



Advertiser Perceptions

USING THOUGHT LEADERSHIP RESEARCH TO DEFINE AND PROMOTE MARKET POSITION



The Thought Leadership program we implemented with Advertiser Perceptions gave us a unique and powerful foundation from which to anchor our new sales and marketing efforts. We just couldn't have done this without Advertiser Perceptions – no one understands the advertising market, the ad tech space and how to leverage research-based insights for market leadership as well as they do.



Kari Brownsberger

Vice President, Marketing Communications, 4C Insights (Mediaocean)



The Challenge

Multi-screen viewing is the new reality. as a result, marketers are adopting cross-channel approaches to reach consumers seamlessly as they interact across multiple platforms. 4C Insights, a data science and marketing technology company dedicated to safe, cross-platform solutions, wanted to clearly define their value proposition to advertisers, using data-driven insights to back up their claims.

The Solution

4C Insights engaged Advertiser Perceptions to conduct a mixed-mode thought leadership research study to help with their messaging. The challenge was to shed light on the benefits, obstacles, and best practices of audience buying by speaking with advertising decision makers about how they are addressing the matter in their practice. The mission was to fully understand how senior level advertisers were approaching audience-based marketing, what it meant to them, how they defined it, challenges that it would help them solve, and what kind of result they were seeing so far.

The Process

Together, Advertiser Perceptions and 4C Insights developed a comprehensive study in both the US and the UK to clearly illustrate ad tech driven strategies that truly benefited advertisers. The study included in-depth interviews with advertising executives on both the agency and marketer sides and a quantitative survey-based study conducted in the Spring of 2018. Respondents came from the Advertiser Perceptions' database and partner databases and were required to have a minimum annual advertising budget of \$1M in digital and \$5M TV advertising to qualify, 93% of US respondents were Director level or higher; 100% of UK respondents were VP level or higher.

THE RESULTS

The research found that many advertisers have started to adopt cross-channel campaigns, with 75% of respondents indicating they are already executing campaigns that include more than one type of media. However, advertisers indicate that to truly market the way that consumers consume – seamlessly across devices, at the time and place of their choosing – they must master an audience-centric approach. Nine-in-ten global marketers (89%) agree that advertisers who build their strategies around audiences, rather than individual media platforms, create more impactful campaigns.



Actions Taken

- Advertiser Perceptions initiated a post-mortem analysis of the report's findings and subsequent sales and marketing results to determine implications for product or sales / marketing development.
- A joint webinar presentation was developed - one for the UK market and one for the US market, leveraging Advertiser Perceptions Business Intelligence experts as presenters.
- They promoted the research report and white paper in their email marketing, posted it on their website and had a download form to generate leads. They also promoted on social media, in their newsletter, and used many of the data-driven insights in sales presentations.