



CHECK BREAKDOWN:

TREND CHECKS

AD BUDGETS/SPENDING TRENDS

Feedback around ad budgets is improved both sequentially from our October volume and relative to a year ago.

GOOGLE LEADS SENTIMENT AROUND REACH AND ROI

Google remains the top platform when it comes to ad execs opinion on which platforms offer the best reach and which offers the best ROI.

SOCIAL COMMERCE INTEREST INCREASING

Interest in social commerce continues to increase among ad execs. Respondents feel that Facebook and Instagram are best for their clients who are looking for social commerce solutions.

IOS PRIVACY CONCERNS CLIMB

Concerns around iOS privacy updates and impacts on social media ad spending increased q/q. On average, respondents feel it will have a “slight negative impact” – but worth noting that this sentiment is growing. Over the past year, the percentage of respondents who feel the iOS privacy updates will result in increased prices has grown.

COVID CONCERNS CONTINUE TO EASE

Pandemic related headwinds to ad spending have largely resolved according to respondents. There is still some caution, but the concern has mostly dissipated.

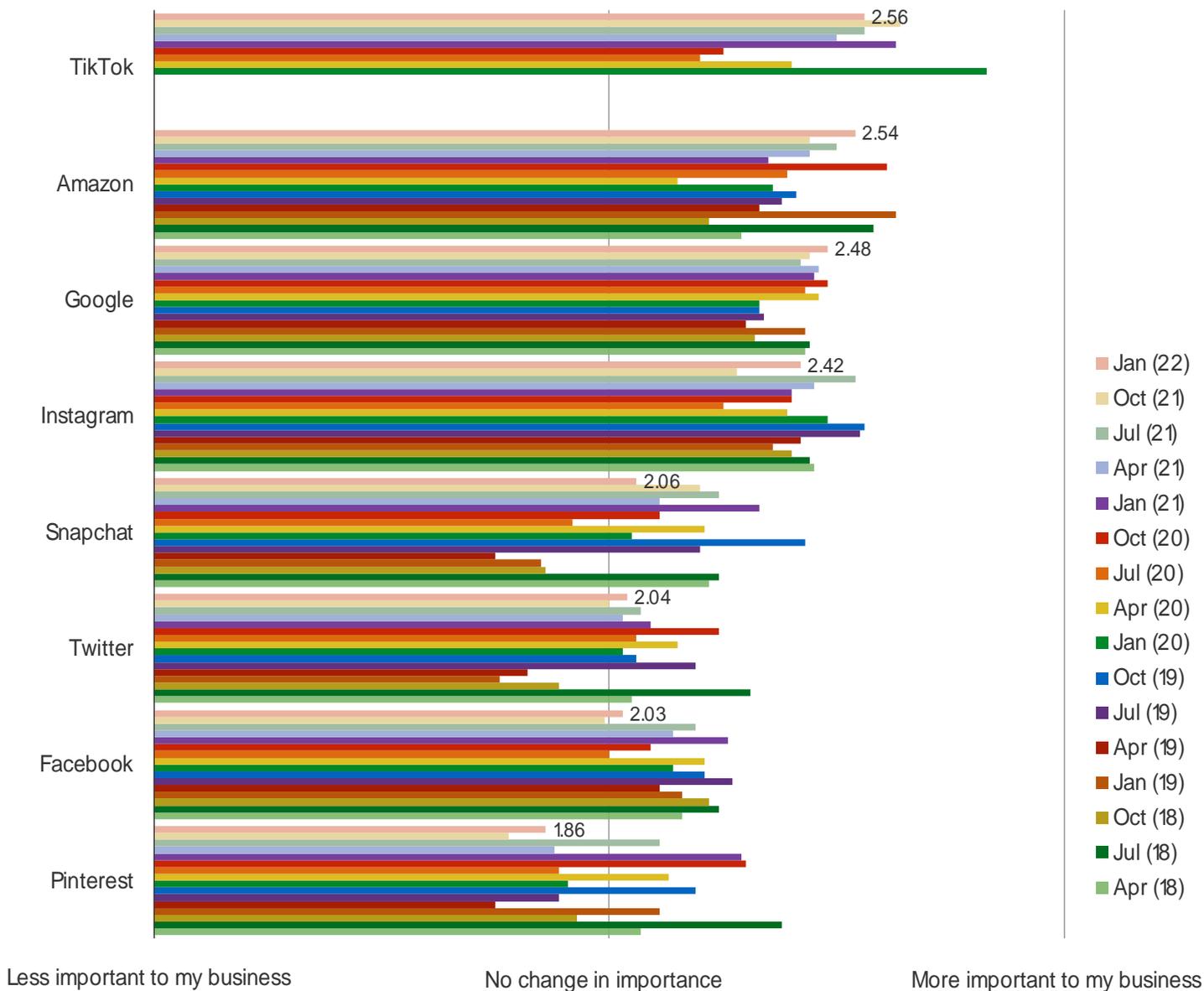
TIKTOK INTEREST INCREASES SEQUENTIALLY, POSITIVE SENTIMENT

Interest in TikTok has increased considerably and sentiment continues to be strong/positive toward the platform.

SENTIMENT TOWARD PLATFORMS

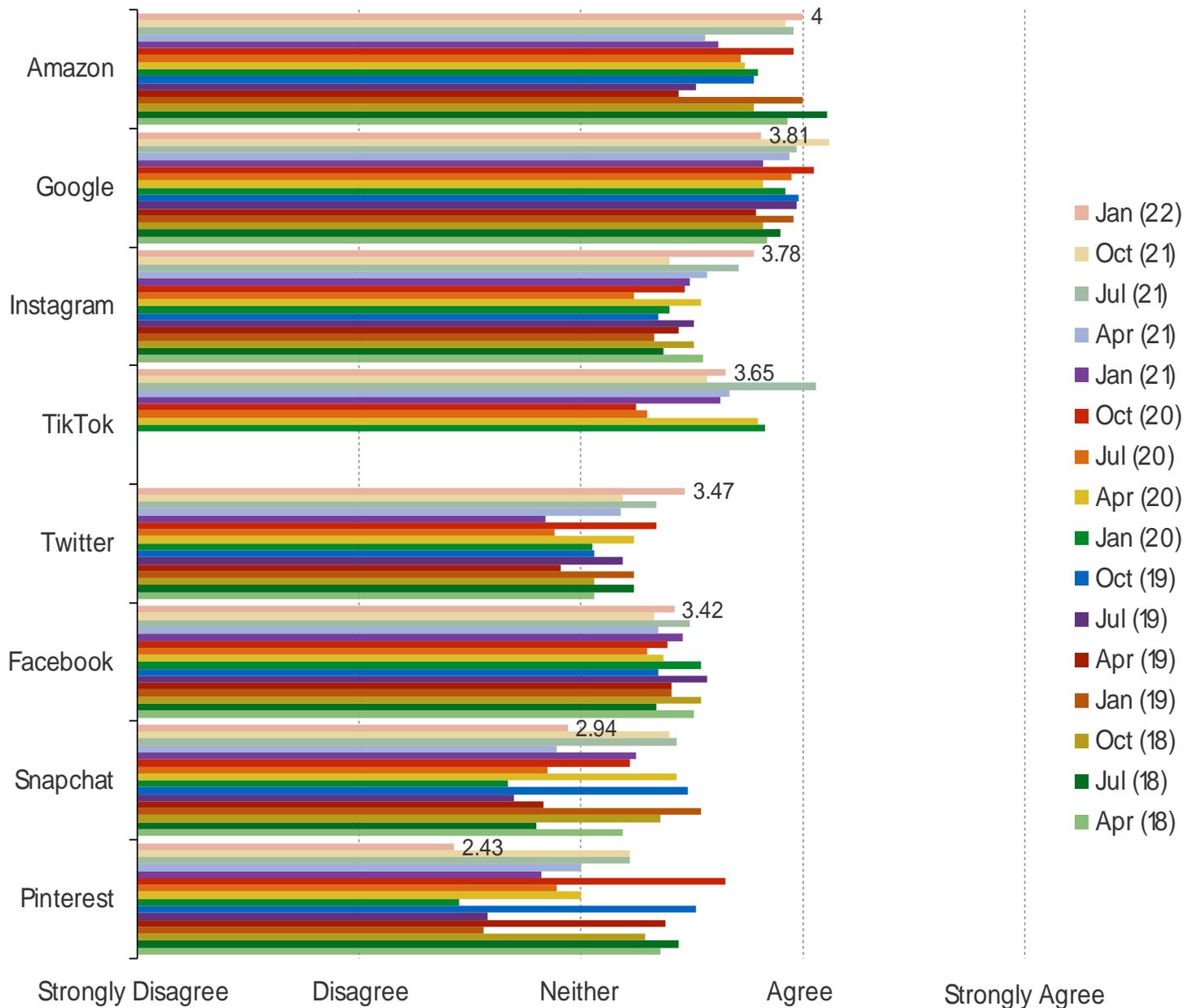
AS YOU LOOK INTO THE FUTURE, IS EACH PLATFORM BECOMING:

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



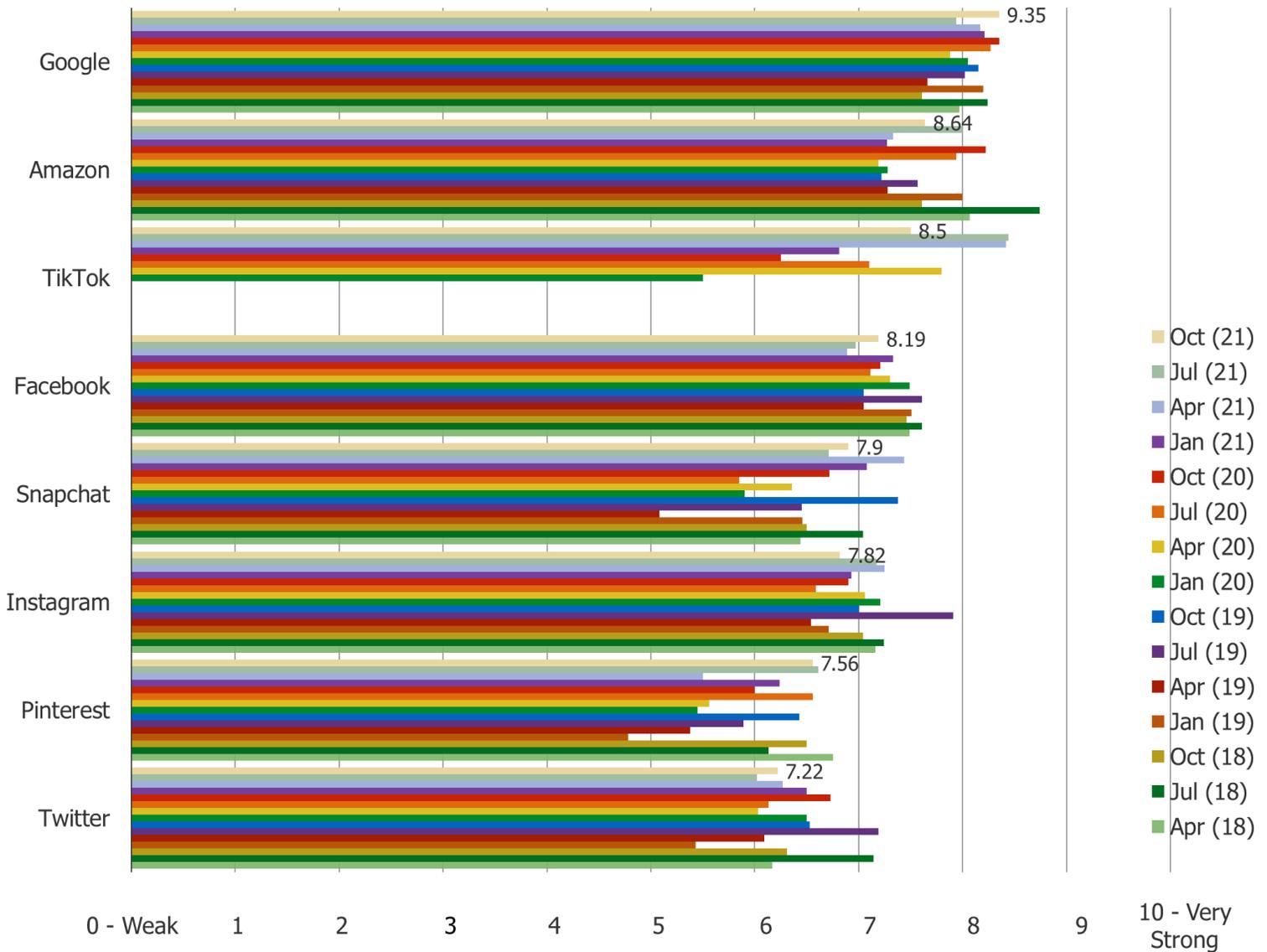
PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENT: "IF IT WENT AWAY TOMORROW, IT WOULD BE DETRIMENTAL TO MY BUSINESS"

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



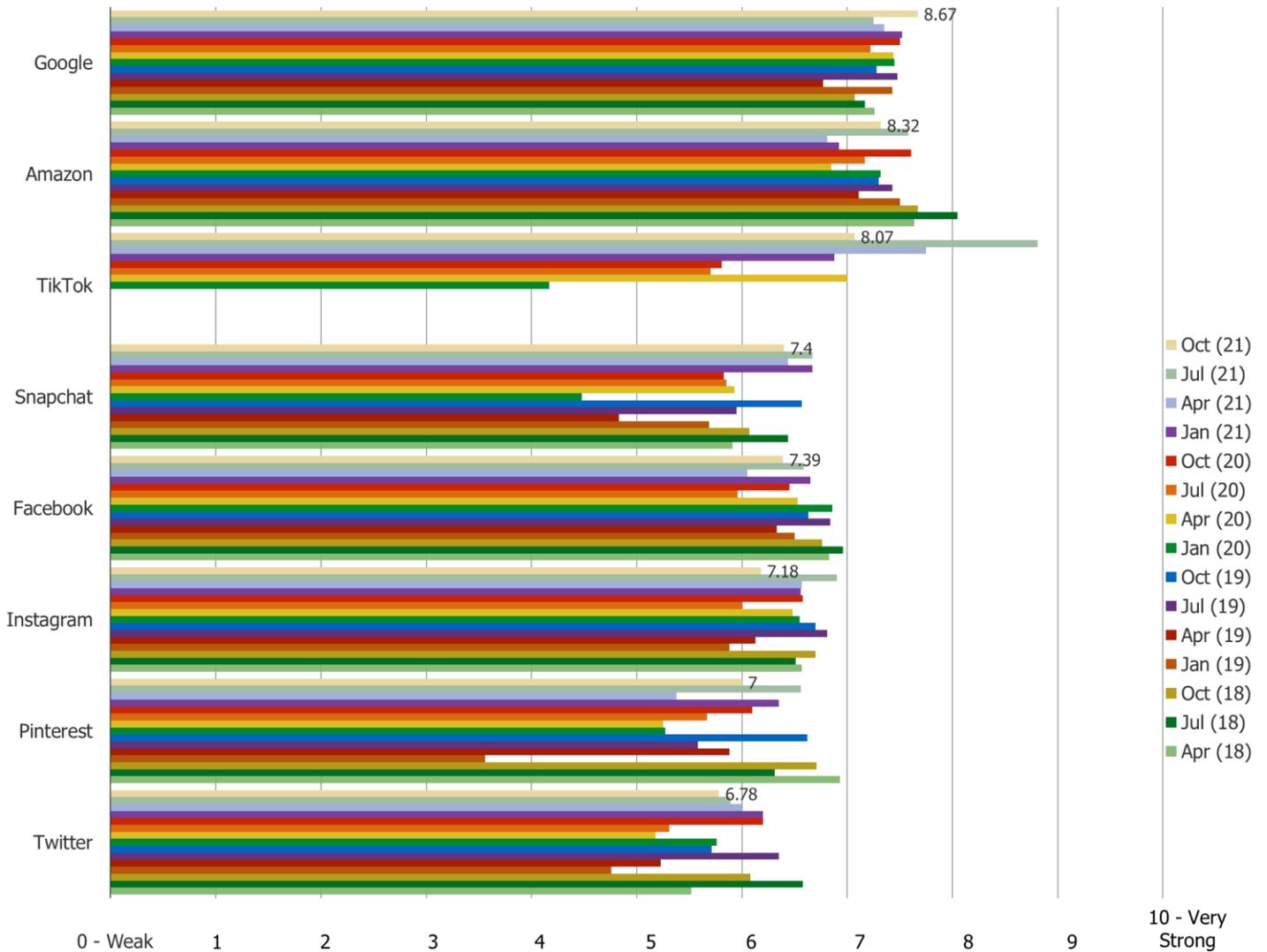
WHAT IS YOUR OPINION ON HOW STRONG EACH OF THE FOLLOWING PLATFORMS DELIVERS WHEN IT COMES TO REACH?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



