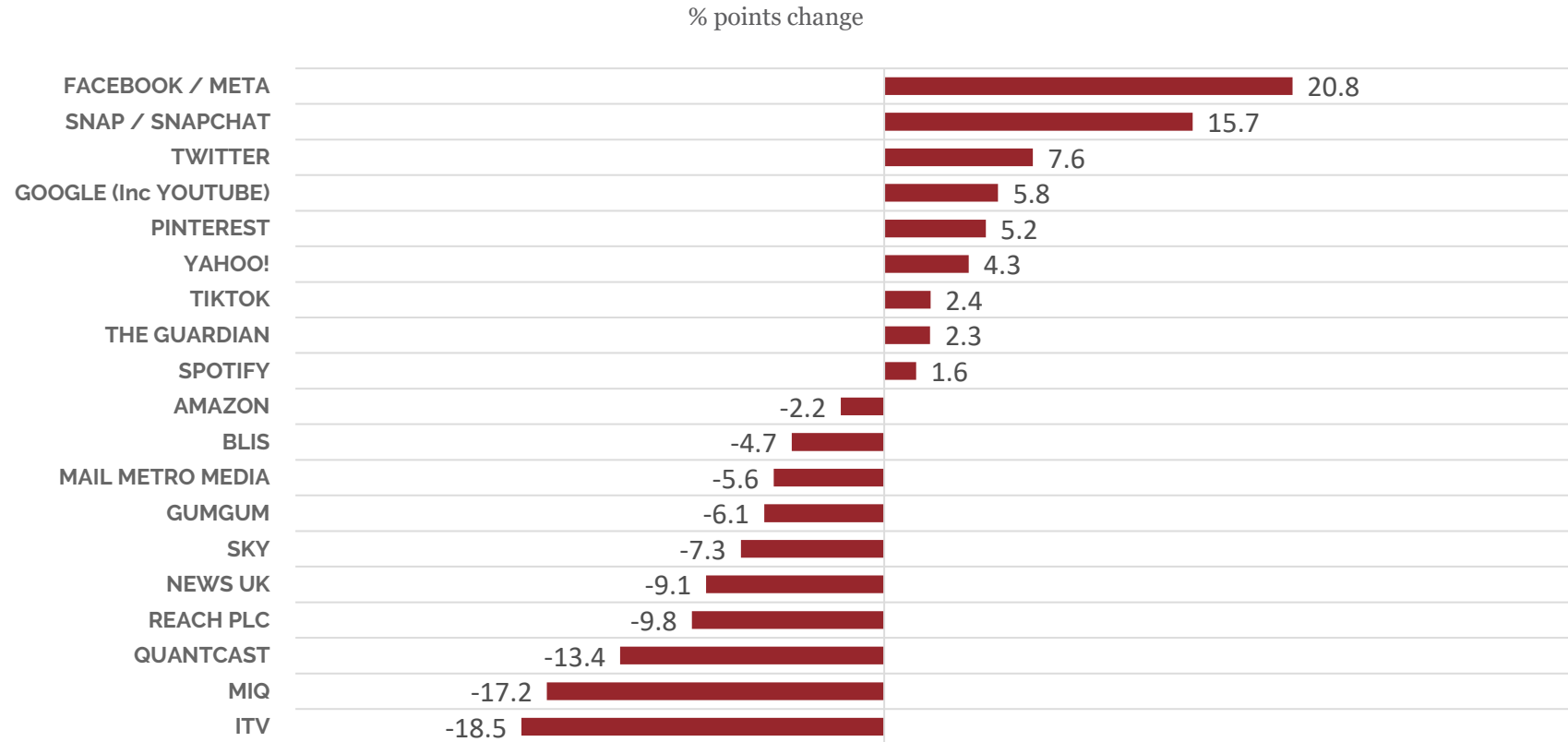
Autumn 2022

% agree strongly/agree



The sales team are professional in dealing with dispute resolution

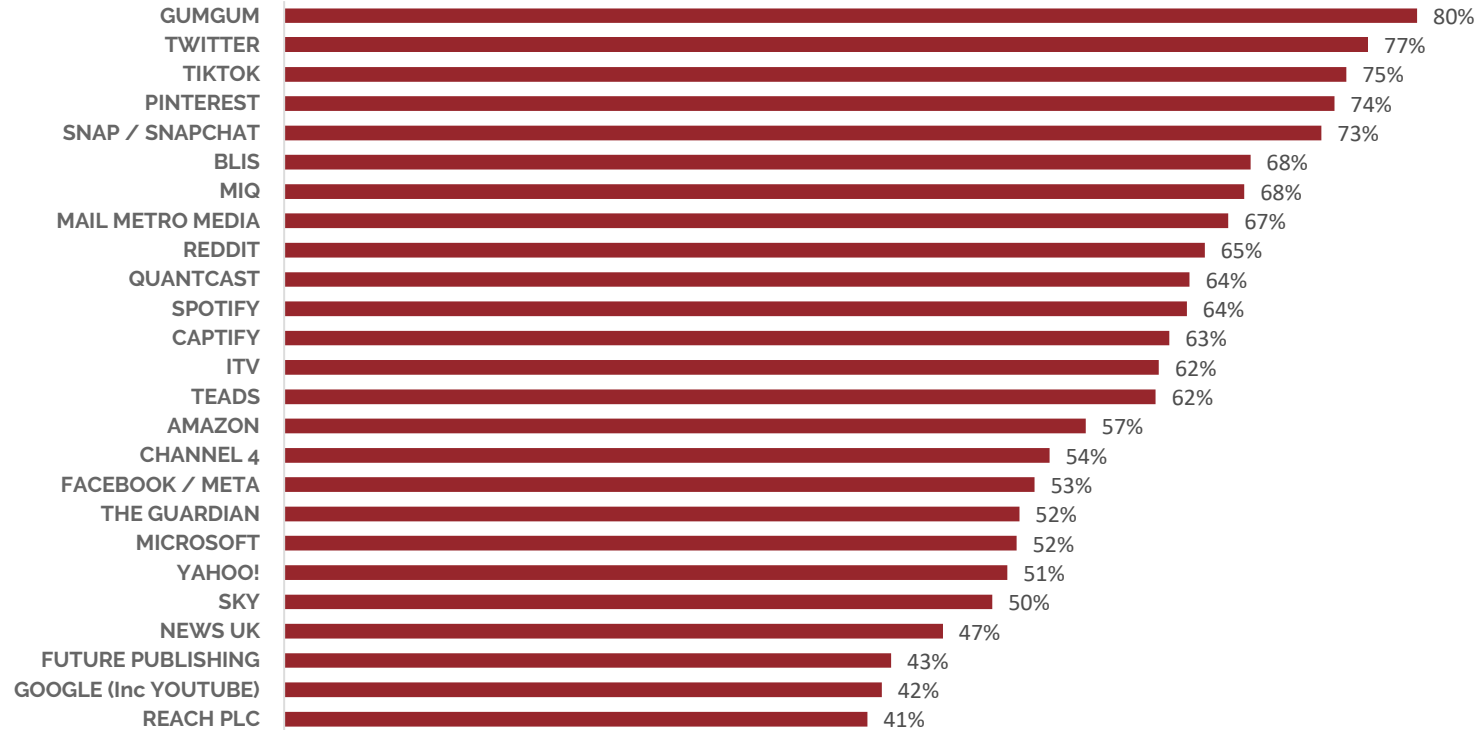
Spring 2023 vs Autumn 2022



The media owner delivers innovative, creative solutions

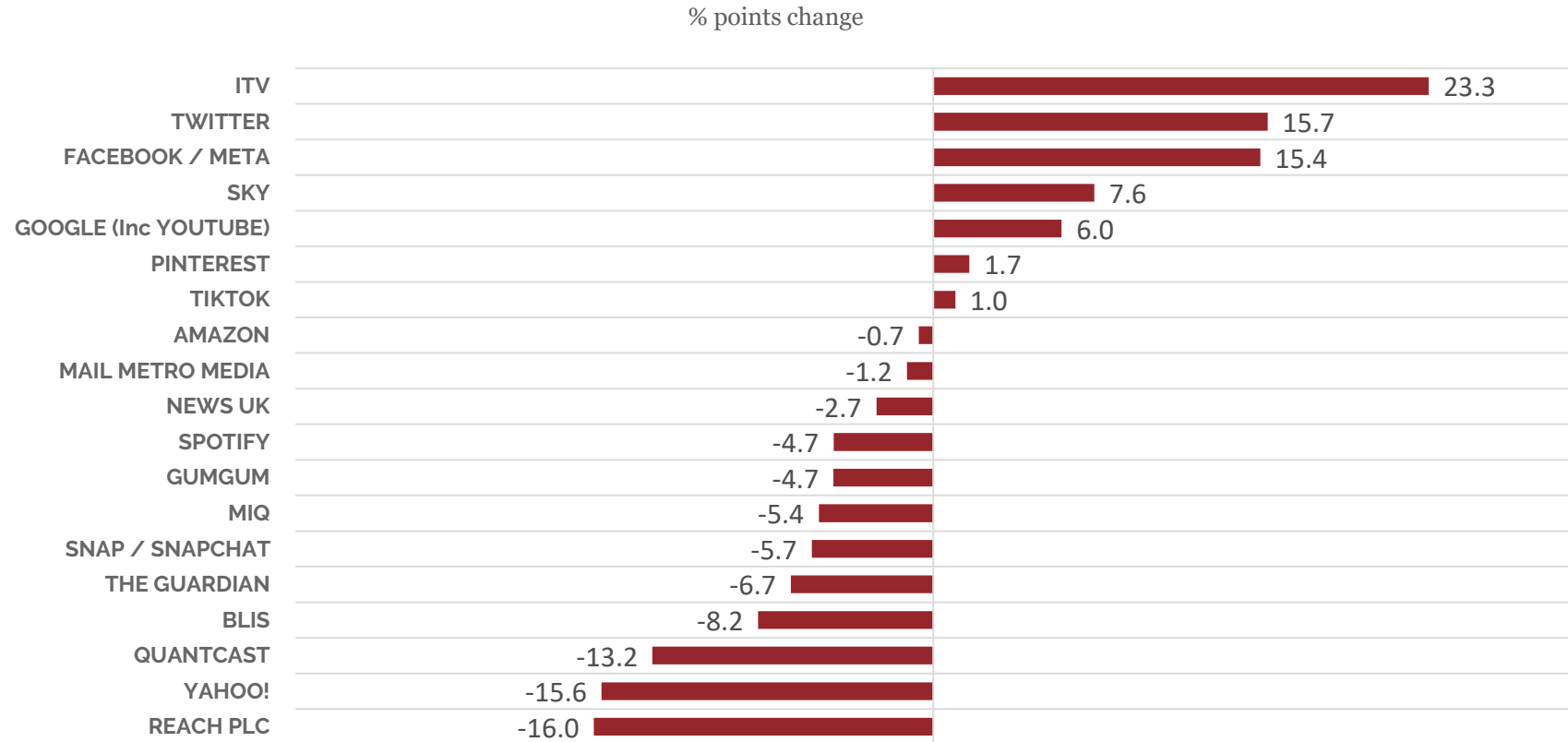
Spring 2023

% agree strongly/agree



The media owner delivers innovative, creative solutions

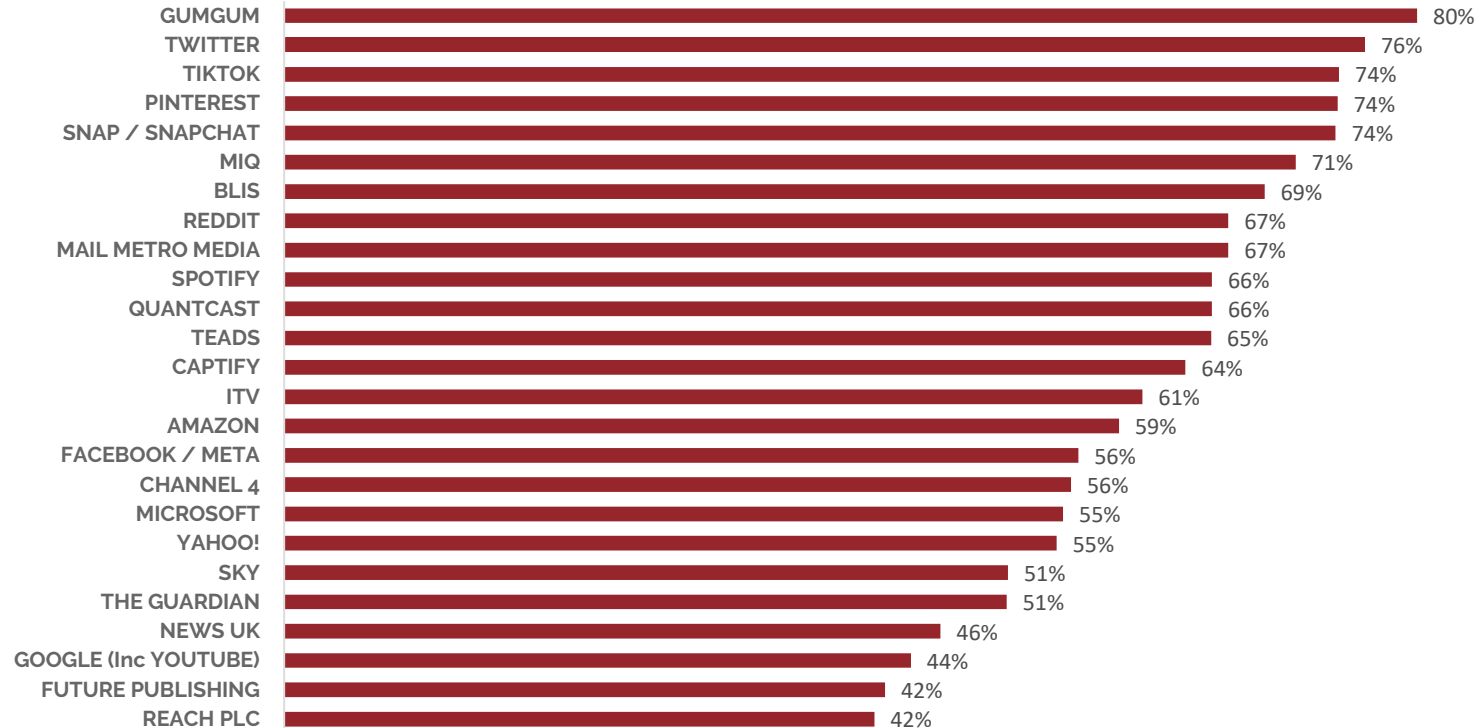
Spring 2023 vs Autumn 2022



The sales team pro-actively communicate relevant new opportunities

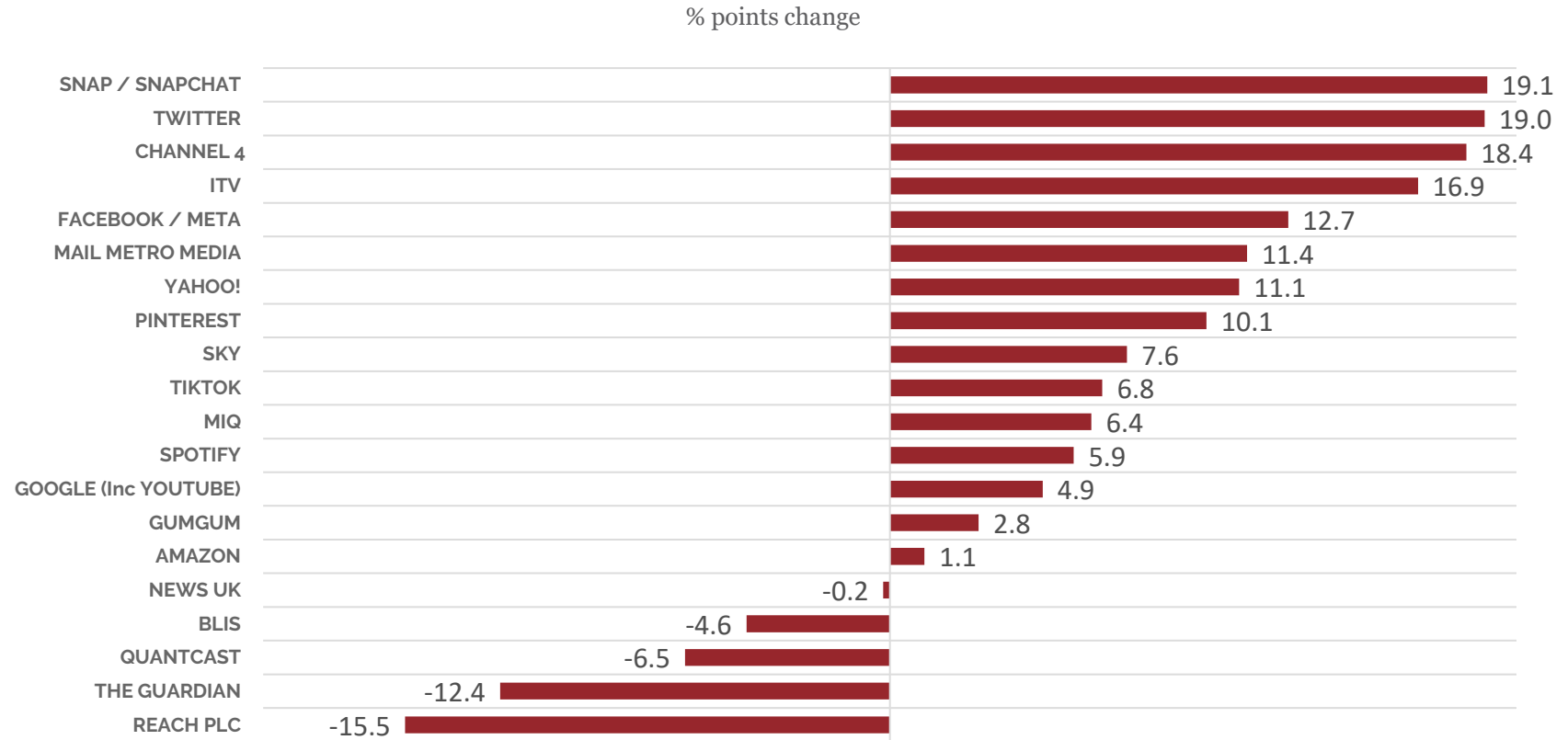
Spring 2023

% agree strongly/agree



