

Digital display advertising is effective across all metrics

Unaided brand awareness  12%

Positive brand perception  3%

Education about a product/brand  2%

Purchase intent  2%

IAB UK research in collaboration with Kantar Millward Brown, OnDevice Research and Research and Analysis of Media (RAM), collated results from 675 individual campaigns from 2008 through 2017 to see whether digital display advertising is effective. Analysis of these campaigns demonstrated that digital display advertising is effective across key marketing metrics, including awareness, brand perception, education and sales intent.

Data Source: IAB UK "Digital Advertising Effectiveness" study, 2018.

The power of getting it right

Digital display campaigns that are well executed (top 20%) can deliver:

5x

↑ Awareness ↑ Favorability ↑ Purchase intent

IAB UK research in collaboration with Kantar analysed the brand metrics of 263 individual campaigns, and 125 cross-media campaigns to show how effective digital display can be, when executed well by examining the top 20% performing digital display campaigns and the difference between a number of brand metrics.