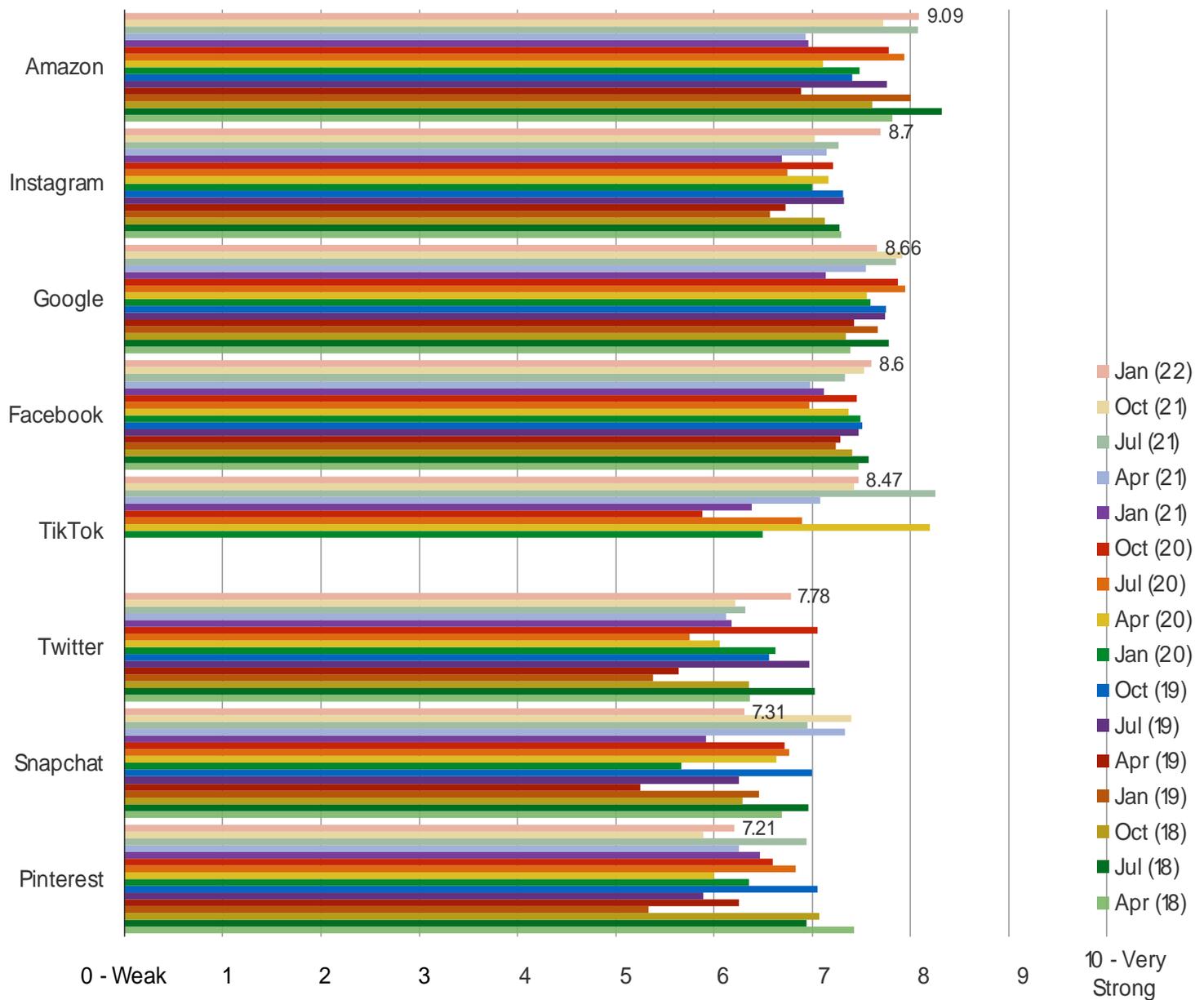
WHAT IS YOUR OPINION ON HOW STRONG EACH OF THE FOLLOWING PLATFORMS DELIVER WHEN IT COMES TO RETURN ON ADVERTISING INVESTMENT?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



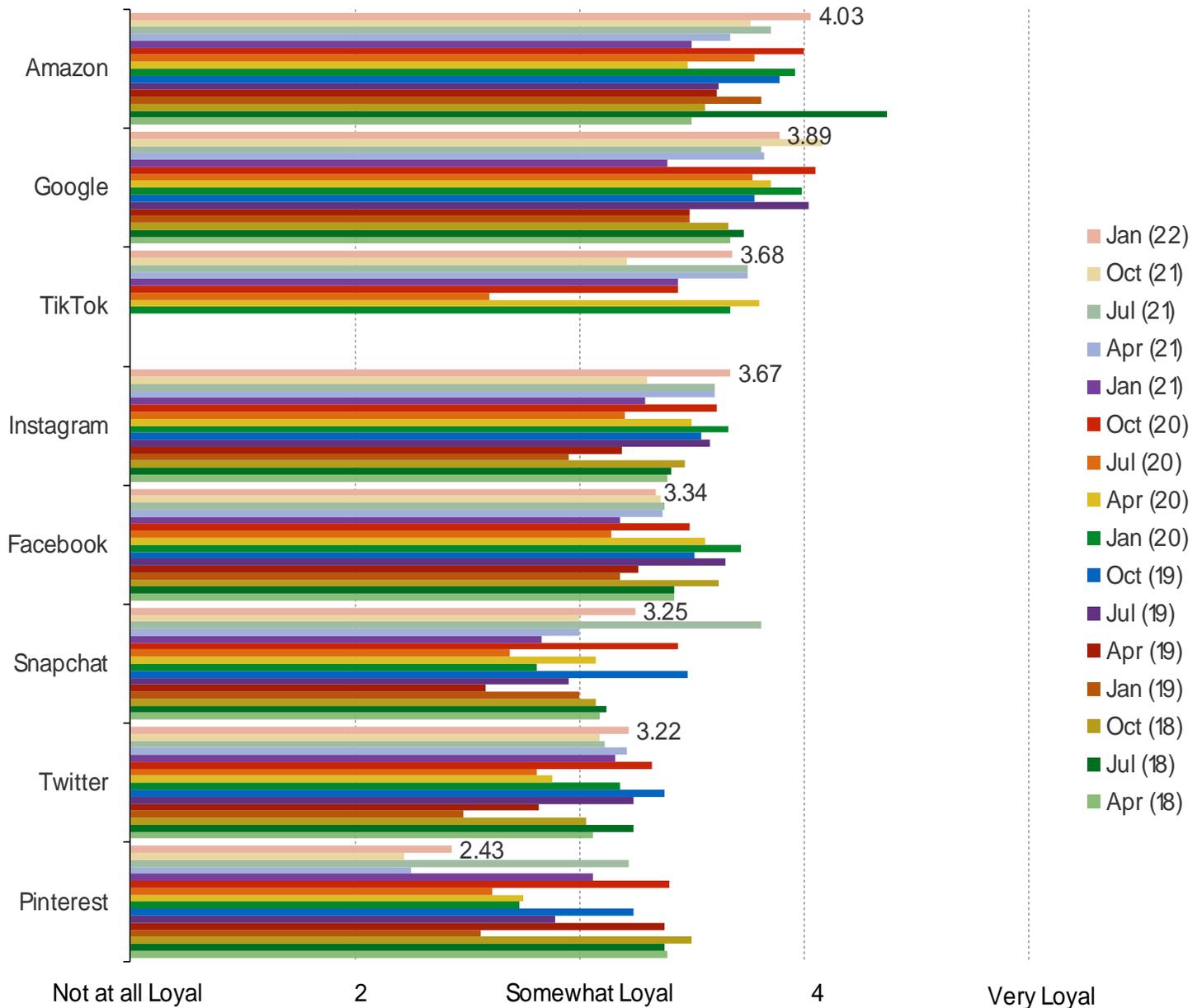
WHAT IS YOUR OPINION ON HOW STRONG EACH OF THE FOLLOWING PLATFORMS DELIVER WHEN IT COMES TO TARGETING DATA THEY HAVE ON USERS?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



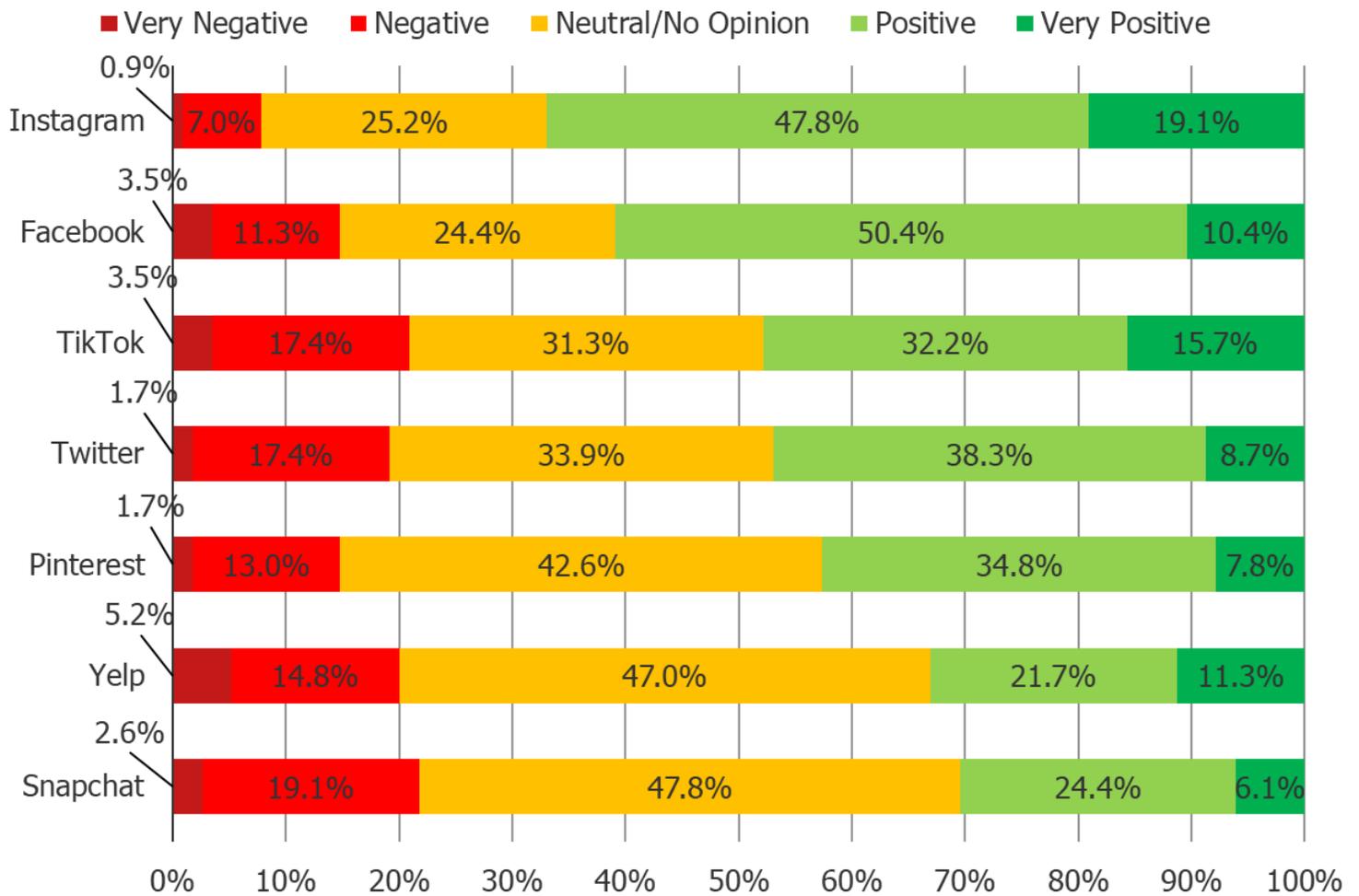
HOW LOYAL IS YOUR BUSINESS TO EACH OF THE FOLLOWING PLATFORMS FOR AD SPENDING?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



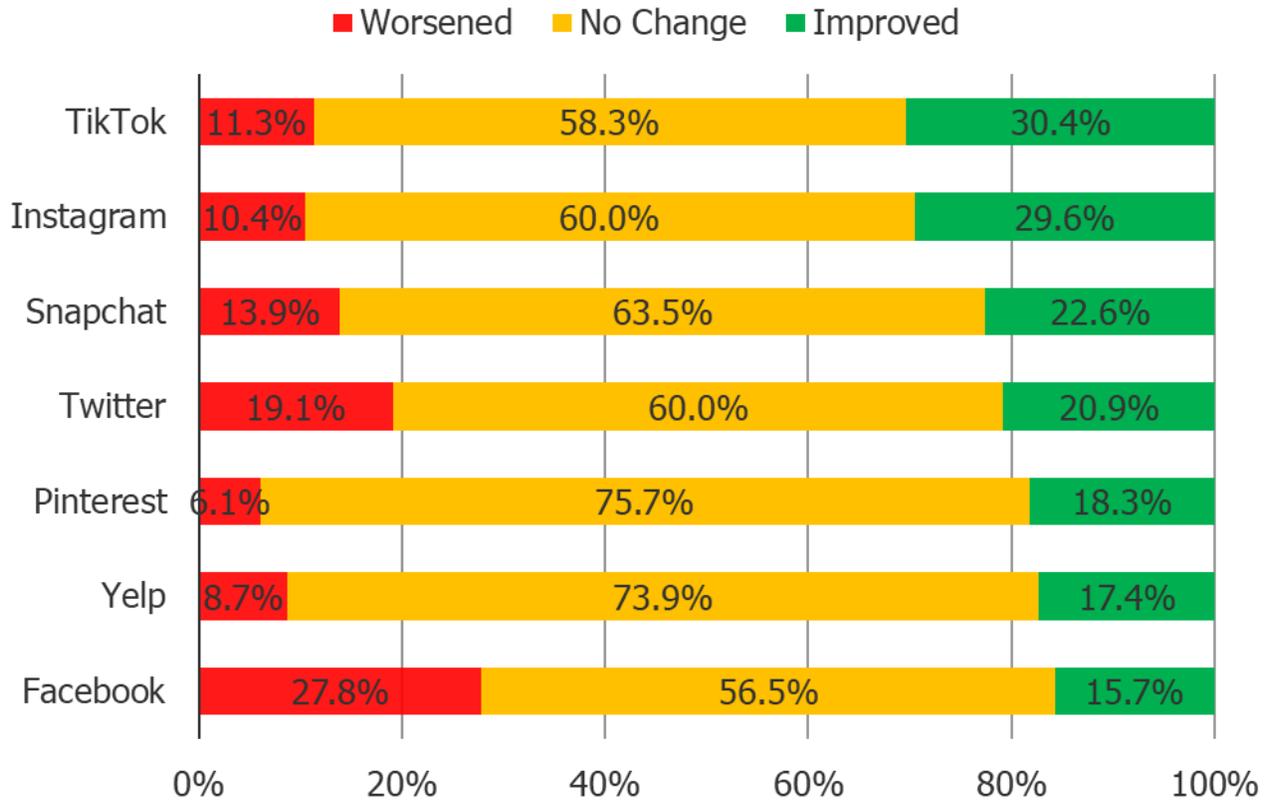
WHAT IS YOUR OPINION OF THE FOLLOWING PLATFORMS FROM A MARKETING/ADVERTISING PERSPECTIVE?

This question was posed to the target audience.



HAS YOUR OPINION OF THE FOLLOWING CHANGED AT ALL IN THE PAST 12-24 MONTHS?

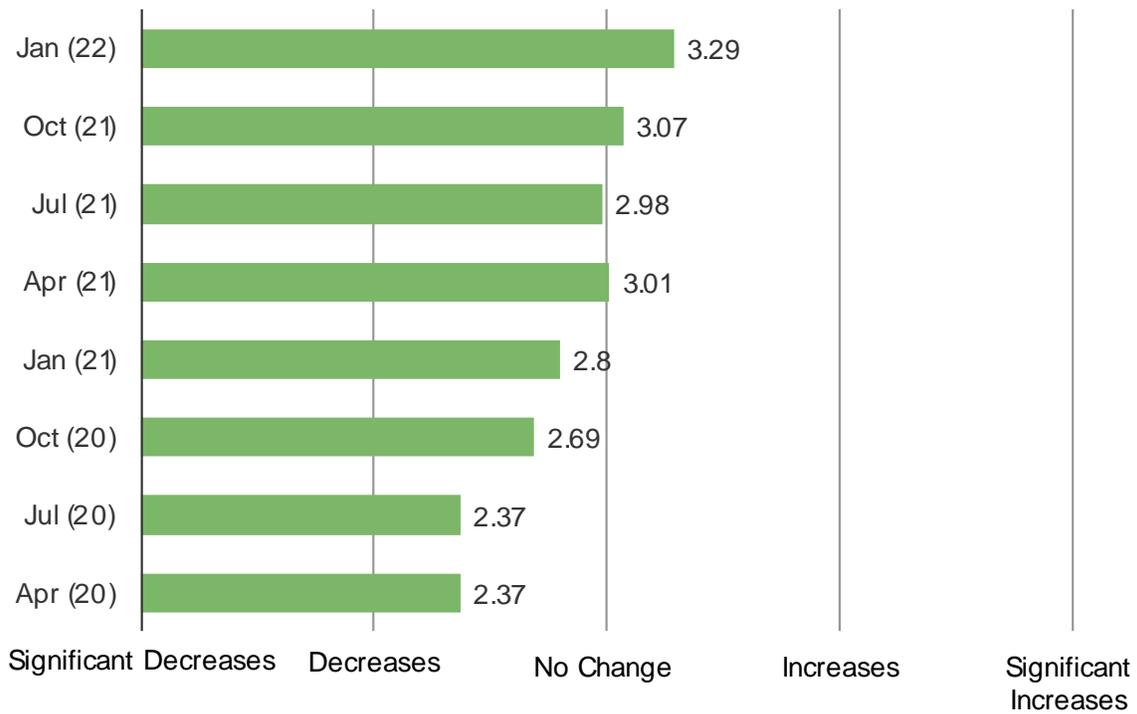
This question was posed to the target audience.



AD SPEND HEALTH

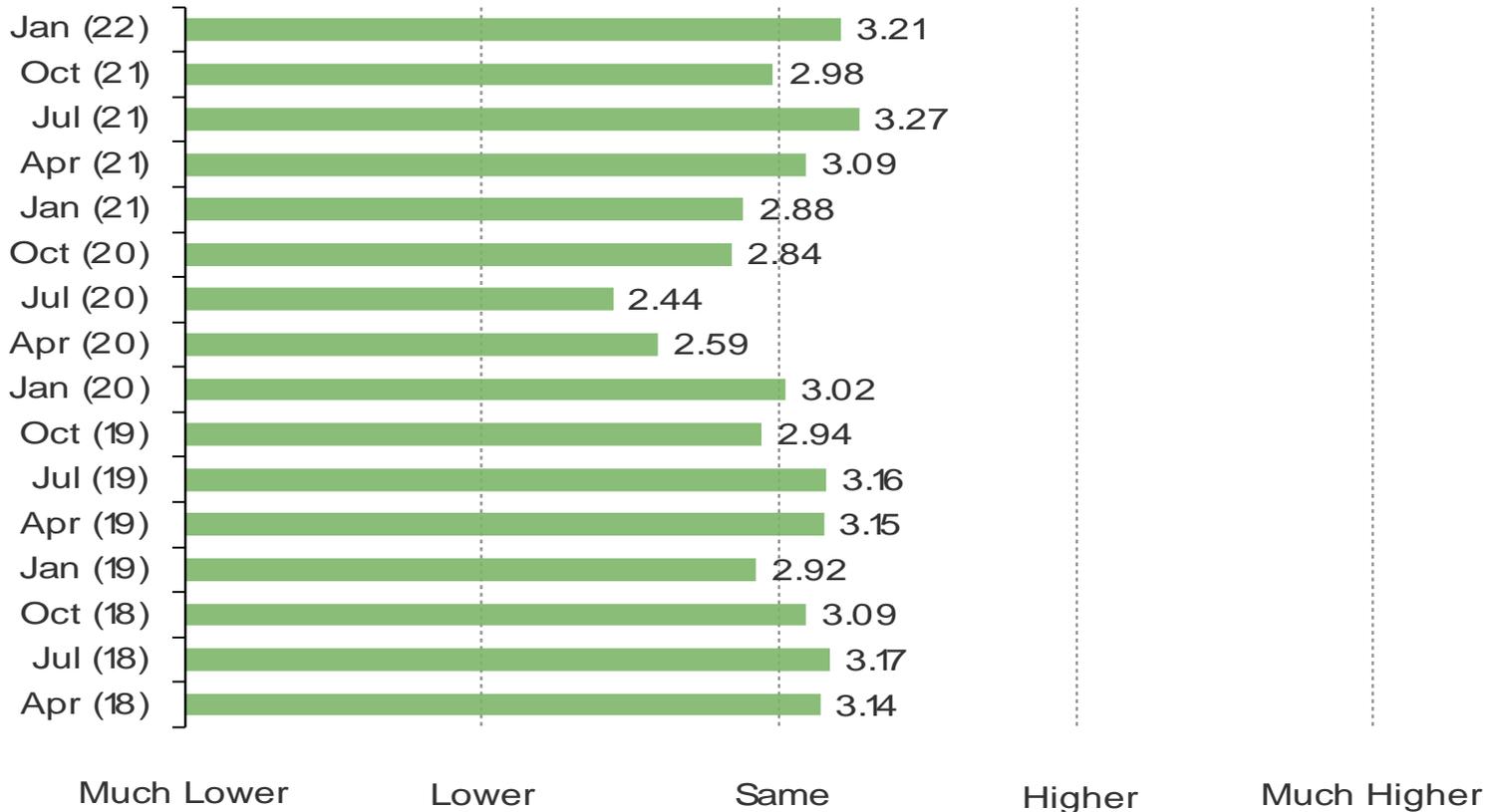
PLEASE DESCRIBE ADVERTISING BUDGETS COMPARED TO THE SAME TIME ONE YEAR AGO?