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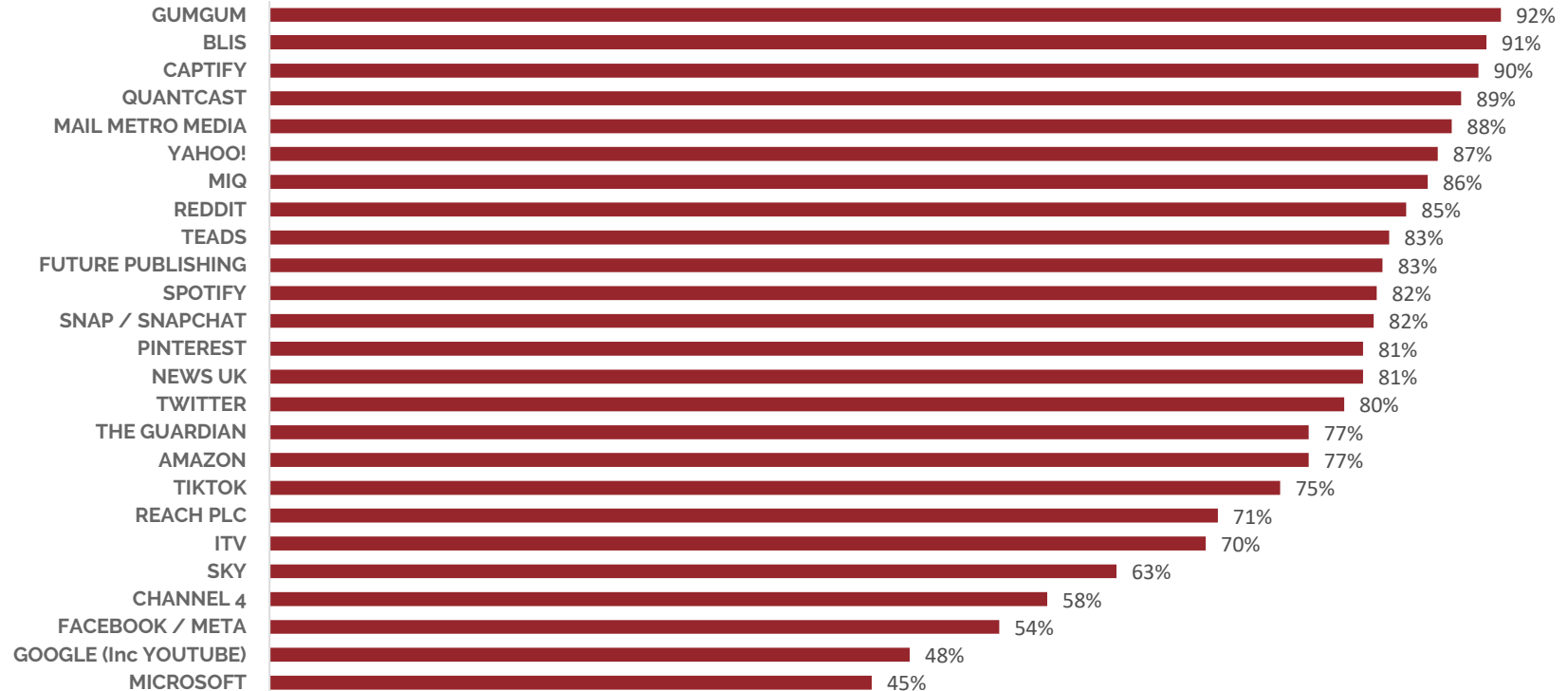
Spring 2023 vs Autumn 2022



It's easy to contact the sales team

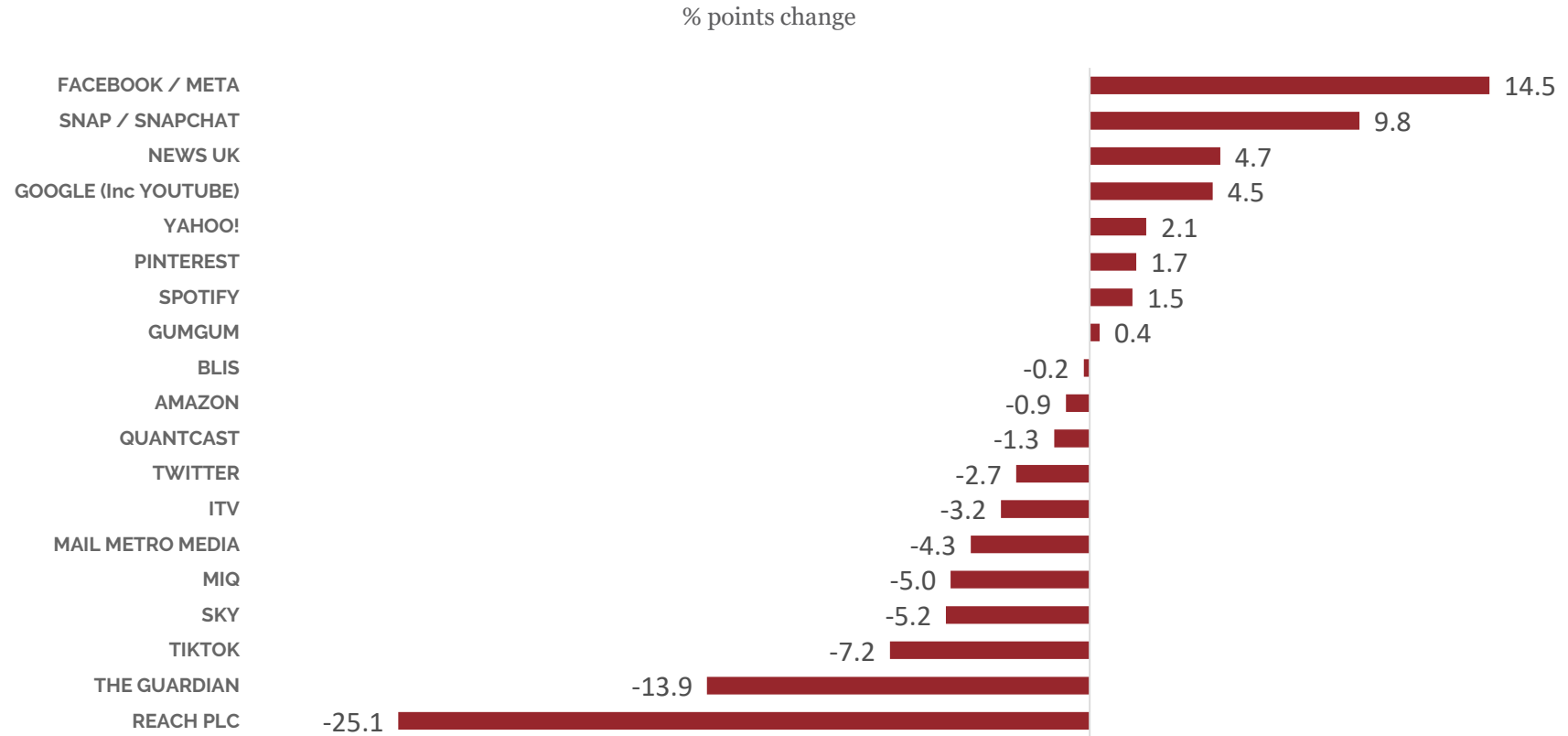
Spring 2023

% agree strongly/agree

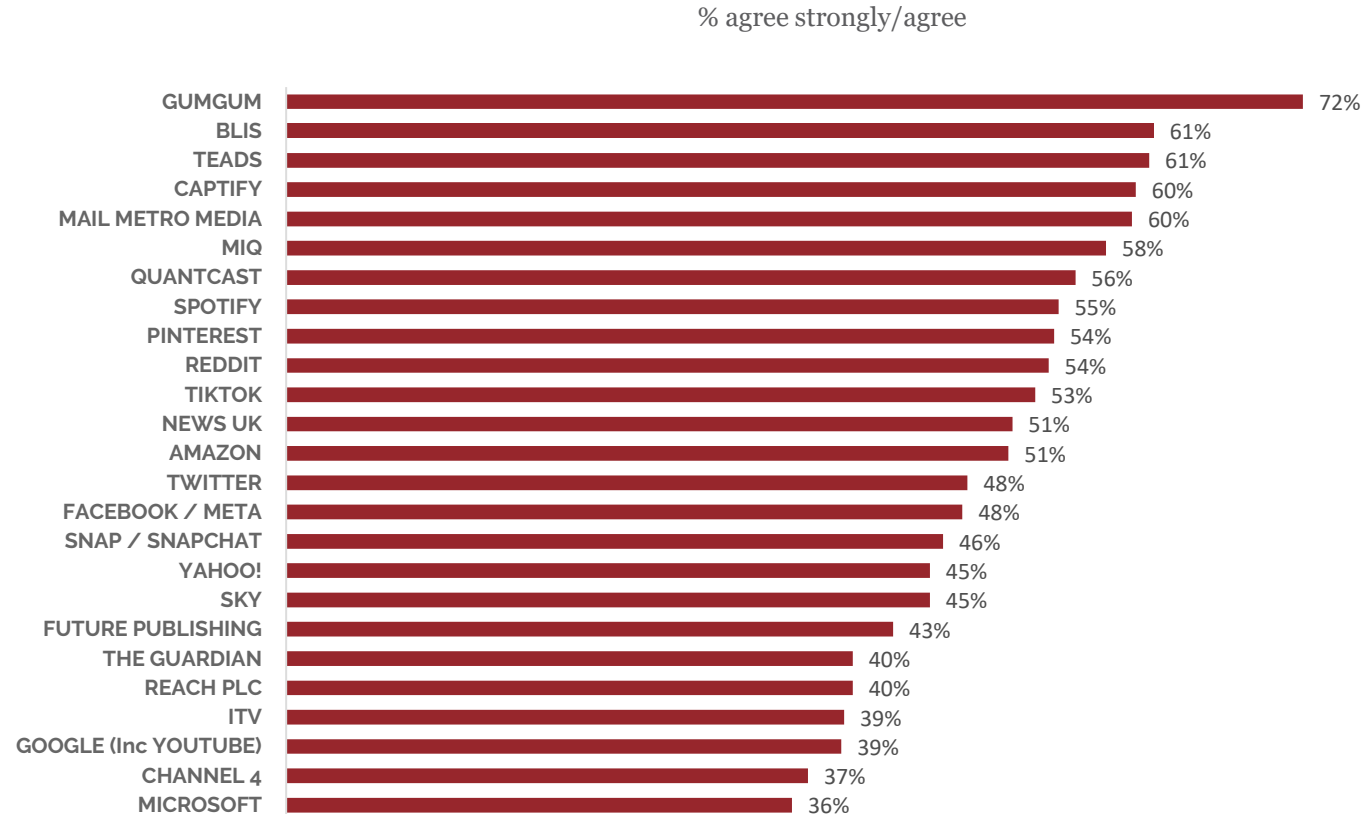


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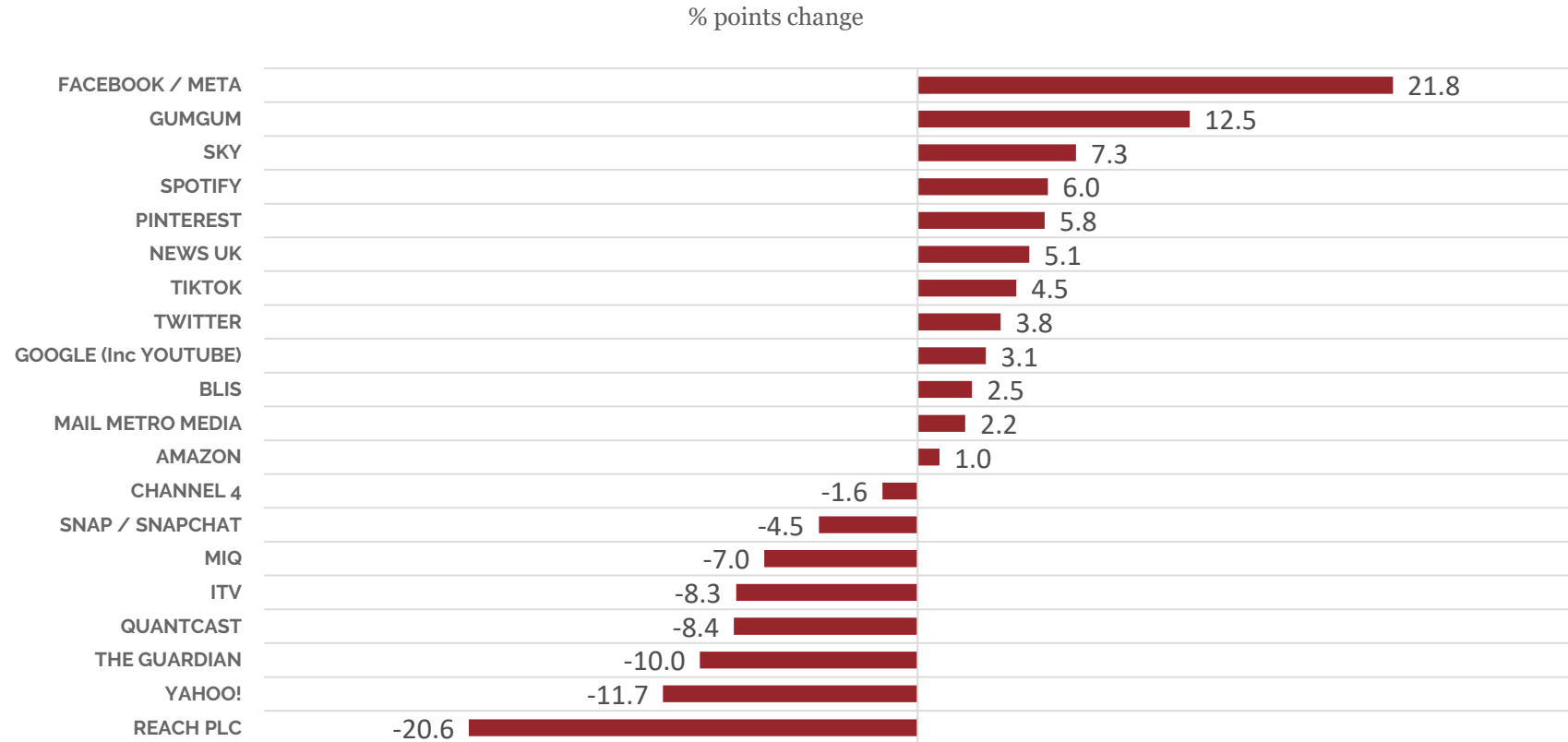
Spring 2023 vs Autumn 2022



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

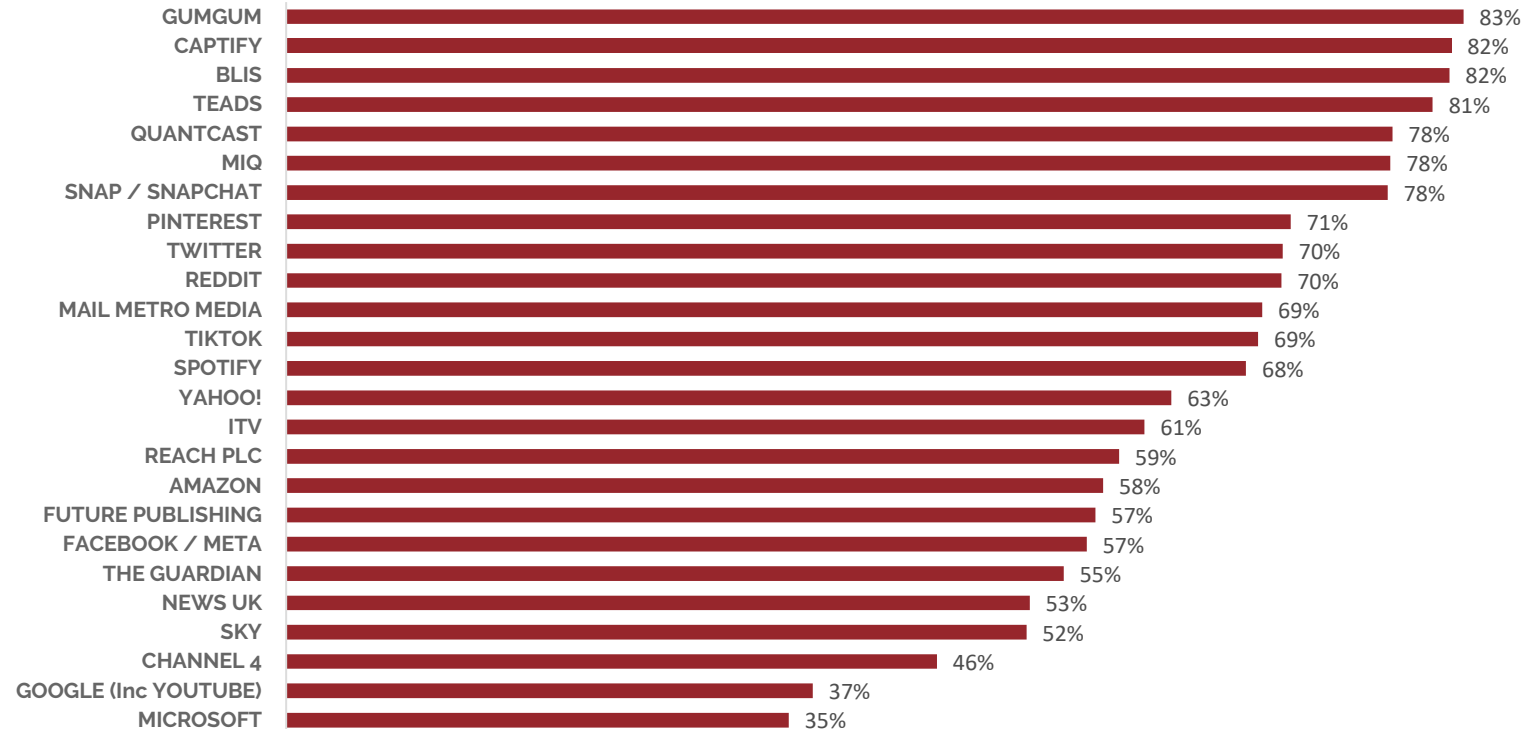


I have regular constructive face-to-face or telephone contact with the sales team – Spring 2023 vs Autumn 2022

