

**Q4 2021**

# INTELLIGENCE & INSIGHTS

## AS DIGITAL RETAIL ADVERTISING HEATS UP, SOCIAL COMMERCE A KEY AREA TO WATCH FOR 2022

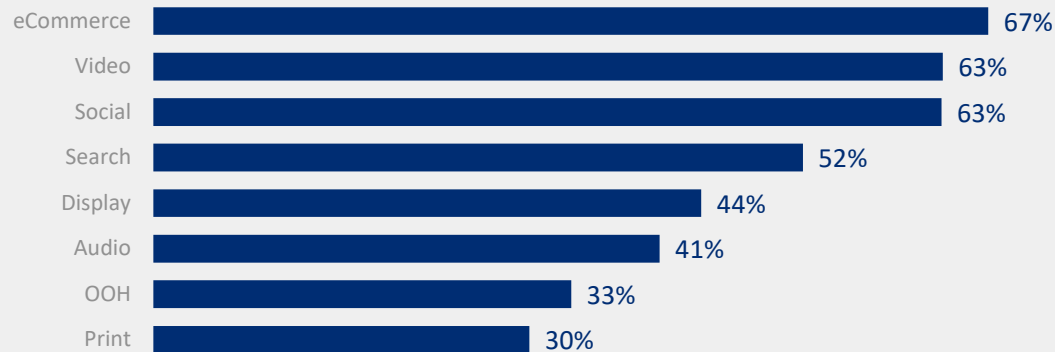
Pre-pandemic, commerce-related advertising was already on the rise, thanks to the expansion of retail media networks like Walmart Connect and Target’s Roundel and the rise of social commerce. Post-pandemic, these and other areas of digital advertising that have pivoted to capitalize on commerce-related activities have seen an explosion of growth, innovation and competition, thanks to the rise of consumer buying patterns that now appear to be holding.

Our bi-annual Advertiser Intelligence Report fielded in June 2021 found US advertisers most optimistic about ad spend increases on ecommerce ads in the next 12 months. Yes, advertisers will continue to invest in driving sales via existing ecommerce sites, retailer websites and retail media networks, but they are also funneling budget into more upper-funnel opportunities across video and connected TV, digital audio and social media.

### US Advertisers Most Bullish on Ecommerce Ad Spending

AD SPEND OPTIMISM | BY MEDIA TYPE | CHANGE IN AD SPEND OVER THE NEXT 12 MONTHS

PERCENT OF ADVERTISERS PLANNING TO INCREASE SPEND



Case in point: Wave 3 of our Digital Advertising in Retail report fielded in August found social platforms to be the top destination US digital retail advertisers were considering within the next 12 months.

### While Social and Search Lead Consideration, a Majority of Retail Advertisers Evaluate Multiple Channels and Formats

CHANNEL CONSIDERATION FOR DIGITAL RETAIL ADVERTISING NEXT 12 MONTHS

**78%**  
SOCIAL  
PLATFORMS

**66%**  
SEARCH  
ENGINES

**58%**  
ECOMMERCE  
SITES

**54%**  
OTT/  
CONNECTED TV

**54%**  
EMAIL/  
NEWSLETTER

# FACEBOOK-OWNED BRANDS DOMINATE SOCIAL COMMERCE - FOR NOW

Leading social networks like Facebook, Instagram, Pinterest, Snapchat and TikTok enable advertisers to tell their brand stories and drive purchases and loyalty. And brands are eagerly tapping into these properties and their ad products to do just that.

While the Facebook Company (or now, Meta) may be under fire of late, US advertisers still considered Facebook and Instagram leaders within the social media ecommerce space for the next 12 months, as of our October 2021 Omnibus poll. Both brands had a large lead over competitors TikTok, Twitter and Pinterest, with YouTube nipping at their heels for the no. 3 leadership position.

Insights gathered throughout the course of 2021 tell us that social commerce experiences--and advertising offerings that go with them--will become an even greater focus of advertisers and media companies next year. More specifically, we predict media companies will look to ramp up engagement in these offerings via greater use of livestream shopping and augmented reality.



 **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.

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).

[www.AdvertiserPerceptions.com](http://www.AdvertiserPerceptions.com) | [Twitter.com/adperceptions](https://twitter.com/adperceptions) | [LinkedIn.com/company/advertiser-perceptions](https://www.linkedin.com/company/advertiser-perceptions)

## Upcoming Reports In Q1 2022:

[Preparing for a Future Without Third-Party Cookies and MAIDs \(Jan\)](#)

[Advertiser Intelligence Report \(Jan\)](#)

[SMB Advertiser Intelligence Report \(Feb\)](#)

[CTV Landscape Study \(Feb\)](#)

[Digital Advertising in Retail \(March\)](#)

[Supply-Side Platforms \(March\)](#)