This question was posed to the target audience.



PLEASE DESCRIBE YOUR CLIENT'S ADVERTISING BUDGETS OVERALL COMPARED TO LAST QUARTER.

This question was posed to the target audience.



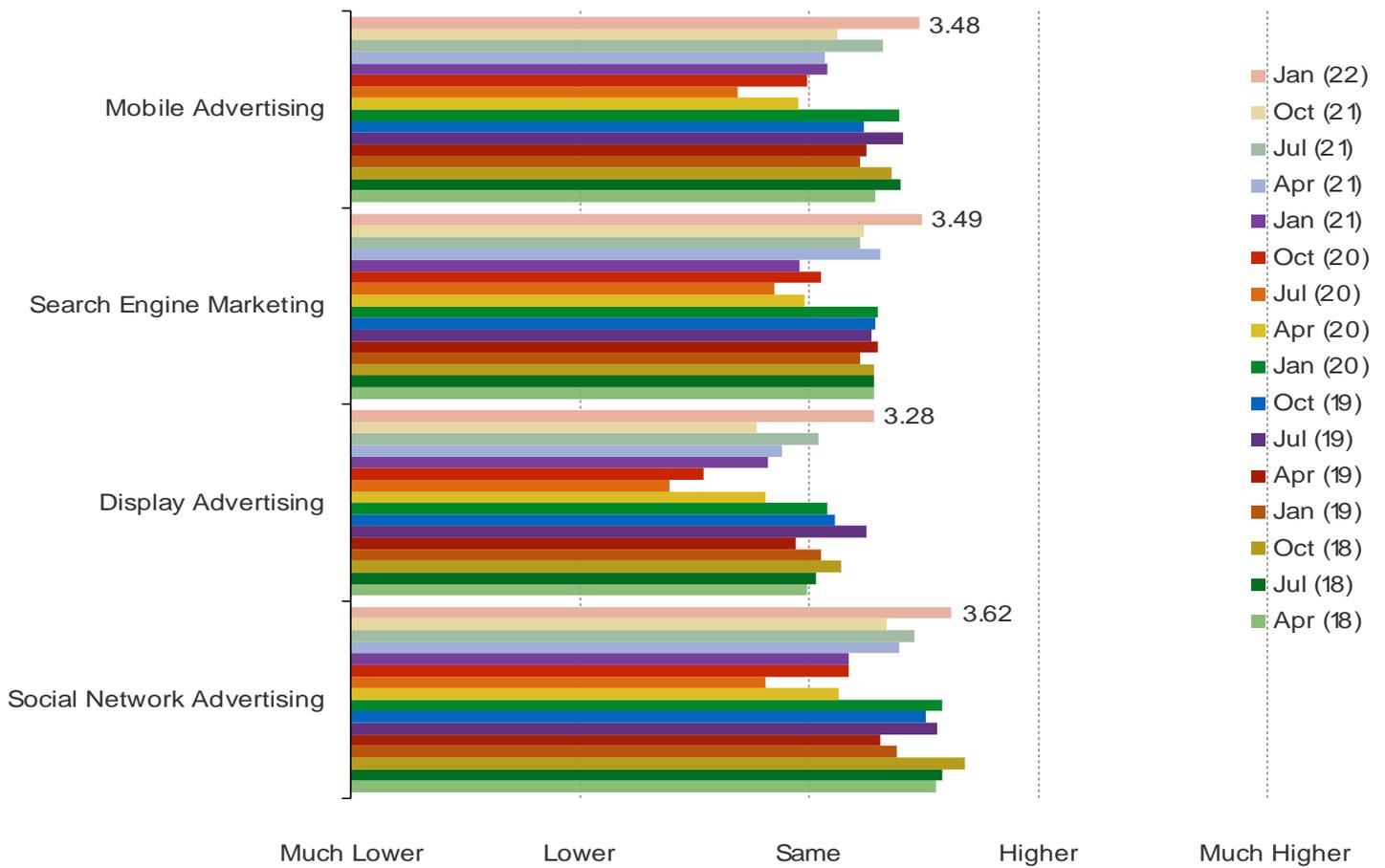
Making An Impression

Audience: 100 US Ad Execs

Date: January 2022

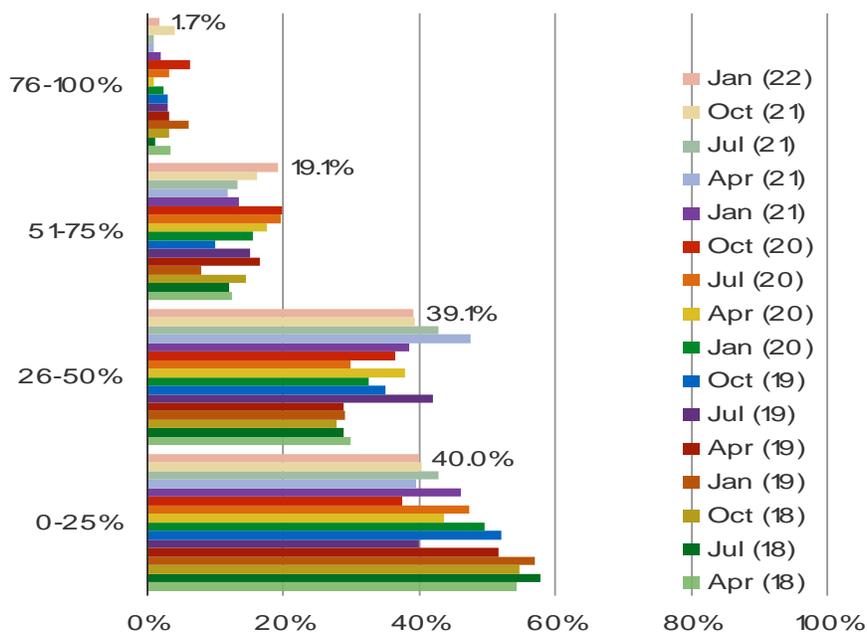
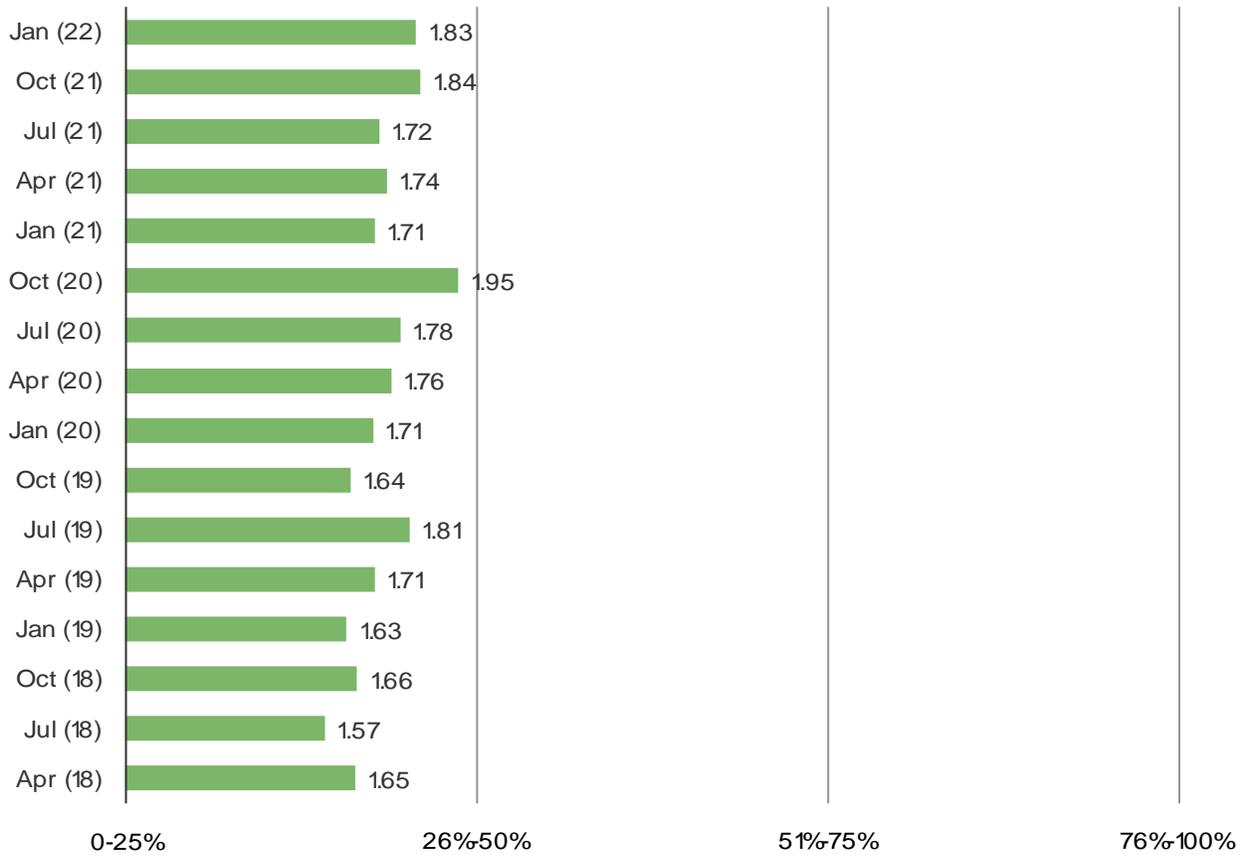
PLEASE COMPARE SPENDING ON EACH OF THE FOLLOWING ADVERTISING METHODS COMPARED TO ONE YEAR AGO.

This question was posed to the target audience.



WHAT PERCENTAGE OF YOUR CLIENT'S ADVERTISING BUDGET IS CURRENTLY DEDICATED TO SOCIAL MEDIA ADVERTISING?

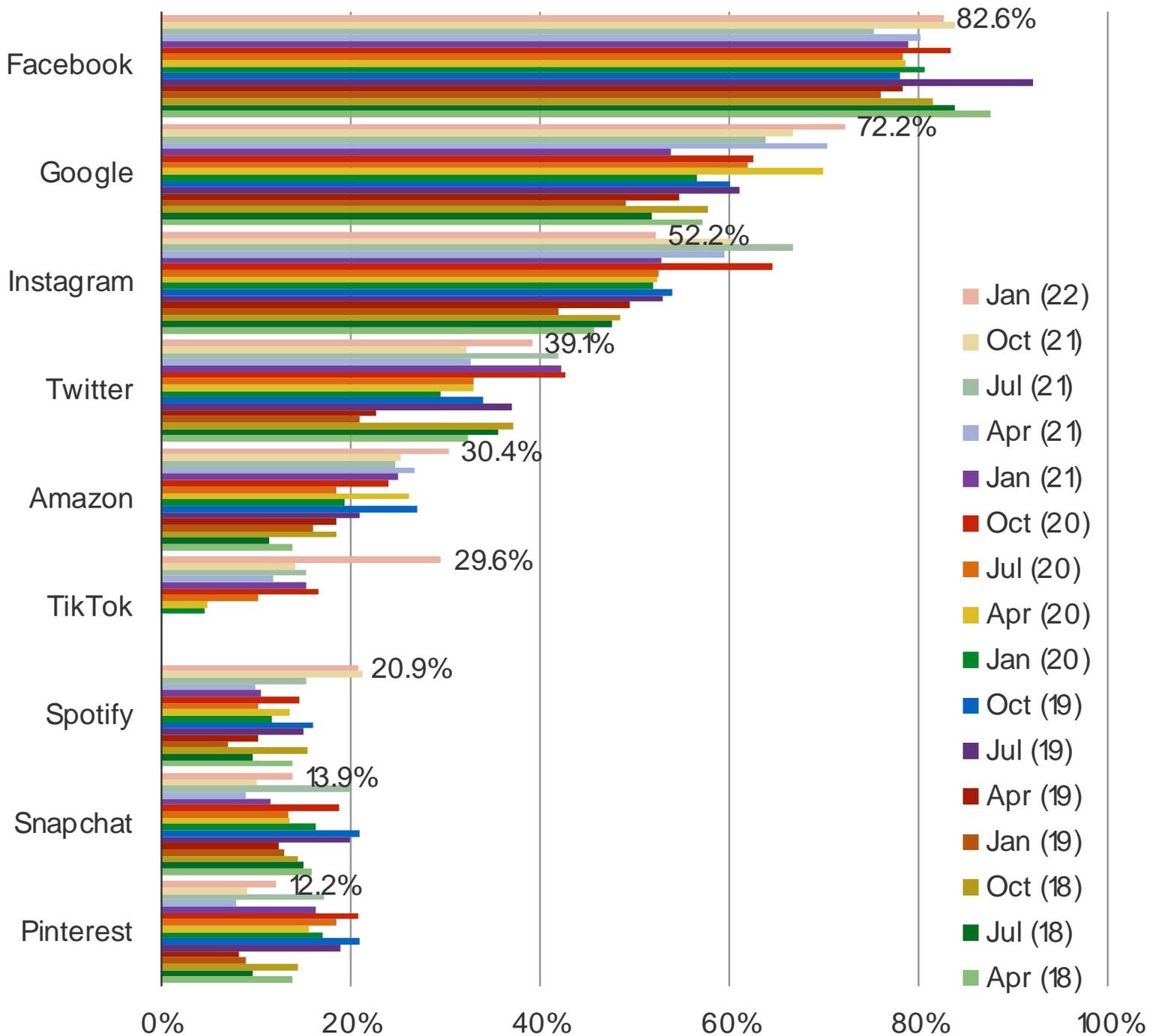
This question was posed to the target audience.



MARKET SHARE

DO YOUR CLIENTS CURRENTLY HAVE ADVERTISING CAMPAIGNS WITH THE FOLLOWING PLATFORMS?

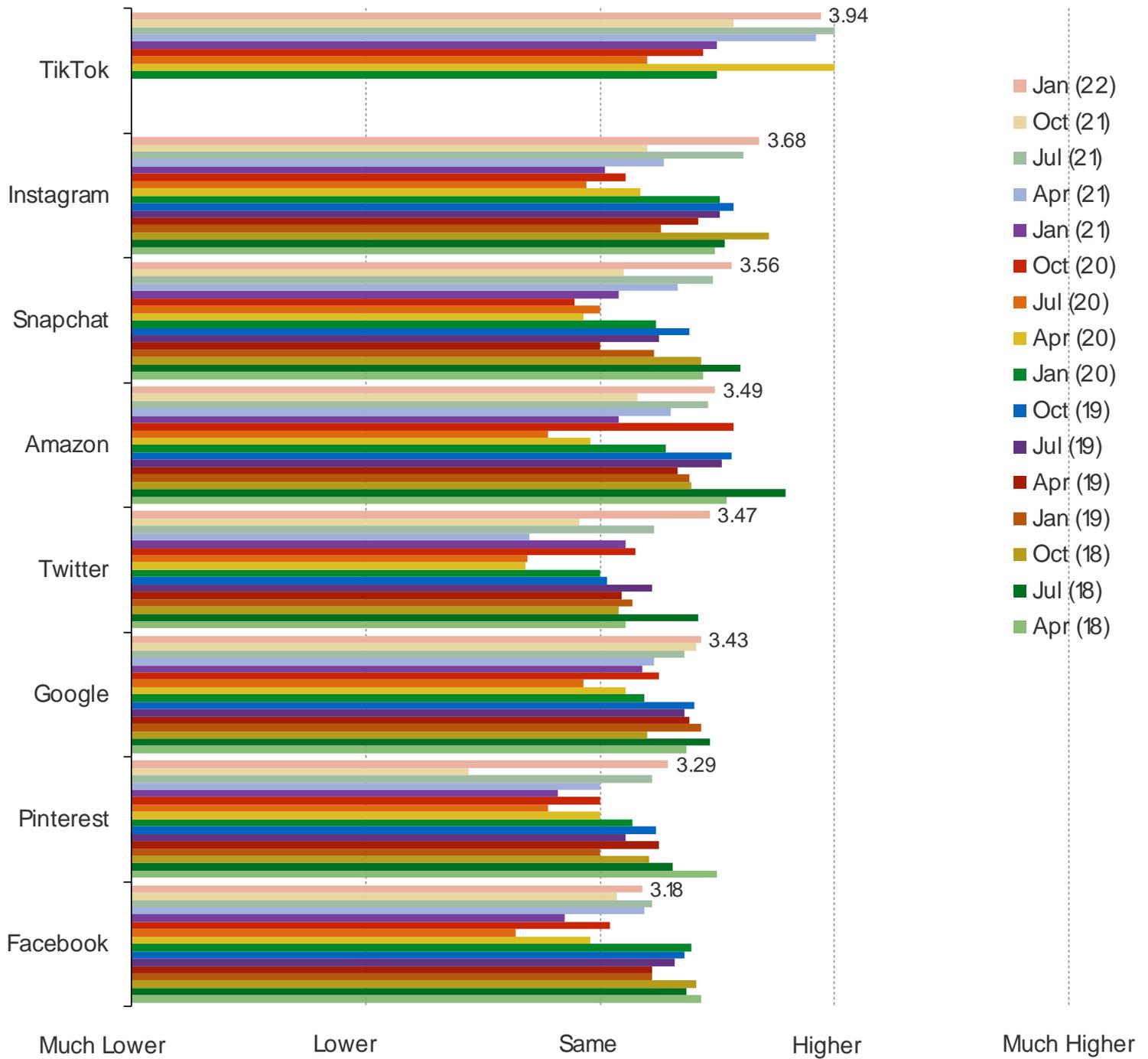
This question was posed to the target audience.