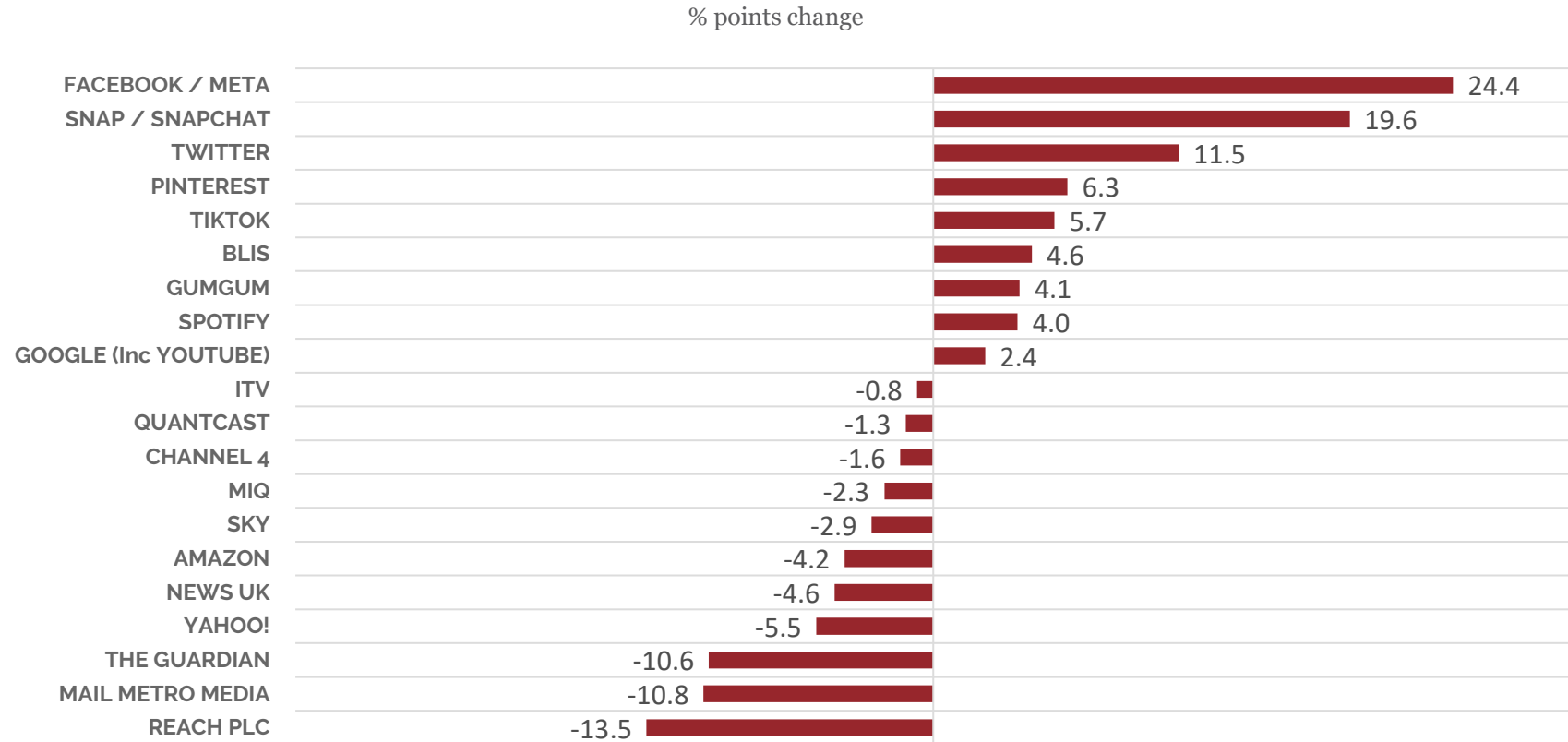


The sales team engenders a real sense of an agency/media owner partnership - Spring 2023

% agree strongly/agree

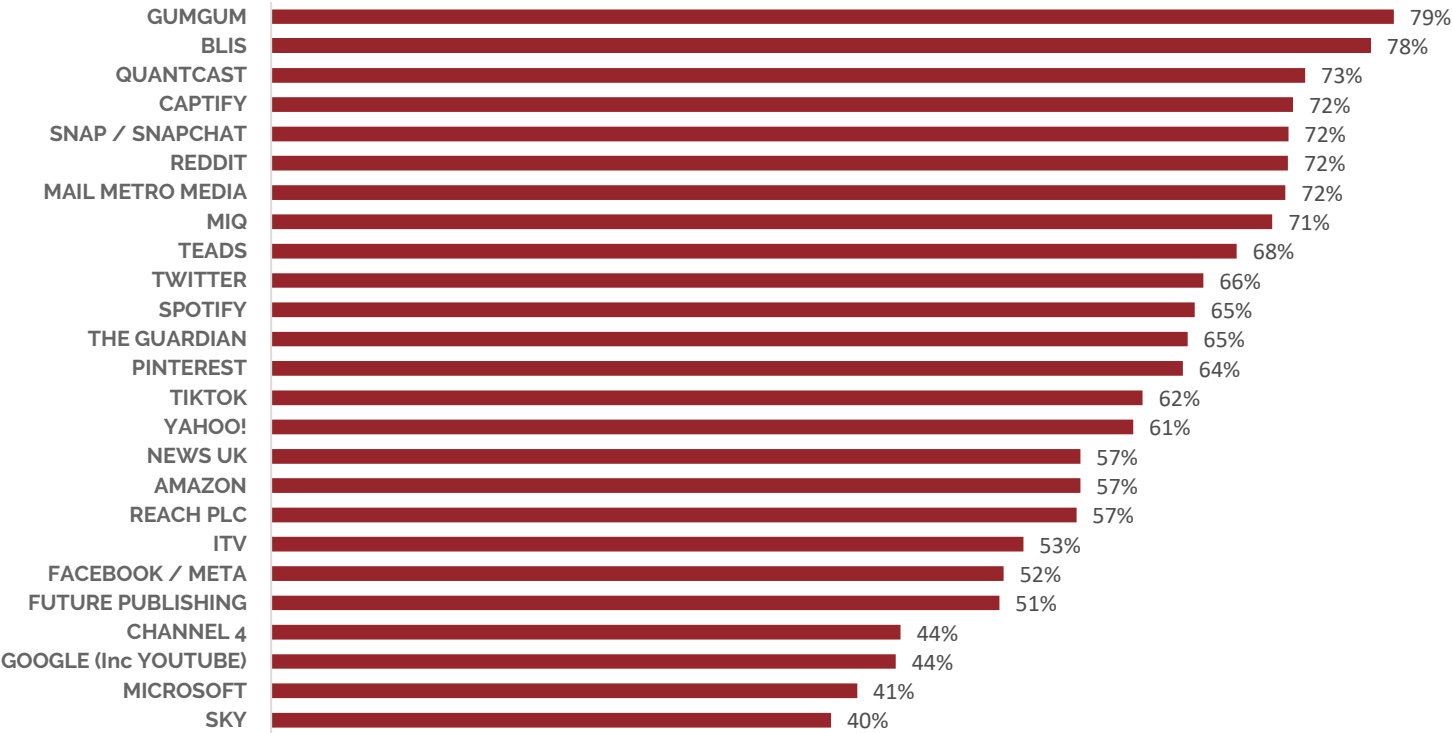


The sales team engenders a real sense of an agency/media owner partnership - Spring 2023 vs Autumn 2022

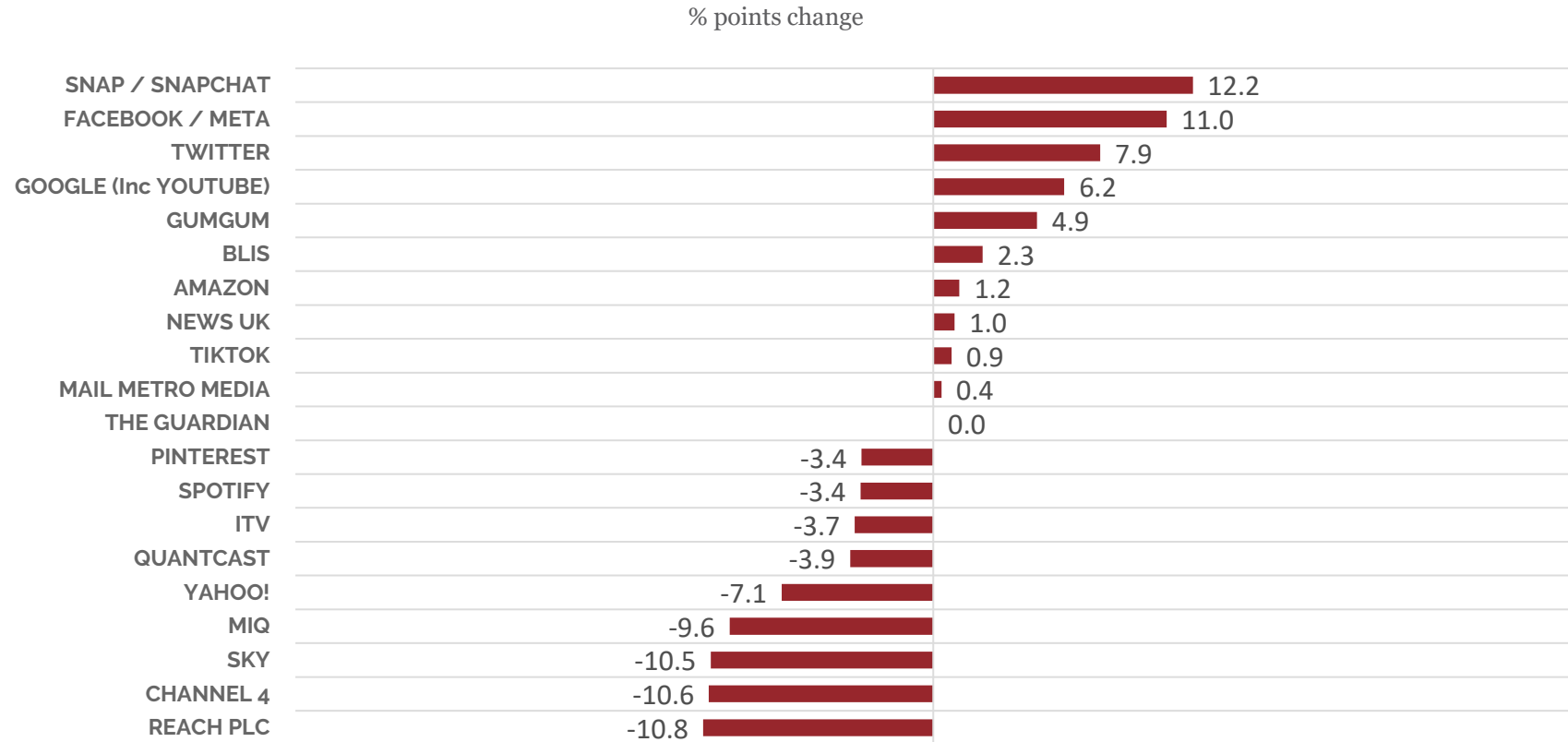


The sales team understand the context I operate in and how best to support me in achieving my objectives - Spring 2023

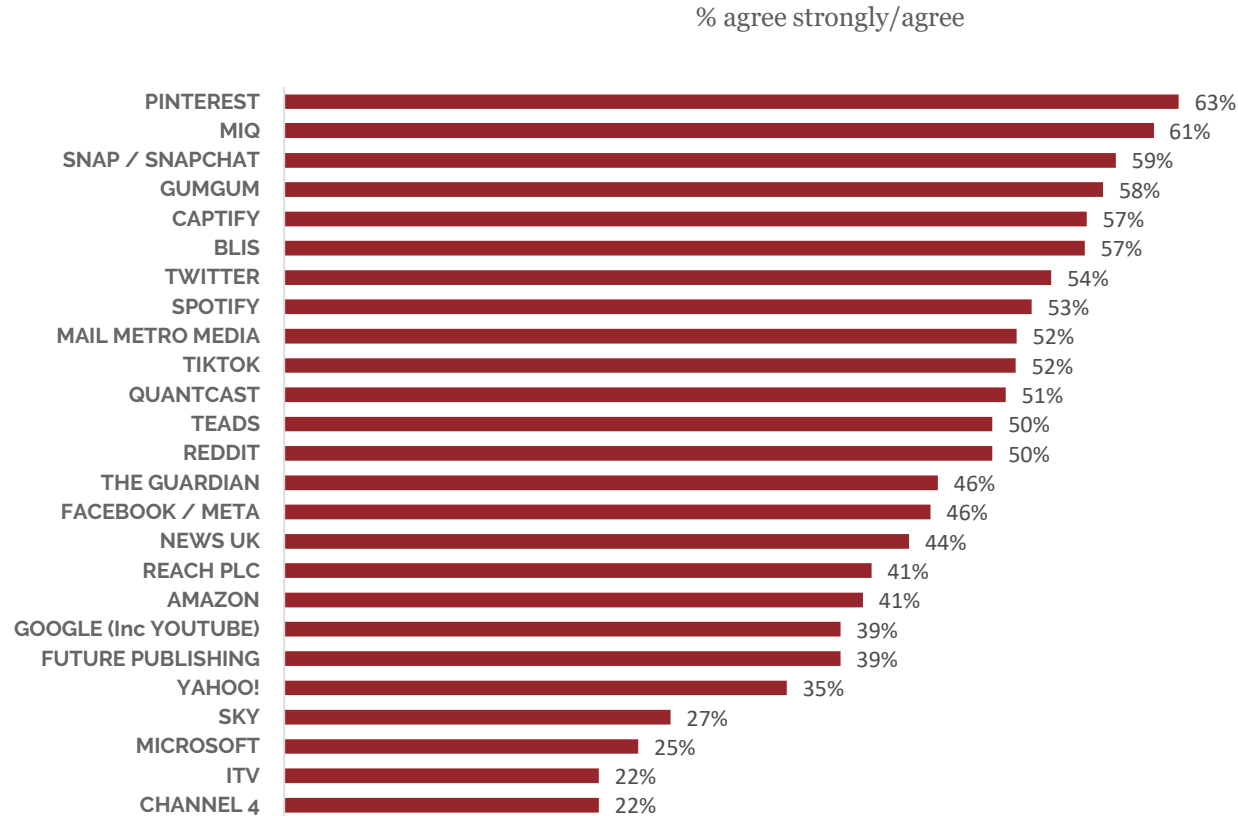
% agree strongly/agree



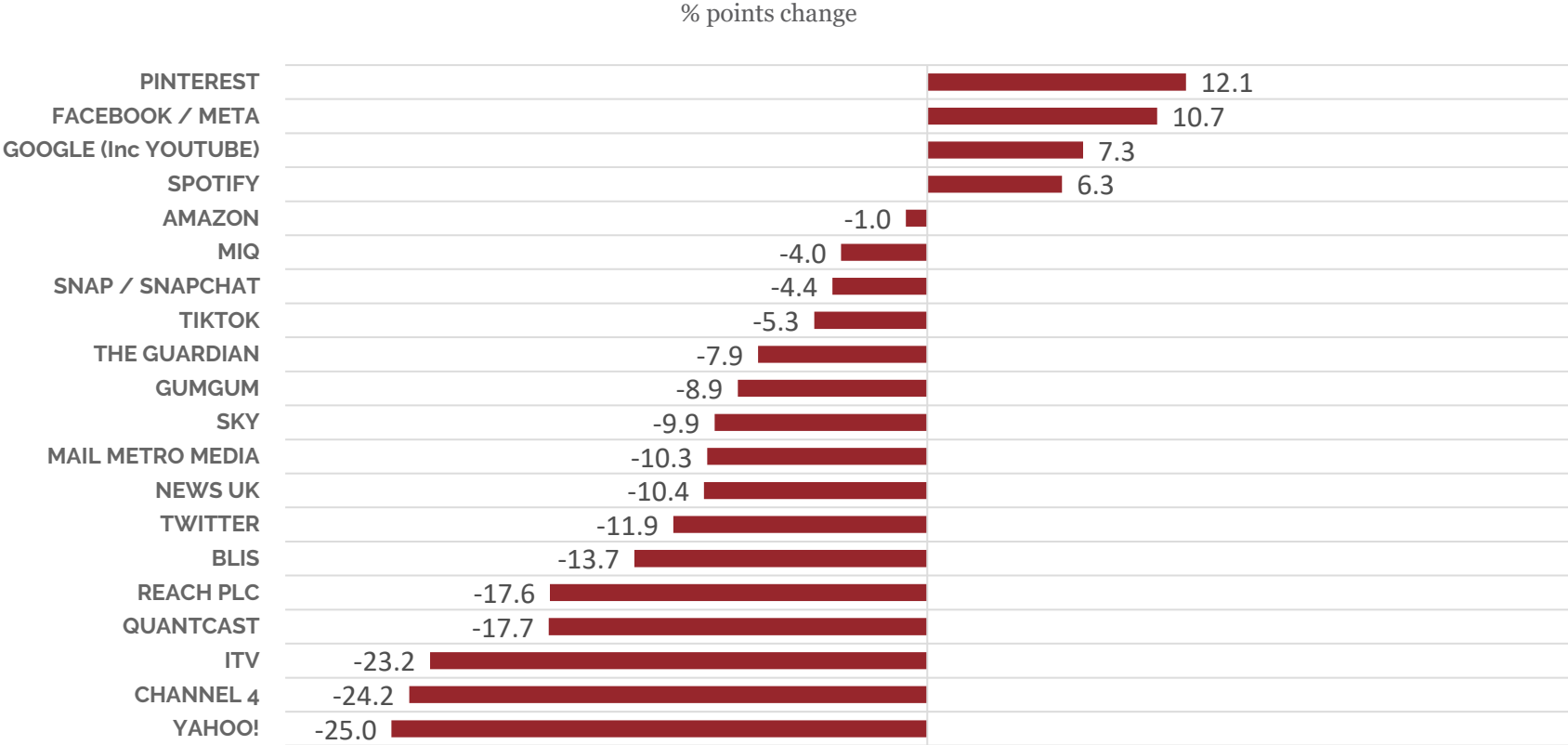
The sales team understand the context I operate in and how best to support me in achieving my objectives - Spring 2023 vs Autumn 2022



