

BESPOKE SURVEYS

Social Media Ad Execs, Vol 17

100+ Ad Execs Based in the US



CHECK BREAKDOWN:

TREND CHECKS

AD BUDGETS/SPENDING TRENDS

Feedback around ad budgets is tracking roughly flat relative to a year ago. Ad execs are slightly more likely, on balance, to see 1Q22 social media ad spend as better than normal and a higher percentage expect each successive quarter in 2022 to be better than normal through the end of 2022.

GOOGLE AND AMAZON GAINING IN IMPORTANCE

Google and Amazon are growing in importance moving forward in the eyes of the target audience. Feedback in our survey was either flat or improved q/q in many charts we track for Facebook and Instagram, but Amazon and Google (and in some spots, TikTok) outperform and/or have shown improvement over time.

IOS PRIVACY CONCERNS STEADY

Concerns around iOS privacy updates and impacts on social media ad spending have been holding relatively steady. On balance, the target audience continues to expect a moderate negative impact.

TIKTOK INTEREST INCREASES SEQUENTIALLY, POSITIVE SENTIMENT

Interest in TikTok was generally flat q/q after having increased considerably over-time. Sentiment continues to be strong/positive toward the platform.

TIKTOK INTEREST INCREASES SEQUENTIALLY, POSITIVE SENTIMENT

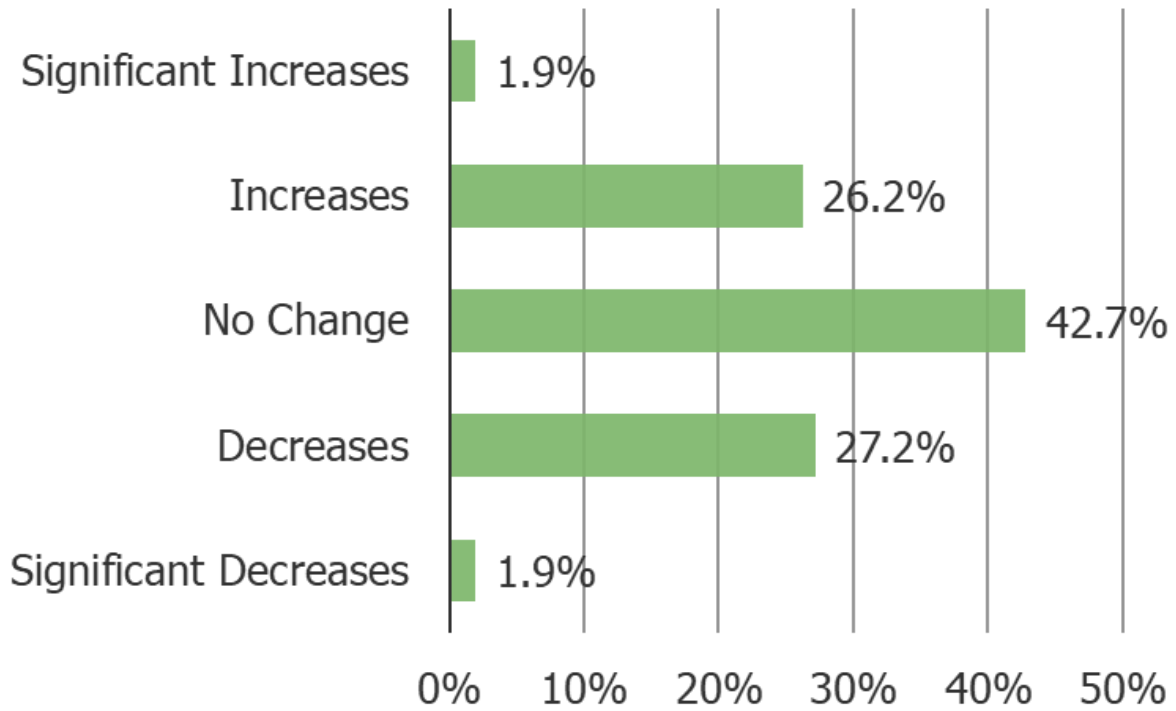
Ad execs are expecting ad spend strength to come from sectors including travel, restaurants, real estate, and health and fitness.

Making An Impression

NEW QUESTIONS

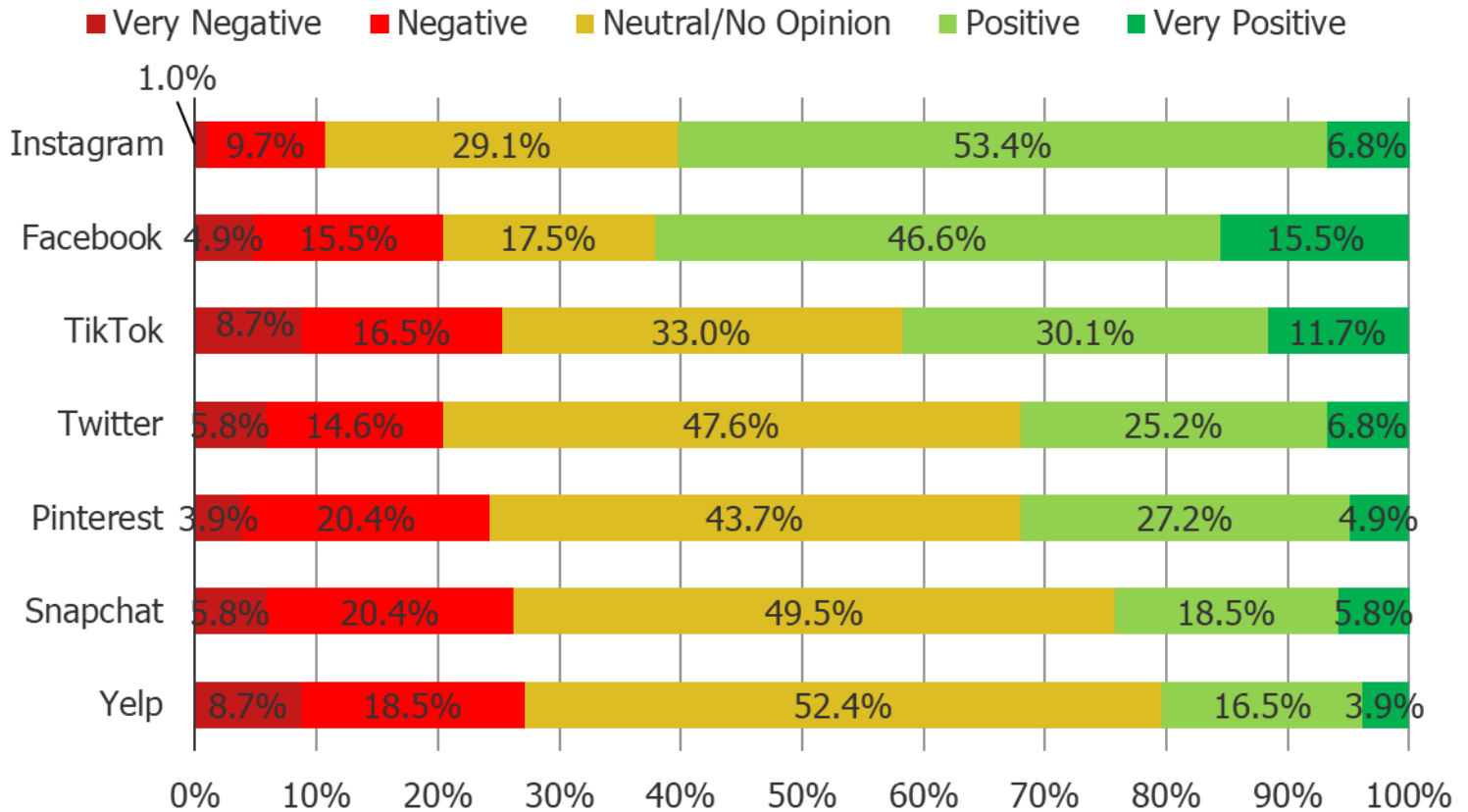
HAS INFLATION, GAS PRICES, GEOPOLITICAL CONFLICT, OR RECESSION CONCERNS CAUSED ANY IMPACT TO AD SPENDING?

*Posed to ad execs



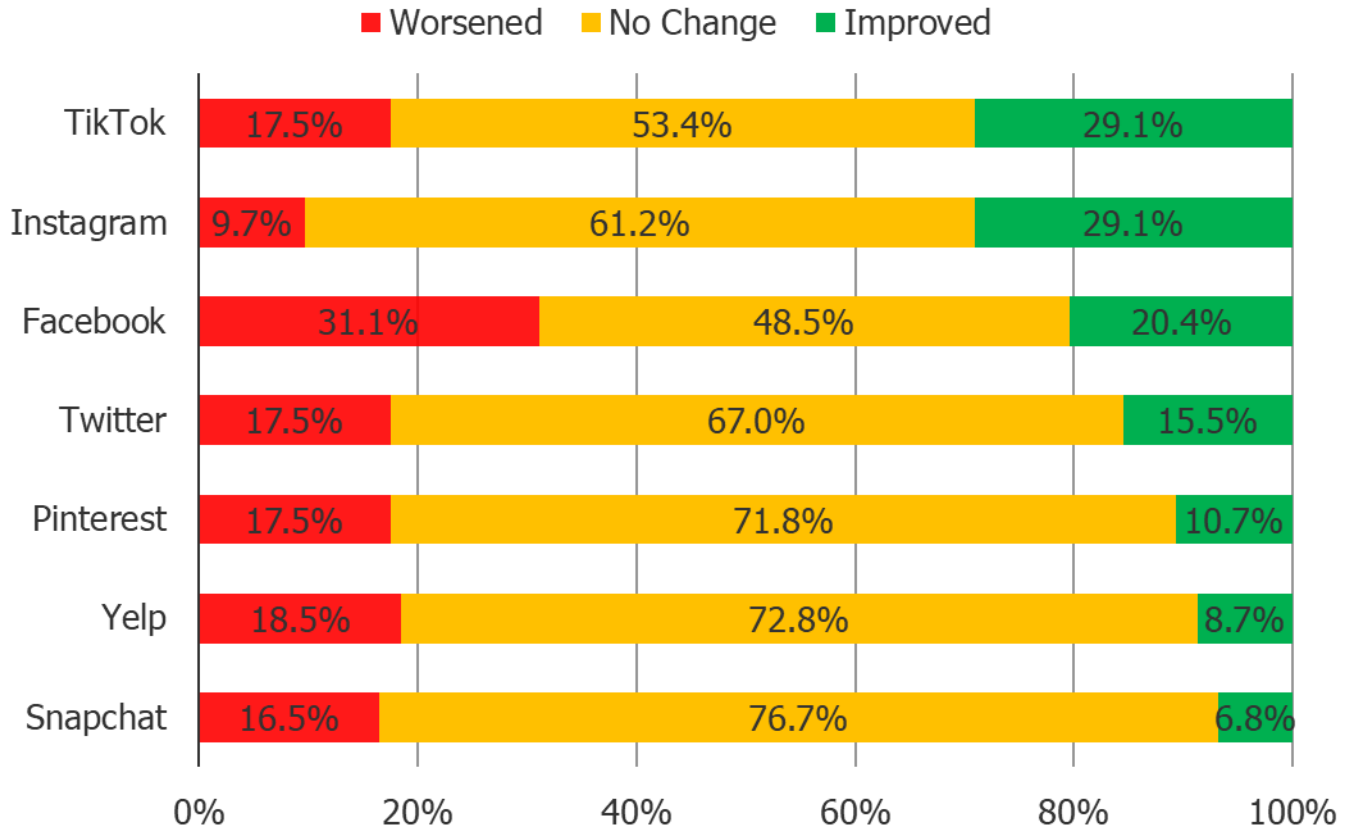
WHAT IS YOUR OPINION OF THE FOLLOWING PLATFORMS FROM A MARKETING/ADVERTISING PERSPECTIVE?

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



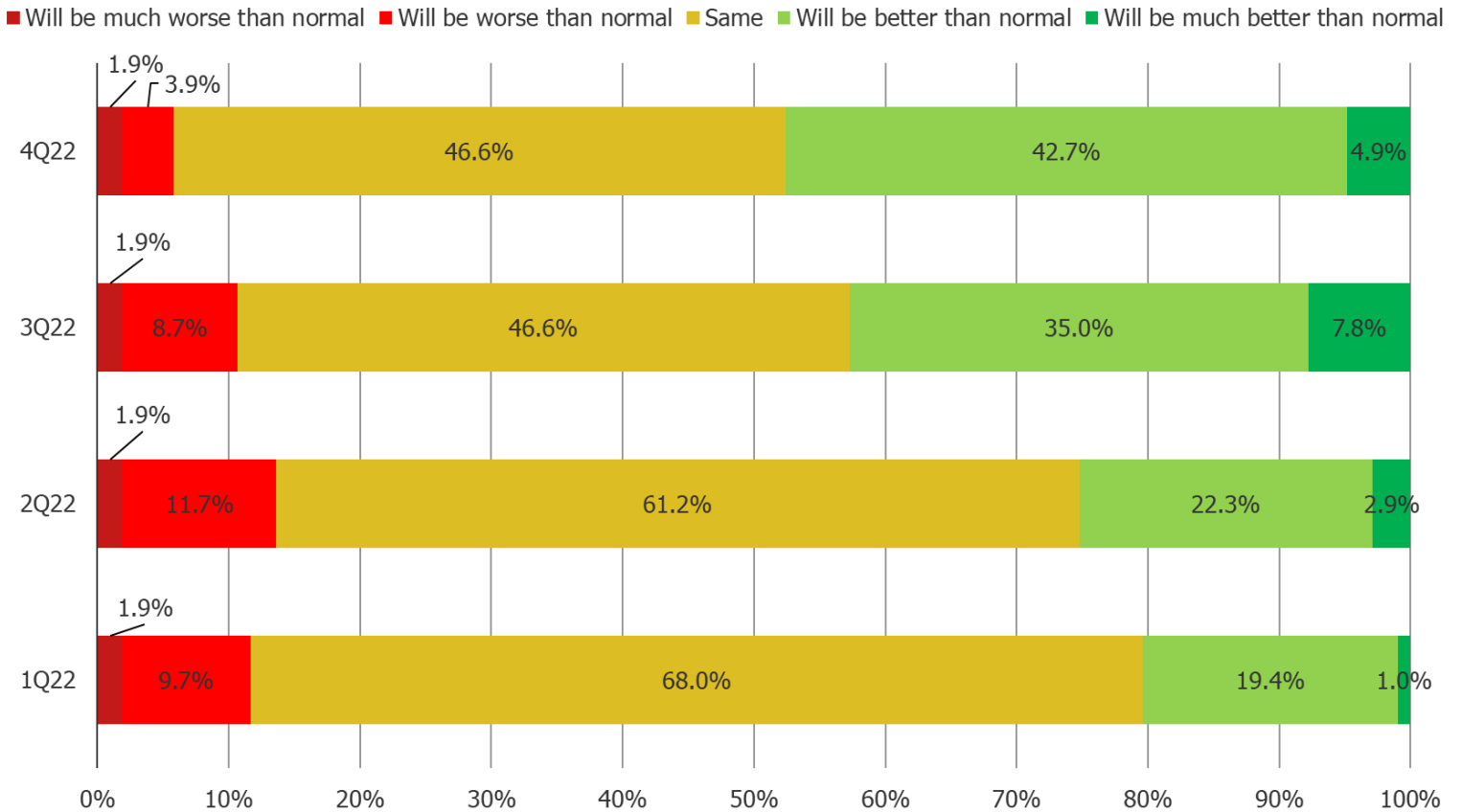
HAS YOUR OPINION OF THE FOLLOWING CHANGED AT ALL IN THE PAST 12-24 MONTHS?

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



WHAT IS YOUR ASSESSMENT OF SOCIAL MEDIA AD SPEND COMPARED TO NORMAL FOR EACH OF THE FOLLOWING TIME PERIODS?