SPEND CHANGES

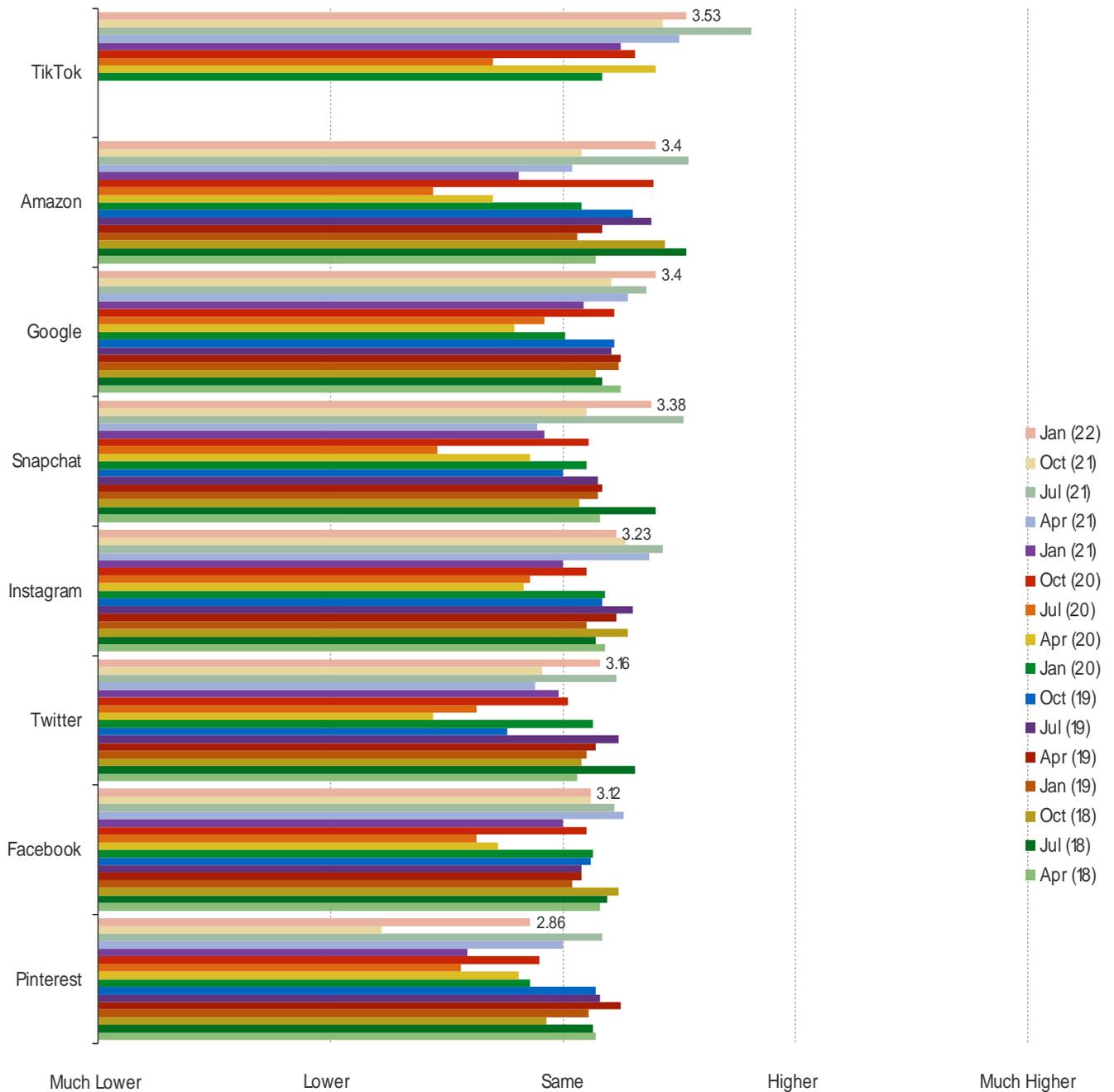
PLEASE COMPARE YOUR CLIENT'S AD SPENDING ON THE FOLLOWING NOW VS. ONE YEAR AGO.

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



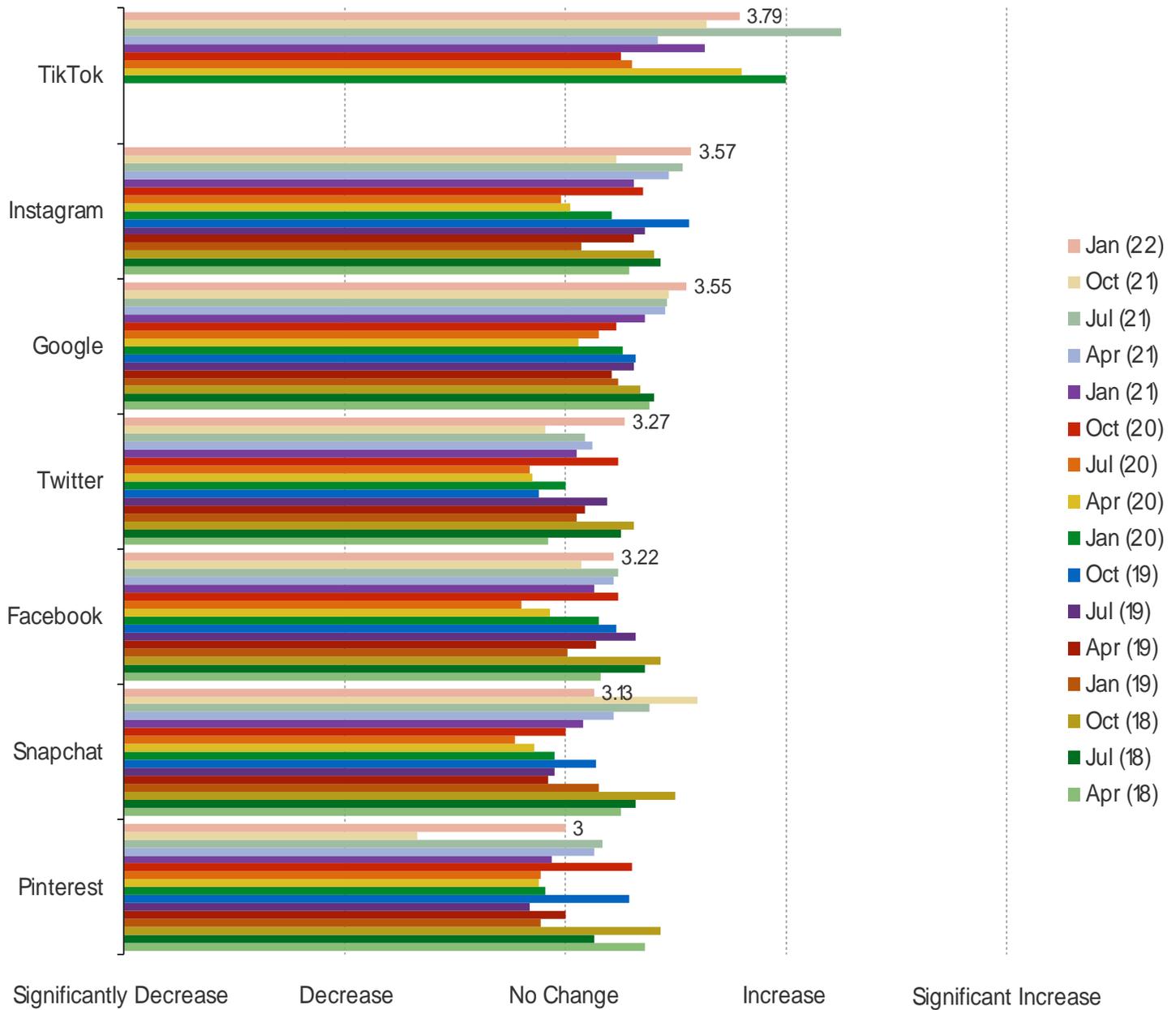
PLEASE COMPARE YOUR CLIENT'S AD SPENDING NOW VS. ONE QUARTER AGO.

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



DO YOU EXPECT TO CHANGE SPEND THROUGH THE FOLLOWING PLATFORMS IN THE NEXT 12 MONTHS?

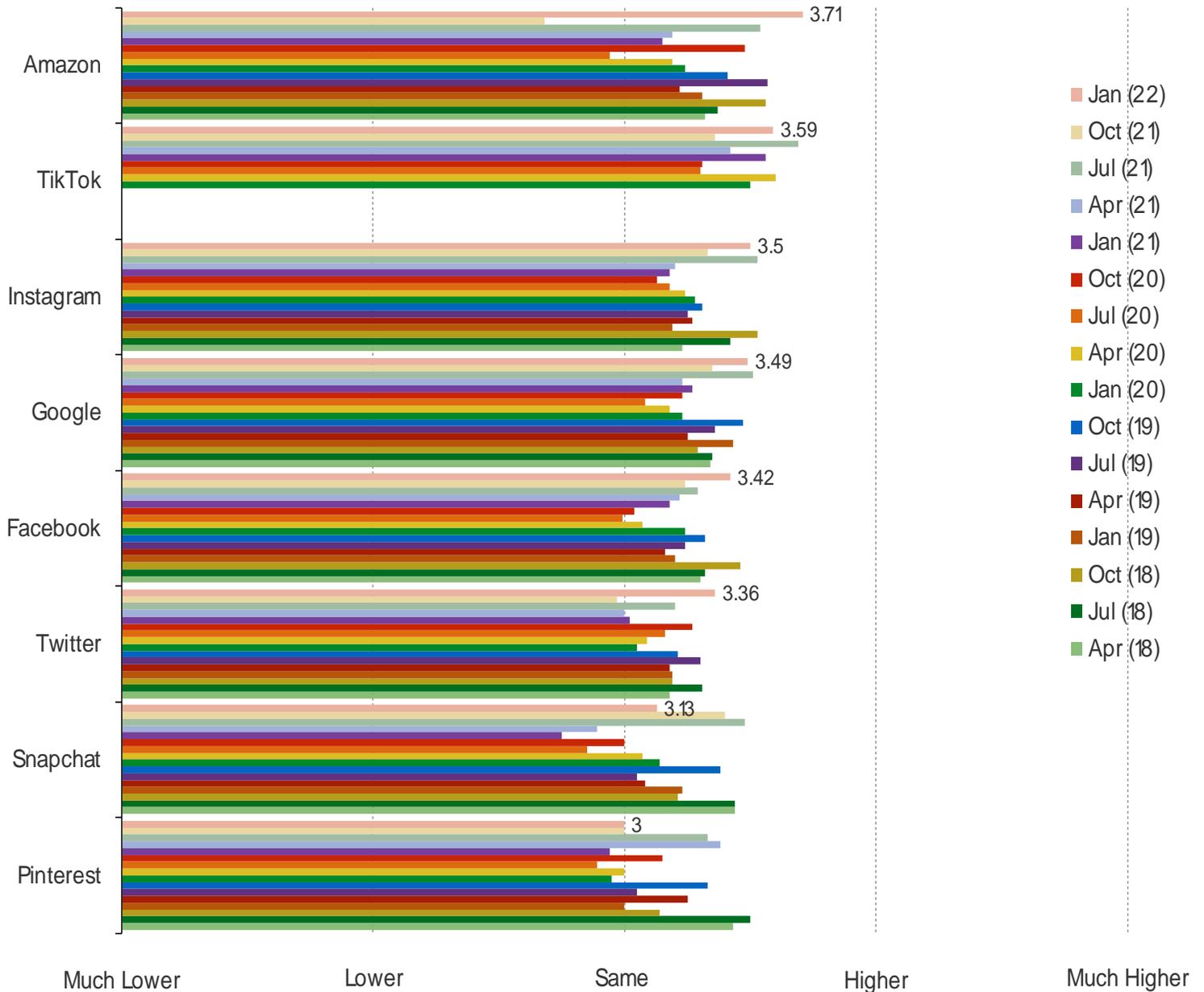
*Posed to ad execs whose clients have paid campaigns with each of the following platforms



PRICING CHANGES

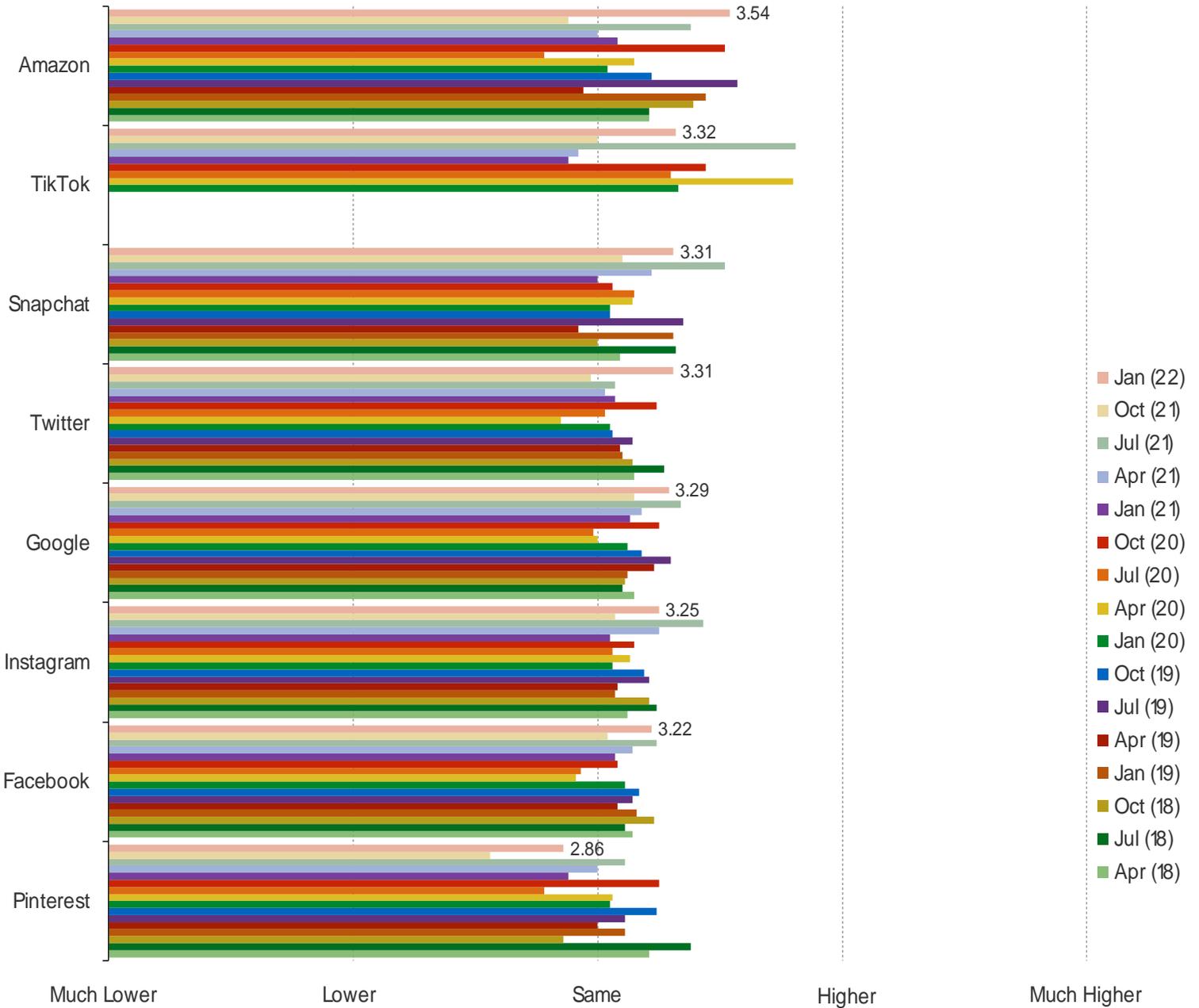
PLEASE COMPARE PRICING TO ADVERTISE WITH EACH PLATFORM COMPARED TO ONE YEAR AGO.

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



PLEASE COMPARE PRICING TO ADVERTISE WITH EACH PLATFORM COMPARED TO ONE QUARTER AGO.

