

How B2B Advertisers View Programmatic

Results from the B2B Programmatic Media Planning & Buying Study
from Kantar Media SRDS & Connectiv

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Powering
Informed
Decisions

There are more questions than
answers...

B2B advertisers are **already spending significant sums** programmatically.

B2B isn't as far behind as you might think.

Risk? Or **opportunity?**

Who did we study?

SRDS.com Connects the Media Buyer/Seller Community

Largest Media Discovery Platform in the U.S.



- 150K media properties
- 800K media contacts
- Rates, audience metrics
- Key third-party data

Our Core Audience

- Agency & In-House
- Media Planners & Buyers
- Paid Users with over 51,000 Hours of Annual Usage



Connectiv + Kantar Media Study Respondents

- **150** SRDS user respondents
- **100%** Researched, recommended, planned or bought B2B Media in the past 12 months
- **100%** Current media planning or buying responsibilities for B2B Media
- **52%** personally work on **4** or more clients
- On average, work on **7** brands



Connectiv + Kantar Media Study Respondents

On average, digital media made up **48% of the B2B campaigns** worked on over the past 12 months, followed by print media (34%) and other media types (18%)



48%



34%

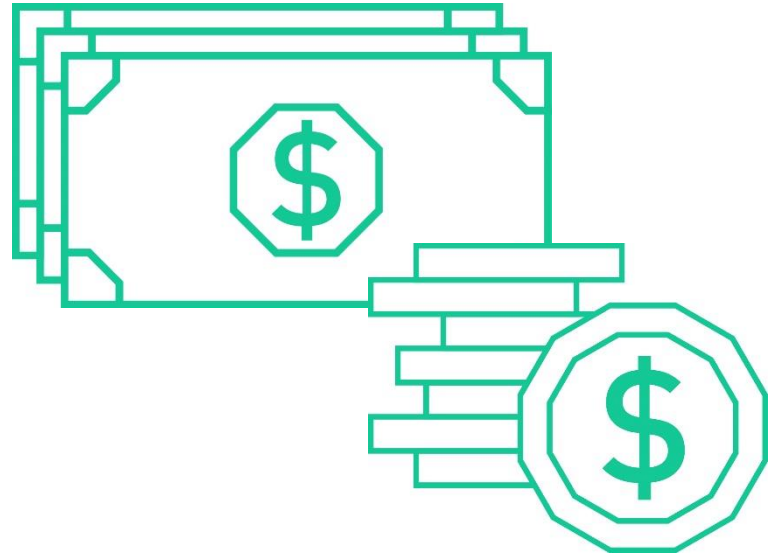
Connectiv + Kantar Media Study Respondents

- On average, respondents recommended or helped purchase **\$6.7 million in B2B advertising** in the past 12 months
- **47% recommended or helped purchase \$2 million or more** in B2B advertising



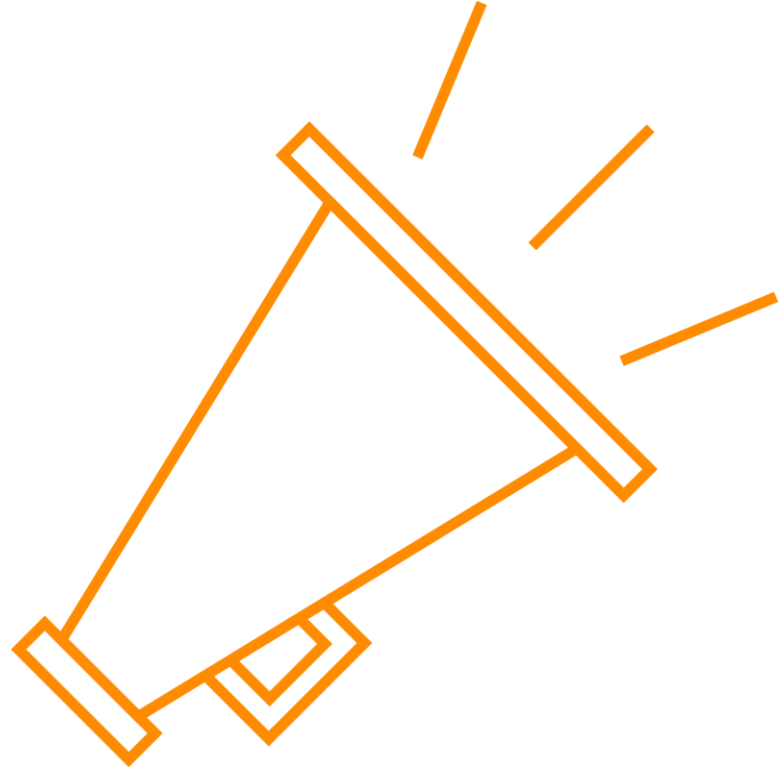
Connectiv + Kantar Media Study Respondents