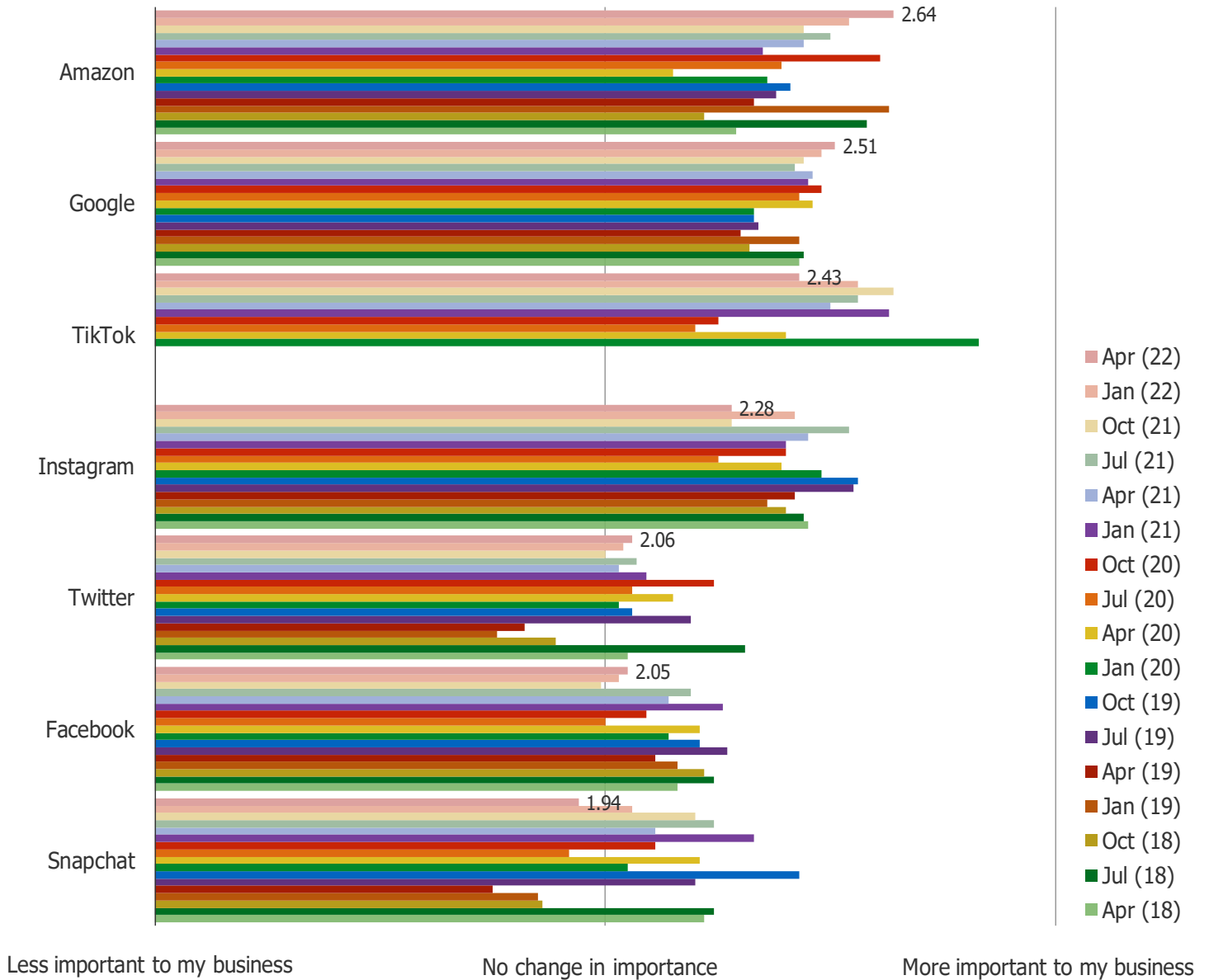
*Posed to ad execs



SENTIMENT TOWARD PLATFORMS

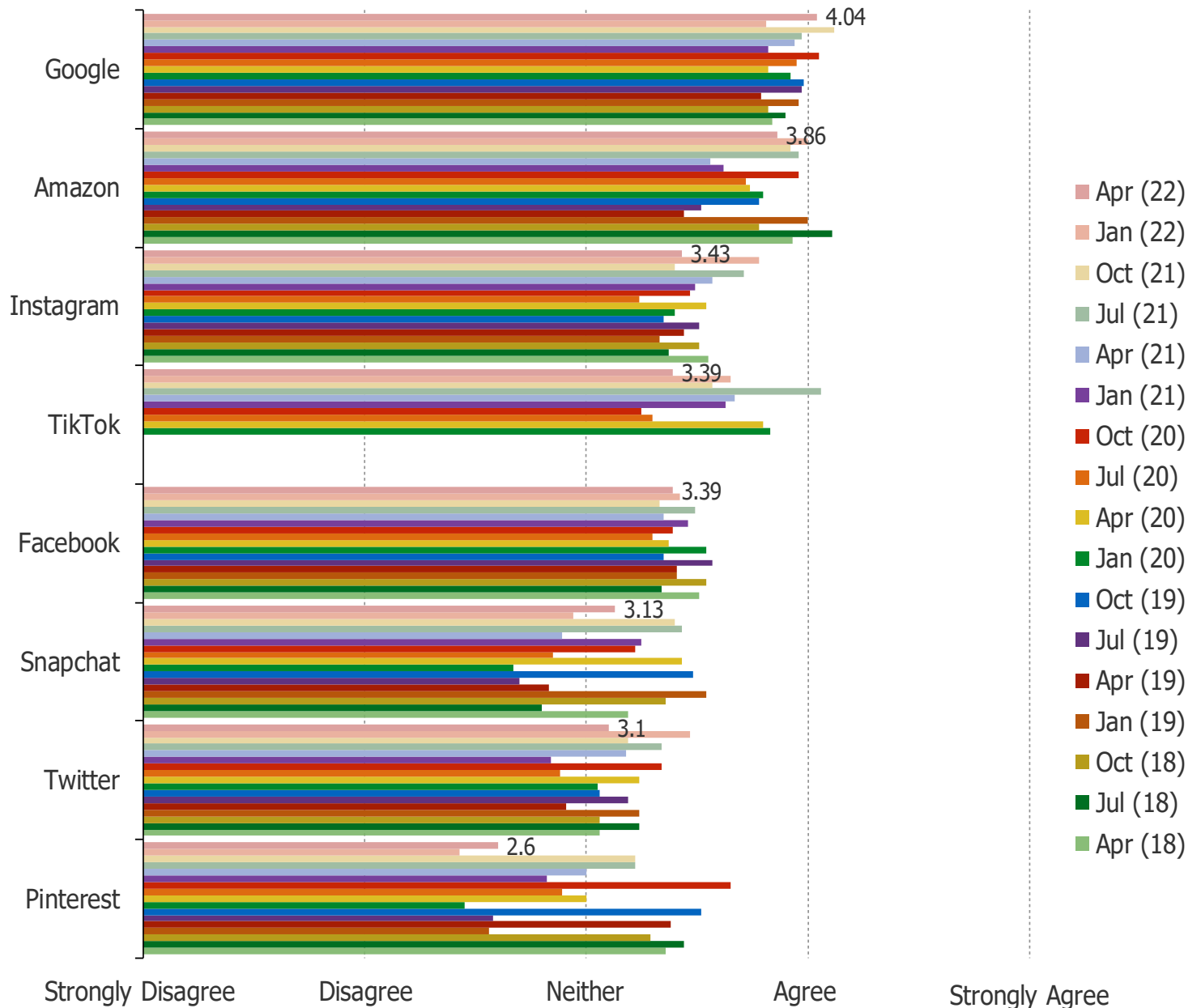
AS YOU LOOK INTO THE FUTURE, IS EACH PLATFORM BECOMING:

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



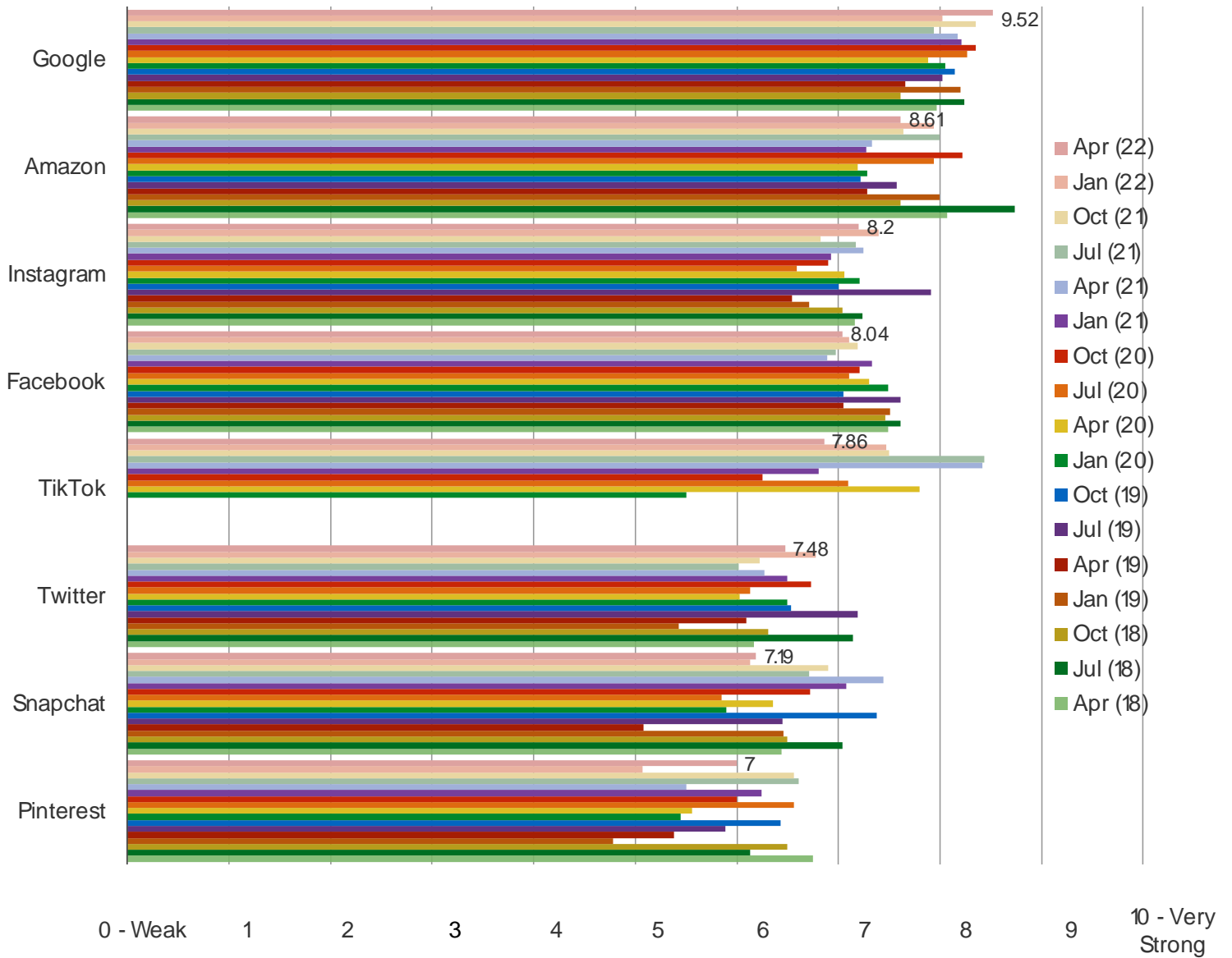
PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENT: "IF IT WENT AWAY TOMORROW, IT WOULD BE DETRIMENTAL TO MY BUSINESS"

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



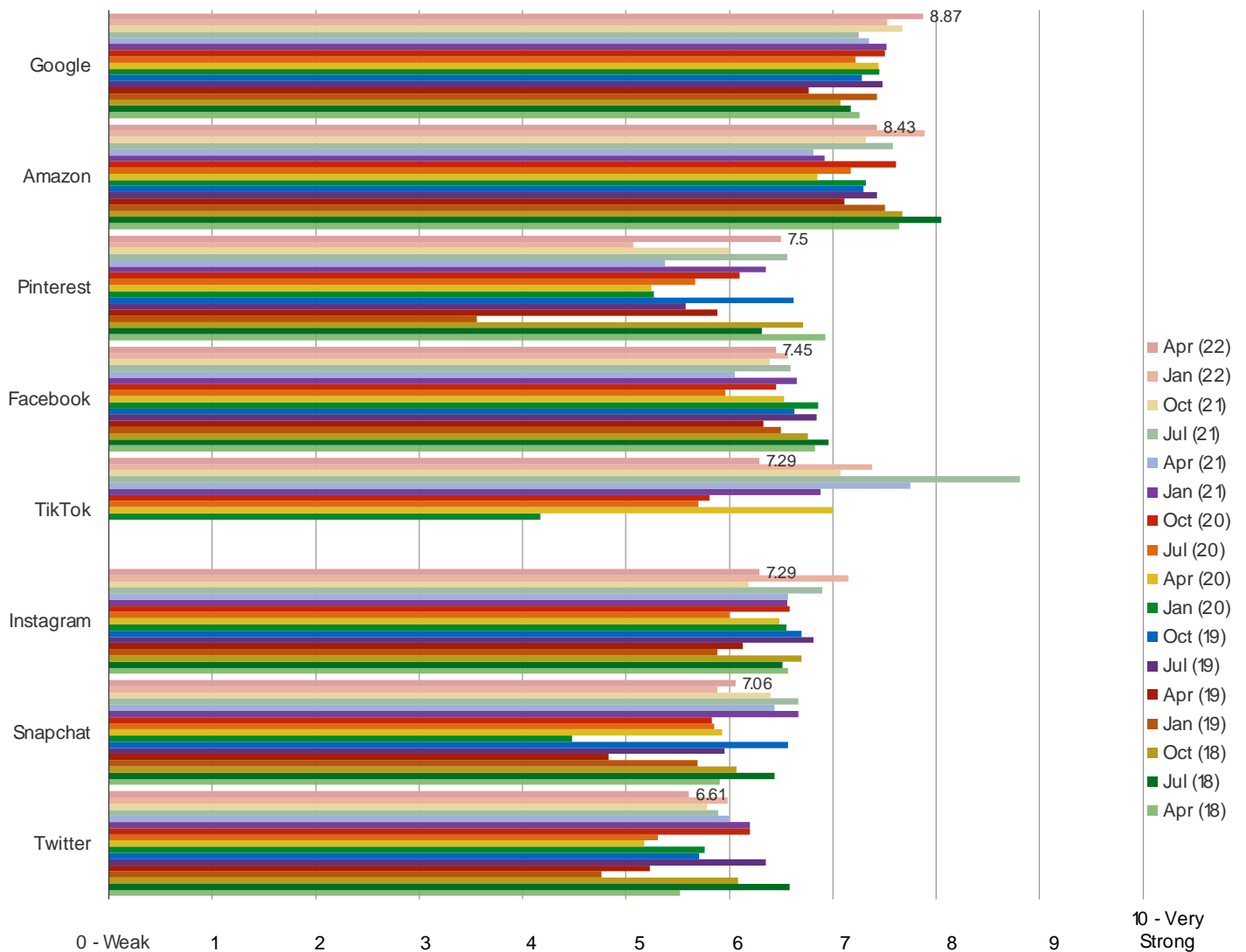
WHAT IS YOUR OPINION ON HOW STRONG EACH OF THE FOLLOWING PLATFORMS DELIVERS WHEN IT COMES TO REACH?

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



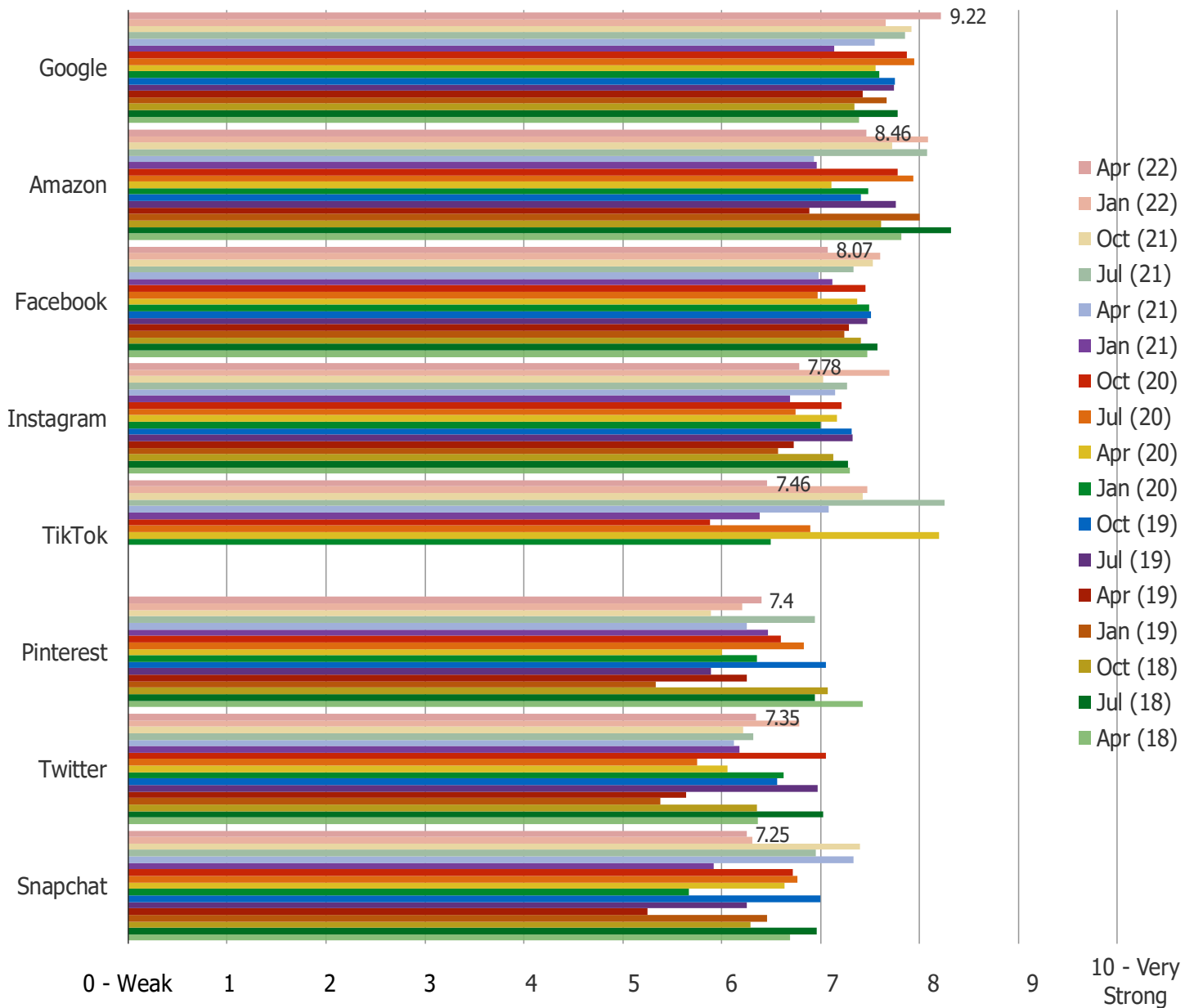
WHAT IS YOUR OPINION ON HOW STRONG EACH OF THE FOLLOWING PLATFORMS DELIVER WHEN IT COMES TO RETURN ON ADVERTISING INVESTMENT?

