

SPEND MONITOR REPORT

As social distancing rules relax across the country and sporting events resume in 2021 and into 2022, Advertiser Perceptions is shifting our Coronavirus Effect on Advertising work to focus on two key topics – spending and media strategy / planning.

The Advertiser Perceptions [Bi-Monthly Spend Monitor](#) tracks advertiser spend sentiment and the long-term implications of the pandemic on media strategy, planning and buying. Specifically, the Spend Monitor captures projected advertiser spend by medium, prioritization of media channels and advertiser confidence that spending will proceed as planned. Vertical insights will be available for the following categories: Auto, CPG, Finance, Retail, Tech/Telecommunications and Travel.

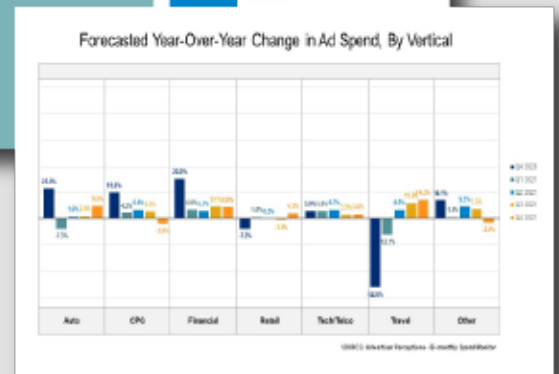
Report Overview

RESPONDENT QUALIFICATIONS

- Manager and above job title
- \$1 million or more annual ad spend
- Involved in ad decision-making
- General or detailed knowledge of company's overall ad budgets/spending
- General or detailed knowledge of spending for at least one media type

TOPICS COVERED BY OUR RESEARCH

- Forecasted Year-Over-Year Change in Ad Spend (by Quarter, by Vertical)
- Forecasted Spend Allocation (by Media Type)
- Forecasted Change in Ad Spending (by Media Type)
- Timeline for Spending to Return to Pre-Pandemic Levels (by Media Type)
- Economic and Business indicators to resume spending
- 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

Twitter.com/adperceptions

Linkedin.com/company/advertiser-perceptions

Info@AdvertiserPerceptions.com

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.