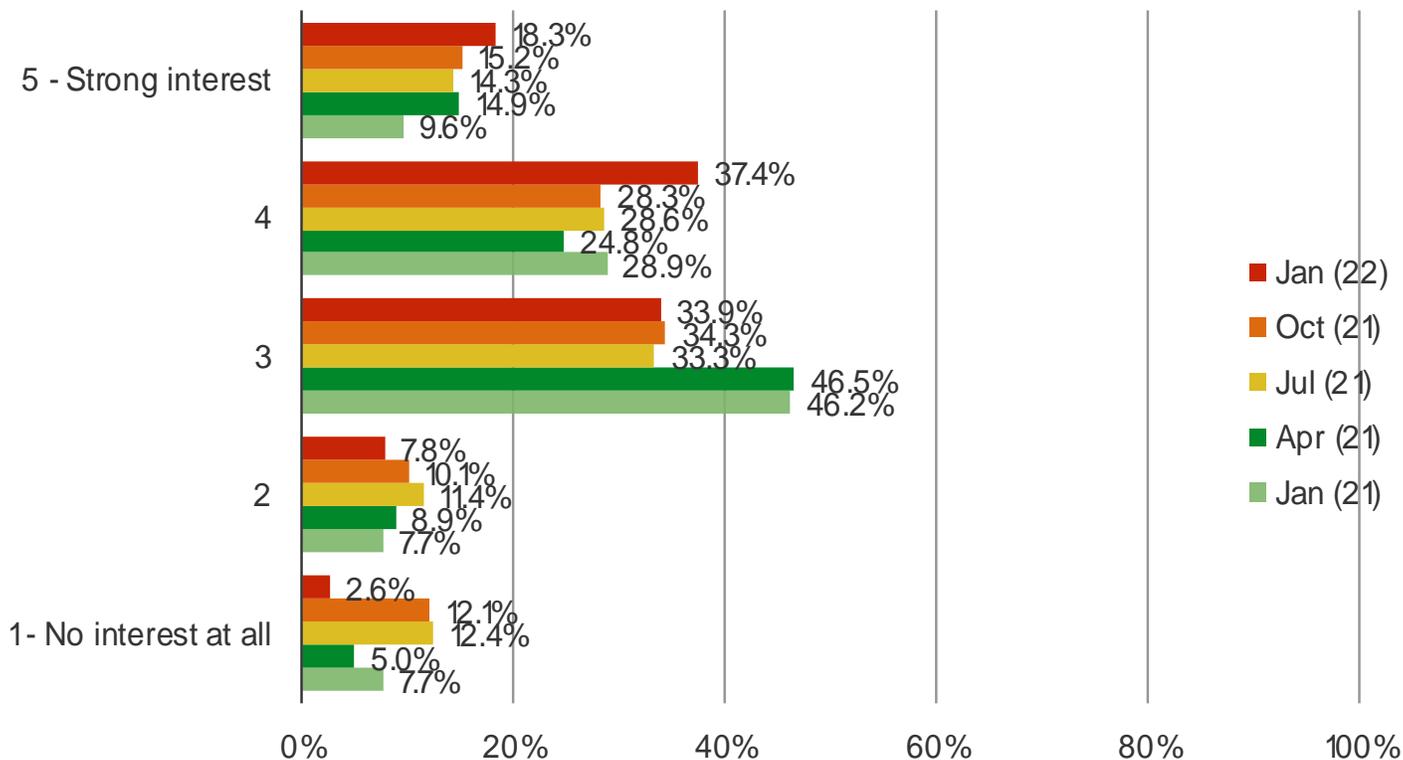
*Posed to ad execs whose clients have paid campaigns with each of the following platforms



SOCIAL COMMERCE

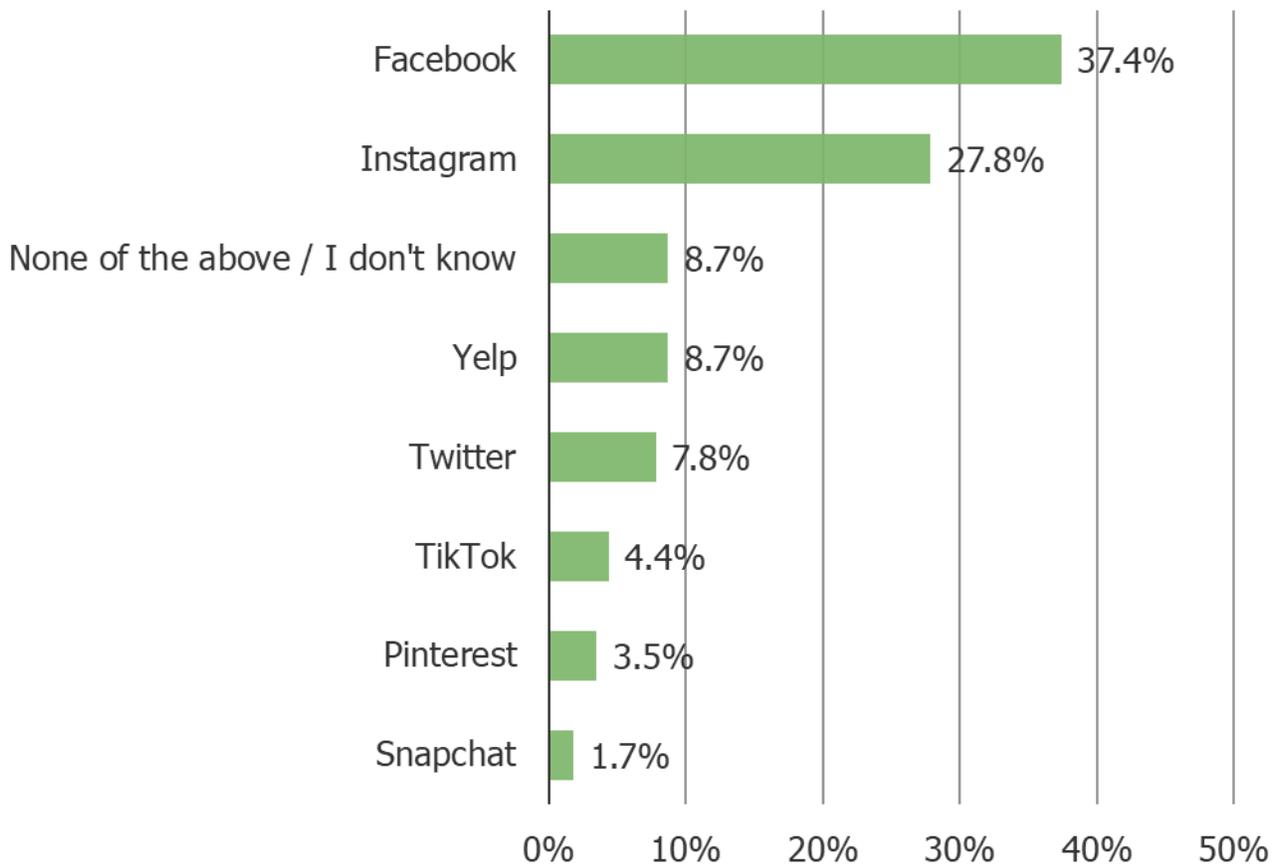
FROM YOUR EXPERIENCE WITH CLIENTS, HOW MUCH INTEREST IS THERE IN “SOCIAL COMMERCE” – IE, BEING ABLE TO ADVERTISE PRODUCTS ON SOCIAL MEDIA AND HAVE USERS PURCHASE WITHOUT HAVING TO LEAVE THE APP?

This question was posed to the target audience.



IF A CLIENT ASKED YOU WHICH PLATFORM WOULD BE BEST AS A SOCIAL COMMERCE SOLUTION, IN WHICH THEY COULD ADVERTISE AND SELL PRODUCTS DIRECTLY THROUGH A SOCIAL MEDIA PLATFORM, WHICH WOULD YOU RECOMMEND TO THEM MOST?

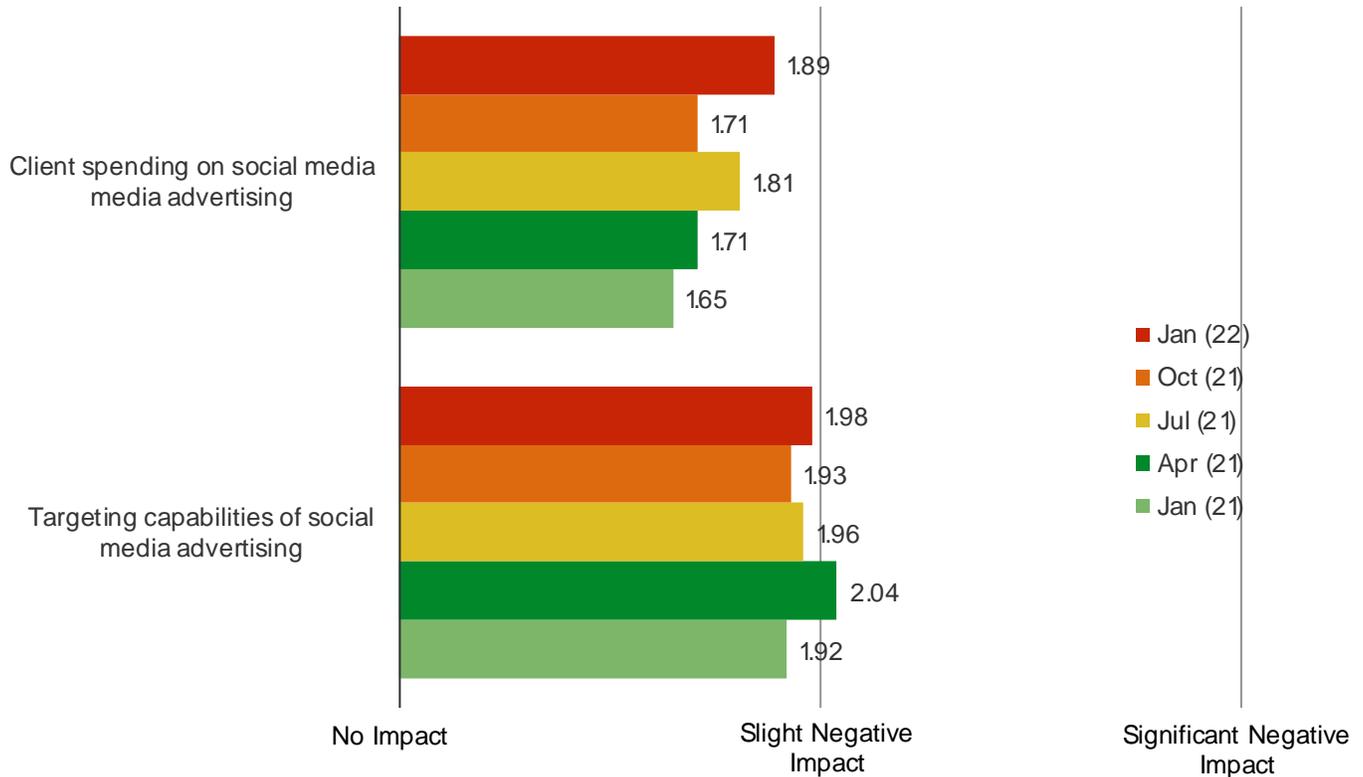
This question was posed to the target audience.



IOS 14 AND PRIVACY

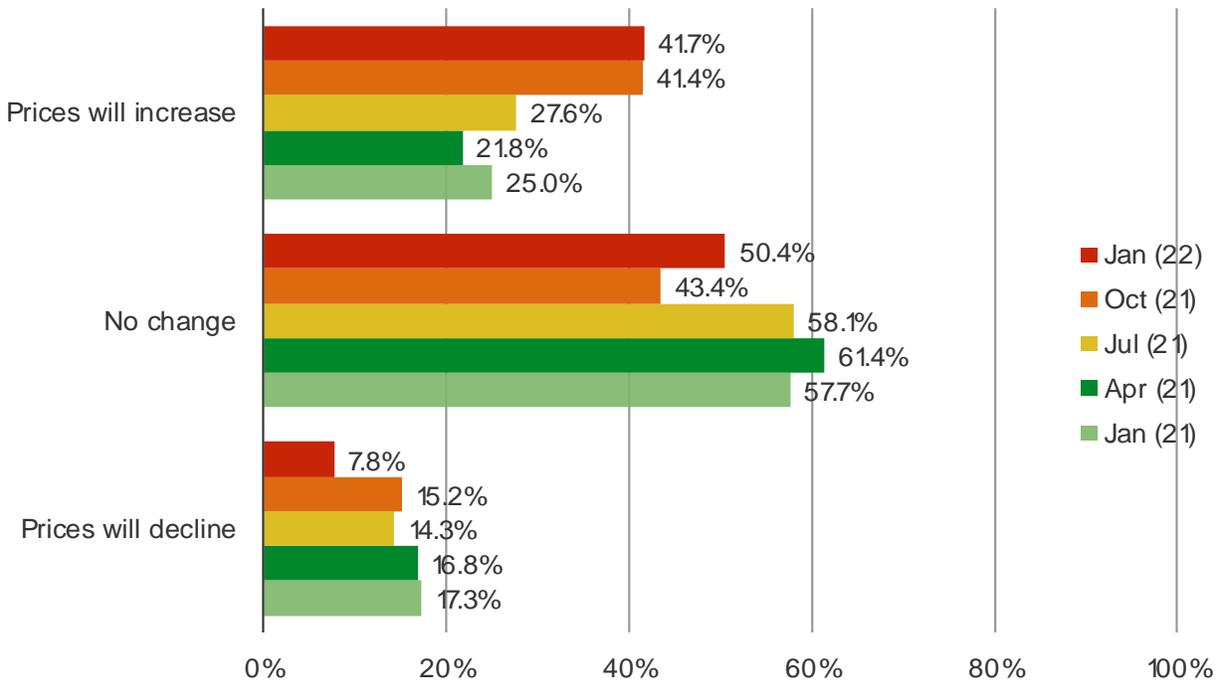
RECENT SOFTWARE UPDATES FOR THE IPHONE REQUIRES APPS TO ASK PERMISSION TO TRACK USERS ON OTHER WEBSITES/APPS. IF USERS DECLINE, THEY CANNOT TRACK THEIR ACTIVITY ON OTHER SITES/APPS. IN YOUR OPINION, WILL THIS HAVE ANY NEGATIVE IMPACTS ON THE FOLLOWING?

This question was posed to the target audience.



DO YOU EXPECT THE PRICING/COSTS ASSOCIATED WITH SOCIAL MEDIA ADVERTISING TO CHANGE AT ALL BECAUSE OF THE IPHONE IOS PRIVACY FEATURE CHANGES?

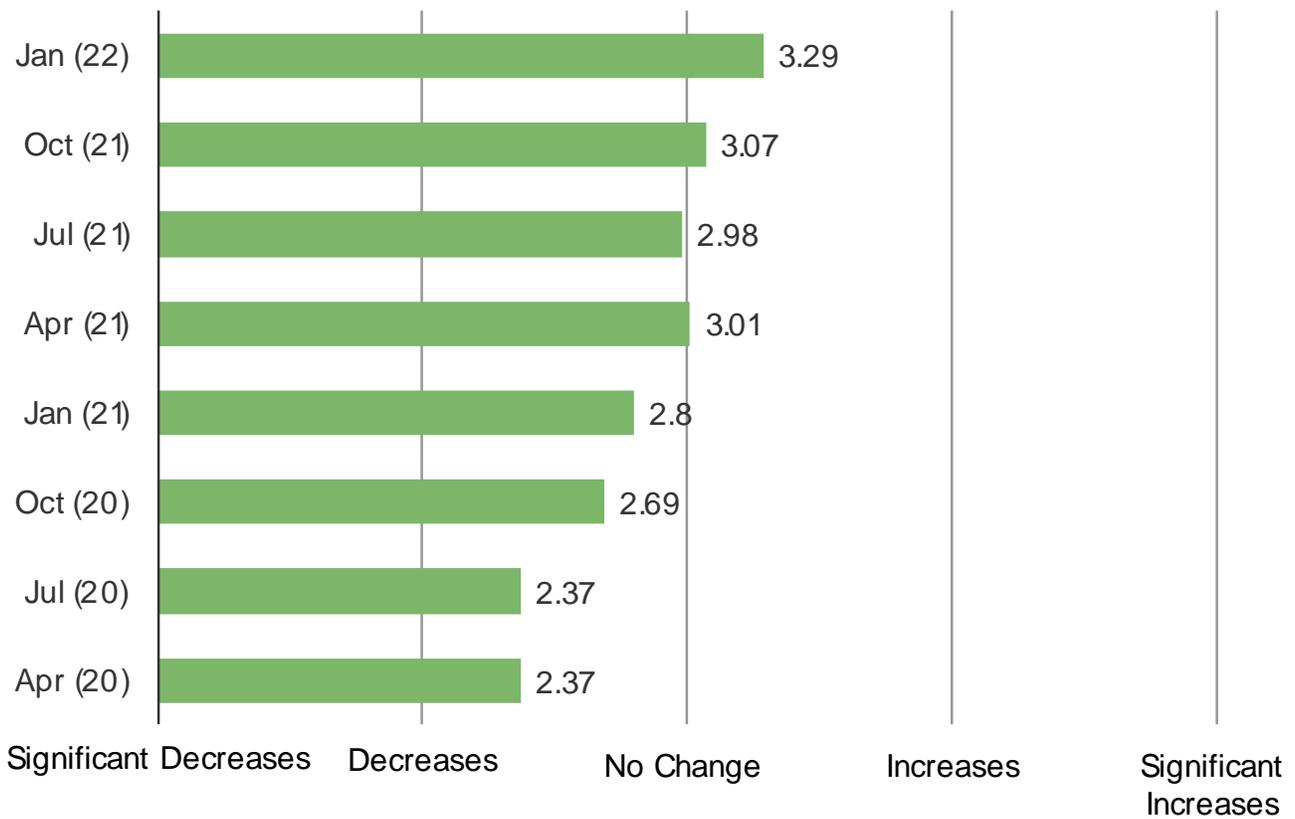
This question was posed to the target audience.



CORONAVIRUS IMPACTS

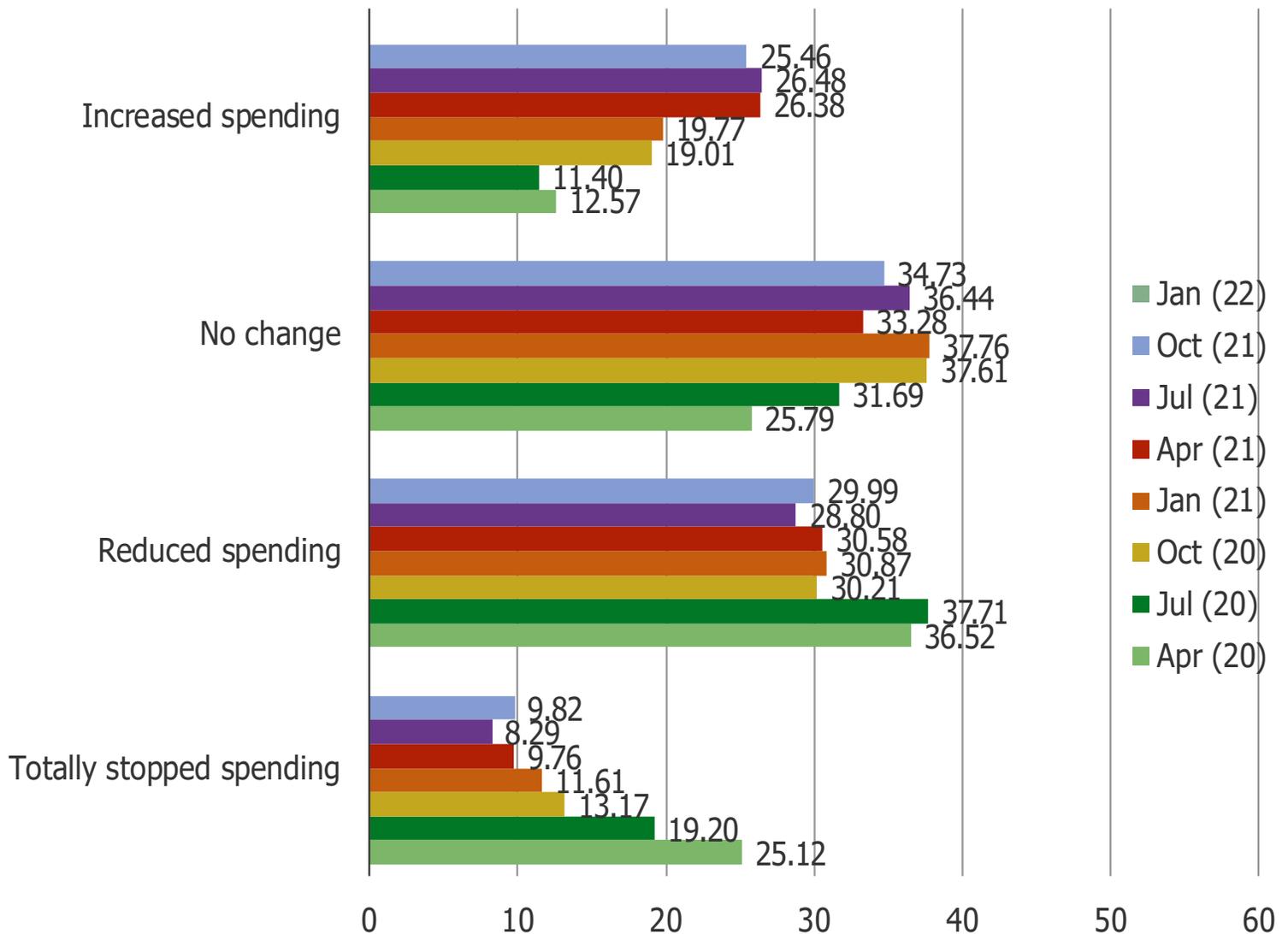
HAS THE CORONAVIRUS AND SOCIAL DISTANCING MEASURES CAUSED ANY IMPACT TO YOUR CLIENTS' AD SPENDING?