- **61%** reported that **at least 15% of their 2015 B2B digital display advertising budget** was bought programmatically
- **65%** expect that **at least 15% of their 2016 B2B digital display advertising budget** will be bought programmatically
- **79%** expect that **programmatic will be a part of their 2016 B2B digital display advertising budget**

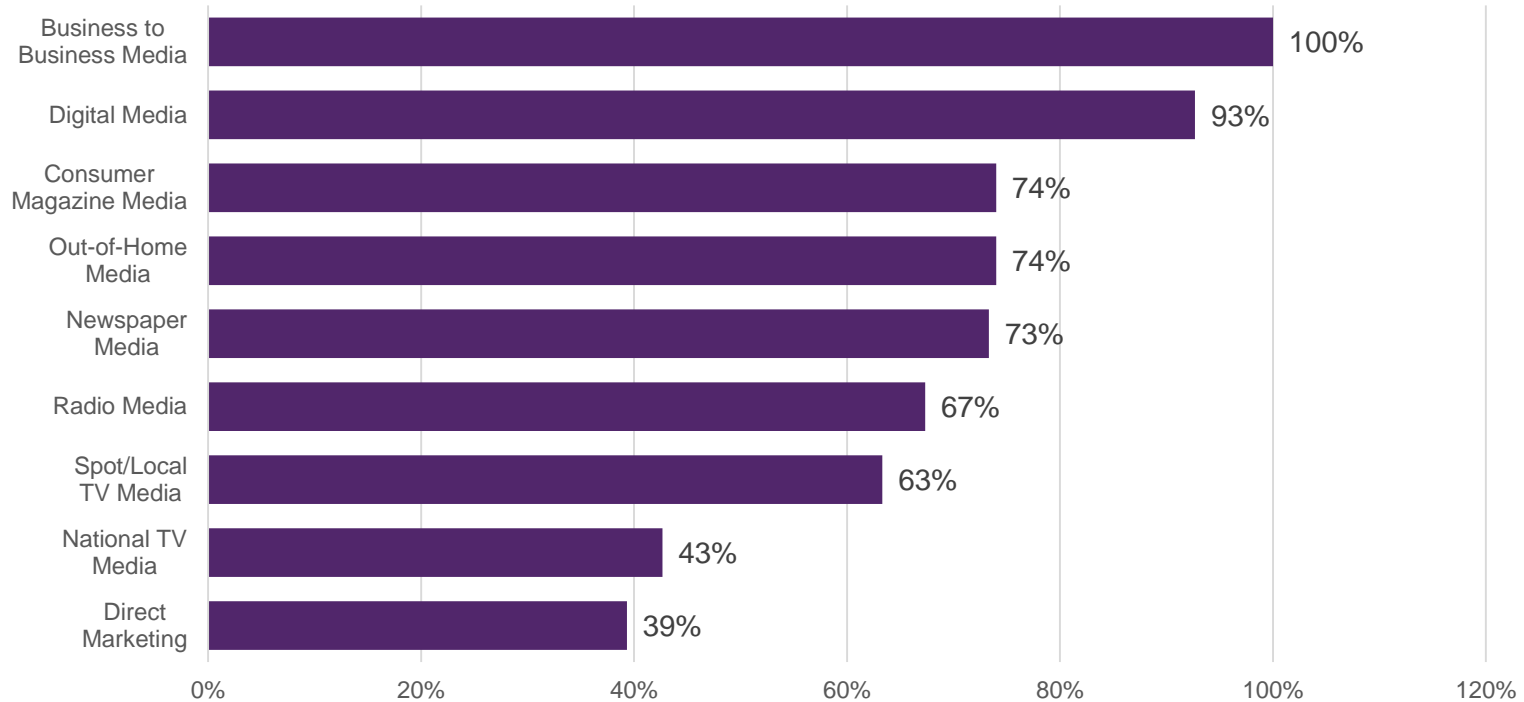


Connectiv + Kantar Media Study Respondents

50% have clients that request digital display advertising be bought programmatically for B2B campaigns.

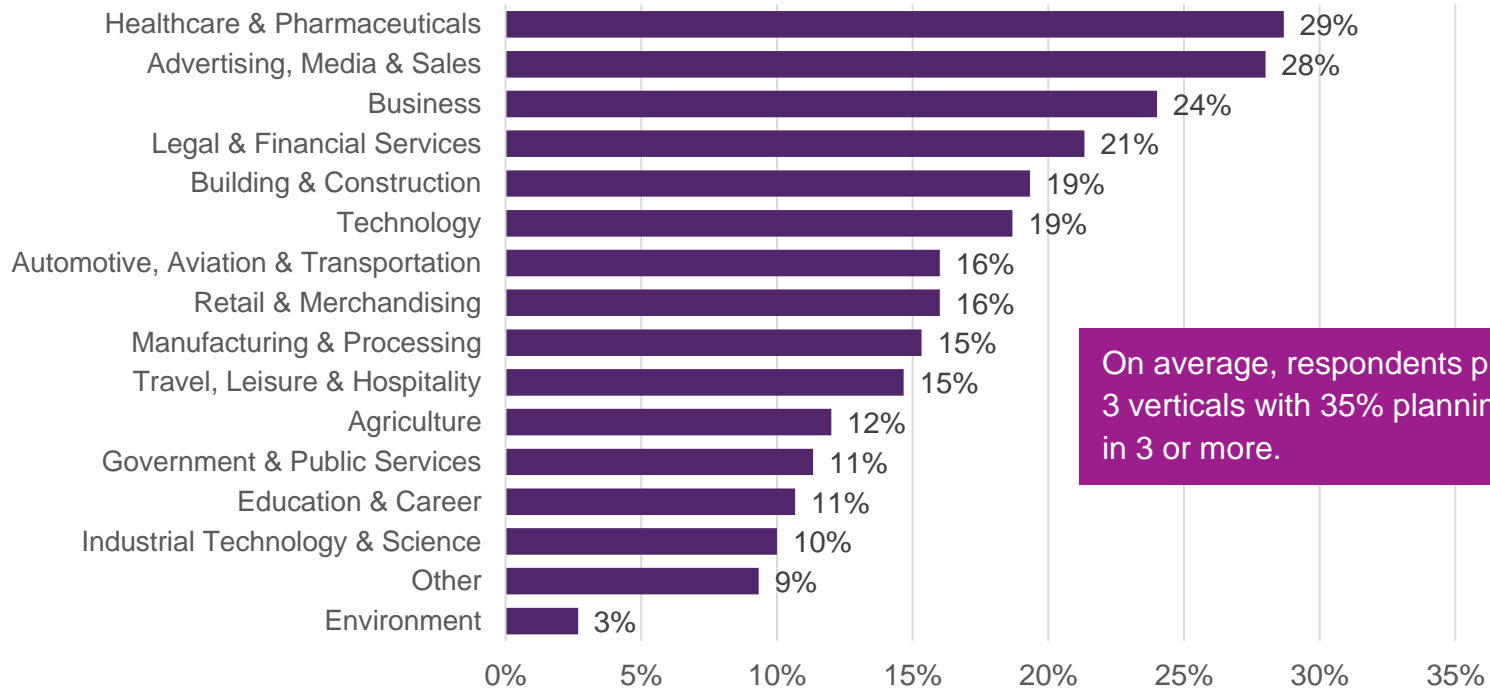


Media Researched, Recommended, Planned or Bought (Past 12 Months)