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



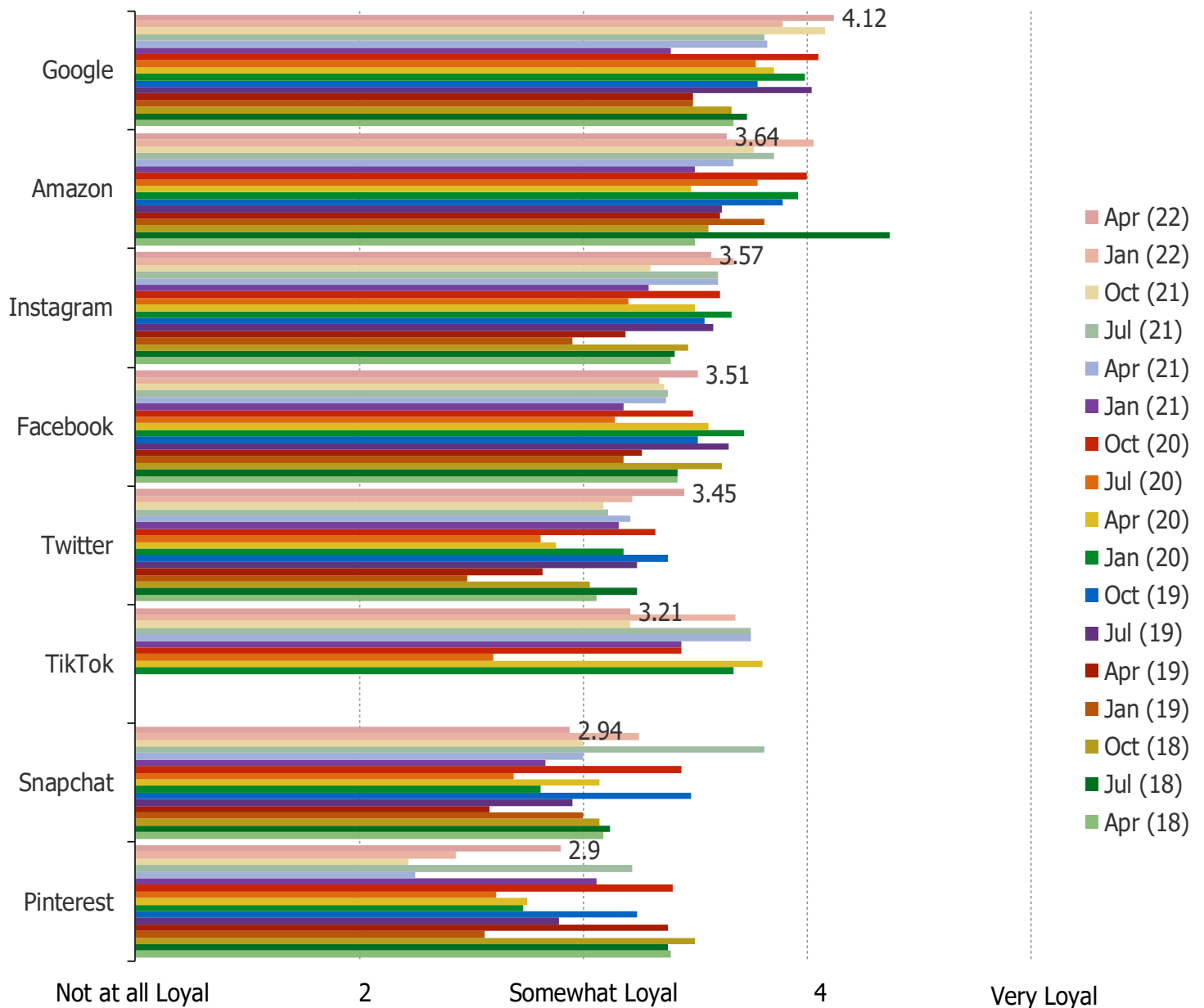
WHAT IS YOUR OPINION ON HOW STRONG EACH OF THE FOLLOWING PLATFORMS DELIVER WHEN IT COMES TO TARGETING DATA THEY HAVE ON USERS?

*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

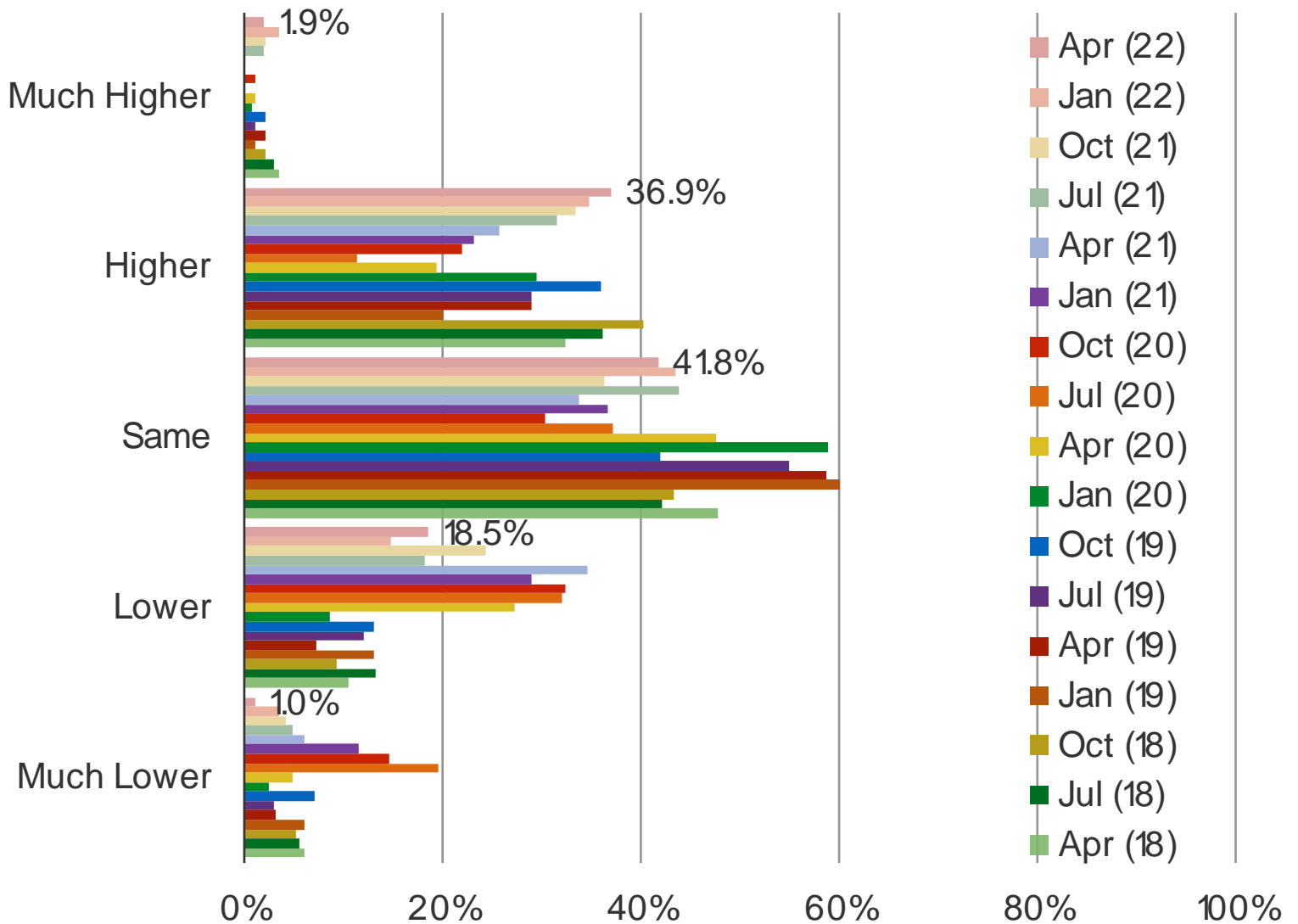


Making An Impression

AD SPEND HEALTH

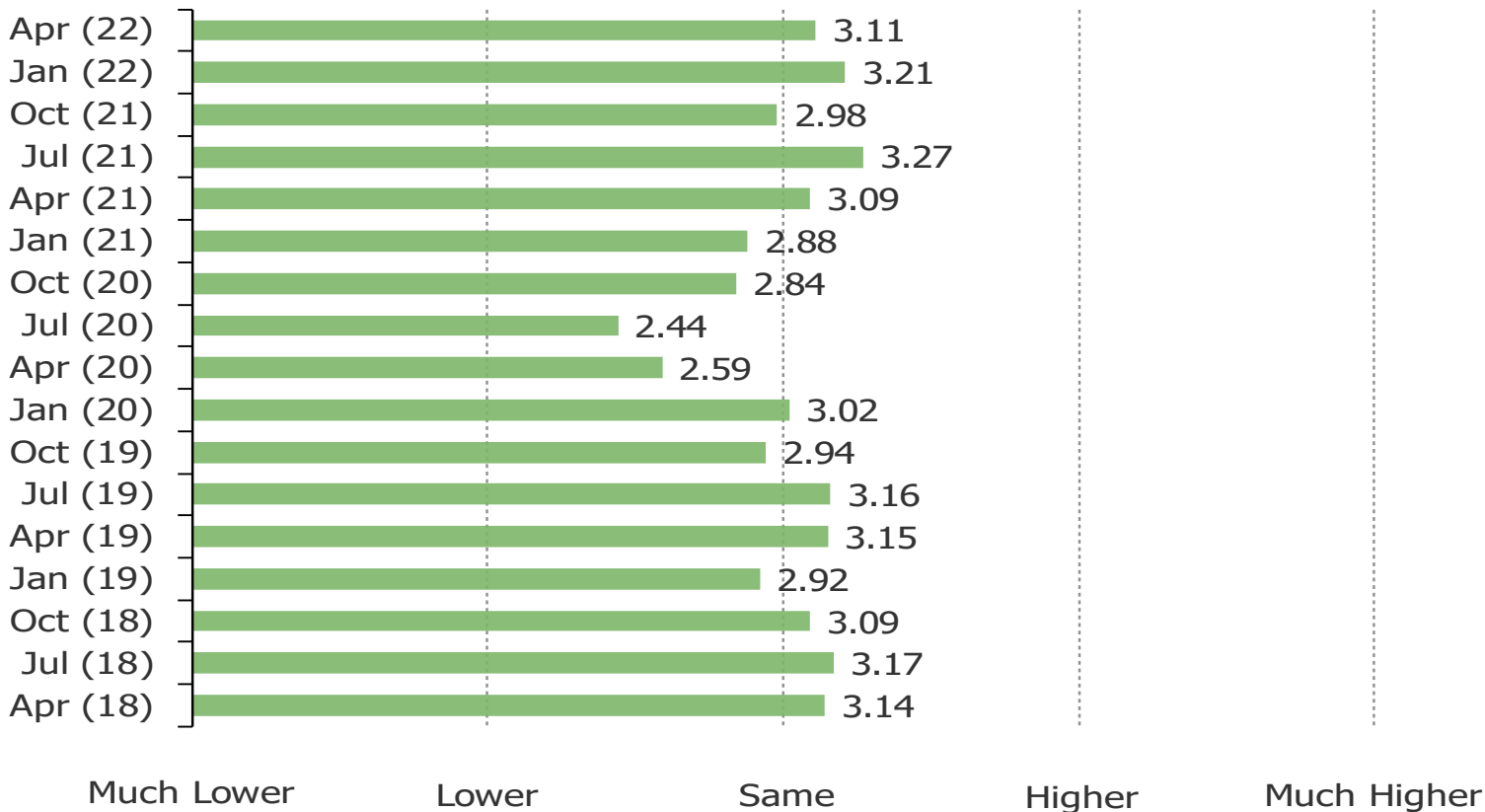
PLEASE DESCRIBE ADVERTISING BUDGETS COMPARED TO THE SAME TIME ONE YEAR AGO?

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.



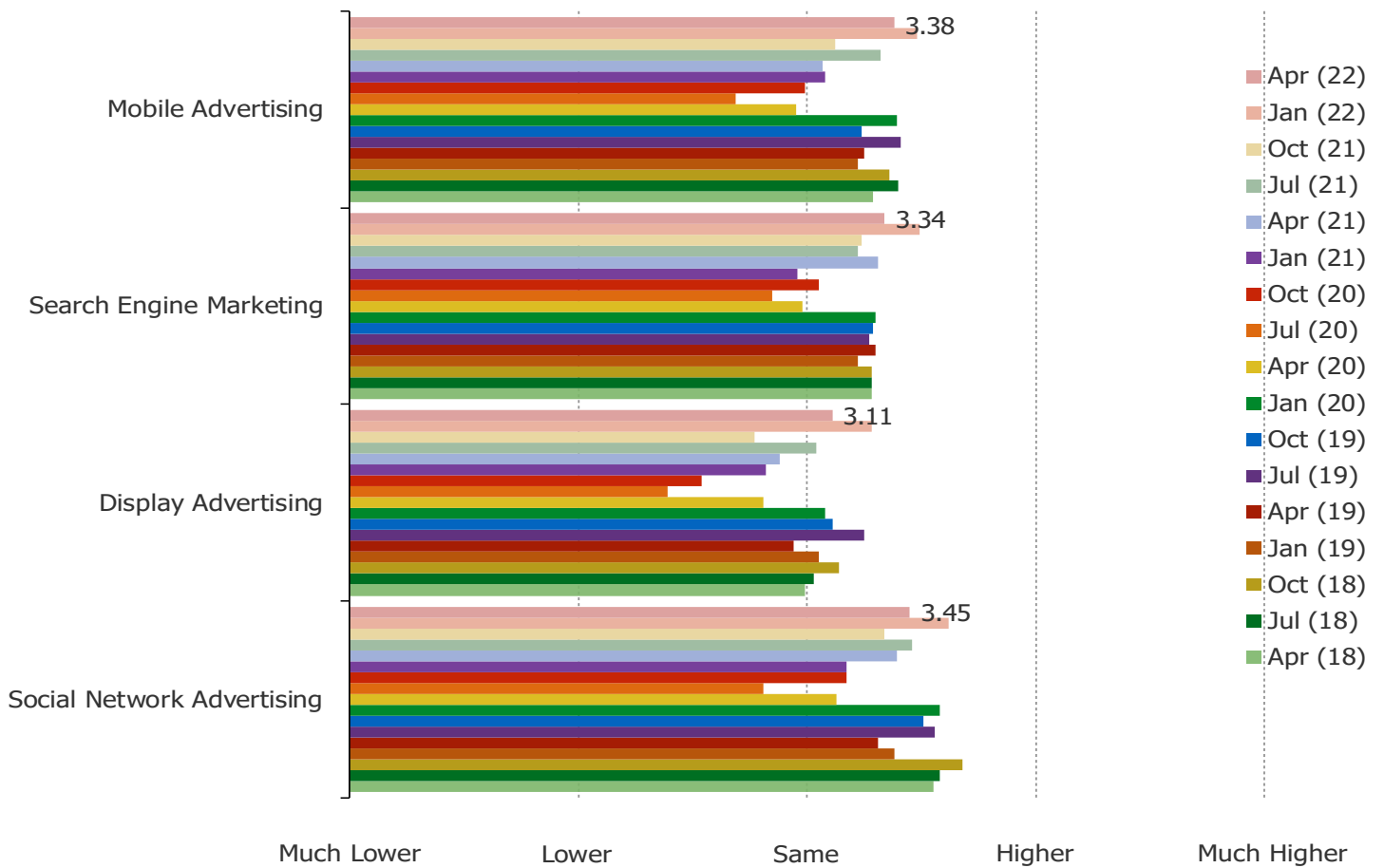
Making An Impression

Audience: 100 US Ad Execs

Date: April 2022

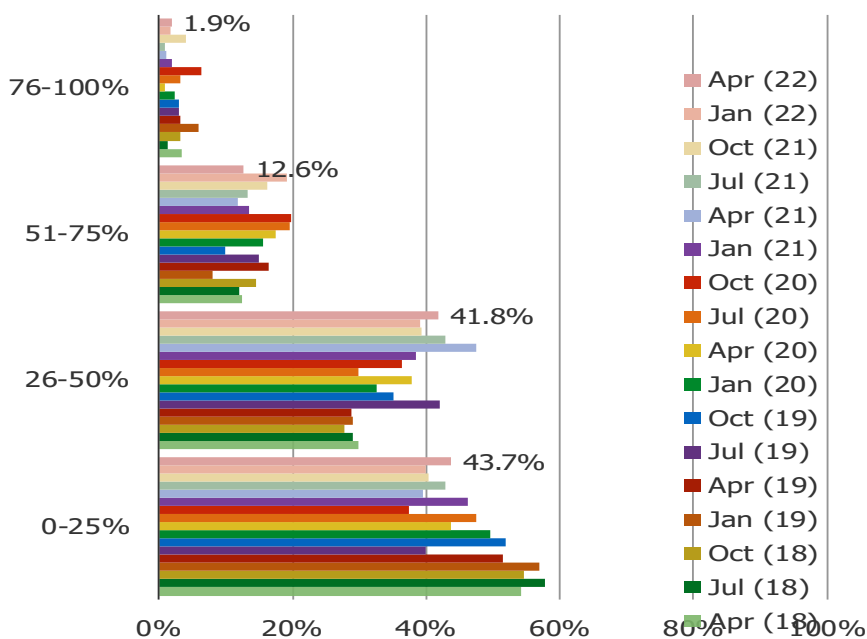
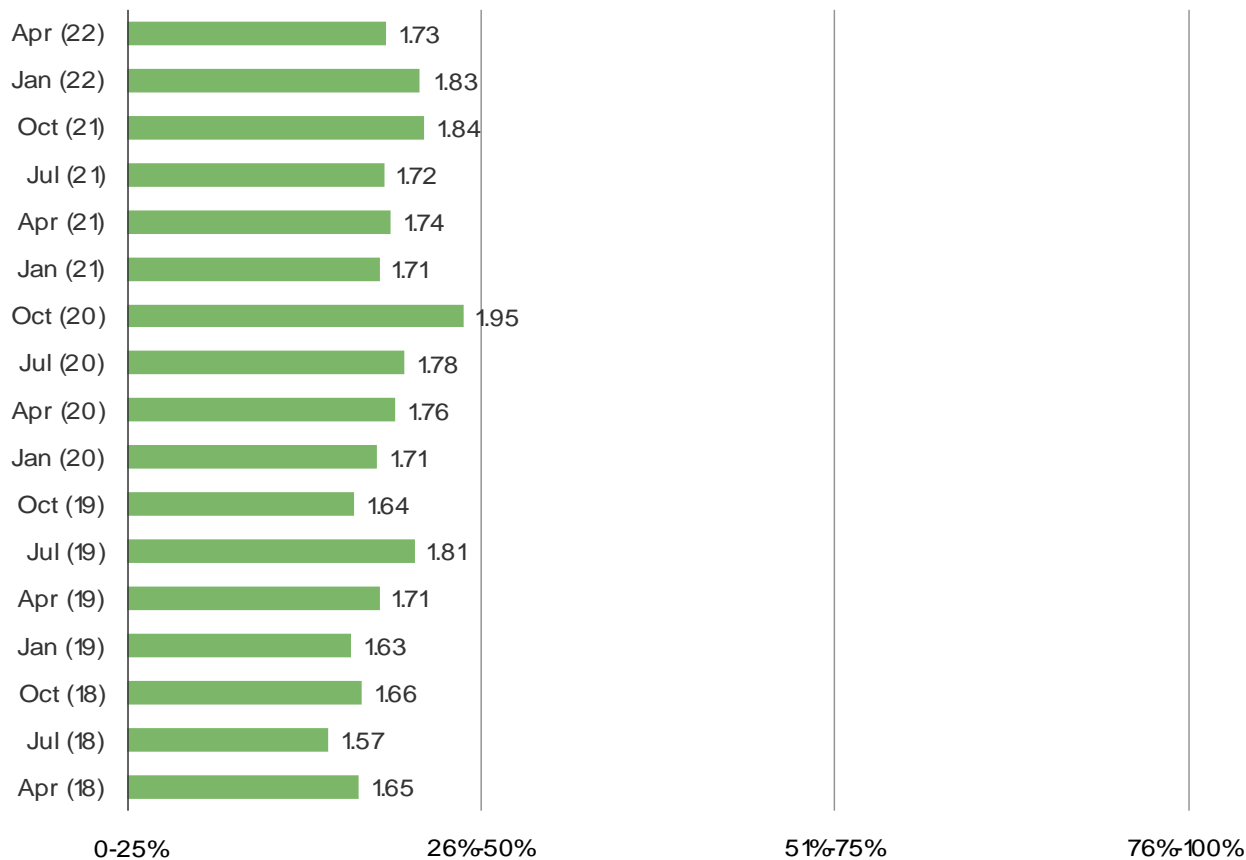
PLEASE COMPARE SPENDING ON EACH OF THE FOLLOWING ADVERTISING METHODS COMPARED TO ONE YEAR AGO.