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

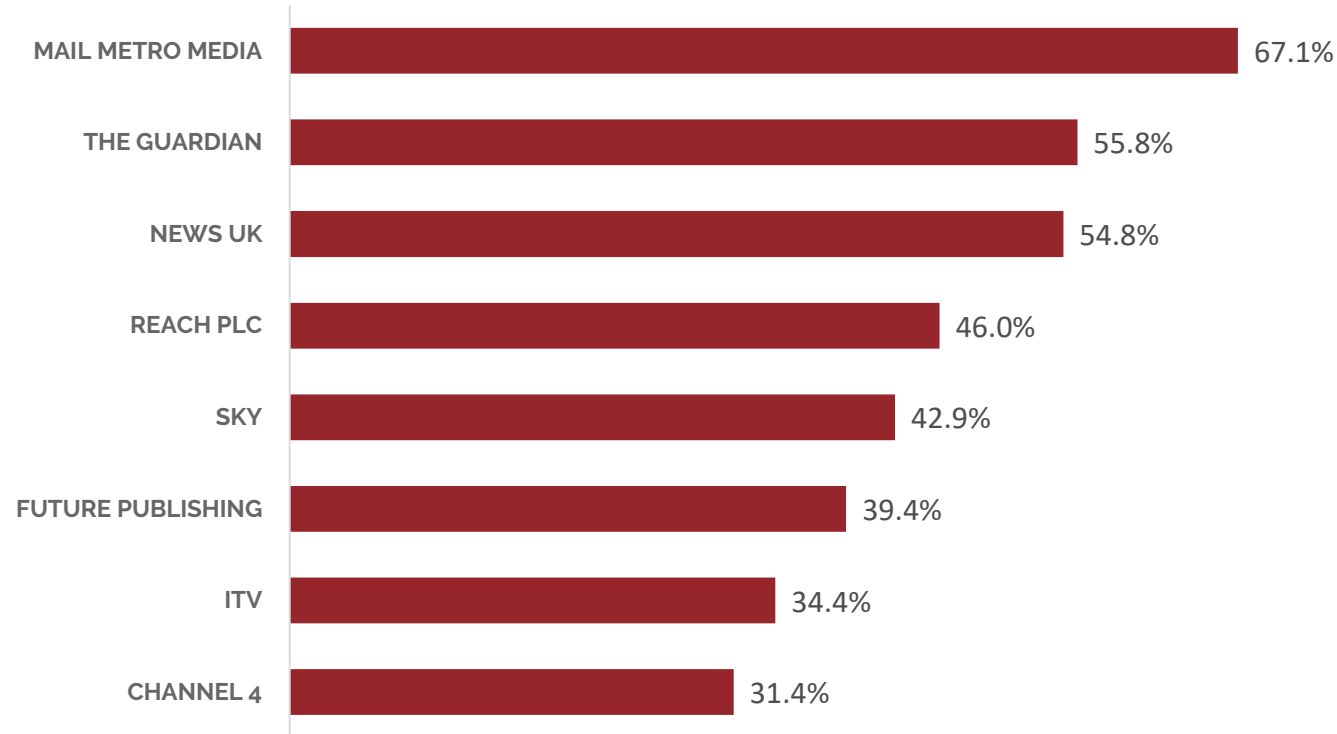


The media owner successfully communicates direct contact they have with clients - Spring 2023 vs Autumn 2022



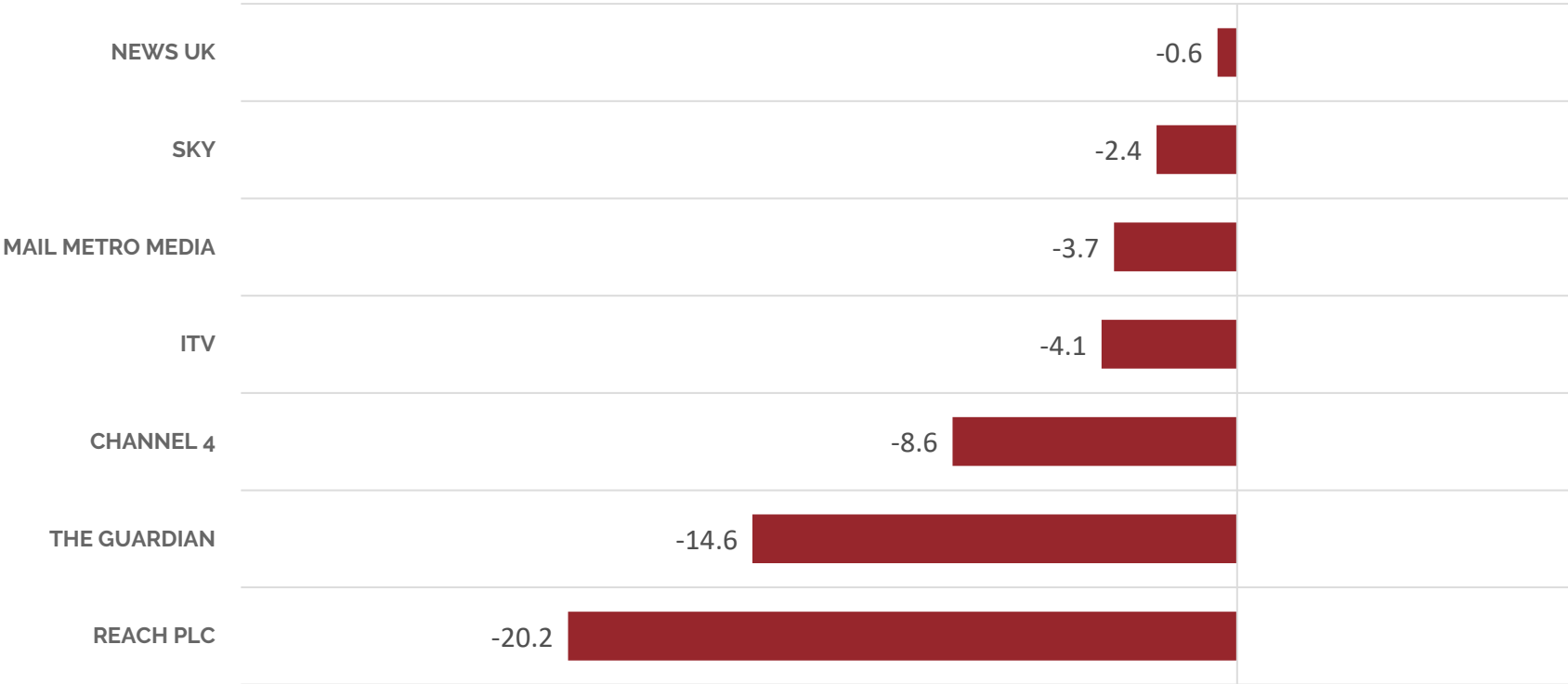
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited - Spring 2023