N=150

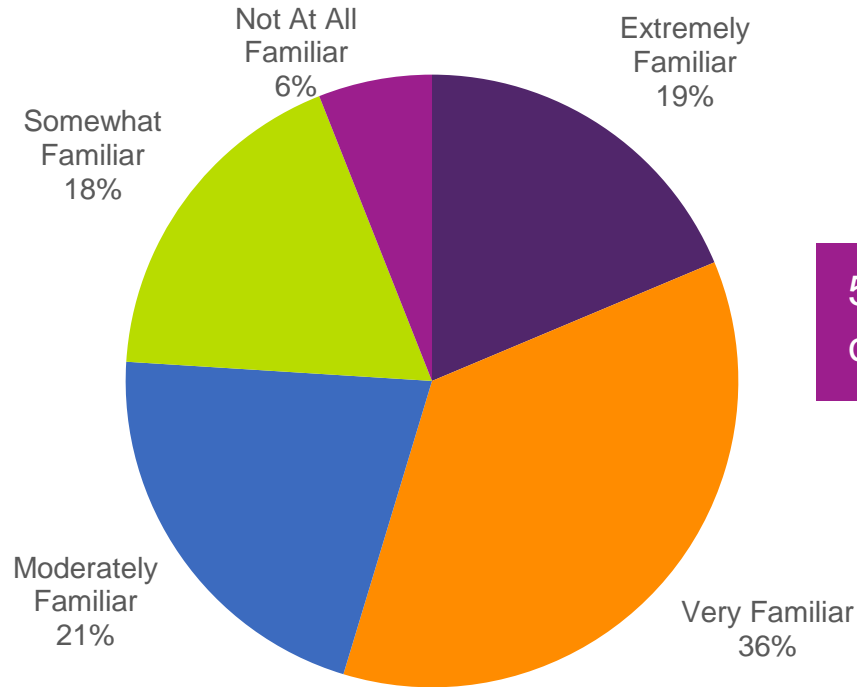
B2B Verticals Planned/Bought



On average, respondents plan/buy in 3 verticals with 35% planning/buying in 3 or more.