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.



IF YOU HAD TO USE ONE WORD TO DESCRIBE SOCIAL MEDIA/DIGITAL AD SPENDING HEALTH TODAY, WHAT WOULD YOU SAY?

This question was posed to the target audience.

APRIL 2022



IF YOU HAD TO USE ONE WORD TO DESCRIBE THE IMPACT OF THE CORONAVIRUS TO YOUR CLIENTS' AD SPENDING, WHAT WOULD IT BE?

This question was posed to the target audience.

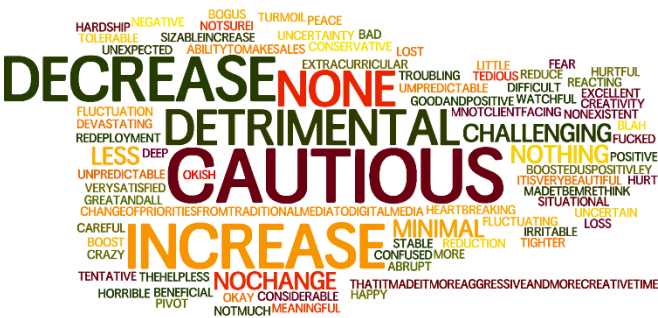
January 2022



October 2021



July 2021



April 2021



January 2021



October 2020



July 2020



April 2020

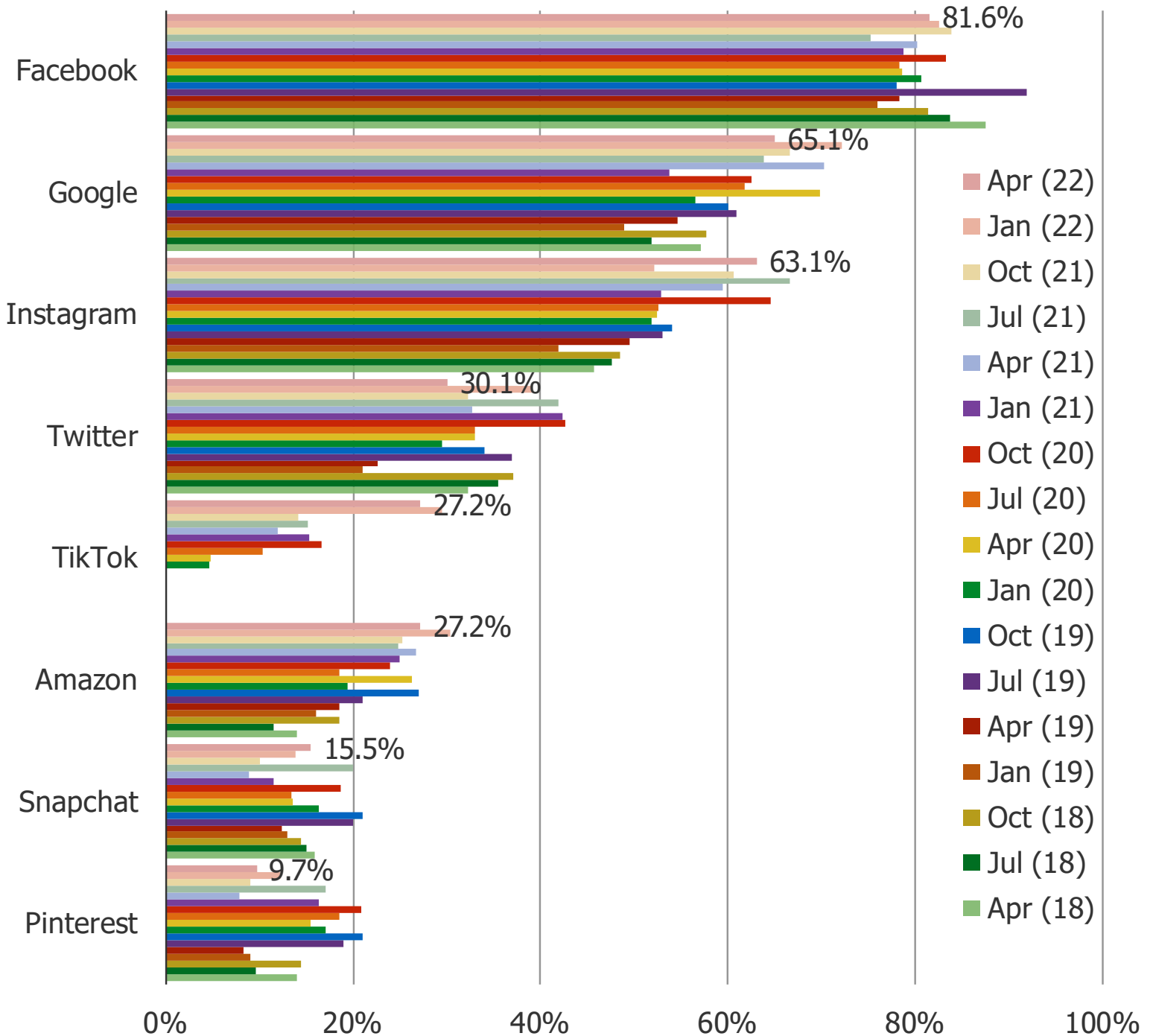


Making An Impression

MARKET SHARE

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

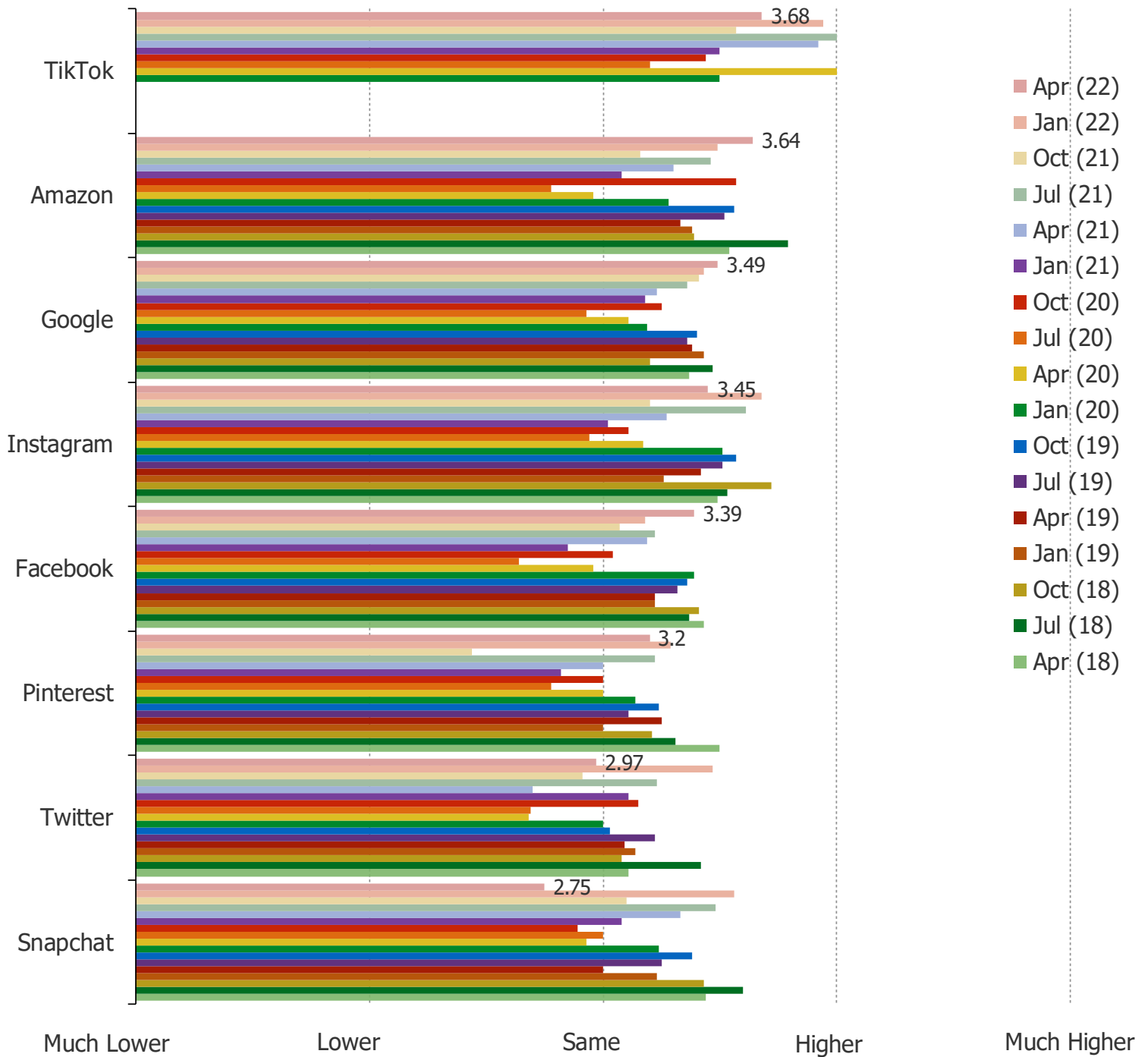
This question was posed to the target audience.



SPEND CHANGES

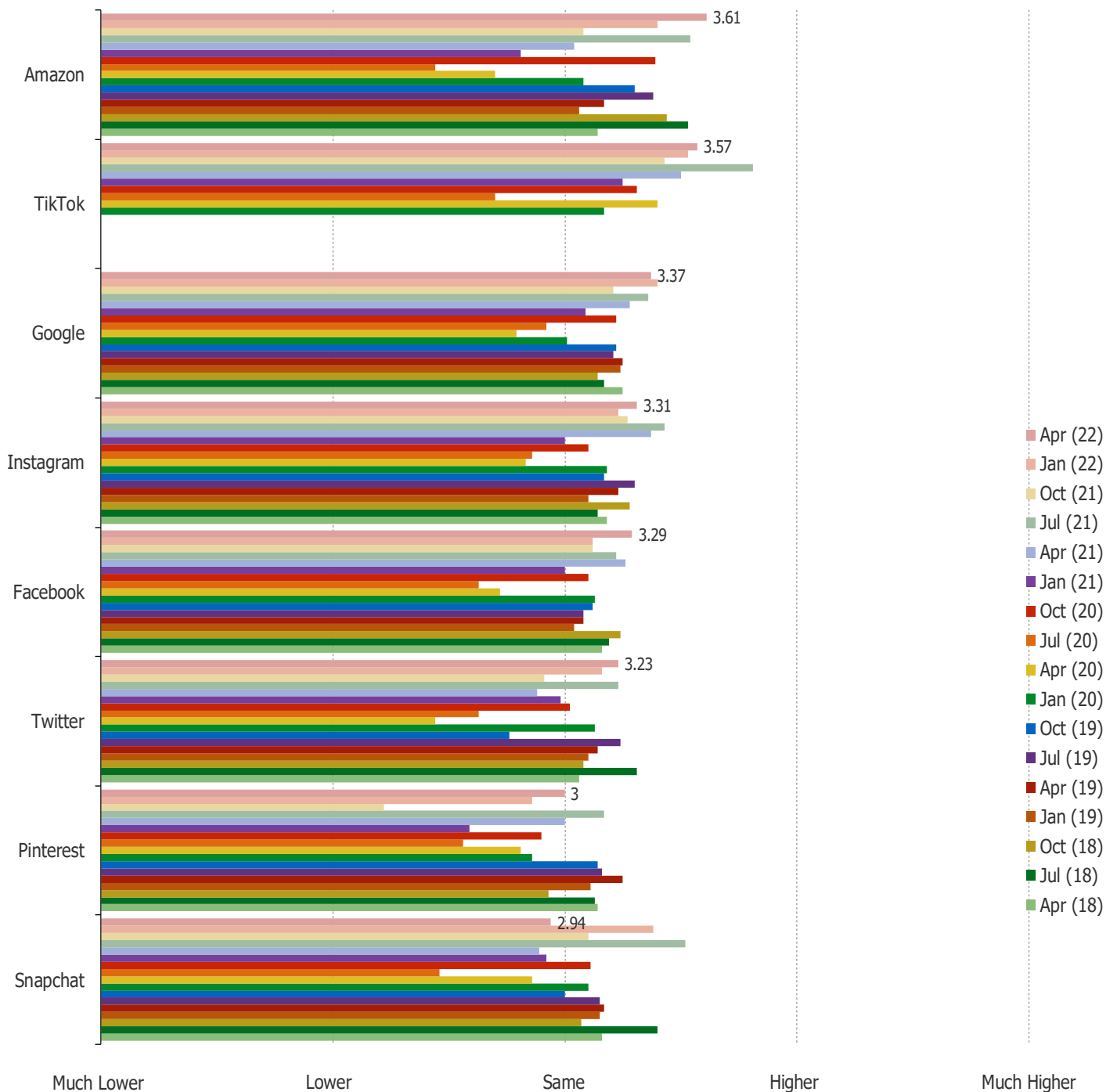
PLEASE COMPARE YOUR CLIENT'S AD SPENDING ON THE FOLLOWING NOW VS. ONE YEAR AGO.

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



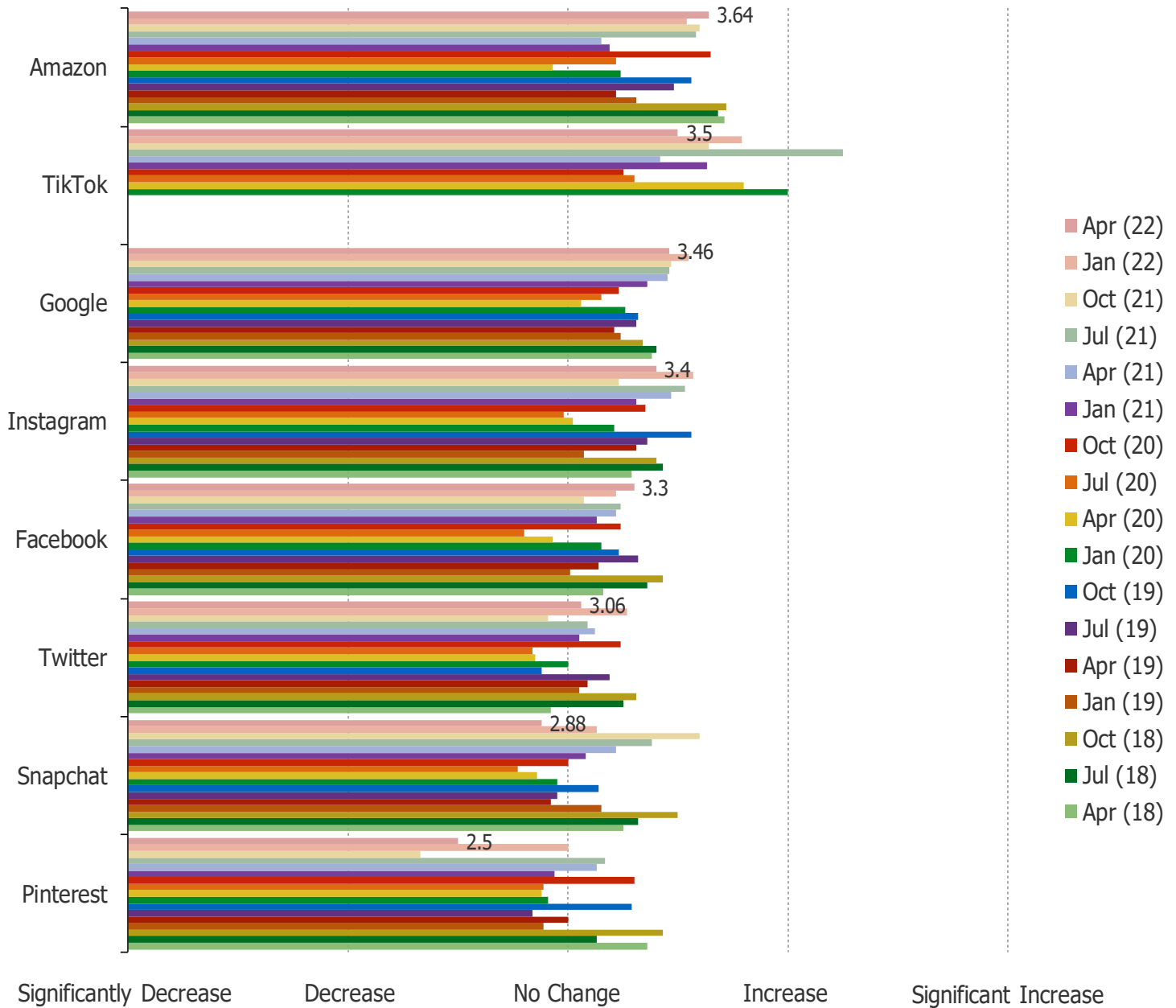
PLEASE COMPARE YOUR CLIENT'S AD SPENDING NOW VS. ONE QUARTER AGO.

