



# ADVERTISER INTELLIGENCE REPORT

The [Advertiser Intelligence Report](#) provides media sellers and ad tech companies with the confidence to make better sales and marketing decisions, driving greater revenue and improved client satisfaction. A yearly subscription, which includes quantitative (survey) and qualitative (interviews) research is designed to help solve client business problems, deliver actionable insights frequently and help implement tangible recommendations. AIR provides insight into marketplace factors impacting ad spending, decision making, partner selection and investment along with media brand traction against key funnel metrics, and specific advertiser perceptions of media brands' audience, product, marketing and sales efforts.

## BRANDS MEASURED

*Subject to Change*

More than 200 Brands Measured in the Following Categories

- Audio
- Entertainment
- Kids
- Lifestyle – Digital & Print
- News – Digital & TV
- Search, Social and Ecommerce
- Sports

## Report Overview

### RESPONDENT QUALIFICATIONS

- Manager and above job title
- Involved in ad decision-making
- \$1 million or more annual ad spend

### TOPICS COVERED BY OUR RESEARCH

- Next six months advertiser spend optimism
- Market traction metrics: familiarity, consideration, buying priority, satisfaction
- Advertiser comprehension of product, insights
- Audience, product/platform and insights perceptions
- Press/marketing retail and perceptions
- Sales communication and perceptions of sales team
- And much more...



WHAT  
ADVERTISERS  
THINK

 **Advertiser Perceptions™**



**GAIN CONFIDENCE IN EVERY  
BUSINESS DECISION YOU MAKE**

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

**[AdvertiserPerceptions.com](https://AdvertiserPerceptions.com)**

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**212.626.6683**

Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or [info@AdvertiserPerceptions.com](mailto:info@AdvertiserPerceptions.com).