This question was posed to the target audience.



WHAT PERCENTAGE OF YOUR CLIENTS ARE DOING THE FOLLOWING BECAUSE OF CORONAVIRUS AND SOCIAL DISTANCING? (PLEASE MAKE SURE THE PERCENTAGES ADD UP TO 100)

This question was posed to the target audience.

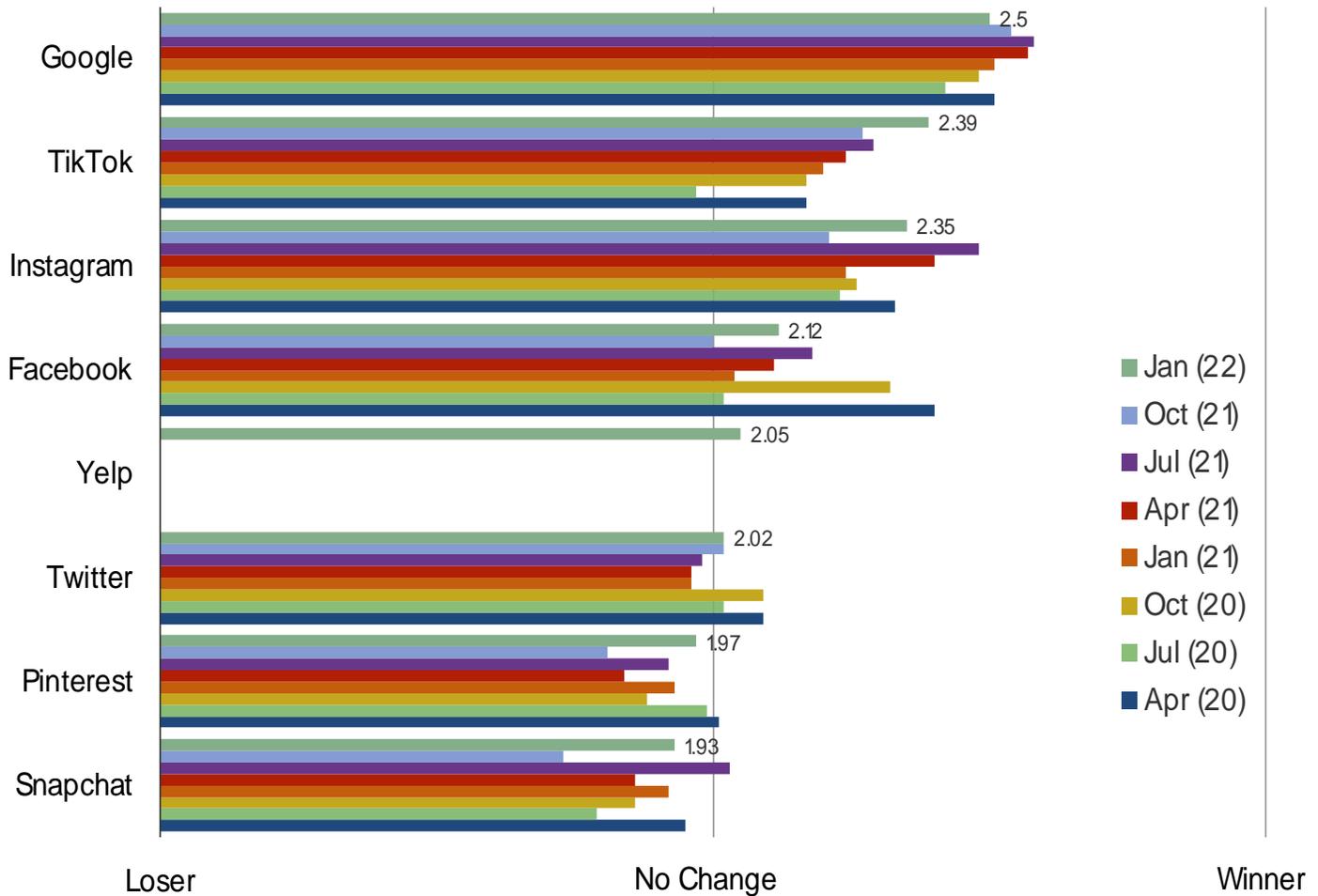


*Fill-in question

LOOKING FORWARD

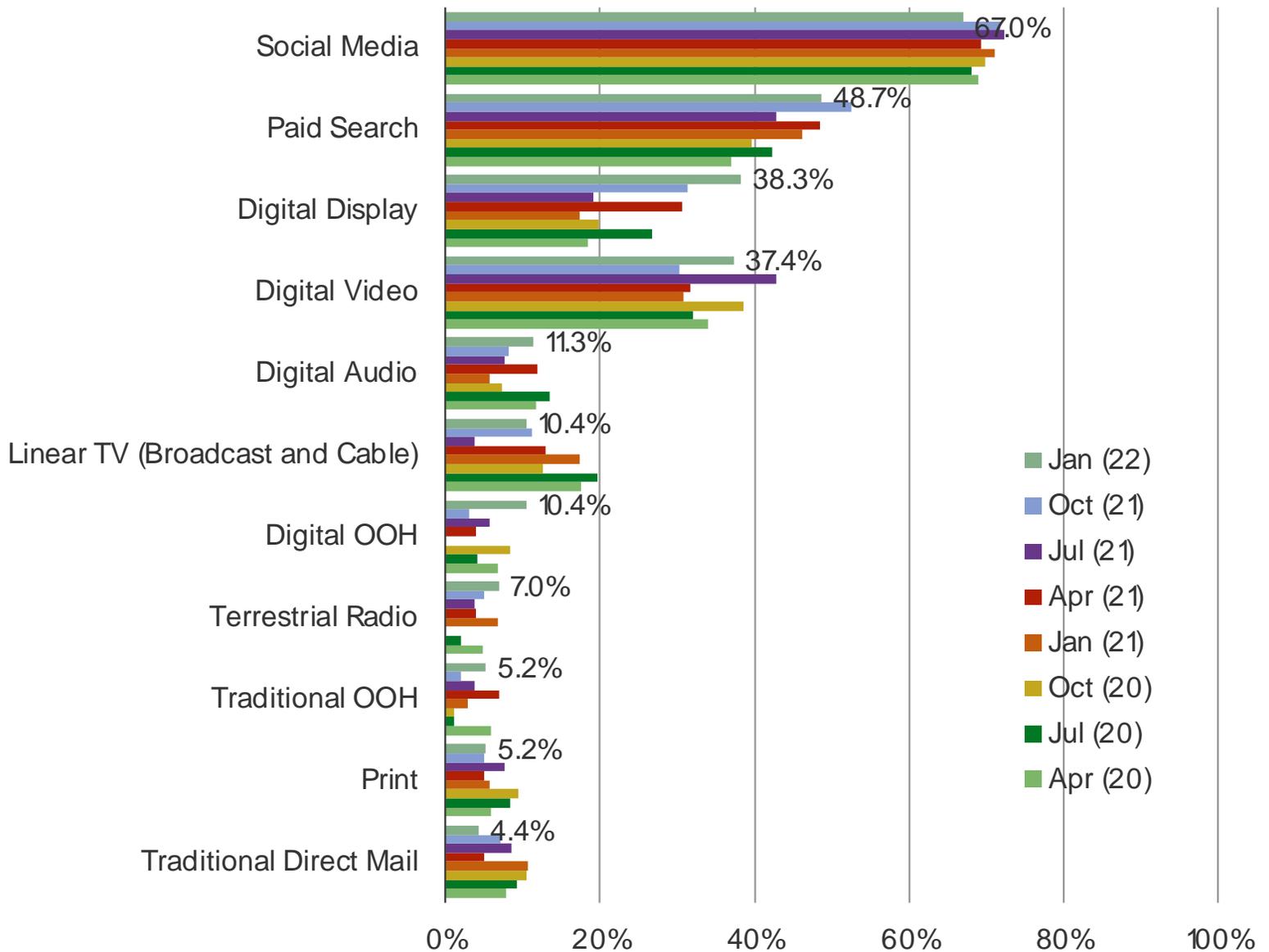
IN THE NEXT 3-6 MONTHS, DO YOU EXPECT THE FOLLOWING TO BE A MARKET SHARE WINNER OR LOSER?

This question was posed to the target audience.



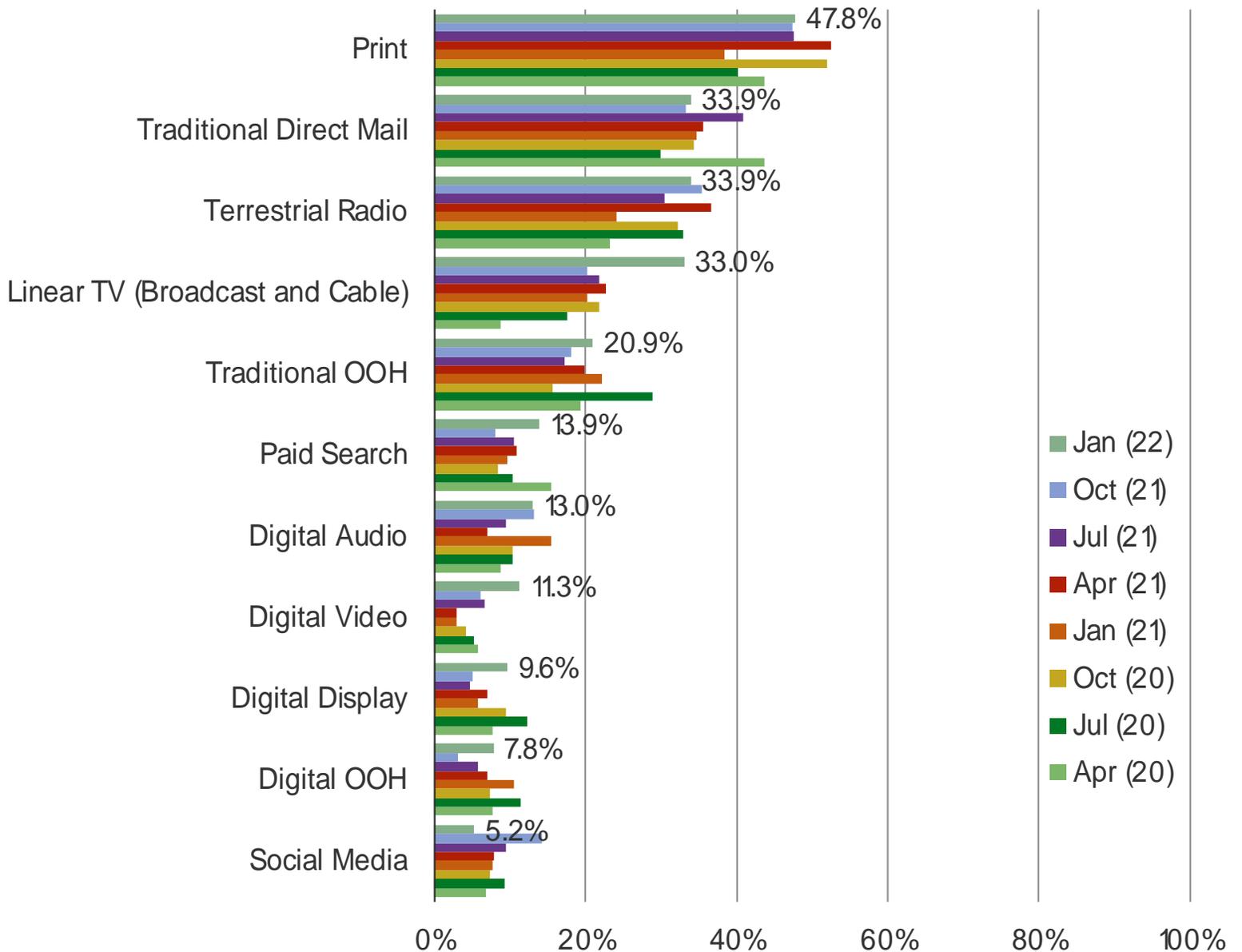
WHICH FORMS OF ADVERTISING DO YOU BELIEVE WILL FARE **THE BEST** OVER THE NEXT 3-6 MONTHS?
(SELECT UP TO THREE CHOICES)

This question was posed to the target audience.



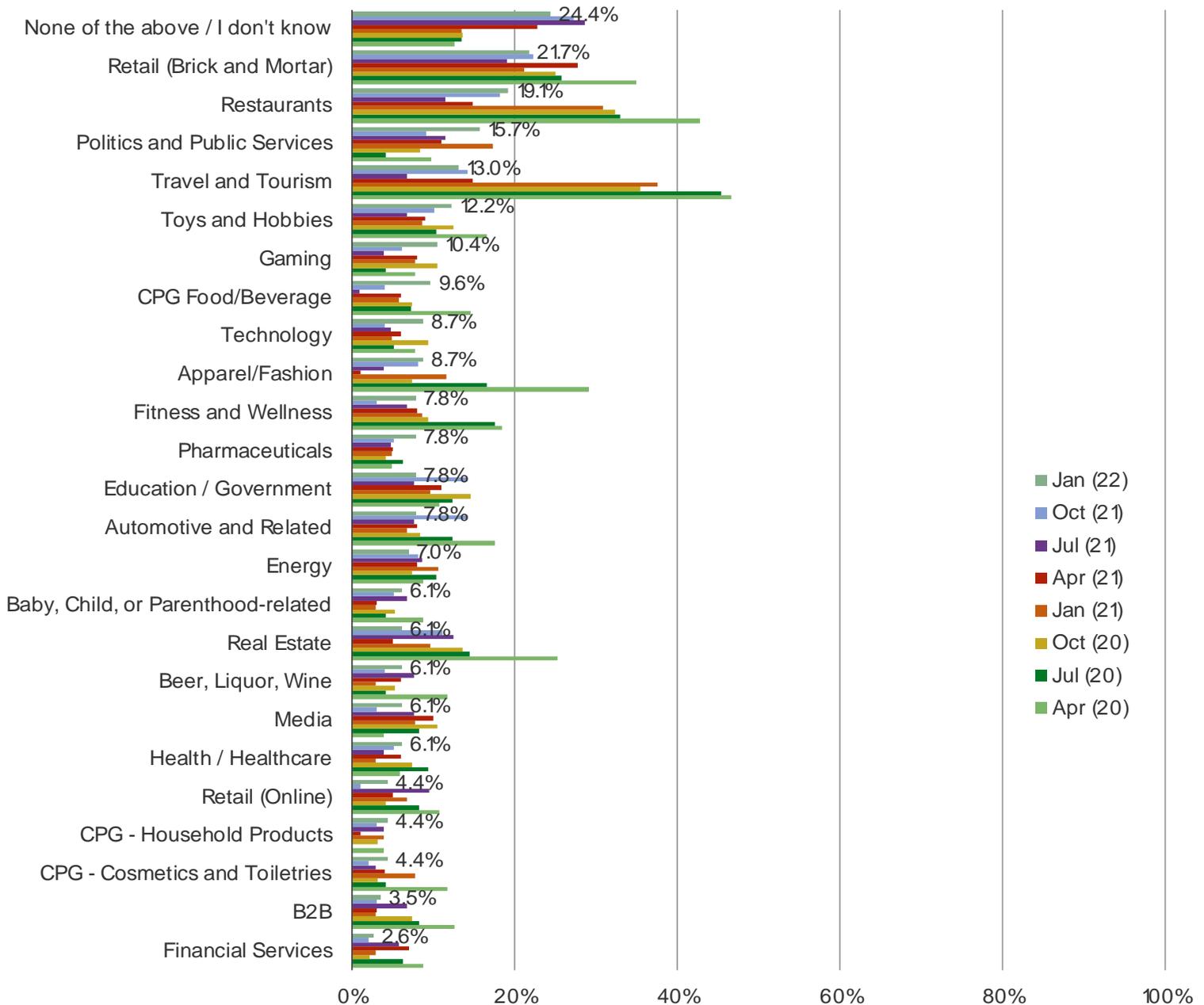
WHICH FORMS OF ADVERTISING DO YOU BELIEVE WILL FARE THE WORST OVER THE NEXT 3-6 MONTHS?
(SELECT UP TO THREE CHOICES)

This question was posed to the target audience.