% agree strongly/agree



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

% points change



Rankings by Media Owner

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Amazon Spring 2023



Amazon

Spring 2023 vs Autumn 2022

% points change



Blis

Spring 2023



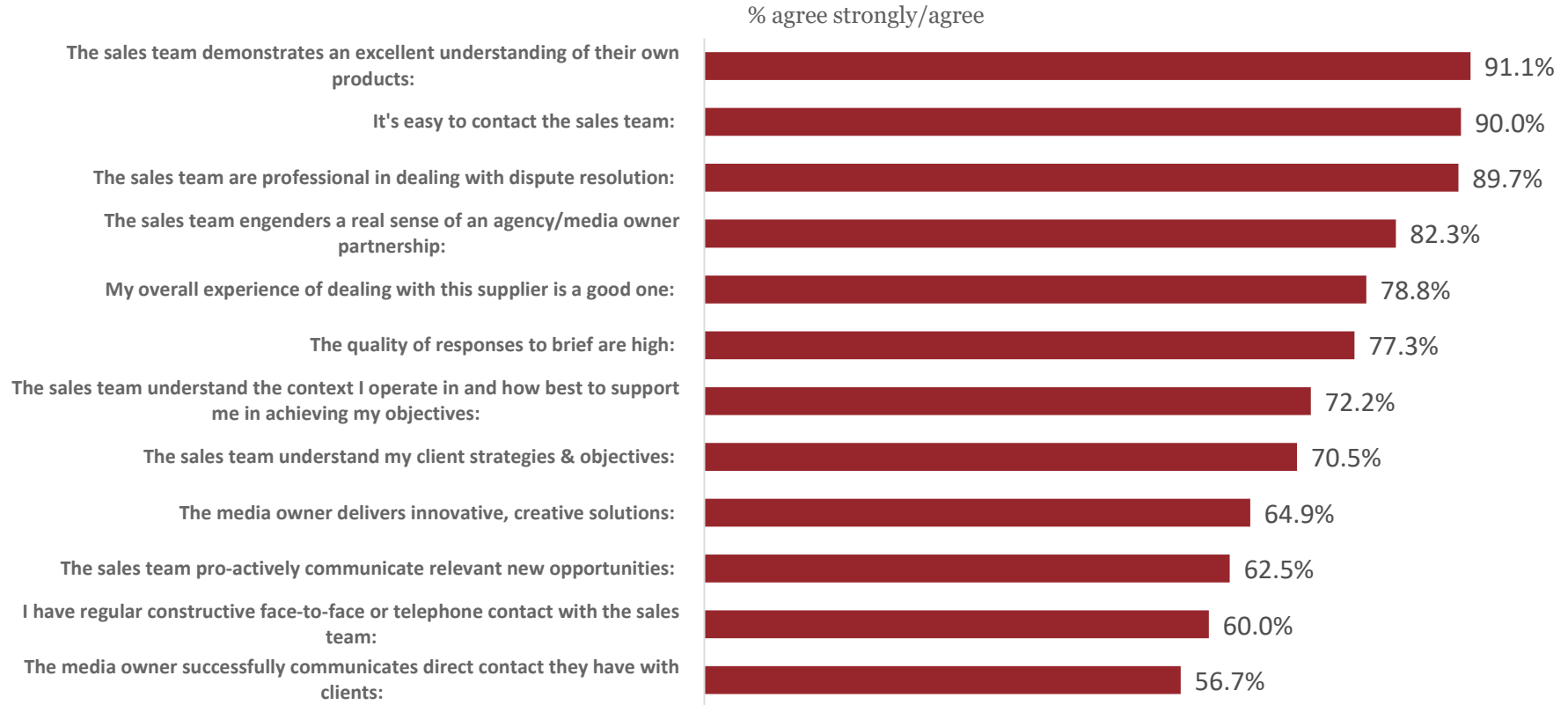
Blis

Spring 2023 vs Autumn 2022

% points change

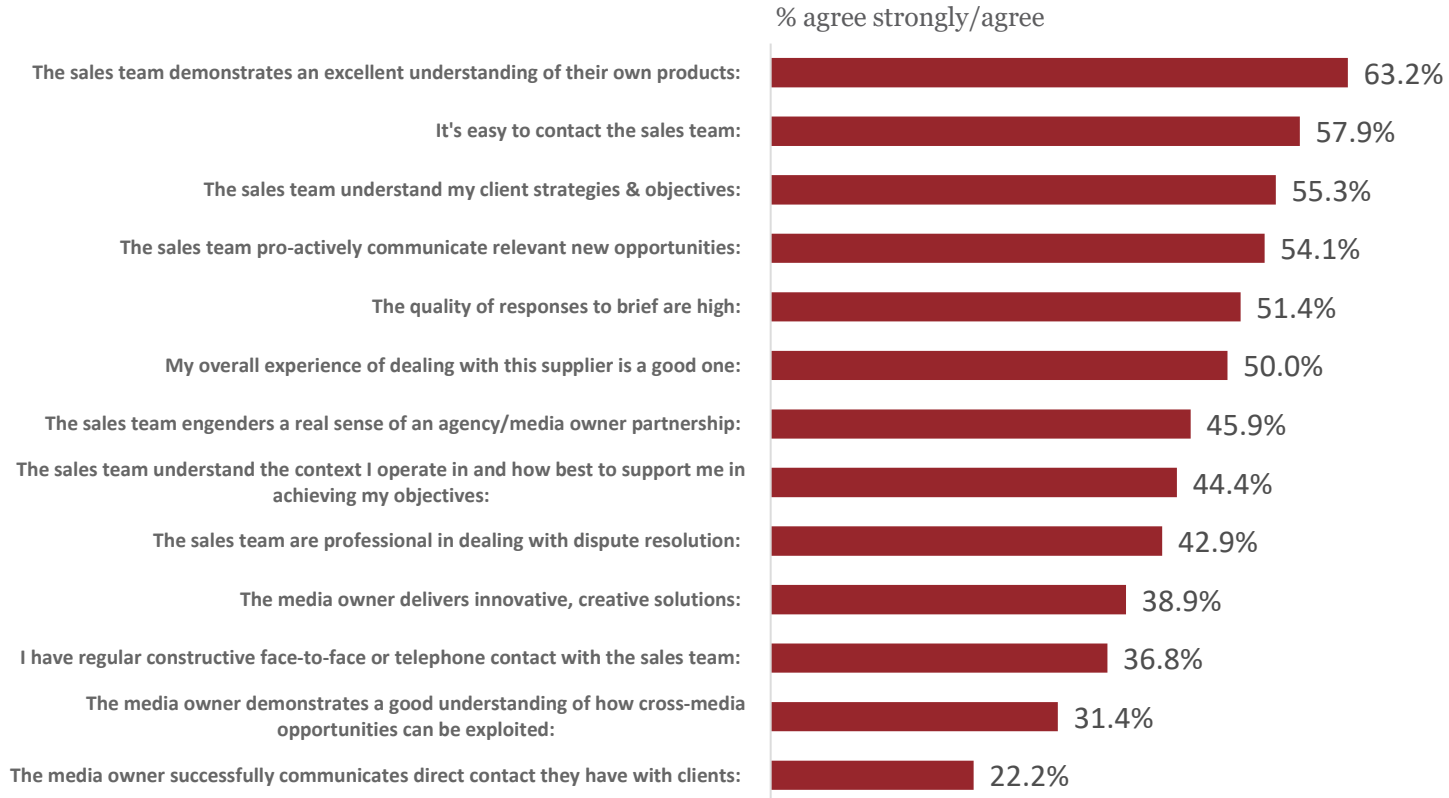


Captify Spring 2023



Channel 4

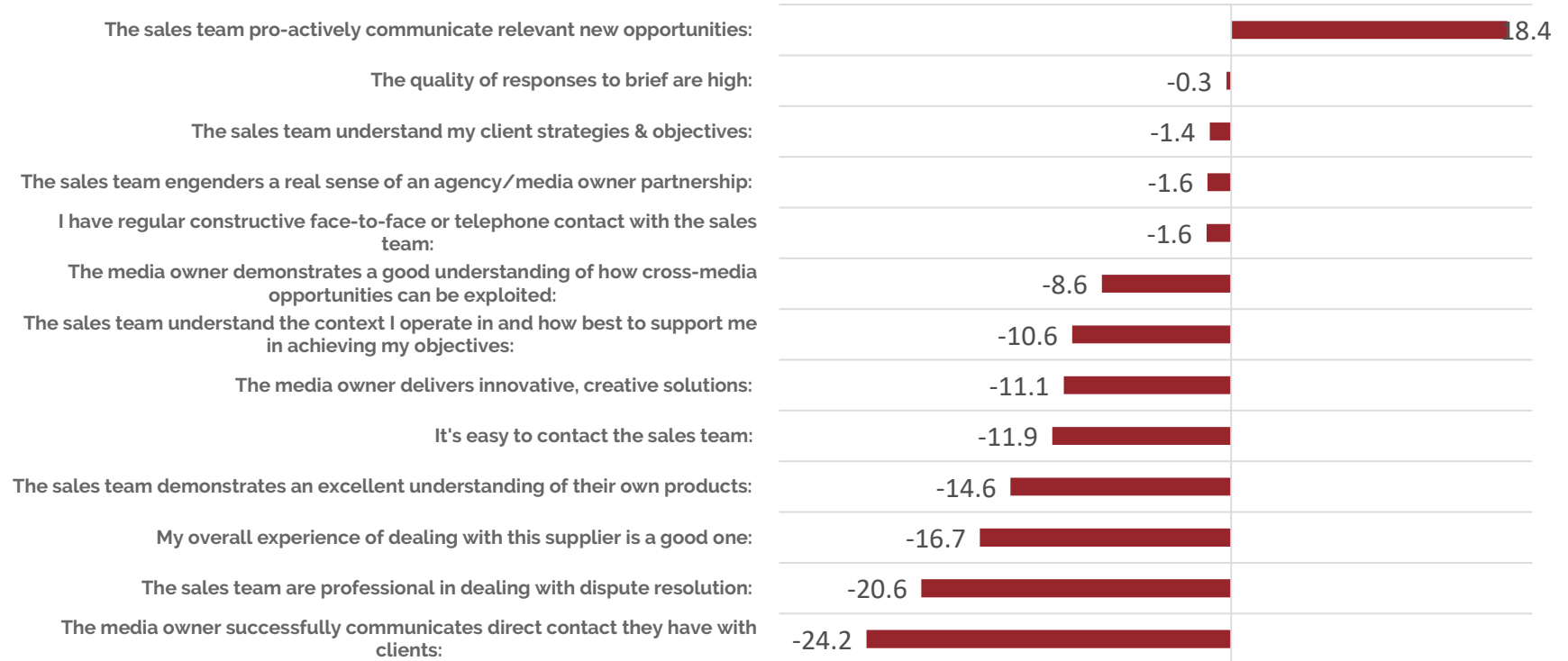
Spring 2023



Channel 4

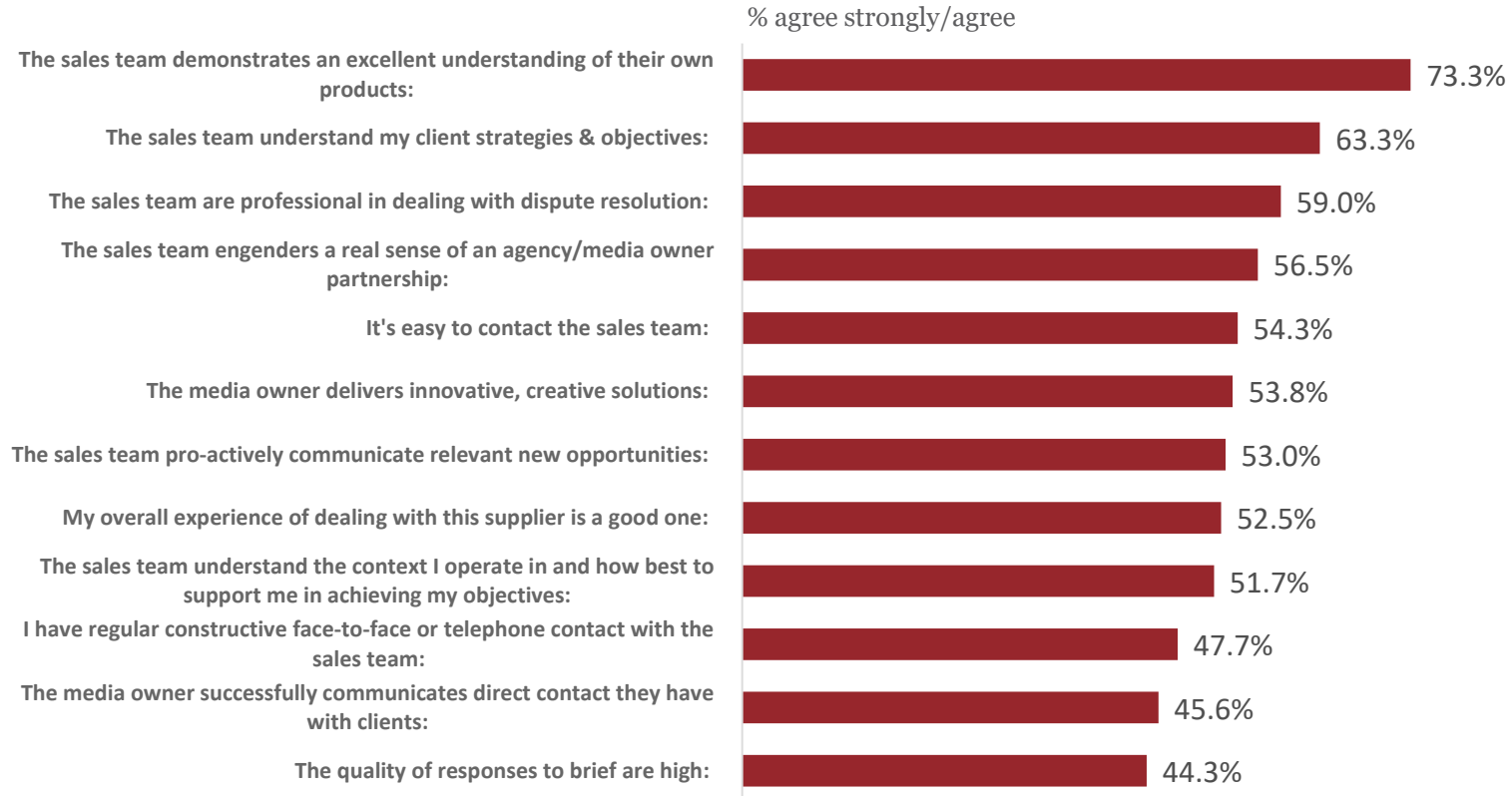
Spring 2023 vs Autumn 2022

% points change



Facebook / Meta

Spring 2023



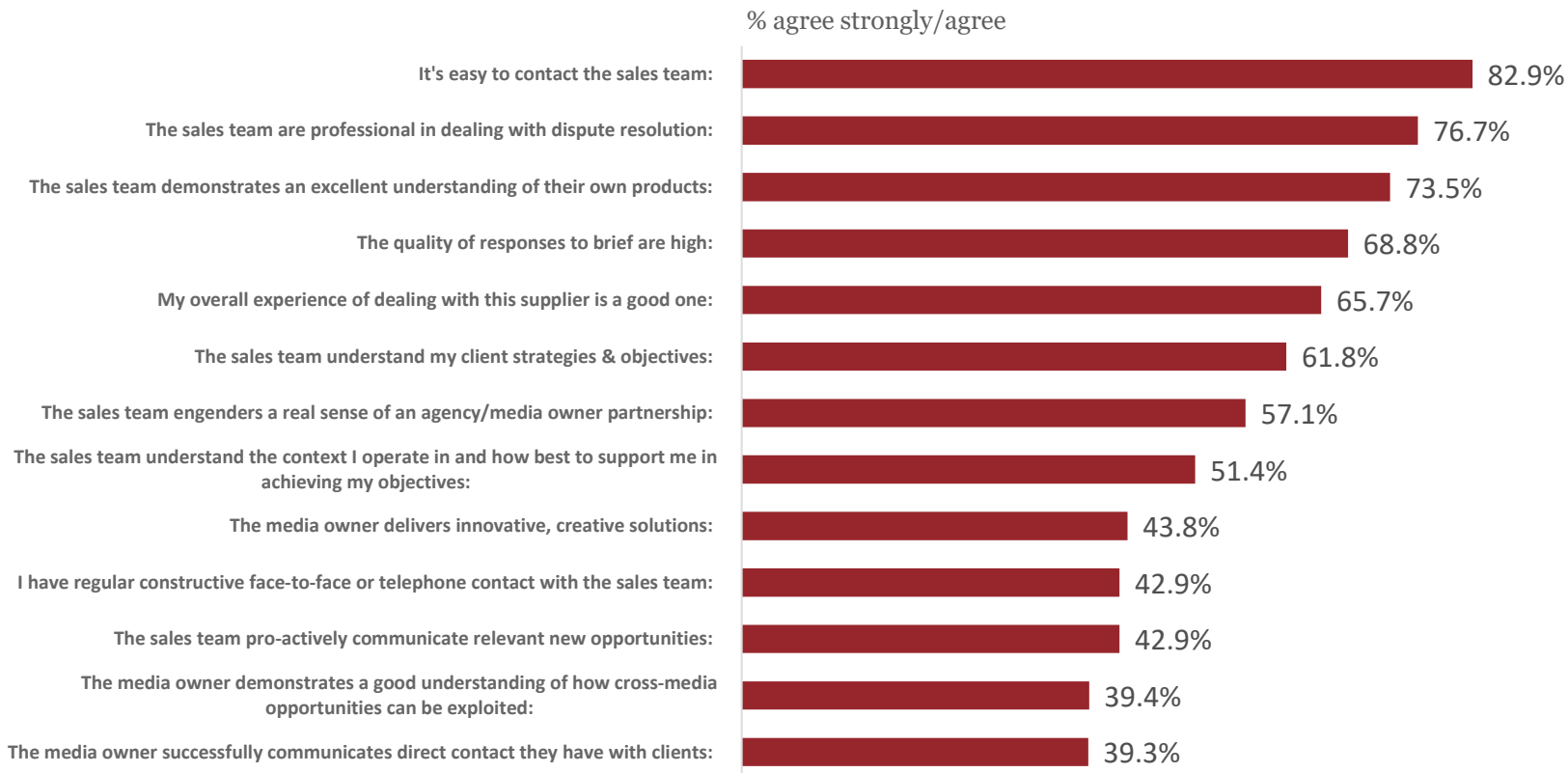
Facebook / Meta

Spring 2023 vs Autumn 2022

% points change



Future Publishing Spring 2023



Google (inc YouTube)

Spring 2023



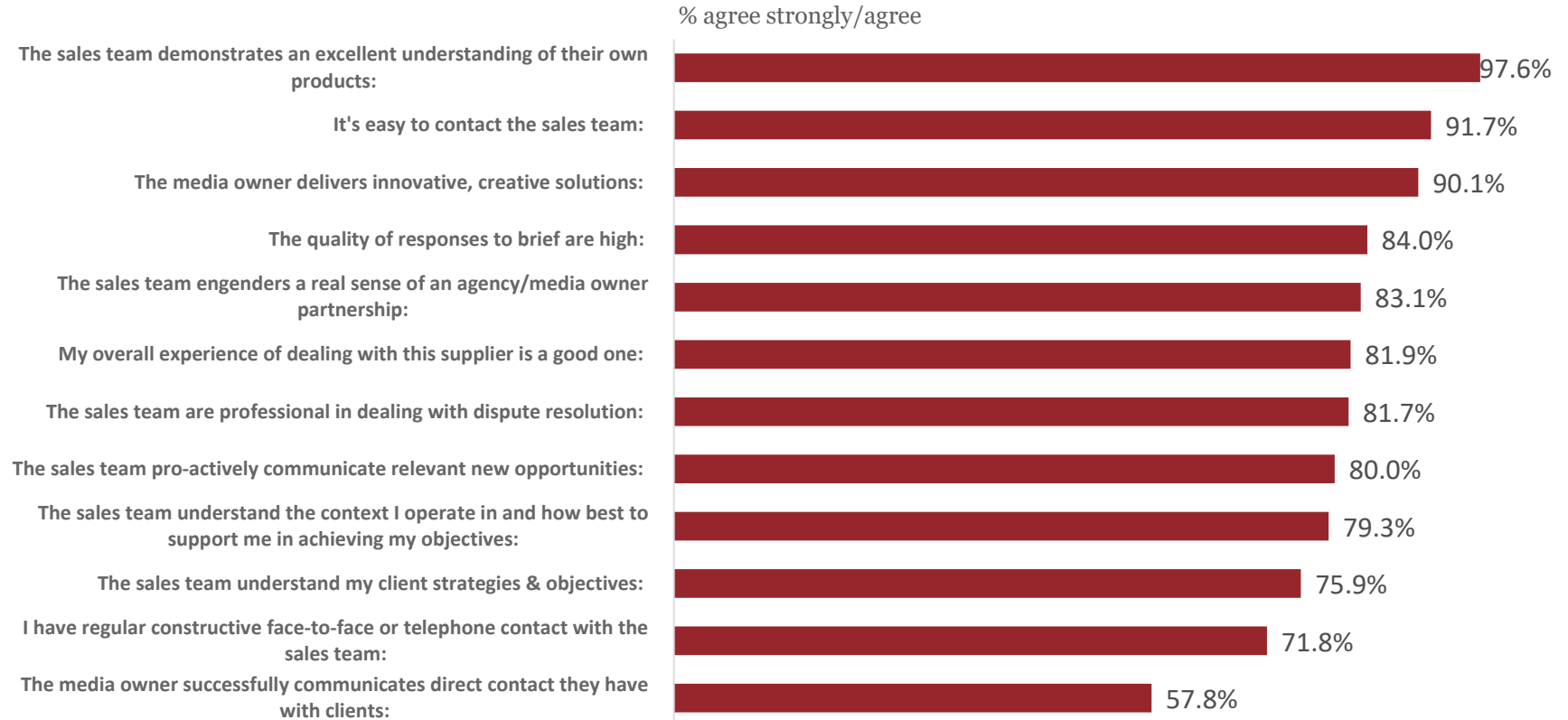
Google (inc YouTube)