*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?

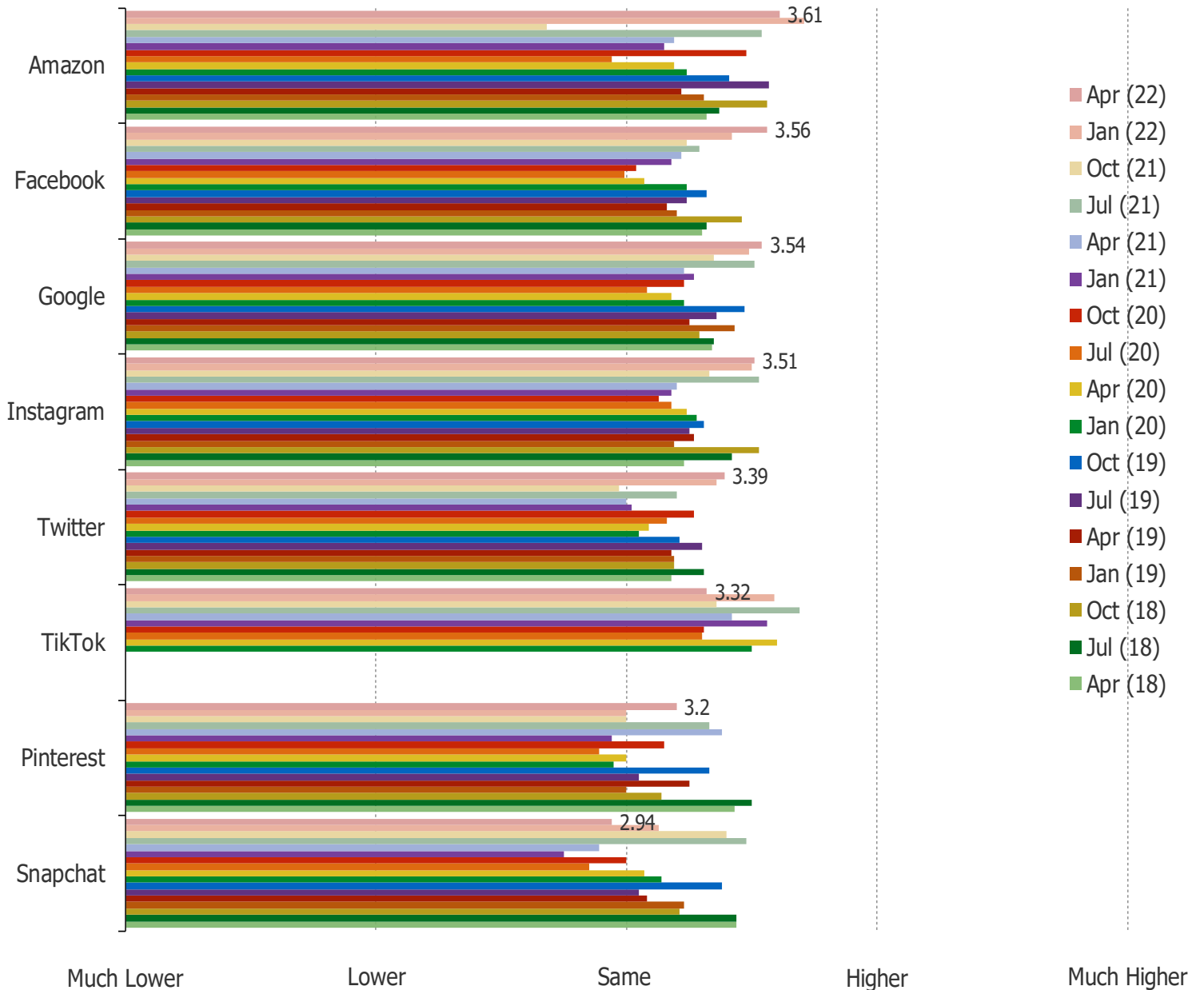
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PRICING CHANGES

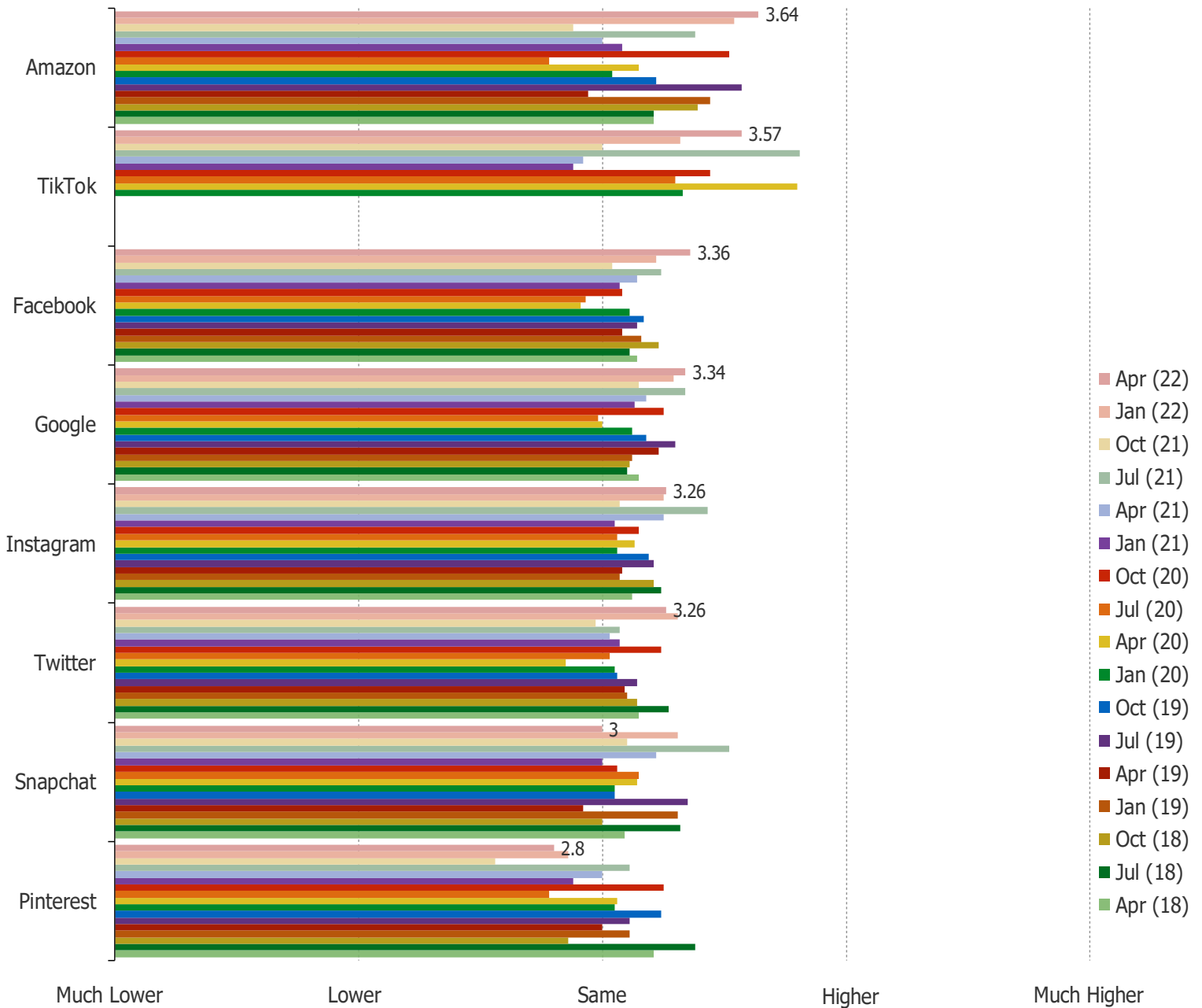
PLEASE COMPARE PRICING TO ADVERTISE WITH EACH PLATFORM COMPARED TO ONE YEAR AGO.

*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.

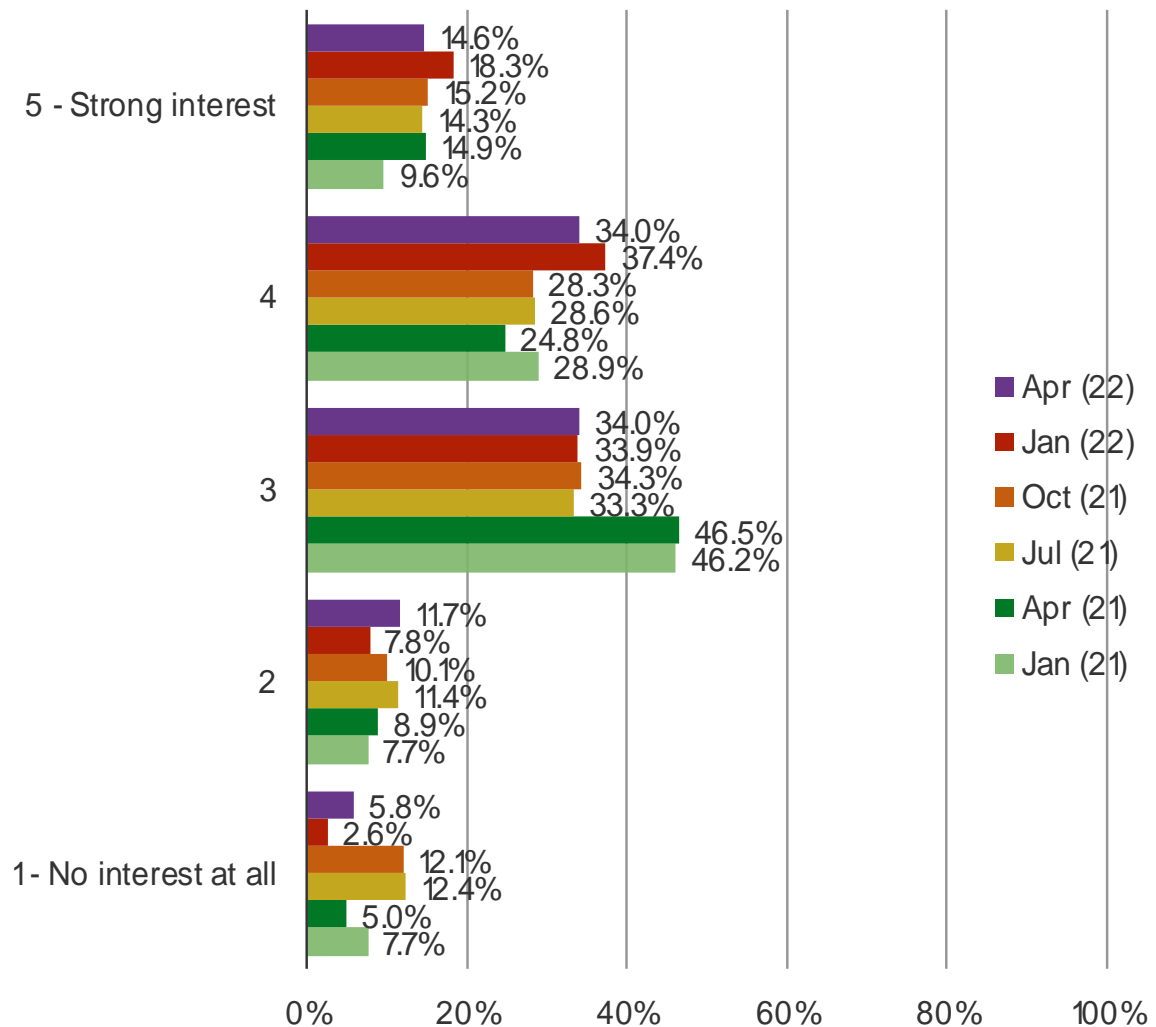
*Posed to ad execs whose clients have paid campaigns with each of the following platforms



SOCIAL COMMERCE

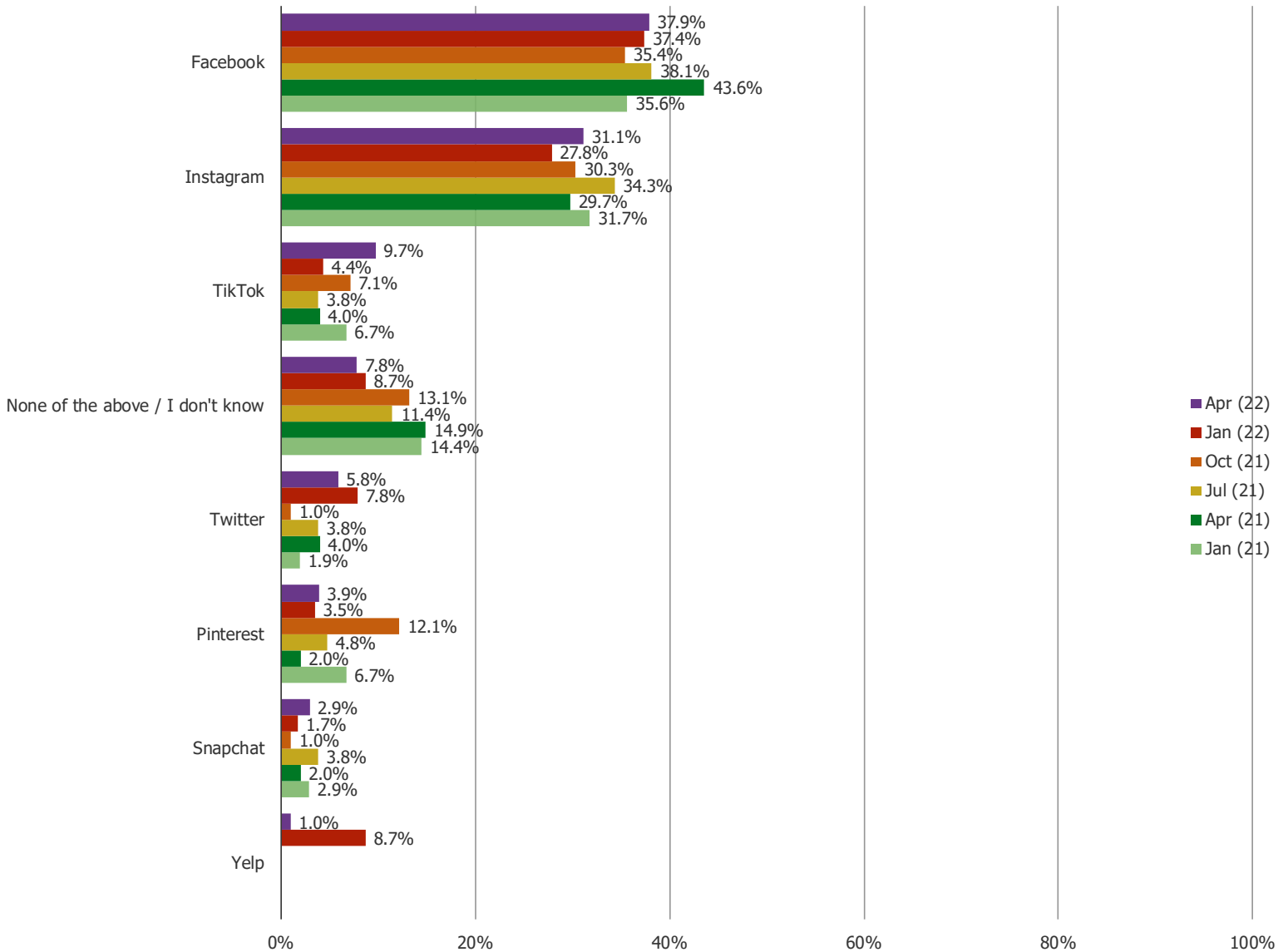
FROM YOUR EXPERIENCE WITH CLIENTS, HOW MUCH INTEREST IS THERE IN “SOCIAL COMMERCE” – IE, BEING ABLE TO ADVERTISE PRODUCTS ON SOCIAL MEDIA AND HAVE USERS PURCHASE WITHOUT HAVING TO LEAVE THE APP?

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?

