

**FOR IMMEDIATE RELEASE**

## Hulu, ABC Entertainment, Google, Microsoft and Pandora Among Leaders Providing the Best Customer Experience for Digital Advertisers

*As advertisers spend \$millions, they continue to seek standards, service, targeting, transparency, optimization and verification.*

**NEW YORK – December 3, 2015** – Keeping advertisers satisfied throughout the process of a digital ad campaign has been no easy task. From the initial campaign briefing to the post campaign analysis, media brands are finding there are plenty of opportunities along the way to win or lose the loyalty of advertisers. Now, digital advertisers are outlining specifically what they would like to see from media brands moving forward.

**[quote here from Hulu – in process]**



*Click on this graphic to see a complete listing of top digital advertising criteria and leading media brands.*

The most prolific digital advertisers have indicated that media brands like Hulu, Google and Pandora have begun to provide them with the criteria that drives their overall satisfaction with the process and the results, including...

1. **RFP PHASE:** Understanding advertiser goals, vision, and desired outcomes
2. **PROPOSAL REVIEW PHASE:** Digital advertising programs are appropriate for reaching their target audience
3. **NEGOTIATION PHASE:** Total cost of media package is reasonable
4. **CAMPAIGN IMPLEMENTATION AND OPTIMIZATION:** Sales / Client Services is proactive about optimizing placements for best results
5. **POST CAMPAIGN PHASE:** Digital inventory is delivered as promised

The new Digital Campaign Management System Report from [Advertiser Perceptions](#), pinpoints the most important criteria for driving satisfaction at each interval throughout a campaign. It also provides media brands with the insight they require for improving their performance at each phase of the campaign in comparison to more than 50 digital media brands. Some of the highlights from the new Digital Campaign Management System Report include:

- What is most important to digital advertisers in each phase of a campaign – RFP Process, Proposal Delivery and Review, Negotiating, Campaign Implementation and Optimization, and Post-Campaign Analysis?
- Who are the digital Media Brand leaders in each of these campaign phases?
- Is my media company doing a good job servicing large digital campaigns?

- What parts of the entire process can we improve upon?
- Where does management need to allocate more resources?

## Brands Measured in the DCMS Report

ABC Entertainment	Meredith Digital (Allrecipes.com, BHG.com, Parents.com)
ABC Local Digital	Microsoft (Skype, Xbox, MSN, Bing)
ABC News	Millennial Media
About.com	NBC Entertainment
AOL (including Huff Po, AOL premium display, AOL programmatic)	NBC Local Digital
Apple iAd	NBC News
AppNexus	NBC Sports
Business Insider	Pandora
BuzzFeed	Pinterest
CBS Entertainment	Scripps Digital (including Home, Food, Travel)
CBS Local Digital	Specific Media
CBS Sports	Spotify
CNET	Tegna (new Gannett Digital)
CNN/CNN Money	Time Inc. Digital
Collective	Tremor Video
Condé Nast Digital	TubeMogul
Discovery	Turn
ESPN	Turner Entertainment
Facebook	Turner Sports
Foursquare	Twitter
Fox Entertainment	Undertone
Fox Local Digital	USA Today.com/Gannett sites
Fox News	Vevo
Fox Sports	Viacom Entertainment (including MTV, VH1, Comedy Central, Spike)
Google (including AdMob, GDN, YouTube)	Viacom Kids (including Nick, Nick JR, Nick@Nite, Nicktoons, CMT and TV Land)
Hearst Digital	Videology
Hulu	Washington Post
Instagram	Yahoo (including BrightRoll, Tumblr)
LinkedIn	YuMe

**Additional report findings are available to the press by contacting Frank Papsadore, Vice President, Marketing, at 508-888-1208 or [Frank.Papsadore@PerceptionsGroup.com](mailto:Frank.Papsadore@PerceptionsGroup.com).**

## About Advertiser Perceptions

When it comes to gaining knowledge and clarity about what advertisers think, nothing compares to what Advertiser Perceptions delivers. We are the world leader in providing media company executives with the research-based advertiser insight and guidance necessary for producing superior advertiser experiences, strengthening media brands, improving advertiser satisfaction and increasing advertising sales. We specialize in determining, analyzing, communicating and applying what advertisers think — their plans, opinions and motivations.

Our proprietary database and panels of media decision makers are large and responsive. The advertiser survey and questionnaire development process that we employ is proven and ensures optimal response. Focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients, who represent most of the largest media companies in the world.

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