Spring 2023 vs Autumn 2022

% points change



GumGum Spring 2023



GumGum

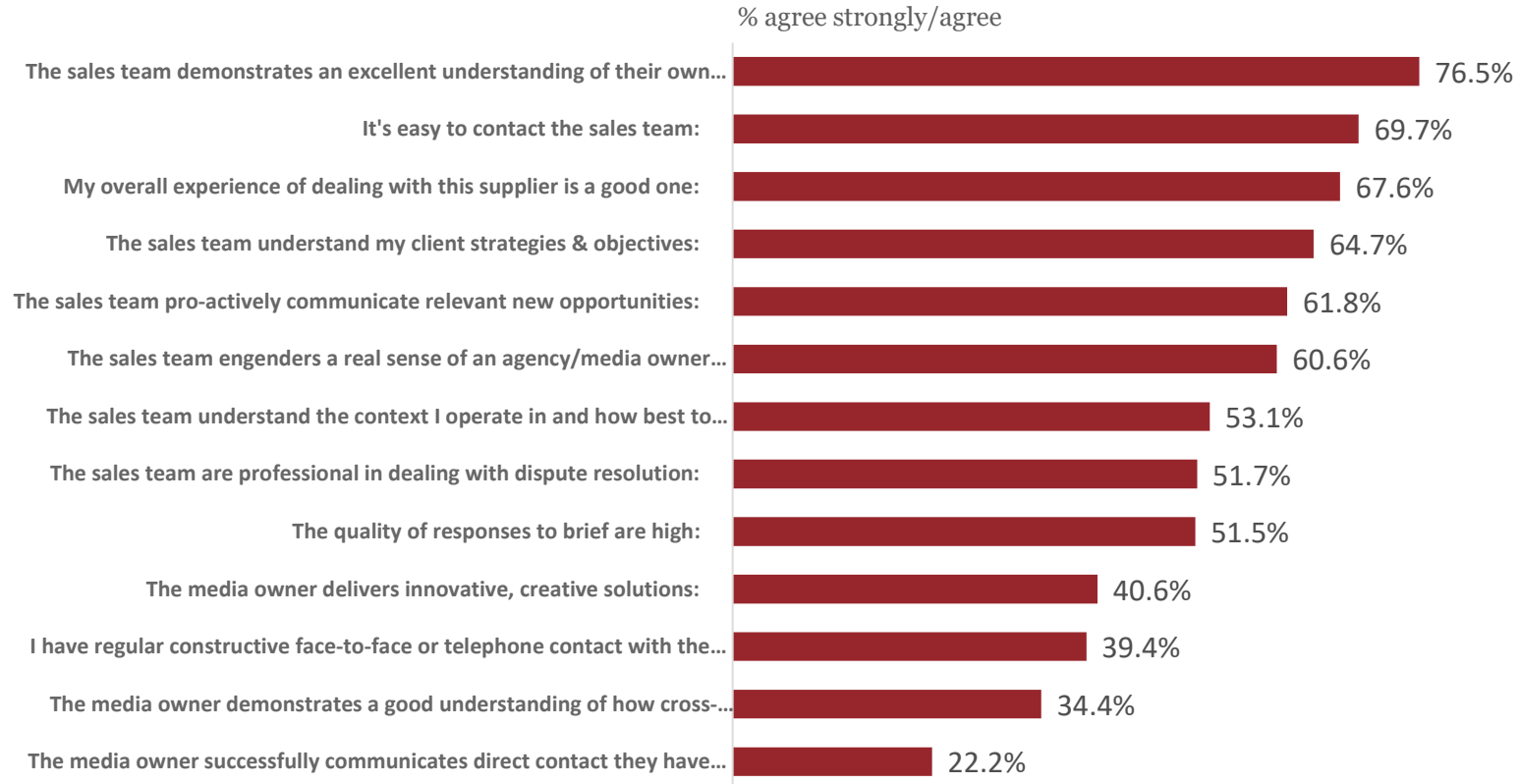
Spring 2023 vs Autumn 2022

% points change



ITV

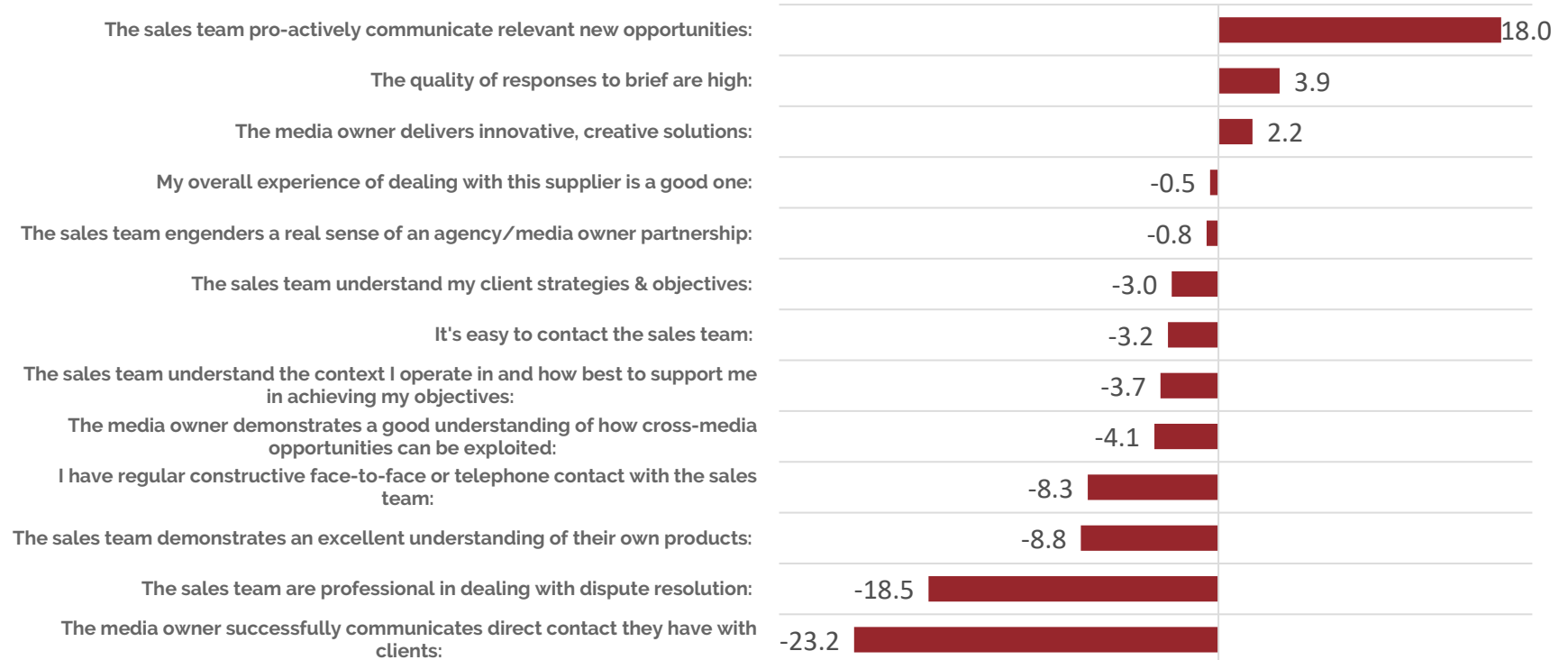
Spring 2023



ITV

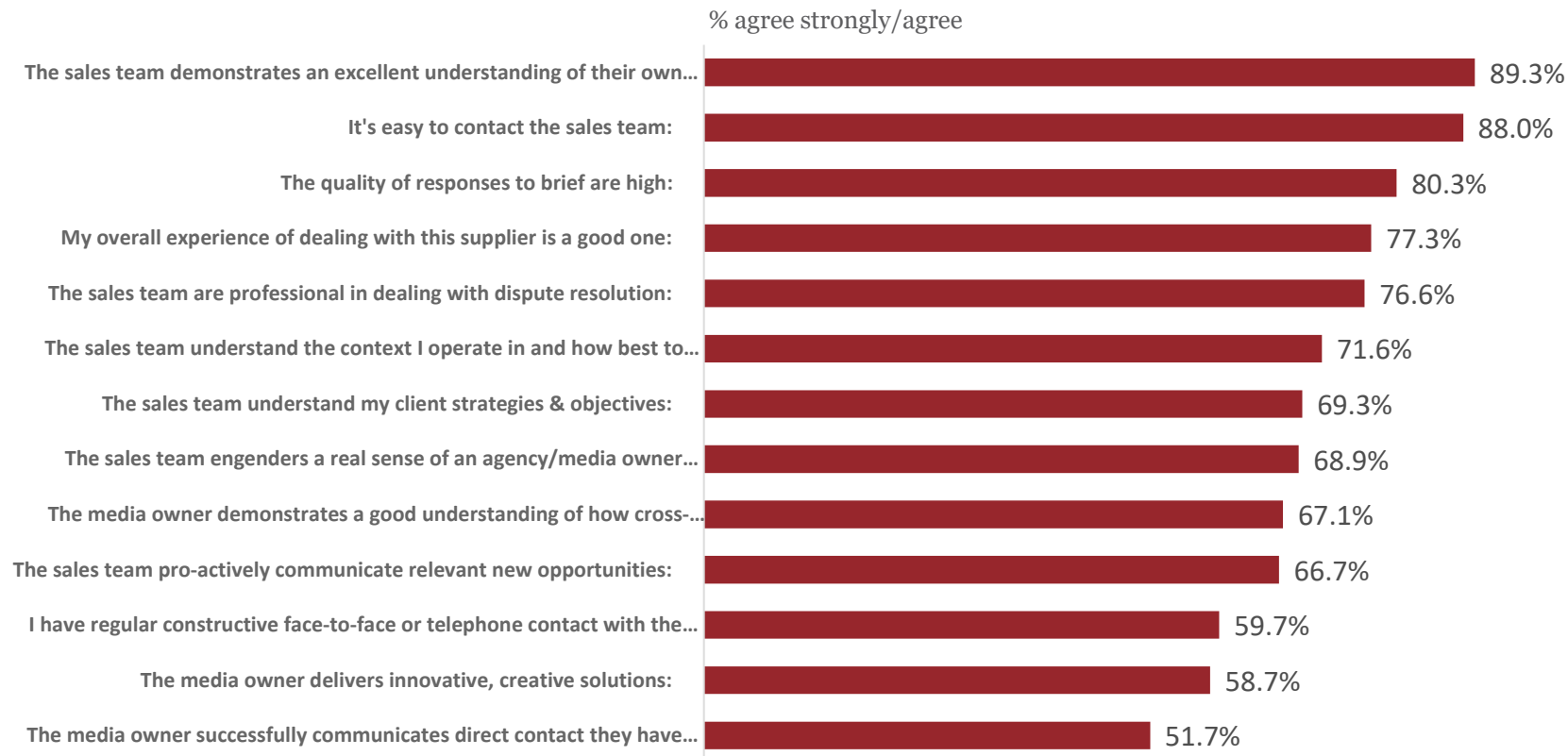
Spring 2023 vs Autumn 2022

% points change



Mail Metro Media

Spring 2023



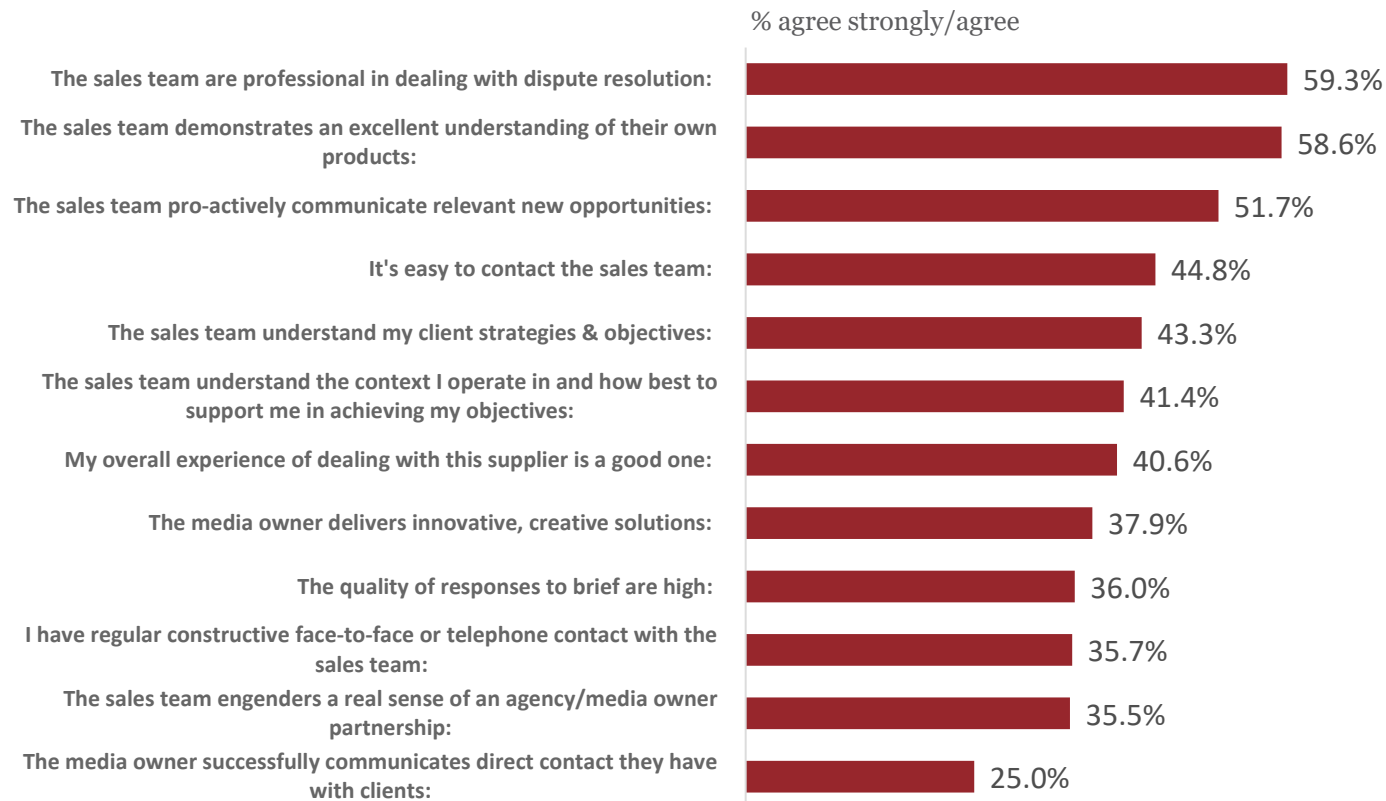
Mail Metro Media

Spring 2023 vs Autumn 2022

% points change



Microsoft Spring 2023



MiQ

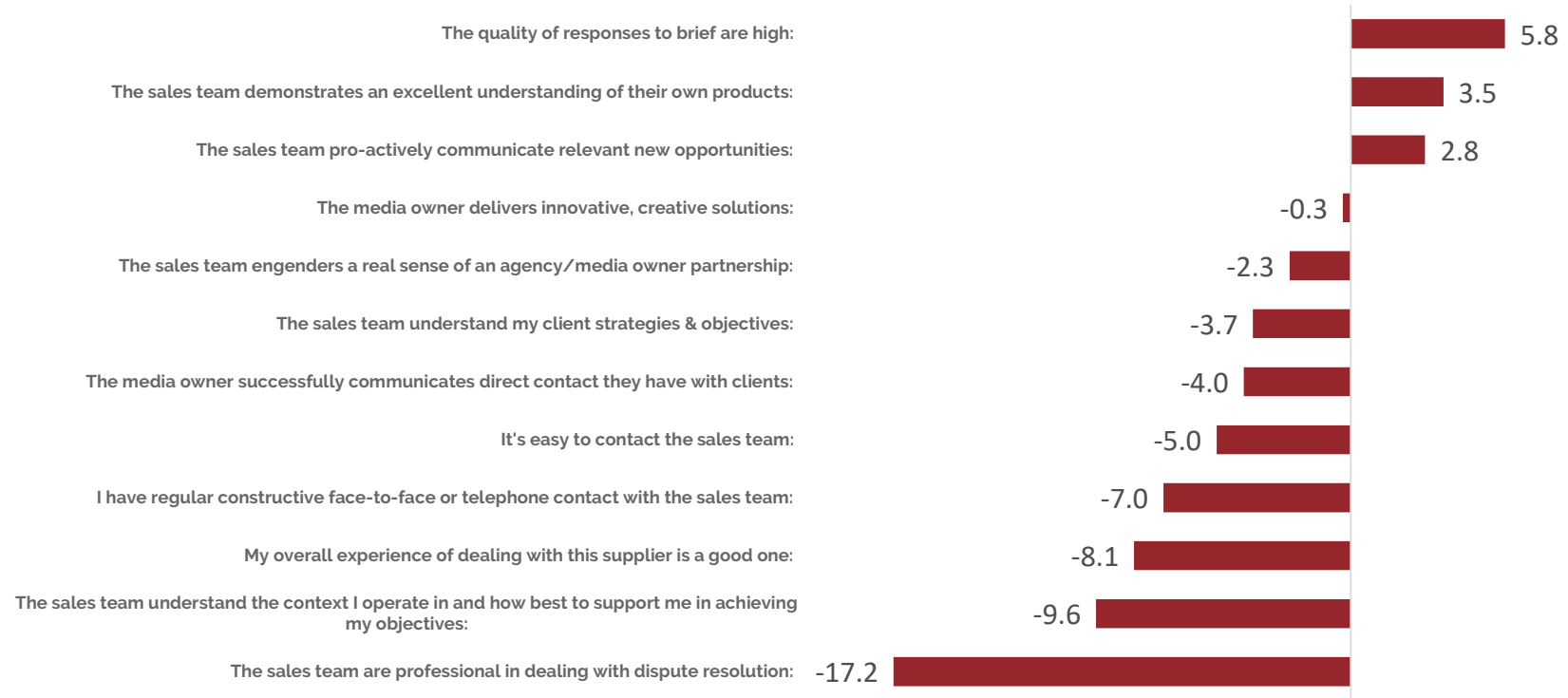
Spring 2023



MiQ

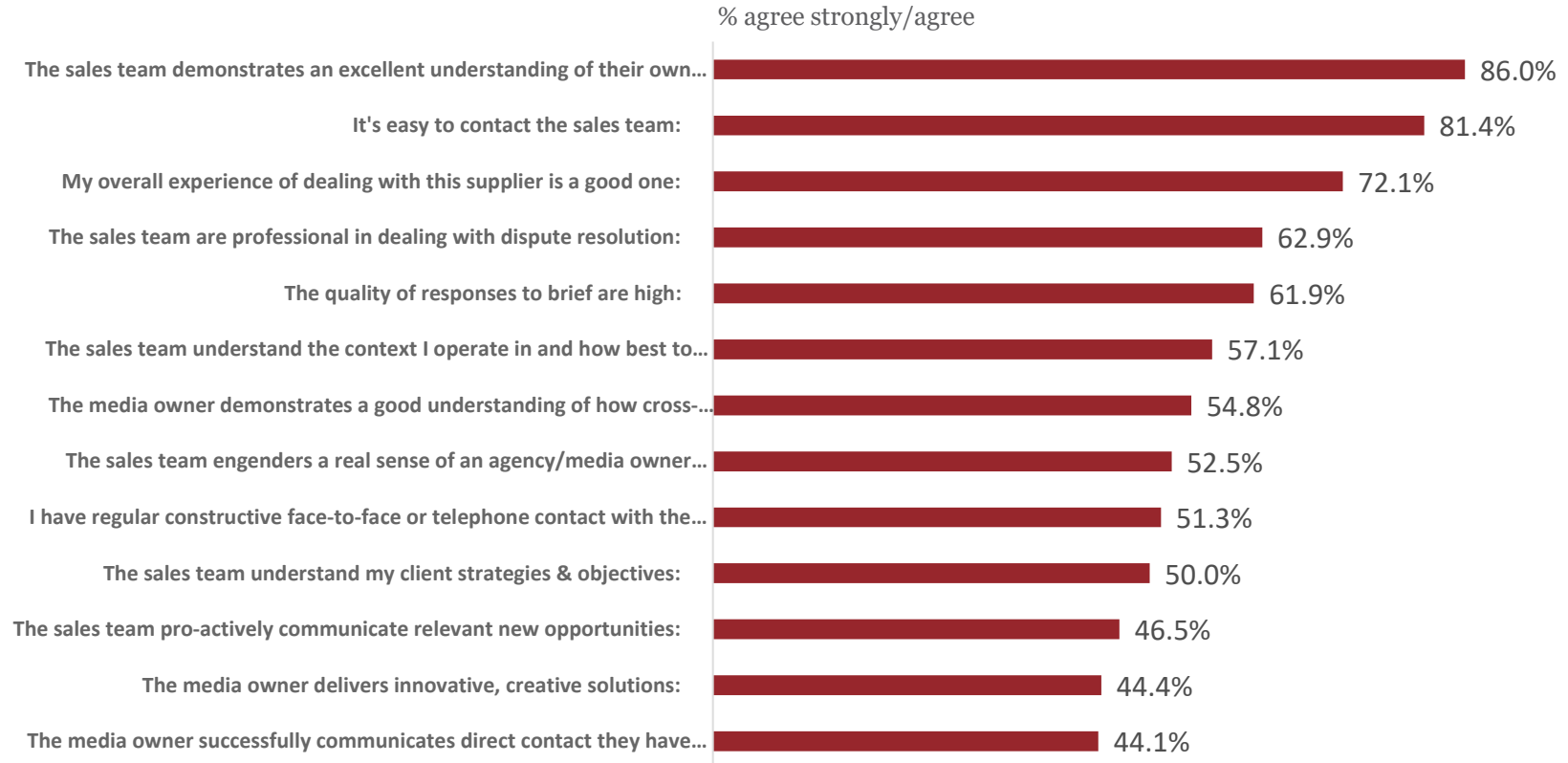
Spring 2023 vs Autumn 2022

% points change



News UK

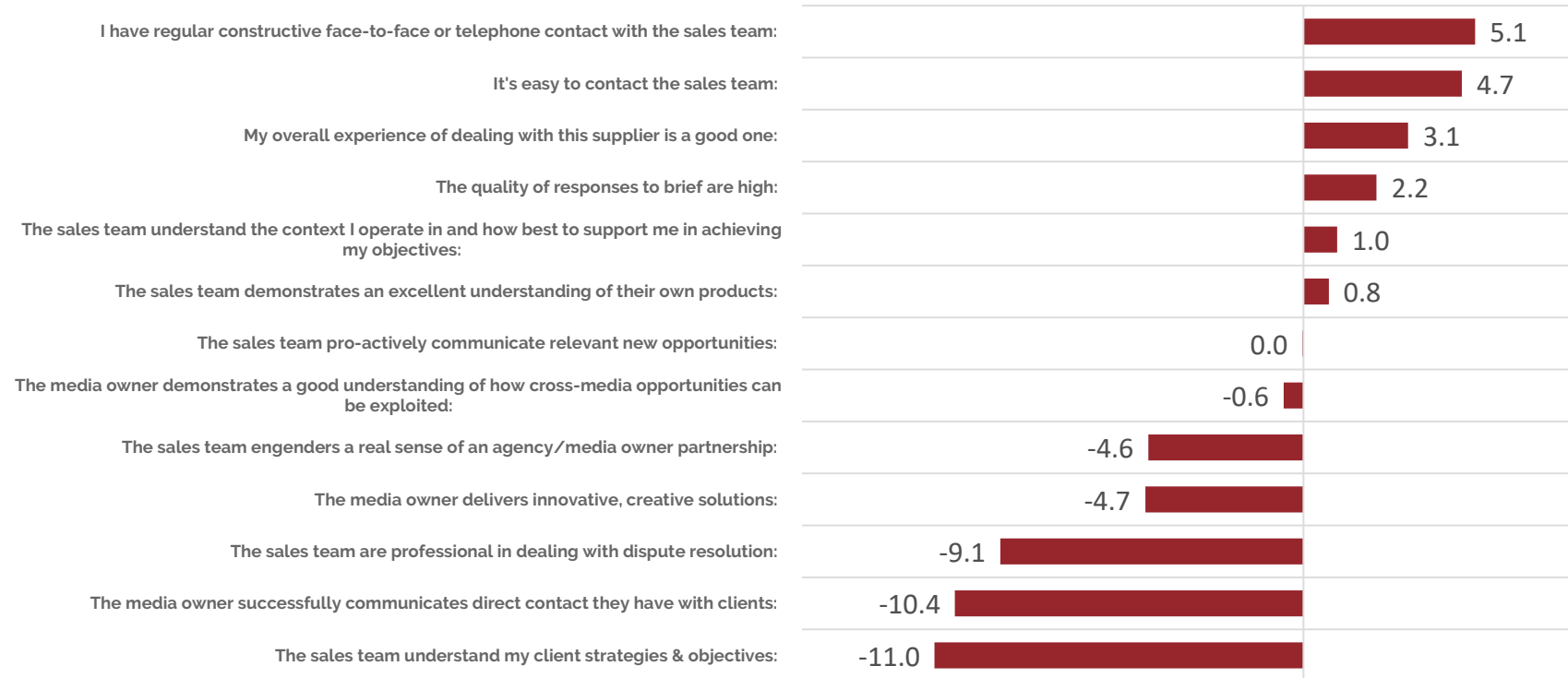