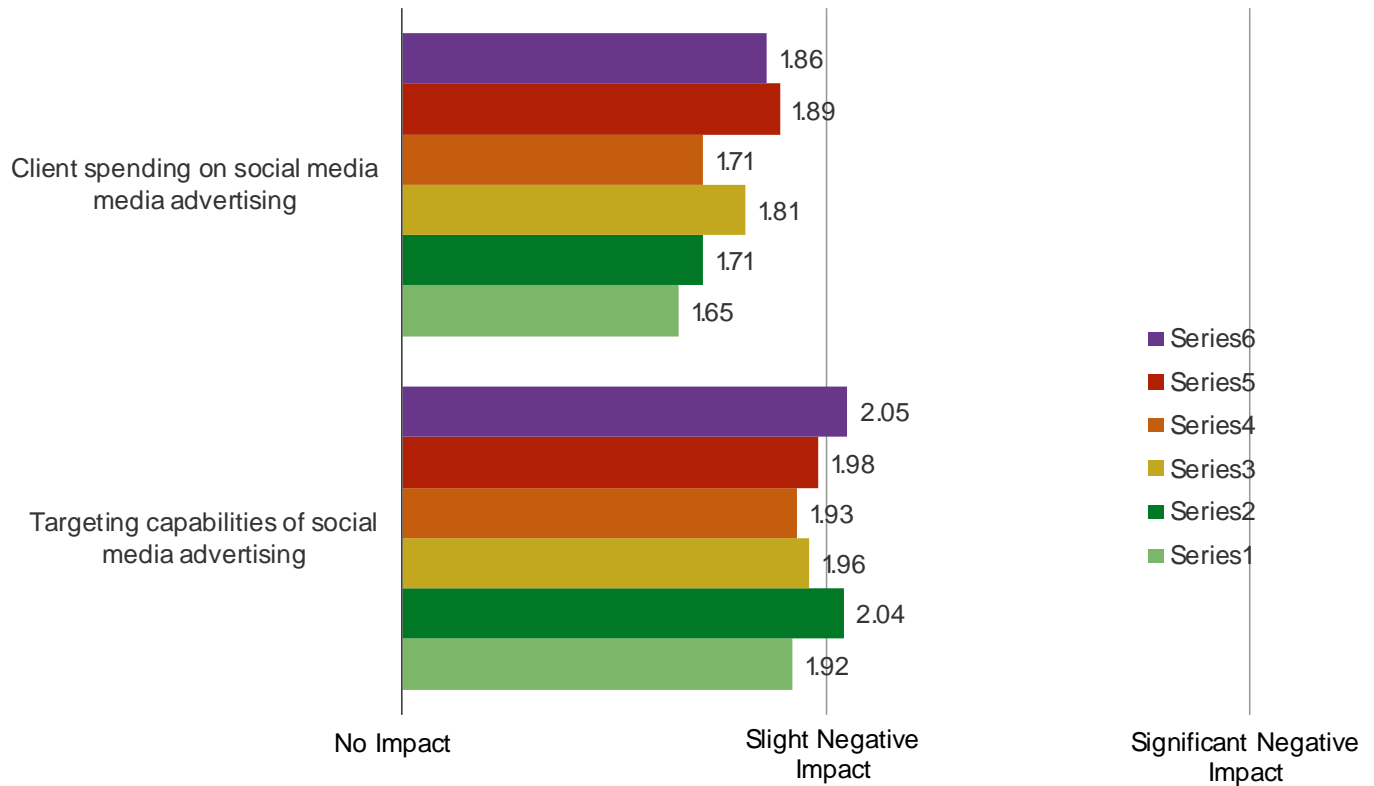
This question was posed to the target audience.



IOS 14 AND PRIVACY

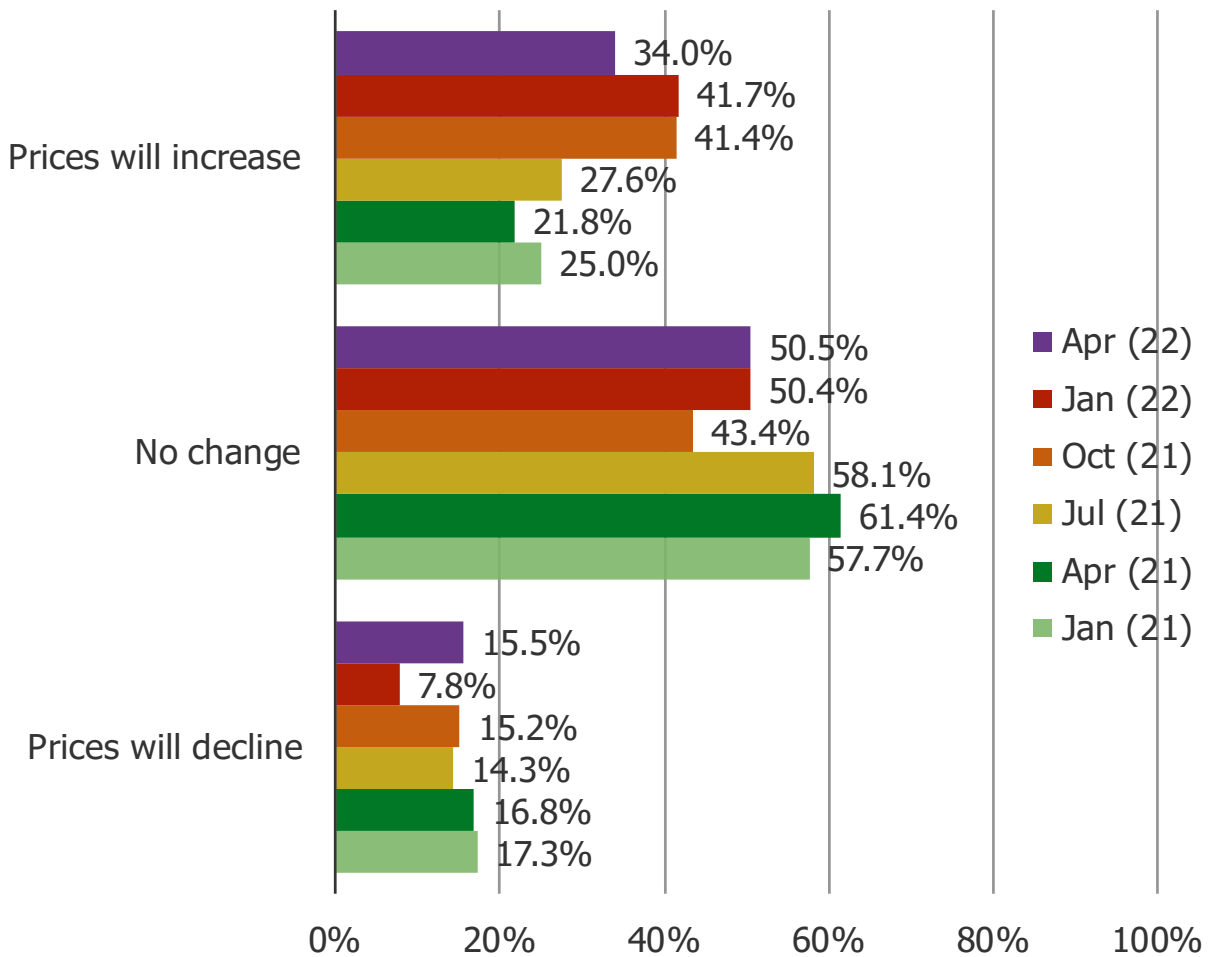
RECENT SOFTWARE UPDATES FOR THE IPHONE REQUIRES APPS TO ASK PERMISSION TO TRACK USERS ON OTHER WEBSITES/APPS. IF USERS DECLINE, THEY CANNOT TRACK THEIR ACTIVITY ON OTHER SITES/APPS. IN YOUR OPINION, WILL THIS HAVE ANY NEGATIVE IMPACTS ON THE FOLLOWING?

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?

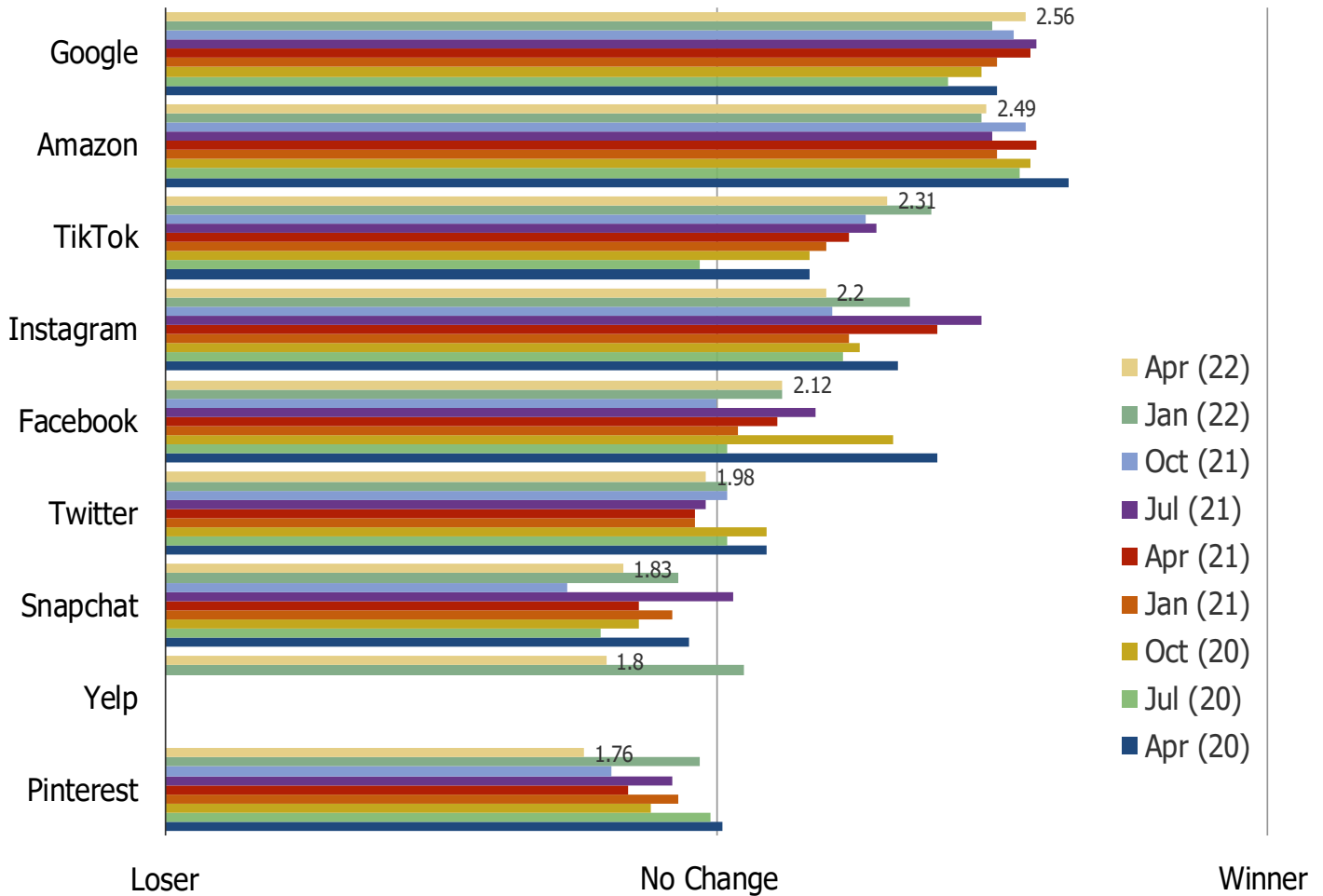
This question was posed to the target audience.



LOOKING FORWARD

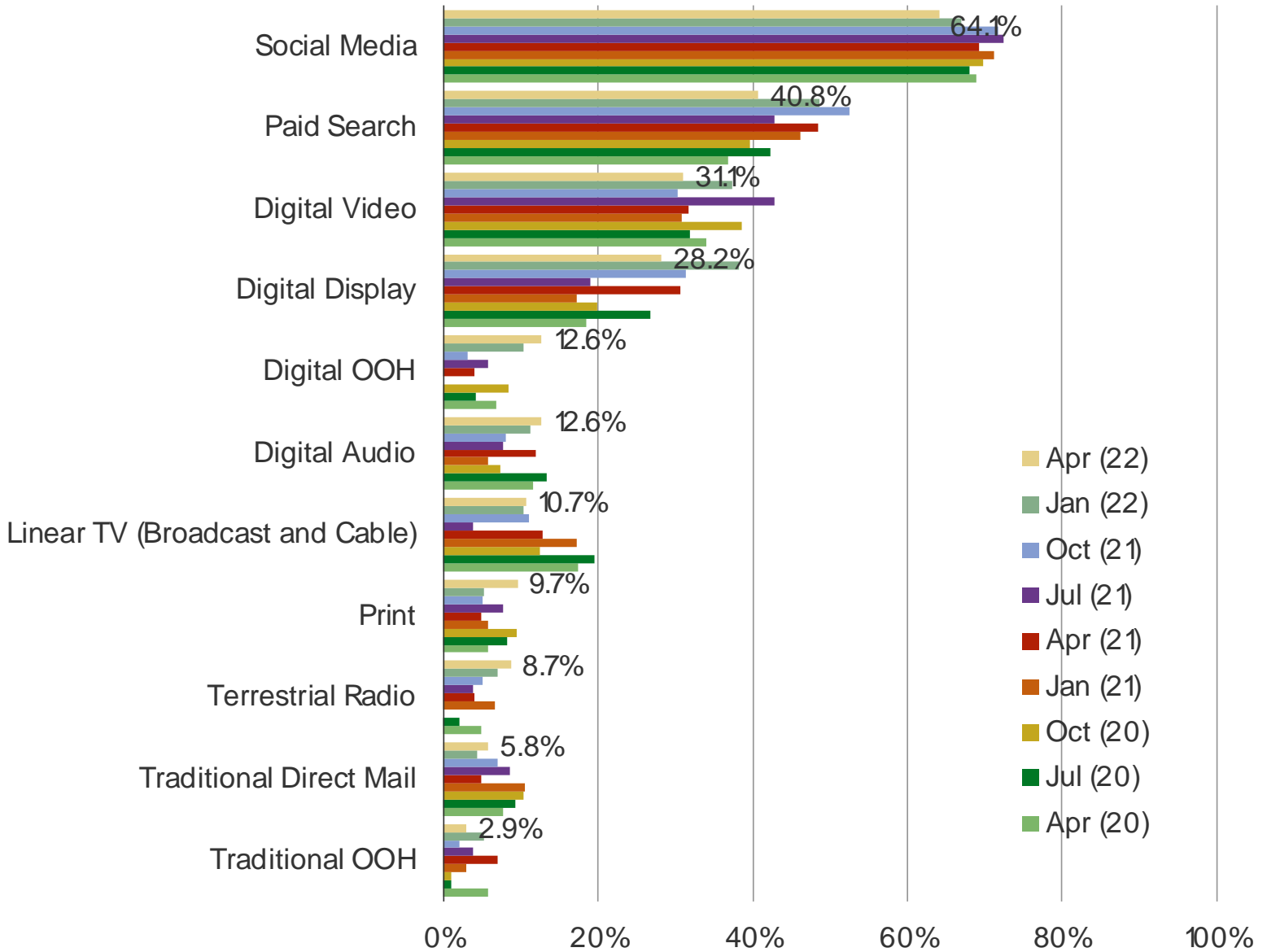
IN THE NEXT 3-6 MONTHS, DO YOU EXPECT THE FOLLOWING TO BE A MARKET SHARE WINNER OR LOSER?

This question was posed to the target audience.



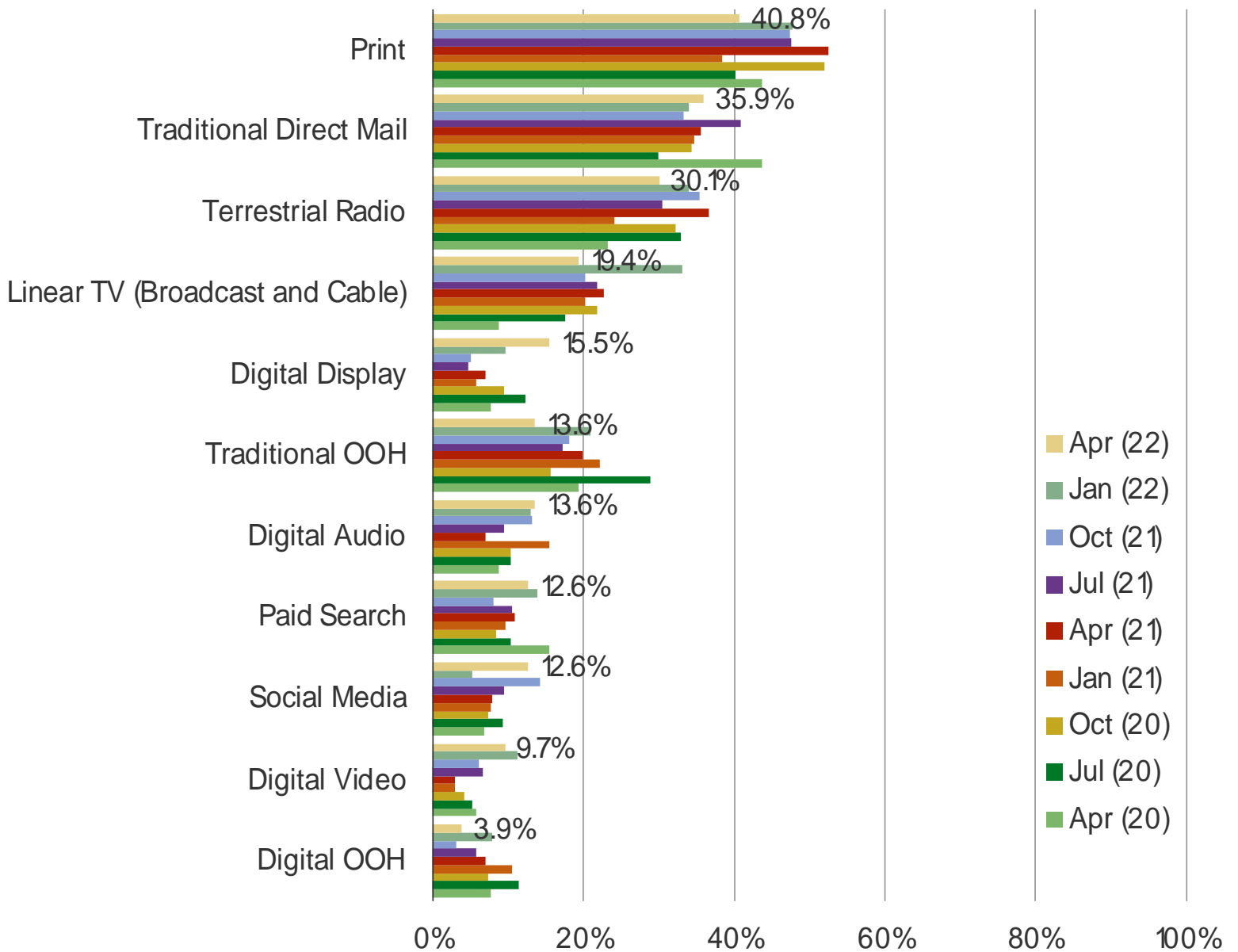
WHICH FORMS OF ADVERTISING DO YOU BELIEVE WILL FARE **THE BEST** OVER THE NEXT 3-6 MONTHS?
(SELECT UP TO THREE CHOICES)

This question was posed to the target audience.