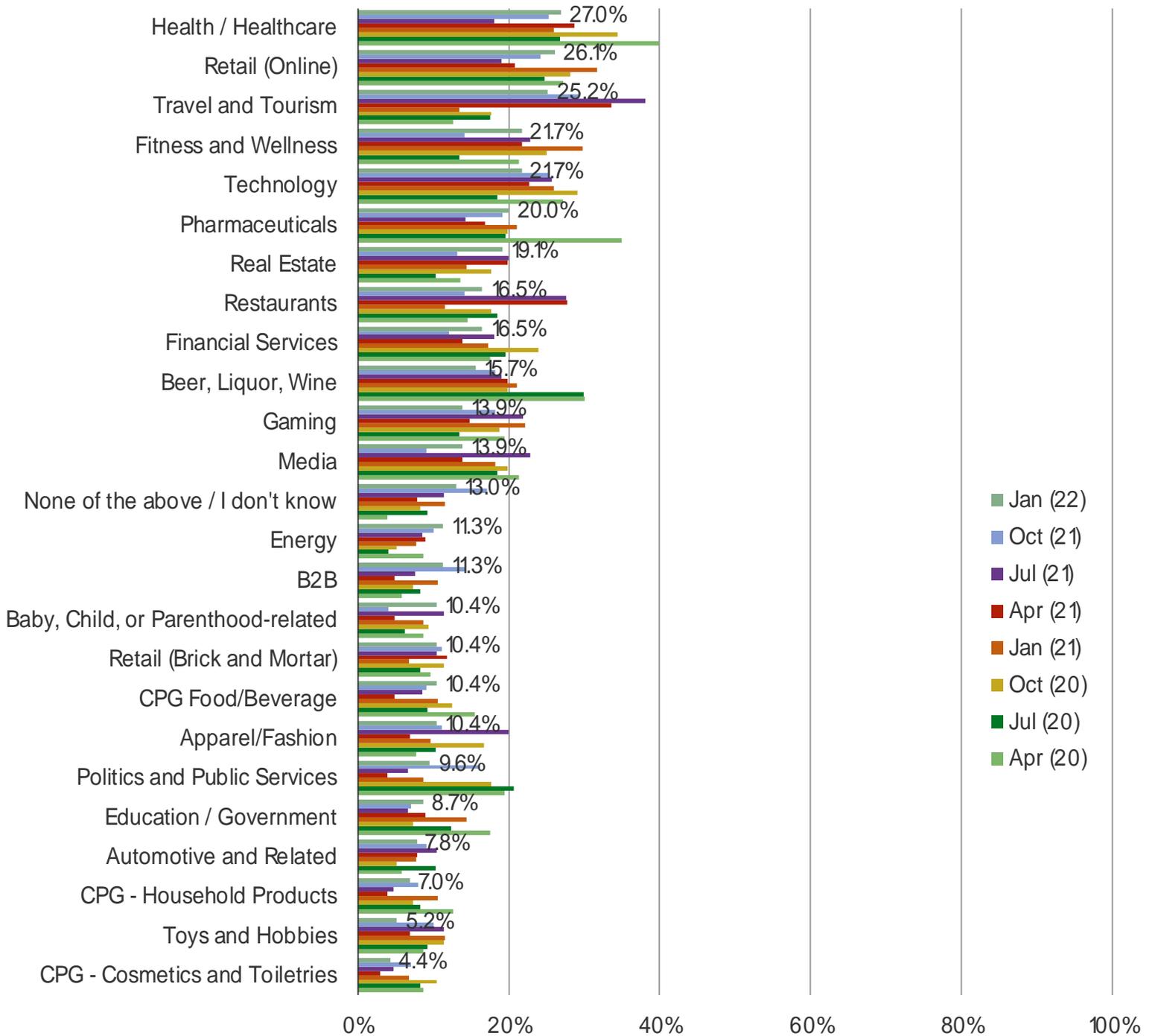
WHICH CLIENT TYPES HAVE BEEN/DO YOU EXPECT TO DECREASE AD SPENDING GOING FORWARD?

This question was posed to the target audience.



WHICH CLIENT TYPES HAVE BEEN/DO YOU EXPECT TO INCREASE AD SPENDING GOING FORWARD?

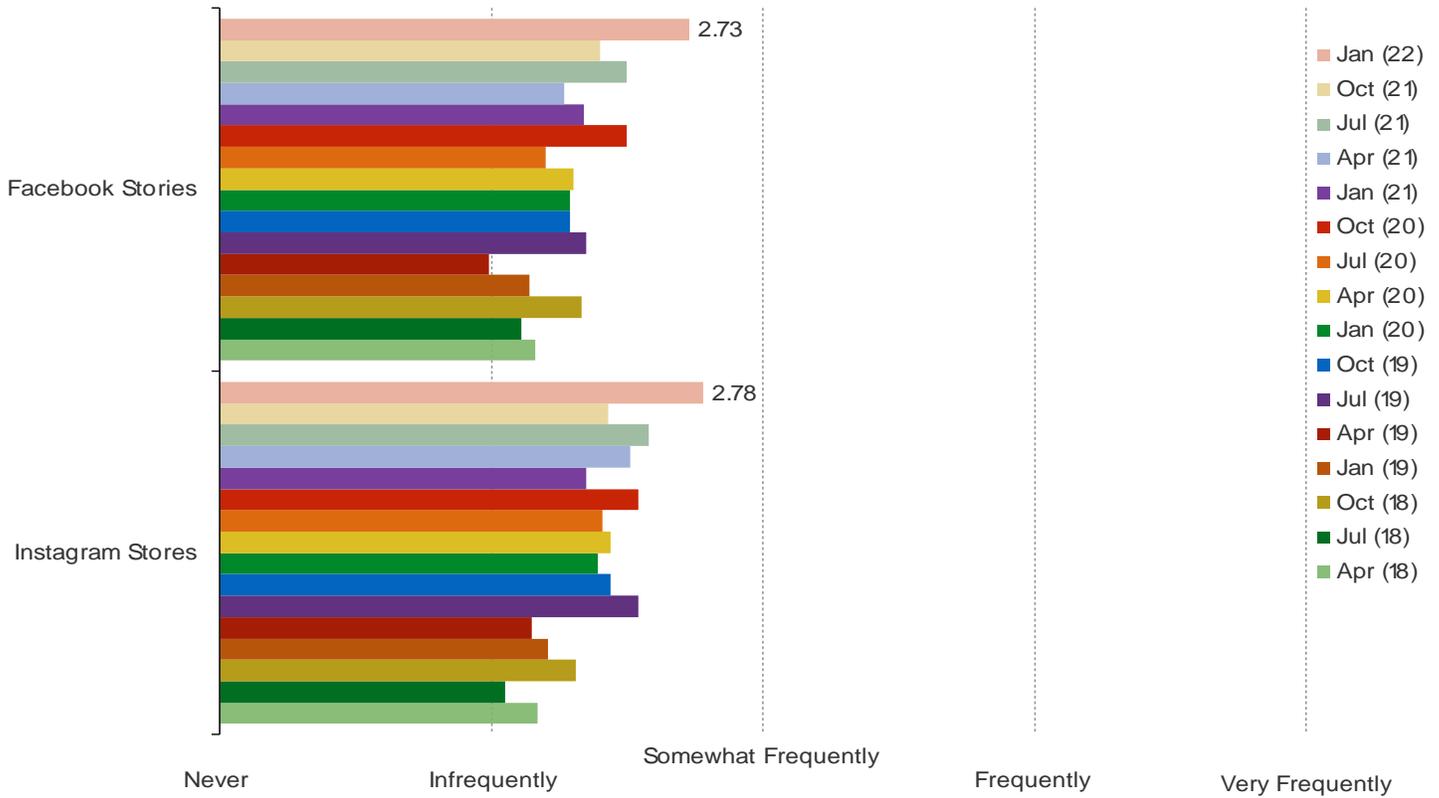
This question was posed to the target audience.



FB SPECIFIC INITIATIVES

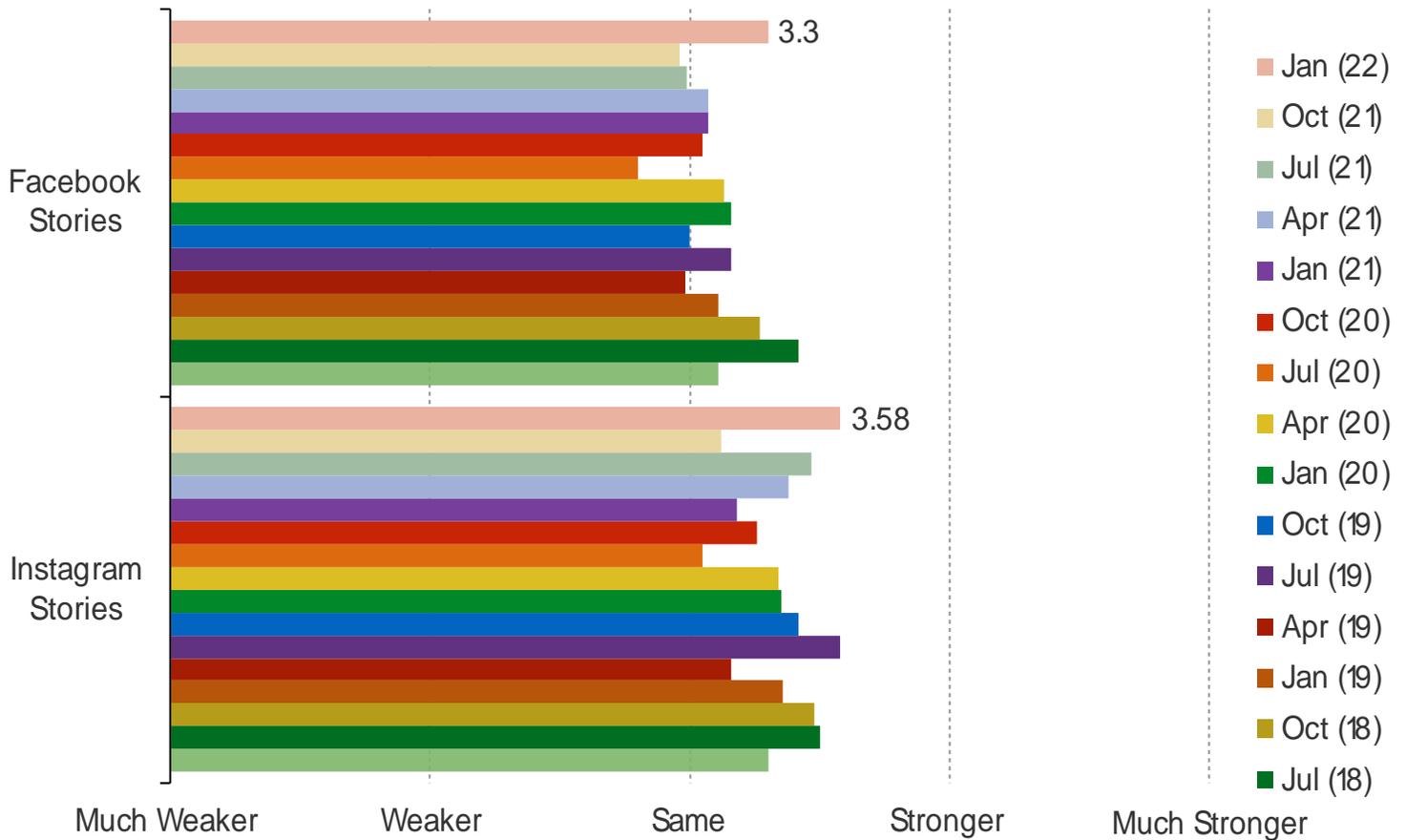
DO YOUR CLIENTS USE FACEBOOK OR INSTAGRAM STORIES TO ADVERTISE?

This question was posed to the target audience.



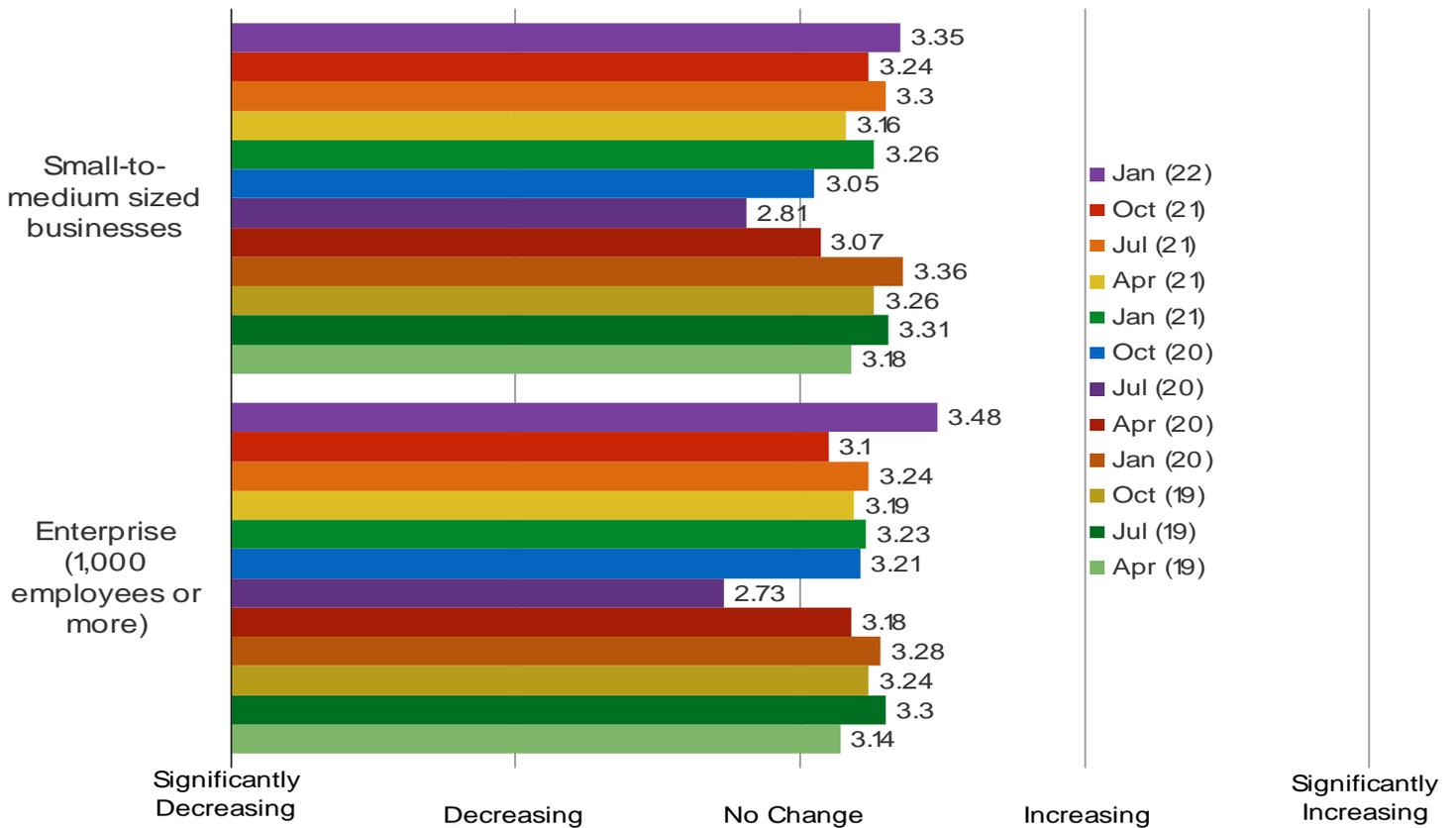
COMPARED TO A YEAR AGO, HOW HAS DEMAND FOR INSTAGRAM STORIES AND FACEBOOK STORIES CHANGED?

This question was posed to the target audience.



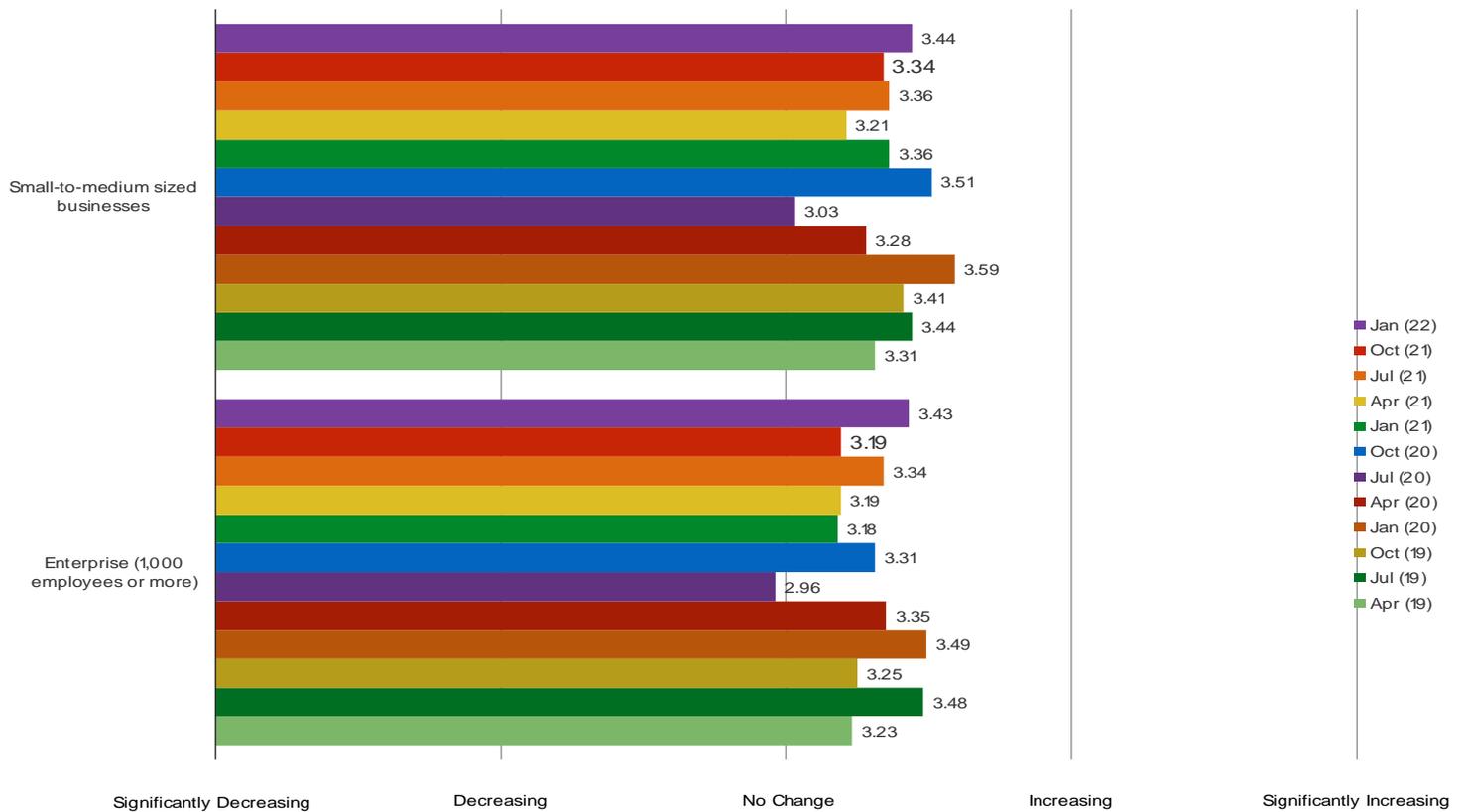
HAVE THE FOLLOWING CLIENT TYPES BEEN INCREASING OR DECREASING THEIR SPENDING ON FACEBOOK ADVERTISING?

This question was posed to the target audience.



DO THE FOLLOWING CLIENT TYPES HAVE A POSITIVE OR NEGATIVE OPINION OF FACEBOOK?