Spring 2023



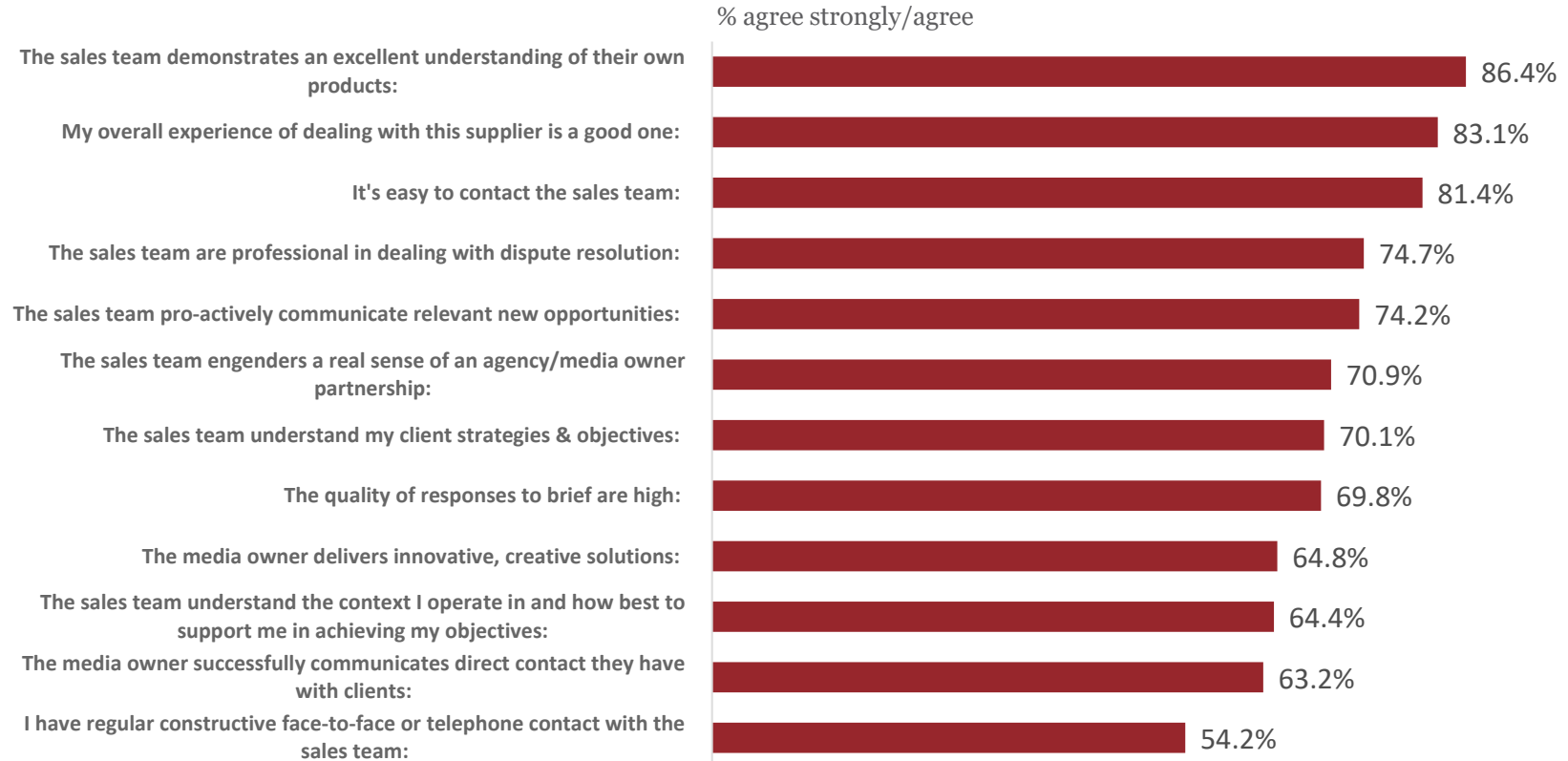
News UK

Spring 2023 vs Autumn 2022

% points change



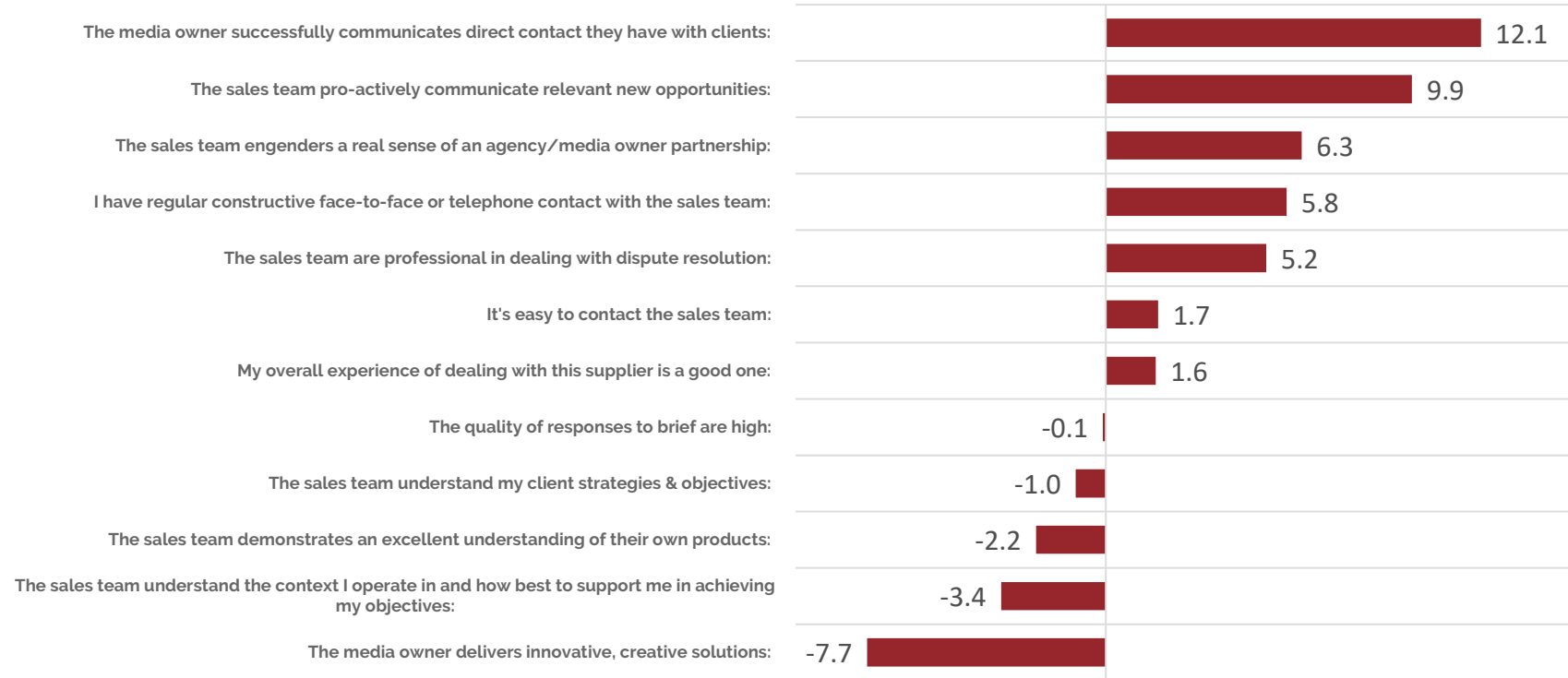
Pinterest Spring 2023



Pinterest

Spring 2023 vs Autumn 2022

% points change



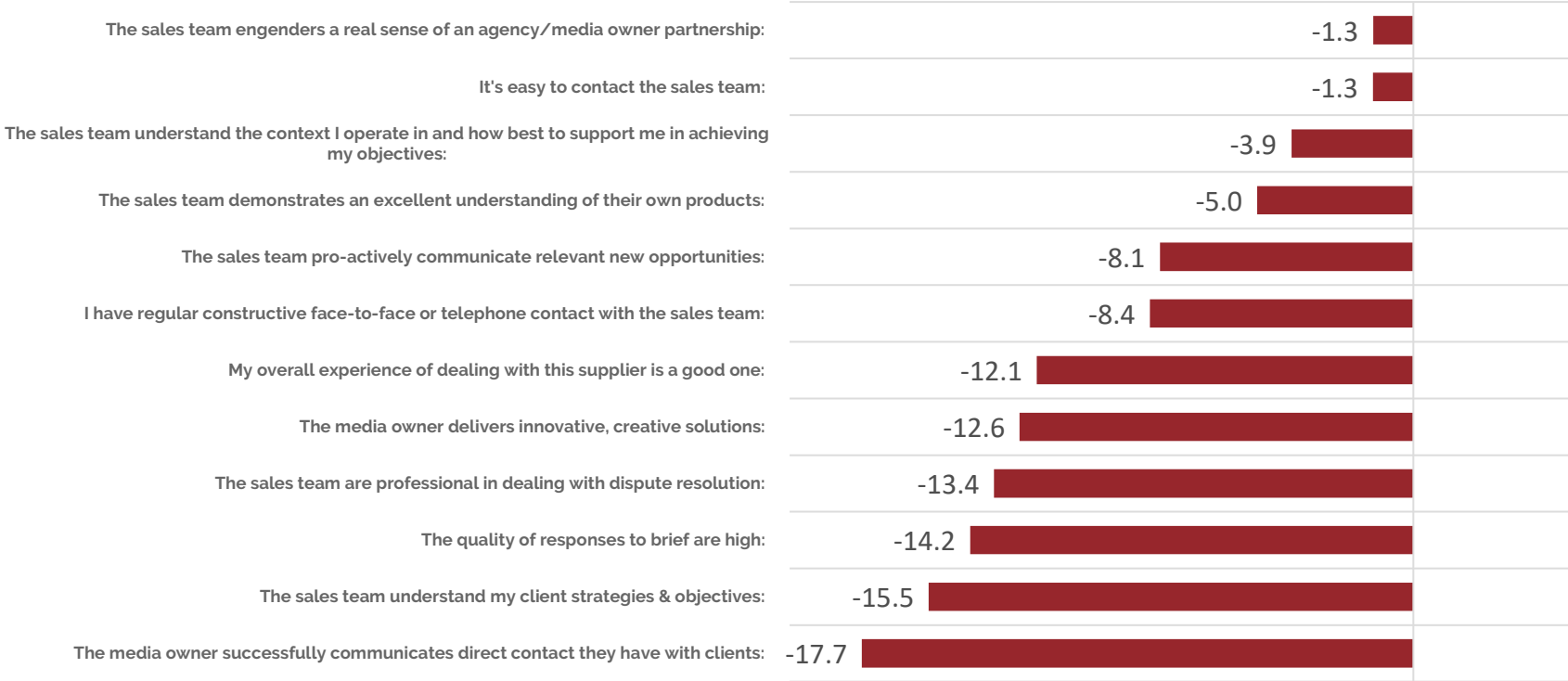
Quantcast Spring 2023



Quantcast

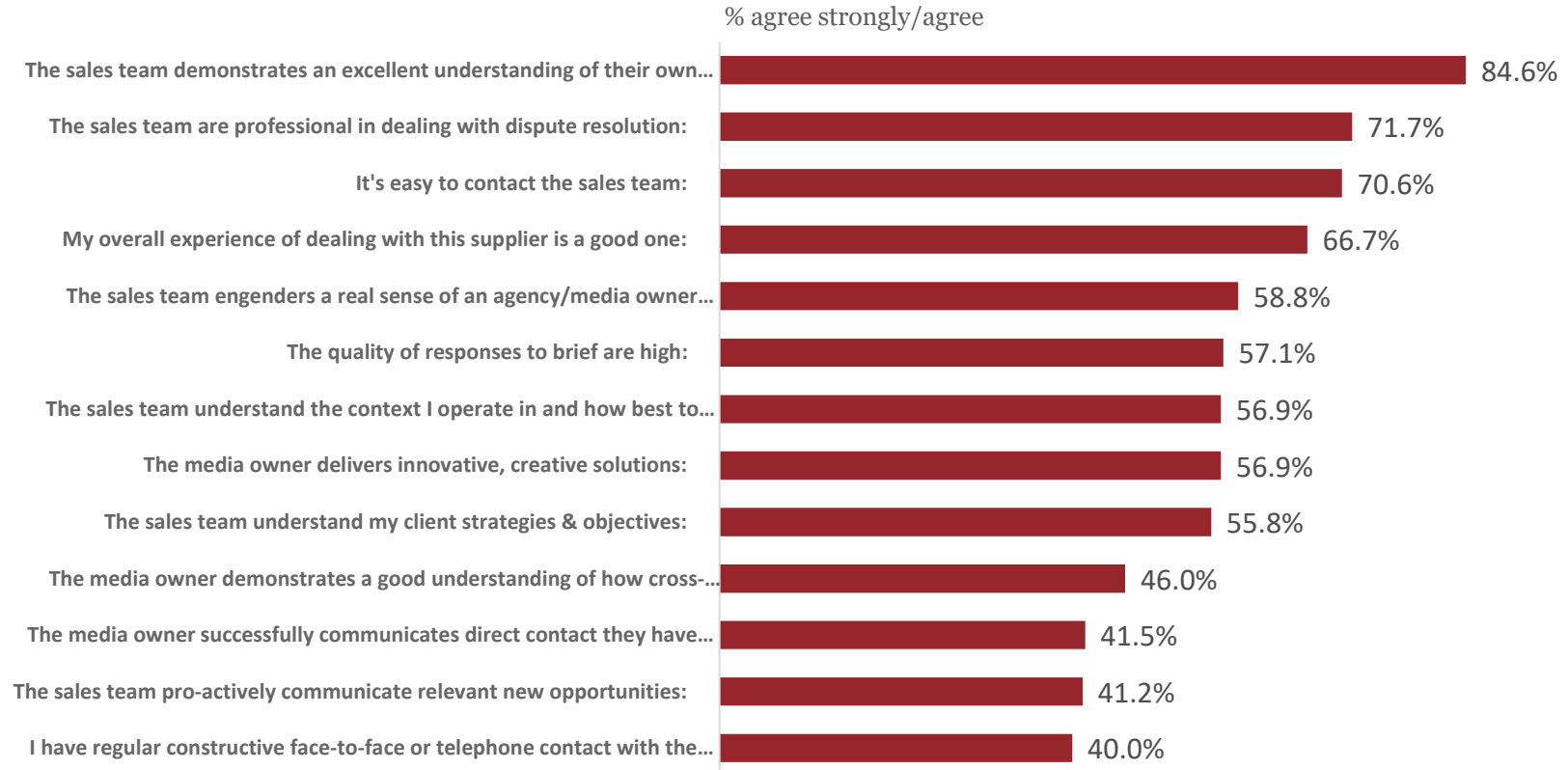
Spring 2023 vs Autumn 2022

% points change



Reach Plc

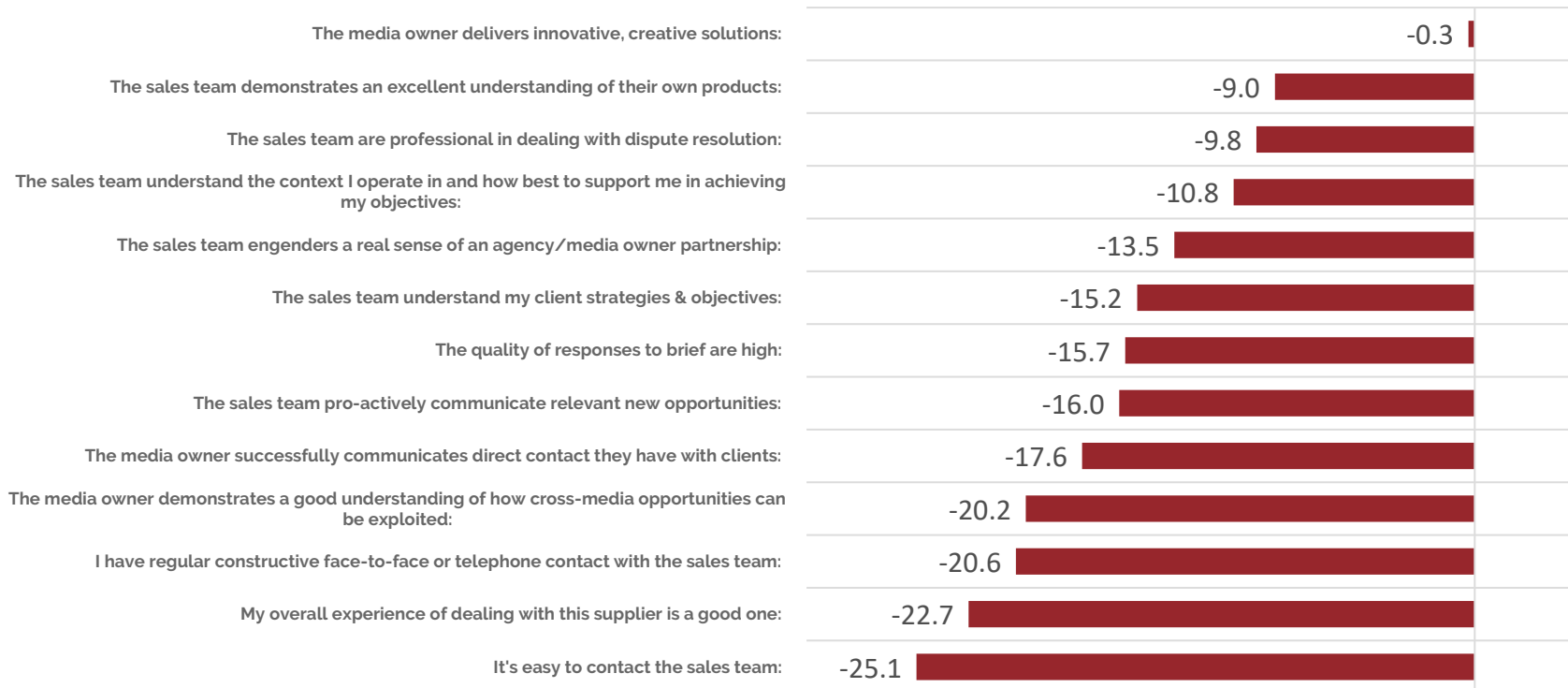
Spring 2023



Reach Plc

Spring 2023 vs Autumn 2022

% points change



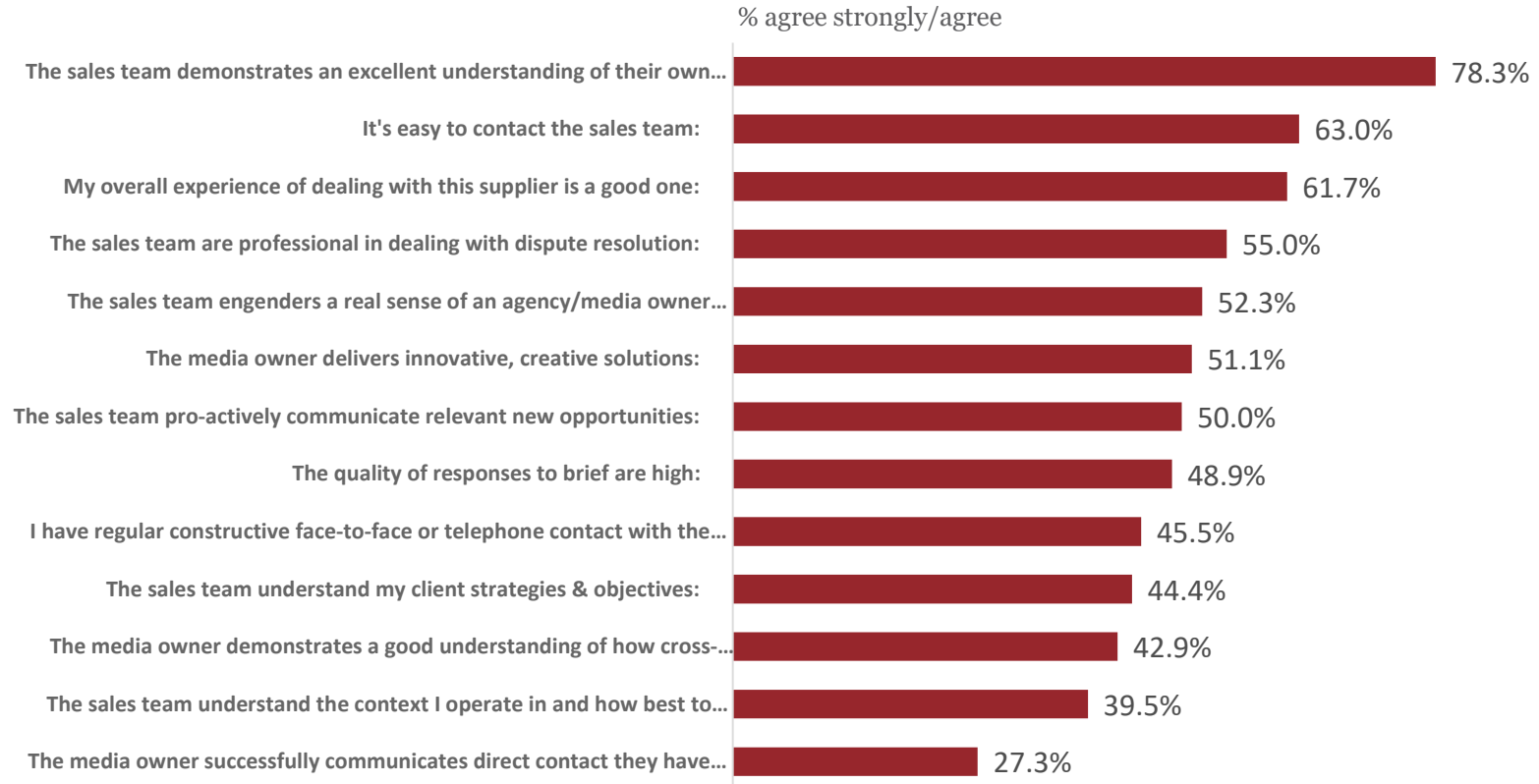
Reddit

Spring 2023



Sky

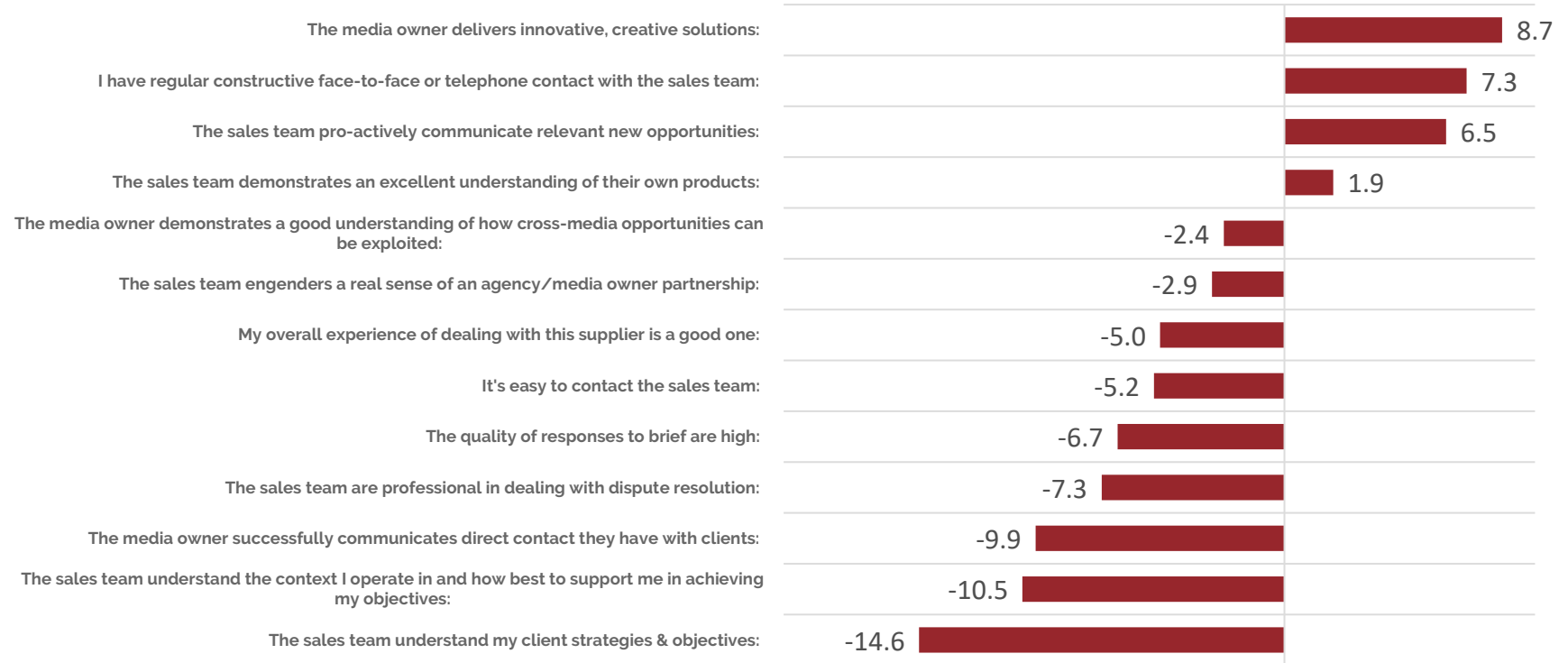
Spring 2023



Sky

Spring 2023 vs Autumn 2022

% points change