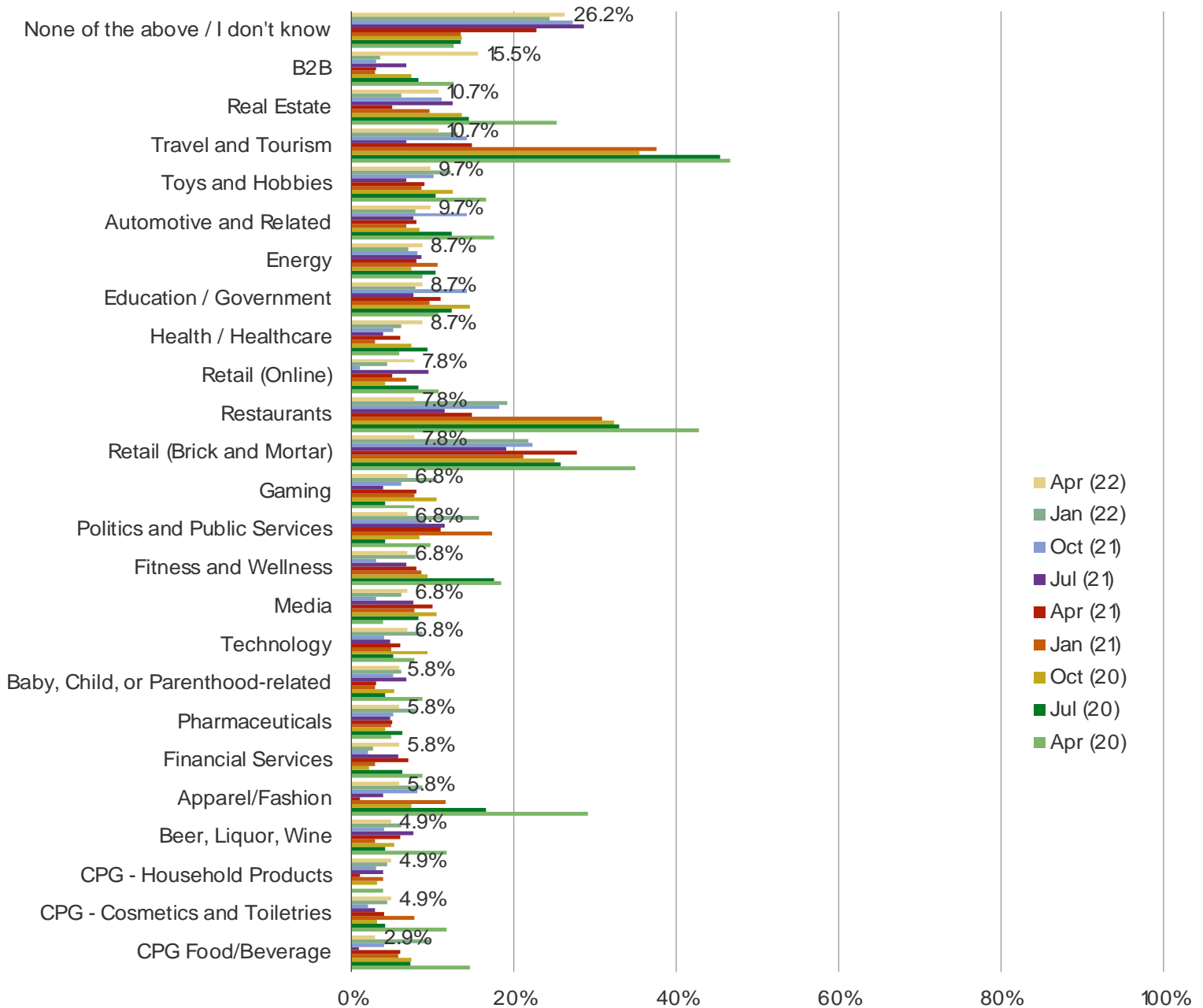
WHICH FORMS OF ADVERTISING DO YOU BELIEVE WILL FARE **THE WORST** OVER THE NEXT 3-6 MONTHS?
(SELECT UP TO THREE CHOICES)

This question was posed to the target audience.



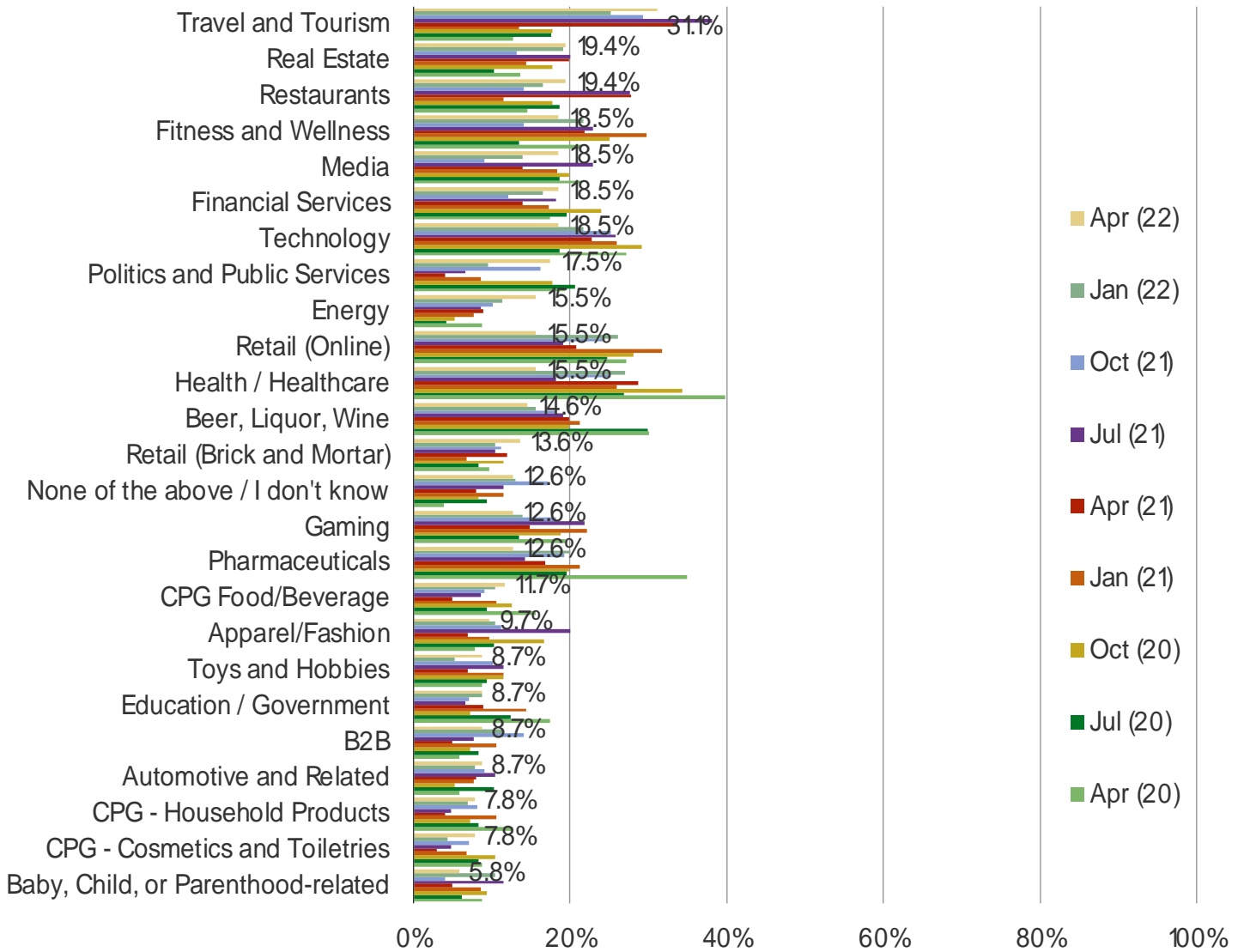
WHICH CLIENT TYPES HAVE BEEN/DO YOU EXPECT TO DECREASE AD SPENDING GOING FORWARD?

This question was posed to the target audience.



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

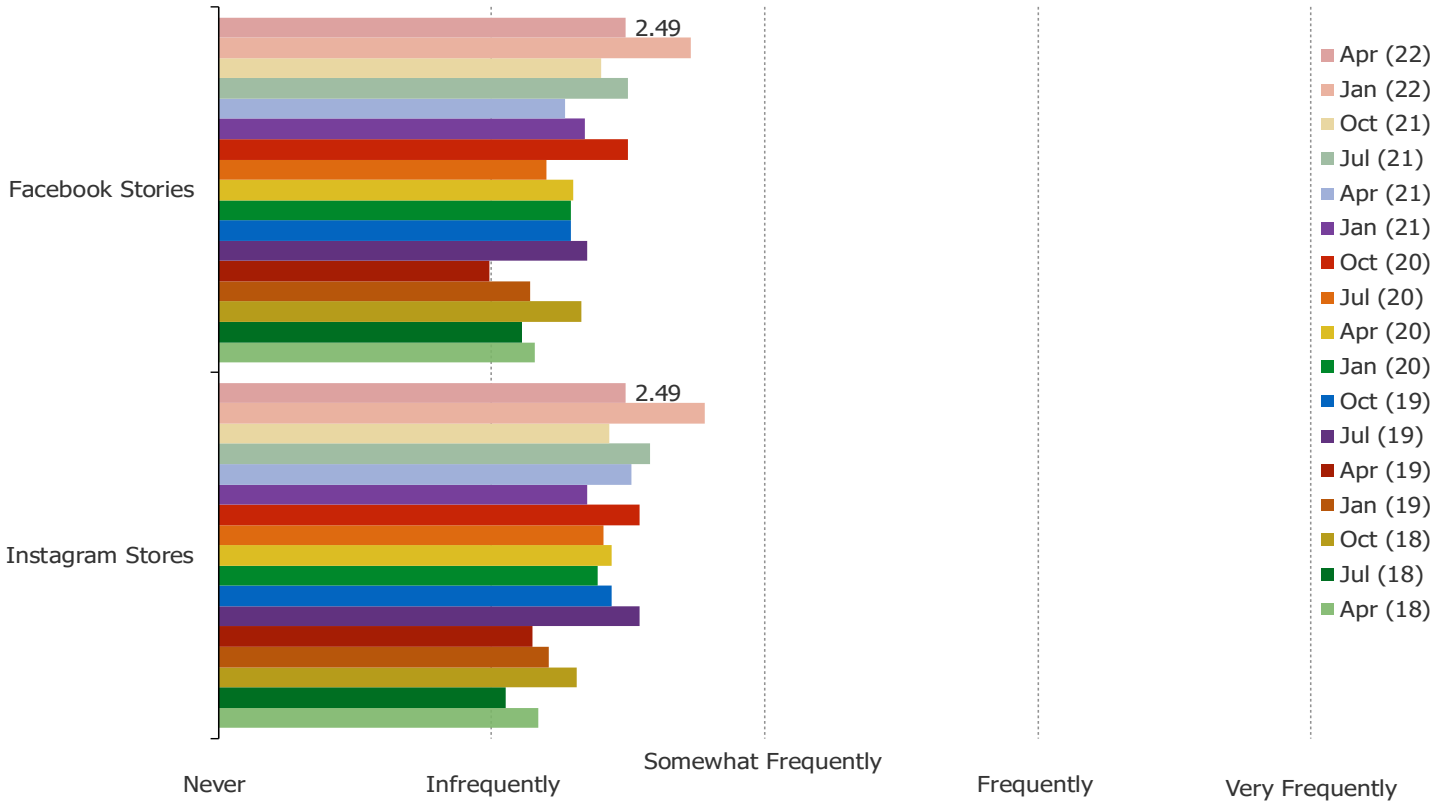
This question was posed to the target audience.



FB SPECIFIC INITIATIVES

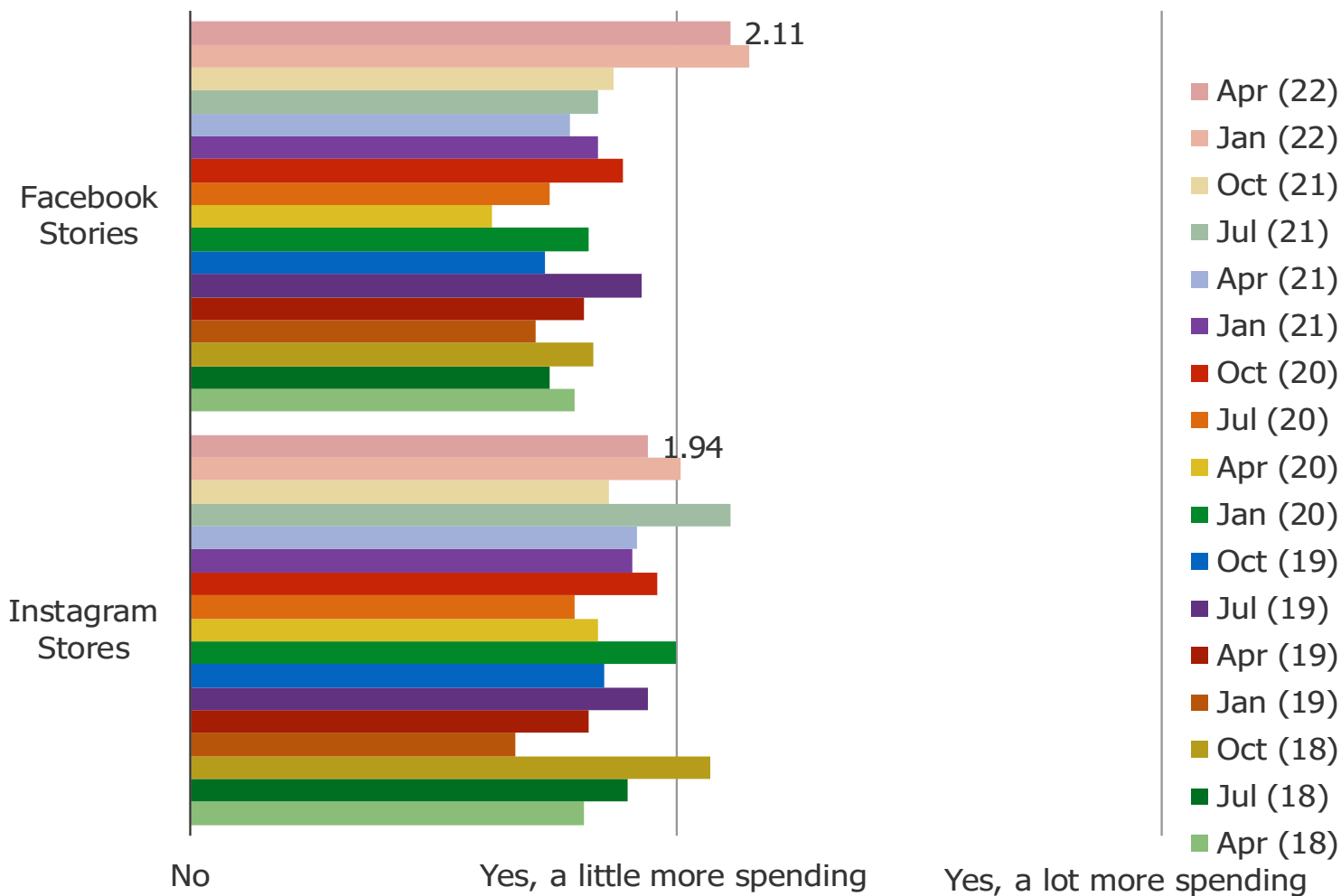
DO YOUR CLIENTS USE FACEBOOK OR INSTAGRAM STORIES TO ADVERTISE?

This question was posed to the target audience.