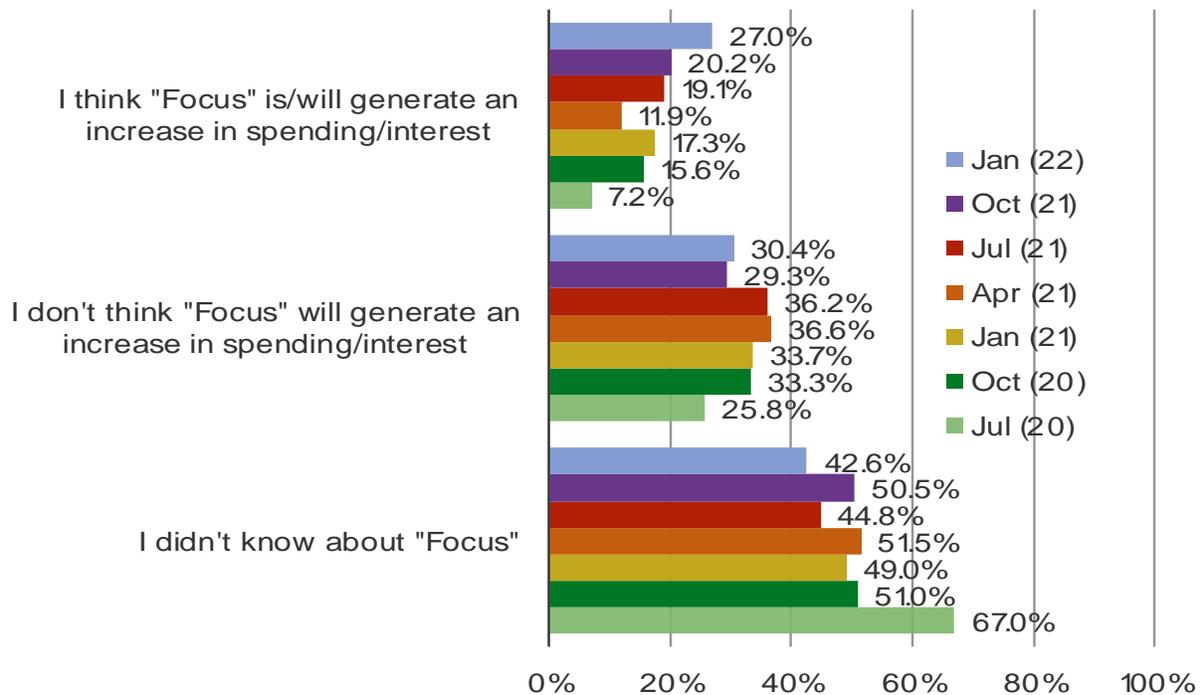
This question was posed to the target audience.



SNAPCHAT FOCUS

HAS SNAPCHAT'S LAUNCH OF "FOCUS" FOR ADVERTISERS (MODULE BASED TRAINING FOR ADVERTISERS AND BRANDS FOR GETTING THE MOST OUT OF THE PLATFORM'S AD OPTIONS) CAUSED AN INCREASE IN INTEREST FOR AD SPENDING?

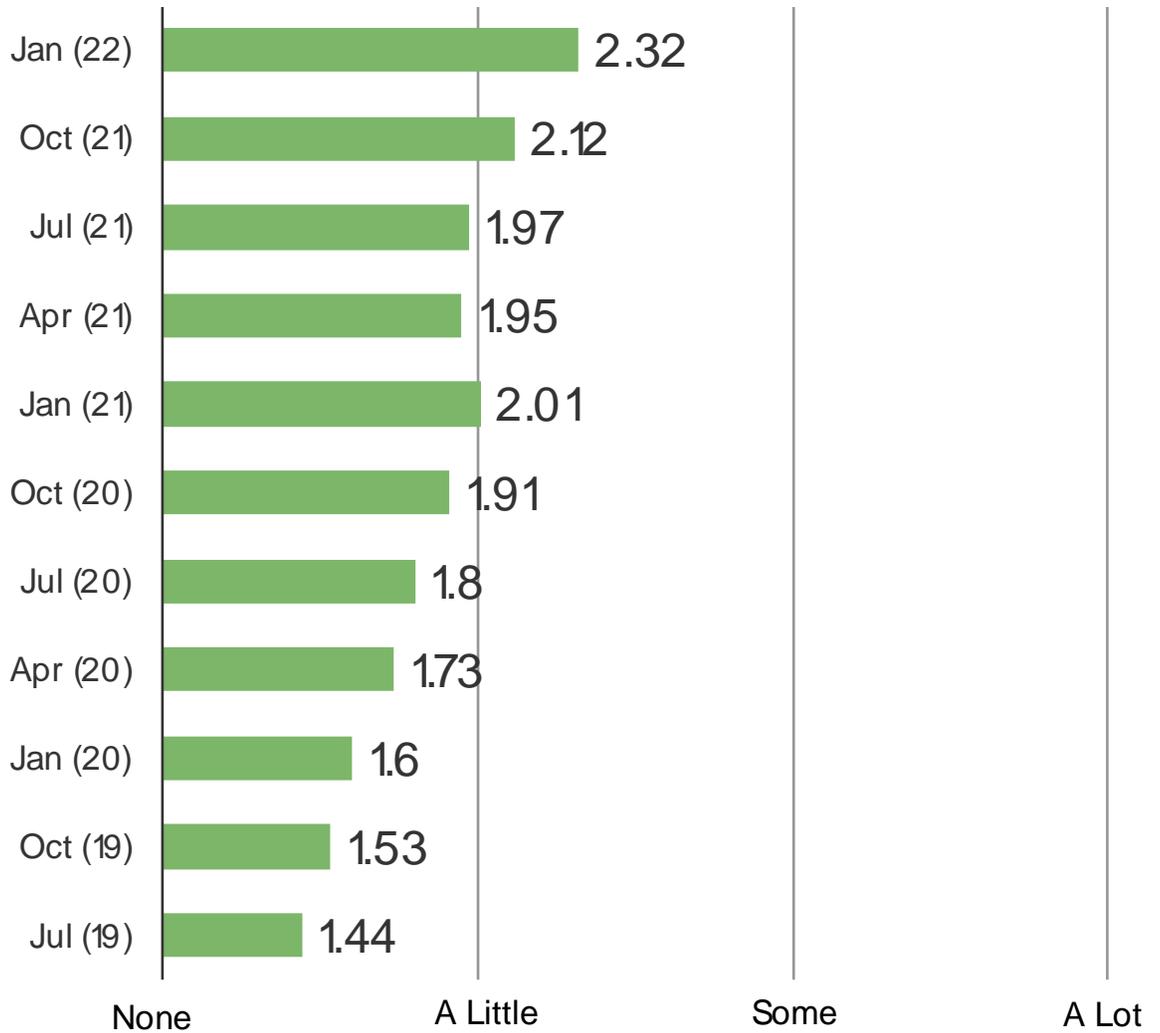
This question was posed to the target audience.



TIK TOK

DO YOUR CLIENTS HAVE ANY INTEREST IN TIK TOK?

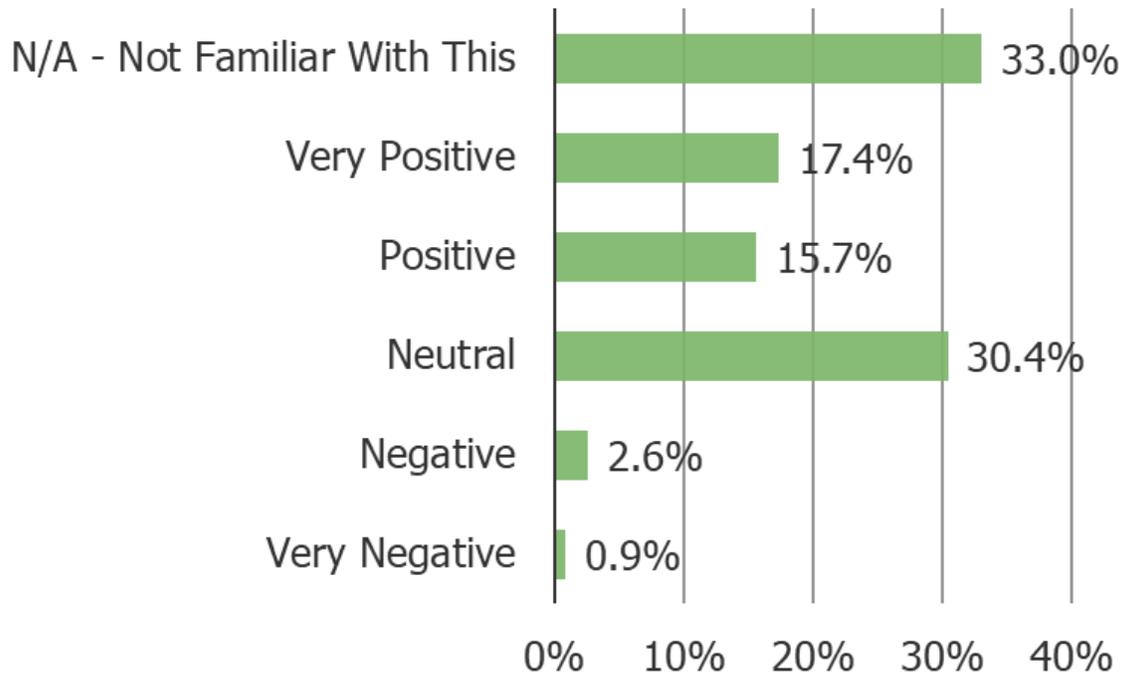
This question was posed to the target audience.



YELP QUESTIONS

WHAT IS YOUR OPINION OF YELP'S SELF-SERVE SOLUTION?

This question was posed to the target audience.



WHAT IS YOUR OPINION OF THE YELP PLATFORM FROM A MARKETING/ADVERTISING POINT OF VIEW?

This question was posed to the target audience.

Alright

Better selection of users to place ads, which I be more efficient

Better than before

Can help customers better publicity.

Can pull in the relationship between business and consumers to stimulate consumption to increase business revenue

Certain markets only

Concerns me in that sometimes the reviews seem fake, so I'm not sure how much people trust the site

Connects people to local businesses and brings businesses and consumers closer together could be helpful

Customer groups should be concentrated more vertically

Don't like it

Don't like it, don't see a need for it with my clients in the Healthcare business

Extensive promotion and publicity are provided, which plays a role of promotion.

Extortion

Feels like Google is cannibalizing Yelp

For retail I think it is a valuable place to have a presence. If you aren't present, you can't engage or influence the narrative. Patrons will talk about you whether you're there or not. gets the word out to the masses.

Good strategy

Good to view reviews

great for small business with brick and mortar but not for my luxury clients

Has some benefits but personally have not had too much experience with marketing on the platform

Have a good promotion and play a big role in sales.

Have a more accurate customer base and interesting marketing ads to attract customers

haven't invested enough ad spend to have an opinion either way

Help for local businesses and searches

High spend, low ROI

I don't have experience with this

I don't think it makes sense for most businesses except for restaurants

I don't think so

WHAT IS YOUR OPINION OF THE YELP PLATFORM FROM A MARKETING/ADVERTISING POINT OF VIEW?

This question was posed to the target audience.

I don't think the audience is big enough or in the correct age bracket

I don't think Yelp is a reliable platform

I don't have one as my clients don't use this platform

I don't have one. I can't think of any ads on it

I don't use Yelp so I cannot say

I have no opinion

I think it is important for clients to meet customers where they are. For some businesses, they have customers leaving reviews on Yelp and its important to properly manage the page and respond to review

I think that it's good overall

If set up and managed correctly Yelp has the potential to grow the right type of business.

I have had some businesses very successful and some with minimal to no impact.

Is a good platform, is a good investment development

is a very serious and important partner in the industry.

it can be helpful if the content seems real

It can save a lot of time for the company to generate more turnover

It comes across as a little bit cheap and easy to ignore

It could help smaller restaurants

It doesn't seem relevant to our sector

It gets the job done..

It has good reach and targeting but depends on the type of biz

It is a great asset for targeting our audiences.

It is corrupt, and not a true resource.

It is not a very useful platform to adv from my perspective

It is not as frequently visited by targets.

it is not as impactful

It is not relevant to my business, but I can see it being useful for other industries

It is not relevant to my business.

It is ok

It is very beneficial for companies relying on tourism

It is very beneficial to bring consumers and businesses closer together to better understand the specific needs of consumers

It is very creative and attracts many young people to use it.

It needs to do a good job of diverting users to grow its business more

WHAT IS YOUR OPINION OF THE YELP PLATFORM FROM A MARKETING/ADVERTISING POINT OF VIEW?

This question was posed to the target audience.

It offers great insight to things before you try or buy items

It works well

It's a good tool to use

It's a great place for people to gather others' opinions

It's decent

It's great and all

It's great! But it can also hurt businesses if something goes wrong or someone just leaves a nasty review.

It's helpful for brick and mortar stores

It's not effective and it's very expensive. Also, very hard to cancel.

It's ok useful sometimes

It's a good marketing tool that gets a lot of traffic to the platform.

It's a pay to play space that does not always provide consumers with honest unbiased information and most businesses want to avoid that

It's good. It's not a bad platform.

It's helpful and a great resource to find info on businesses.

It's mixed. as long as they are not squeezing my clients for money for good reviews I think they can be effective

It's ok could be better

It seems to be a 'Catch-all' for mostly restaurants, auto shops and similar Small Businesses.

It's very important and great

Need to make improvements in terms of audience segments and adopt more attractive content

neutral

No opinion

No opinion, as I have never worked with them

not done much advertising

Not enough market reach to be worth it or effective

not good ROI

Not helpful

Not much data to comment

Not necessary

Not sure

WHAT IS YOUR OPINION OF THE YELP PLATFORM FROM A MARKETING/ADVERTISING POINT OF VIEW?

This question was posed to the target audience.

Not that great or reliable

not very responsive

Only applicable to restaurant businesses

Platform is not used

Platforms are great, marketing is great

Provide the latest technology for us to use, with a wide range of customer groups

Reliable

Seems more restaurant oriented than enterprise business

seems outdated

The presentation of this platform is very unique and very attractive to people of all ages

The quality of their advertisements is excellent, their marketing methods are popular

The service of this social media platform is very good, its function is very unique, very popular with the public

There is a good marketing tool to effectively increase the visibility of the client company.

They believe that there is a need for bigger promotion platforms and policies

This platform is very good, inside the function setting is very excellent

Very good

Yelp does a great job of making sponsored listings look like organic choices

Yelp is a good platform for marketing and advertising. But, I am not always sure the reviews and recommendations are legitimate. I've been to businesses that got great Yelp reviews and I had a bad experience. So, it can go either way with this platform.

Yelp is a good platform to read Word Of Mouth reviews about businesses, but advertising on this platform is a bit unusual during the pandemic, i.e., no one wants to go out anywhere.

Yelp is a scam.

yelp is a total waste and the ad spend is way overpriced

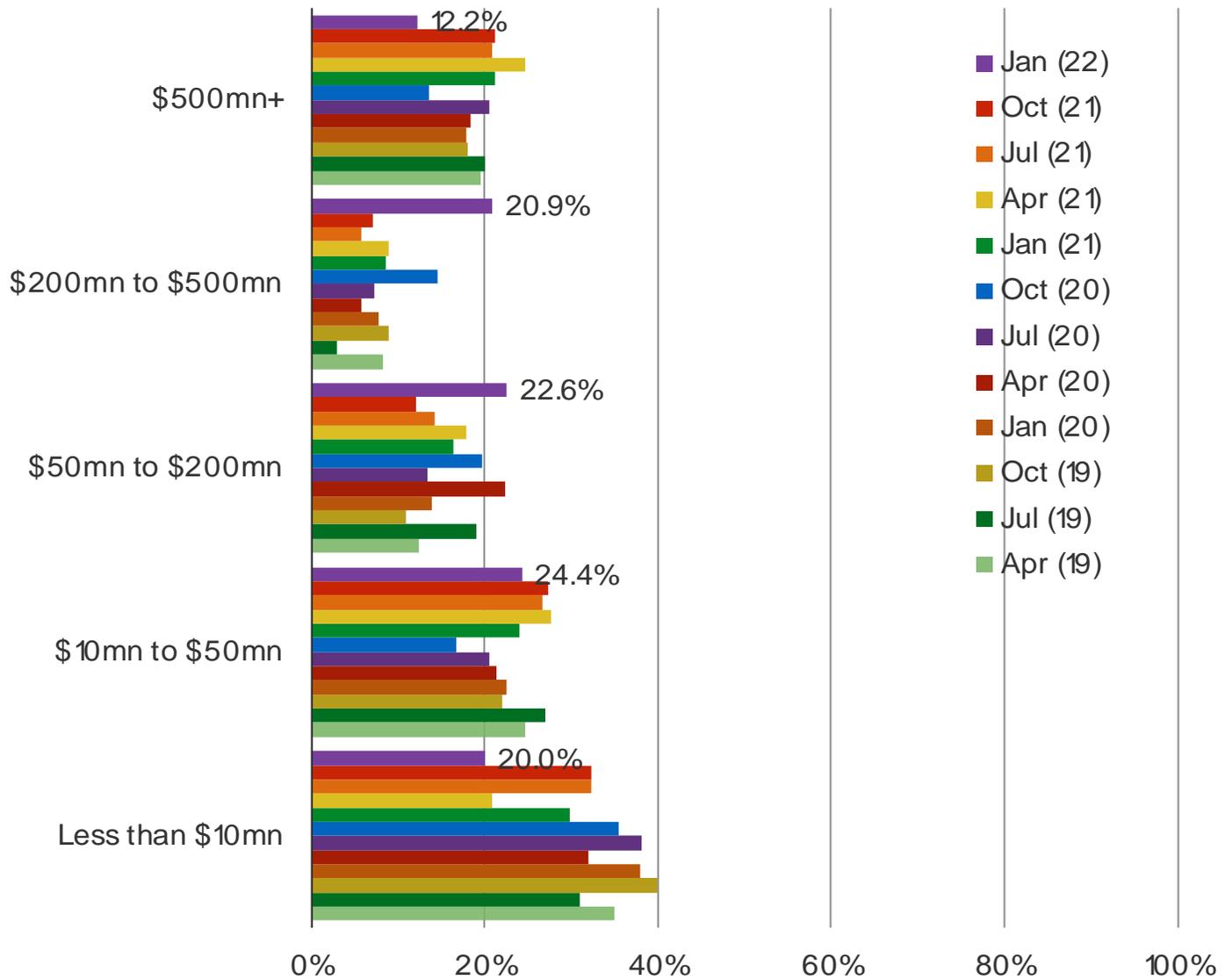
Yelp is good for restaurants and service industries. It's not effective for other industries like financial services and banking.

Yelp is highly relevant for specific retail and restaurant verticals.

BACKGROUND INFO

APPROXIMATELY HOW LARGE IS YOUR COMPANY IN TERMS OF ANNUAL REVENUE?

This question was posed to advertising executives.



PLEASE PROVIDE AN ESTIMATE OF THE AMOUNT THAT ALL OF YOUR CLIENTS SPEND ON SOCIAL MEDIA / INTERNET ADVERTISING ON AN ANNUAL BASIS.

This question was posed to the target audience.