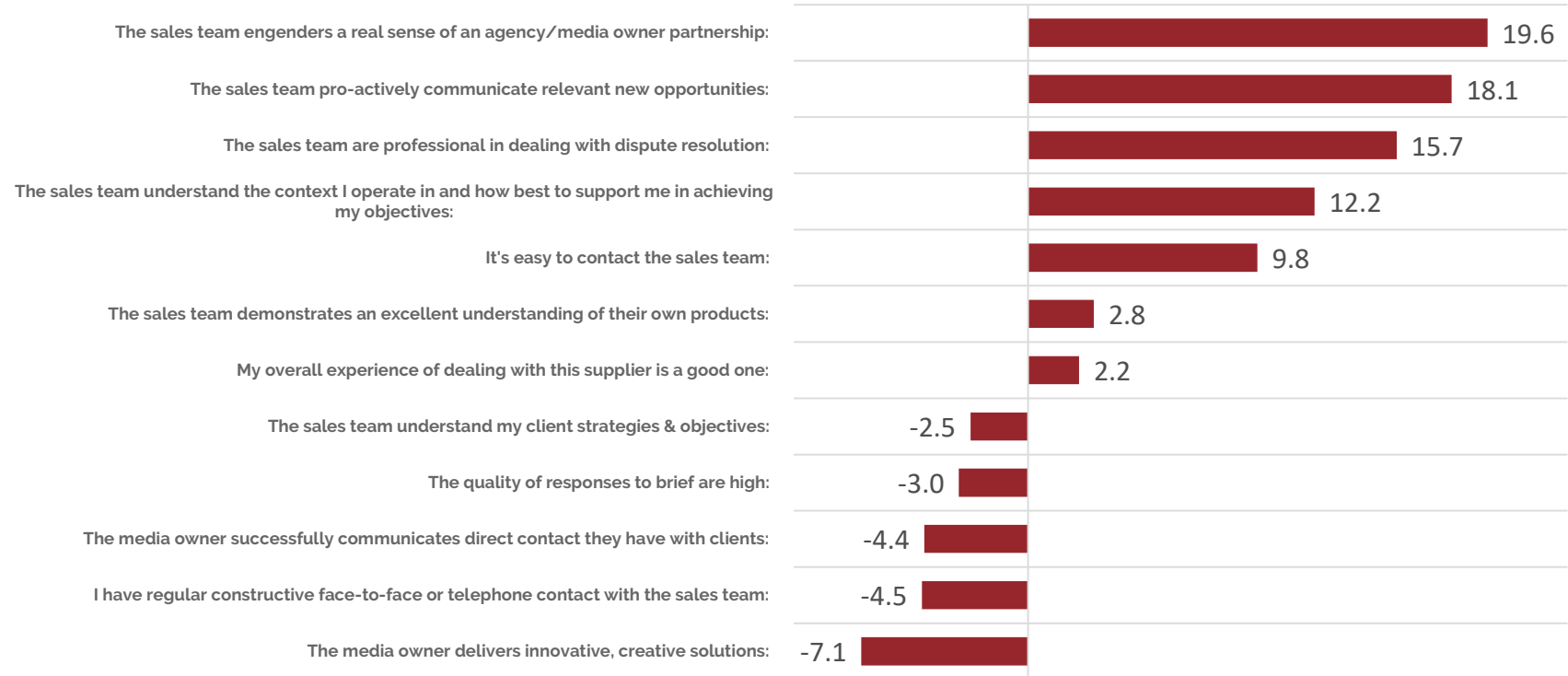
Snap / Snapchat Spring 2023



Snap / Snapchat

Spring 2023 vs Autumn 2022

% points change



Spotify

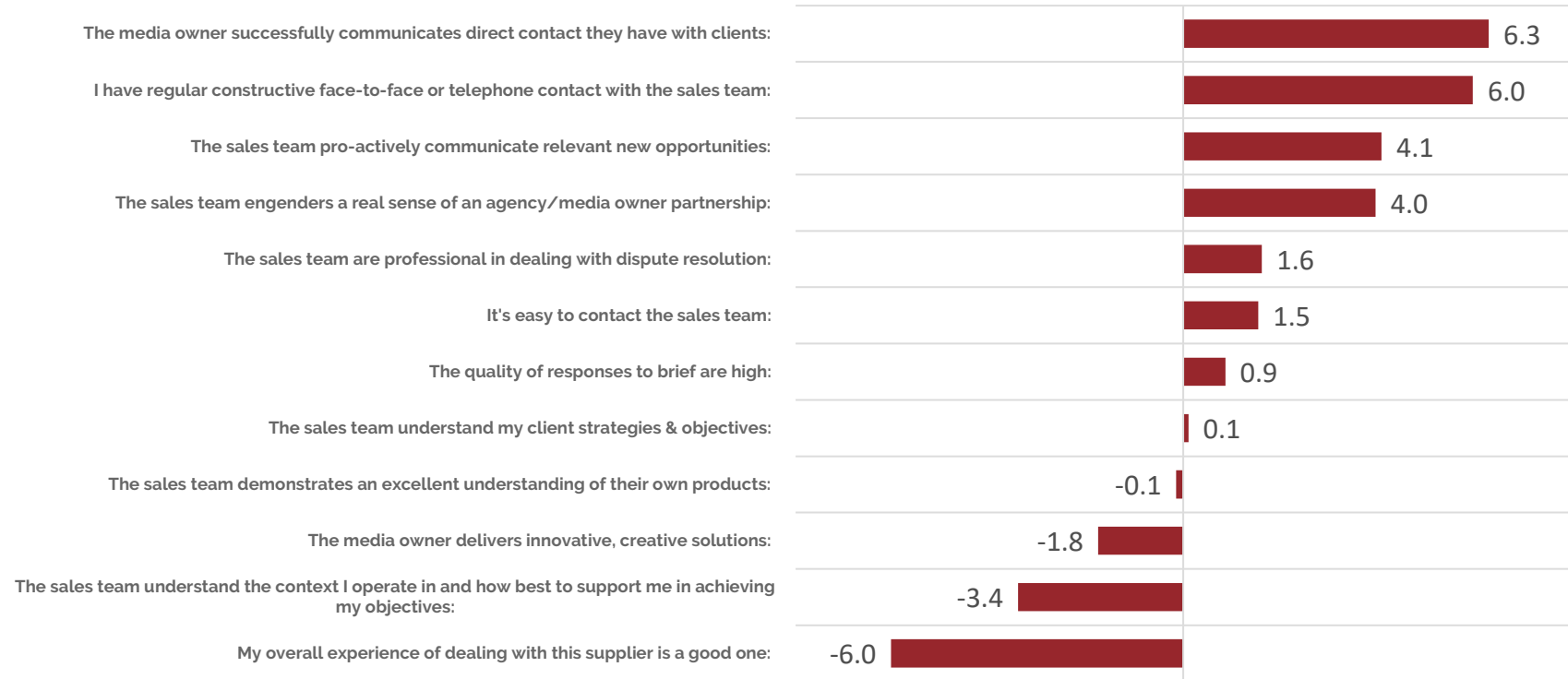
Spring 2023



Spotify

Spring 2023 vs Autumn 2022

% points change



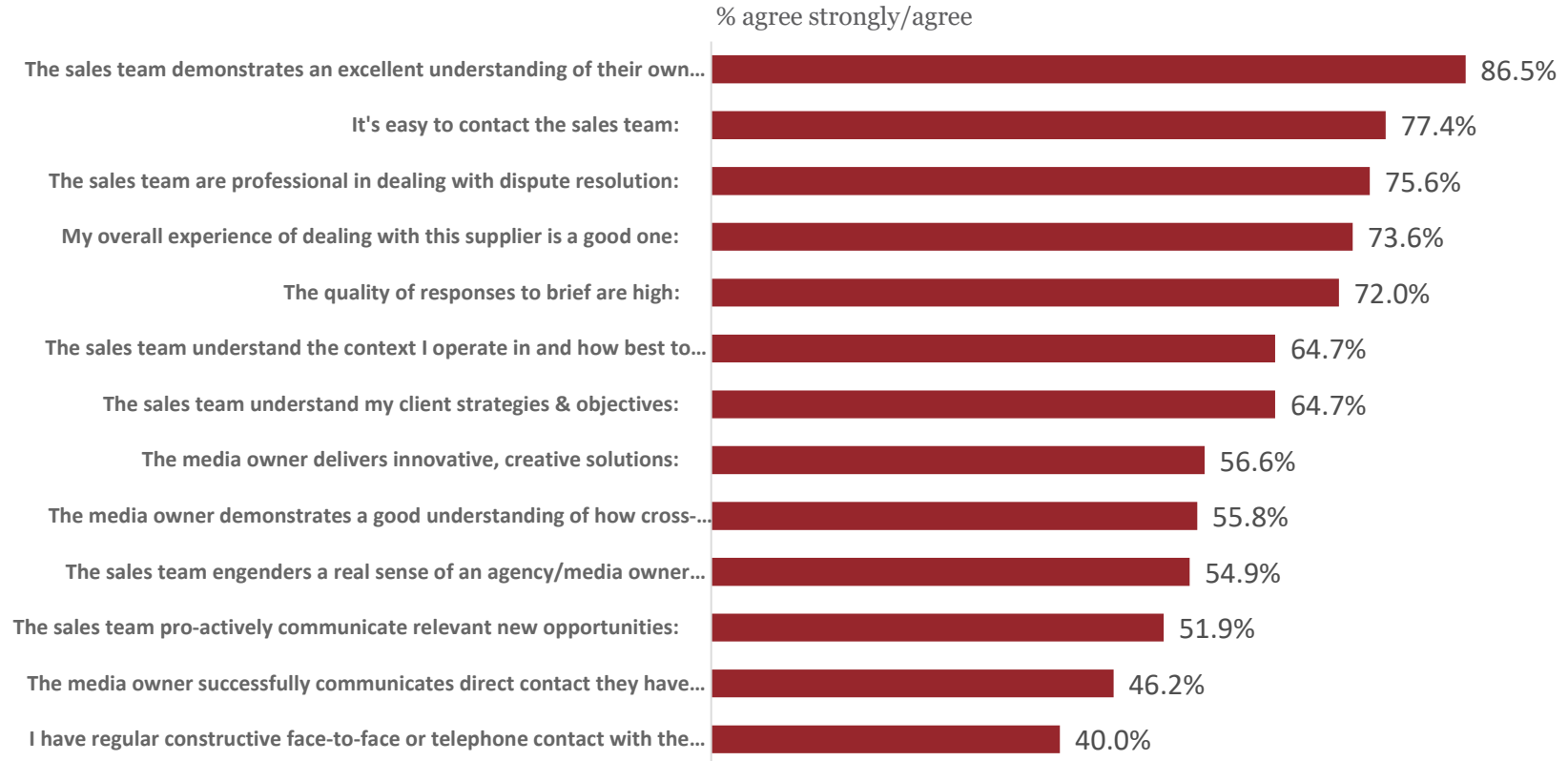
Teads

Spring 2023



The Guardian

Spring 2023



The Guardian

Spring 2023 vs Autumn 2022

% points change



TikTok

Spring 2023



TikTok

Spring 2023 vs Autumn 2022

% points change



Twitter

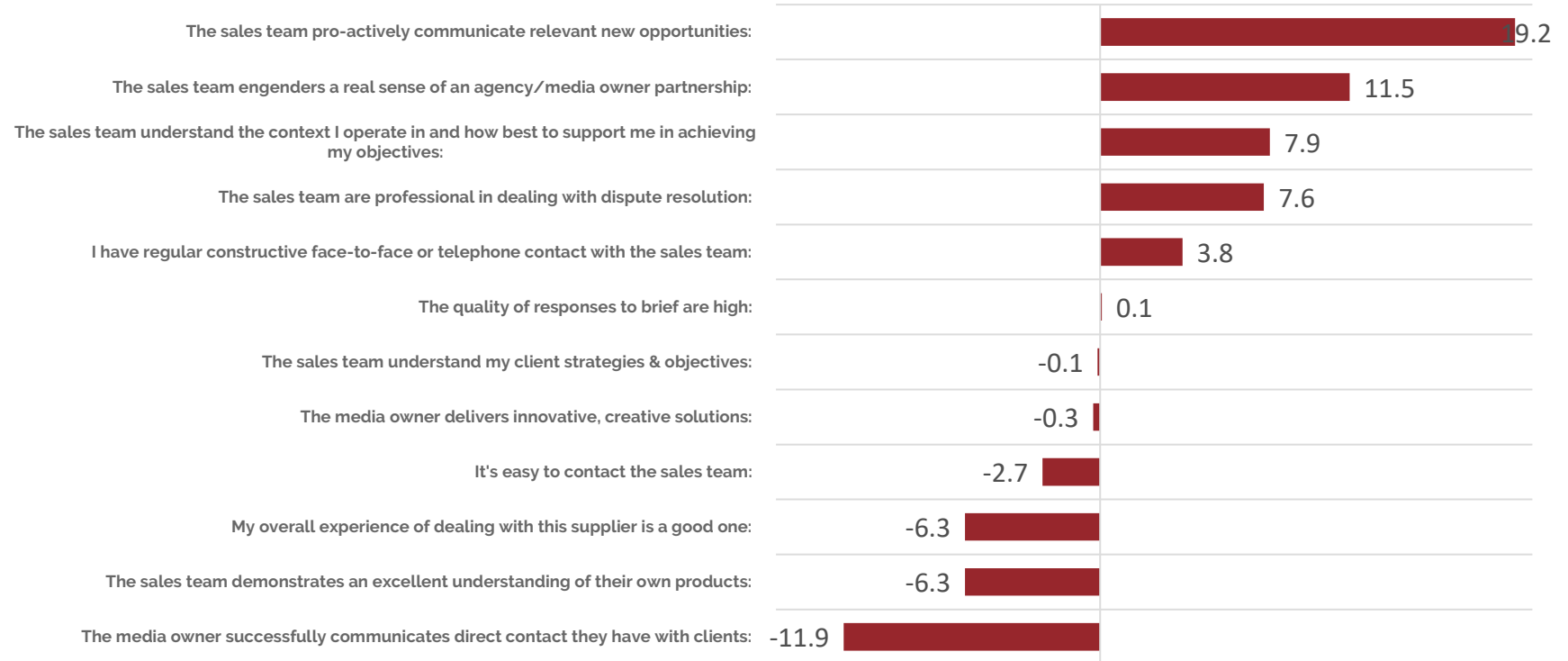
Spring 2023



Twitter

Spring 2023 vs Autumn 2022

% points change



Yahoo!

Spring 2023



Yahoo!

Spring 2023 vs Autumn 2022

% points change