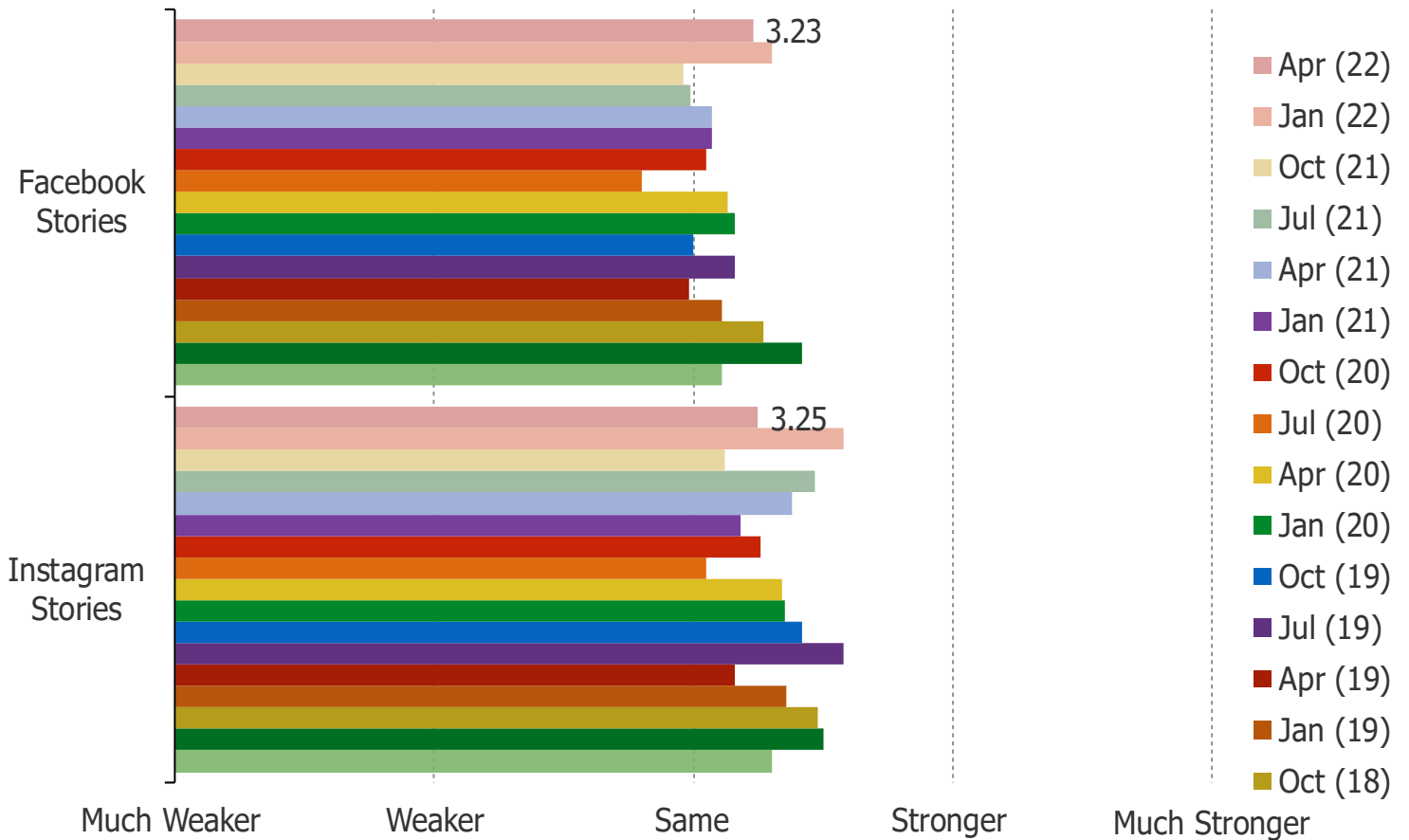
HAS CLIENT USAGE OF STORIES INCREASED AD SPENDING WITH THE PLATFORM IN GENERAL?

This question was posed to respondents who use Stories at least somewhat frequently.



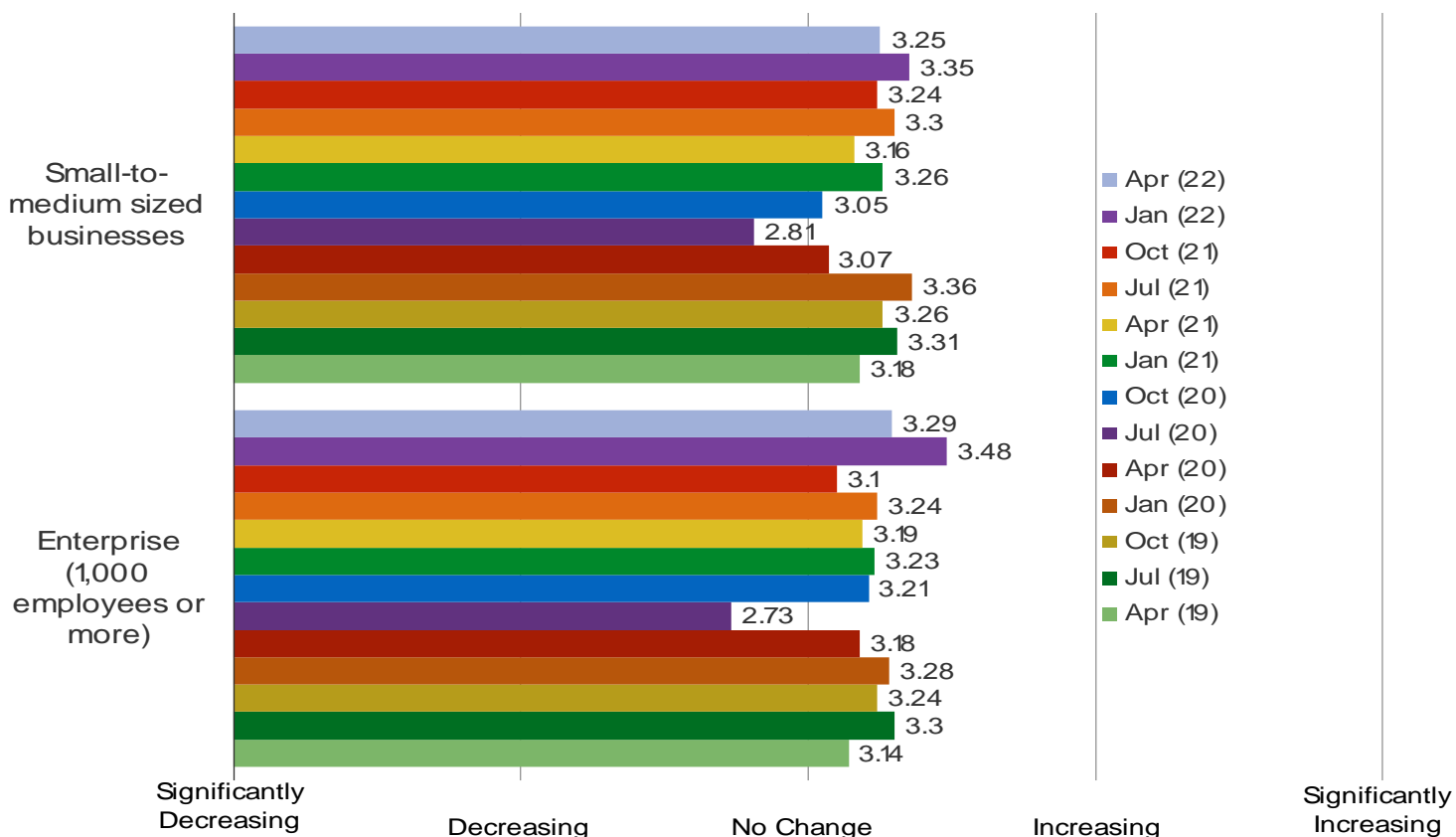
COMPARED TO A YEAR AGO, HOW HAS DEMAND FOR INSTAGRAM STORIES AND FACEBOOK STORIES CHANGED?

This question was posed to the target audience.



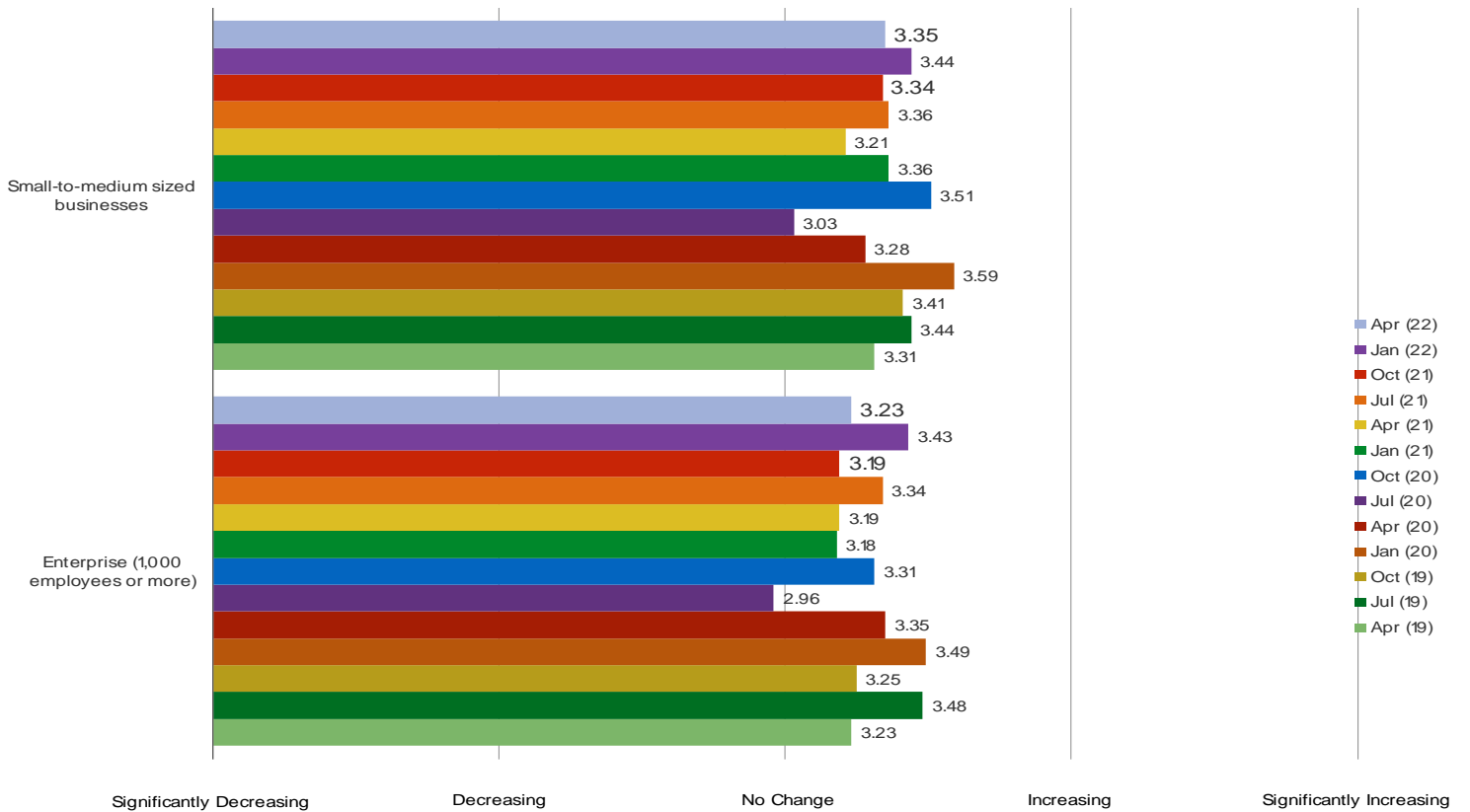
HAVE THE FOLLOWING CLIENT TYPES BEEN INCREASING OR DECREASING THEIR SPENDING ON FACEBOOK ADVERTISING?

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.

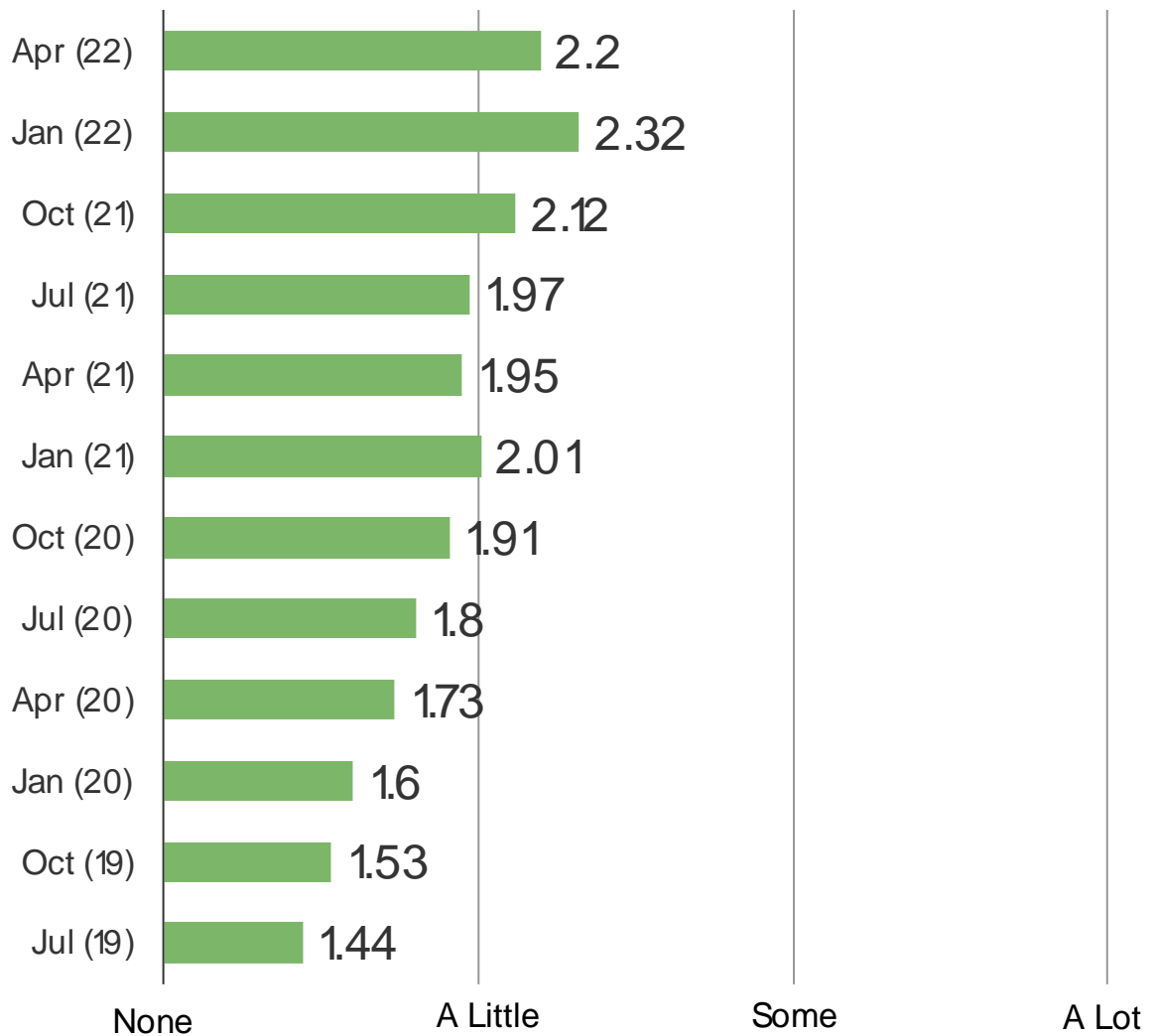


Making An Impression

TIK TOK

DO YOUR CLIENTS HAVE ANY INTEREST IN TIK TOK?

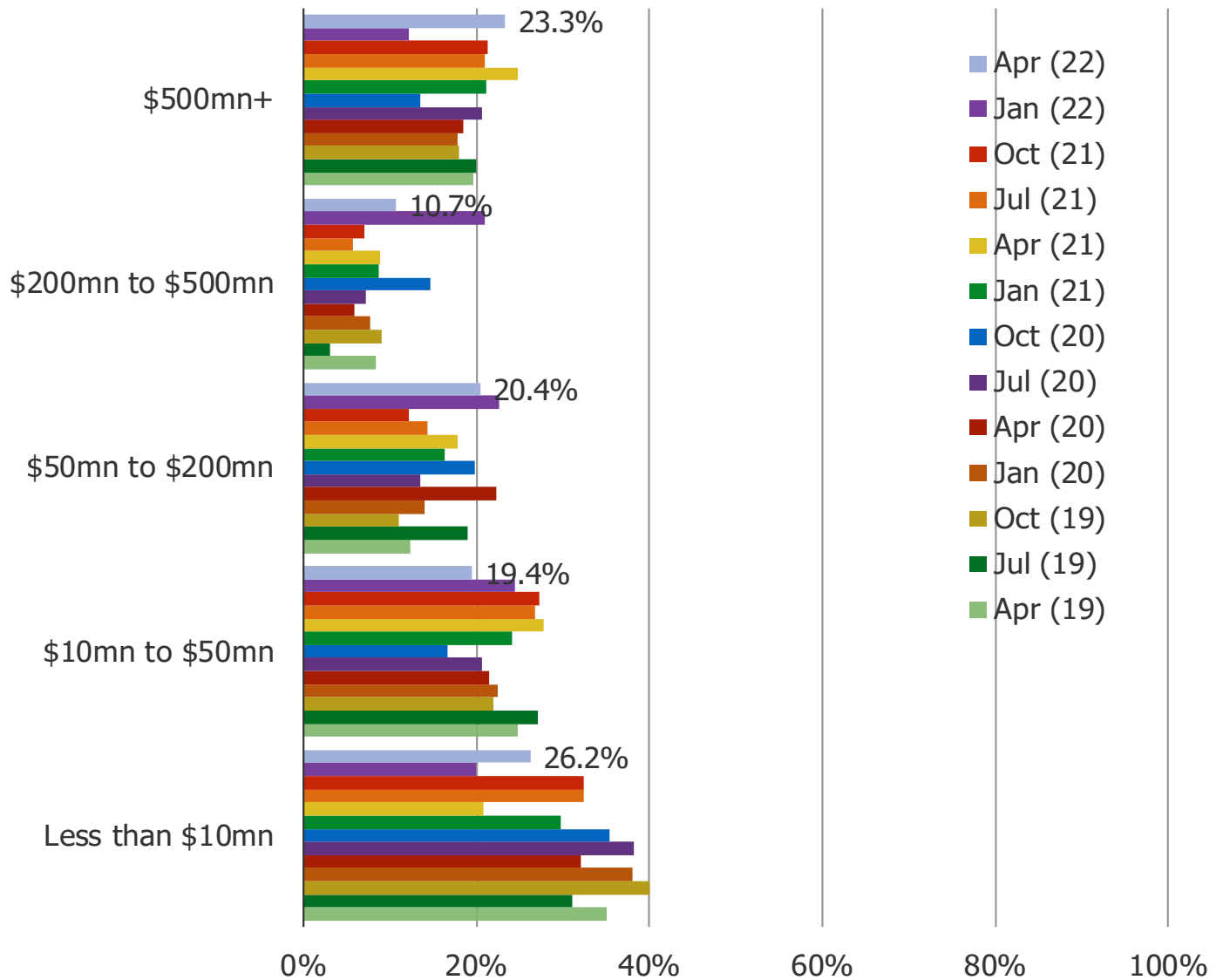
This question was posed to the target audience.



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.