N=150

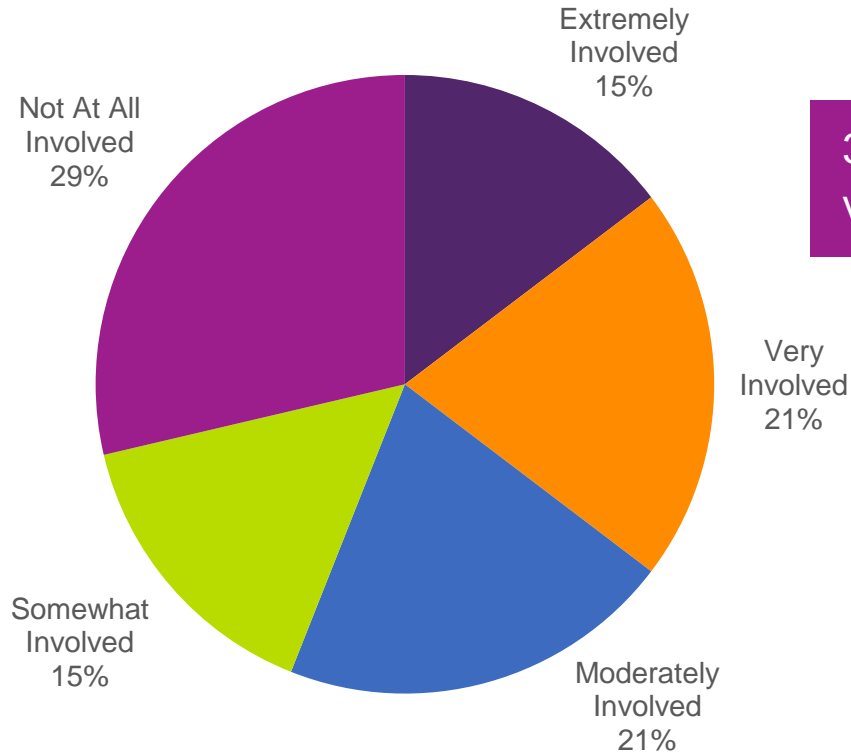
94% Are Familiar with Programmatic



55% are extremely or very familiar.

Mean: 3.43
N=150

71% Are Involved with Programmatic Buying



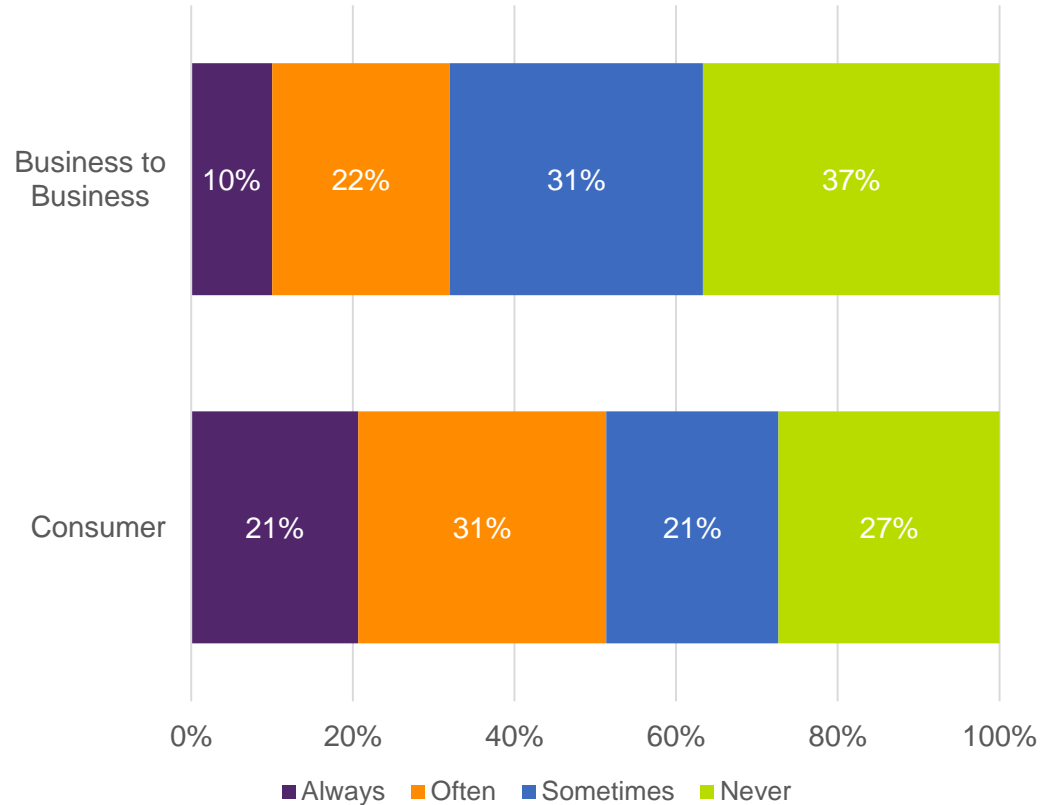
35% are extremely or very involved.

Mean: 2.77
N=150

B2B Isn't As Far Behind As You Might Think

63% buy digital display advertising programmatically for B2B campaigns, with 32% buying always or often.

73% buy digital display advertising programmatically for Consumer campaigns, with 51% buying always or often.



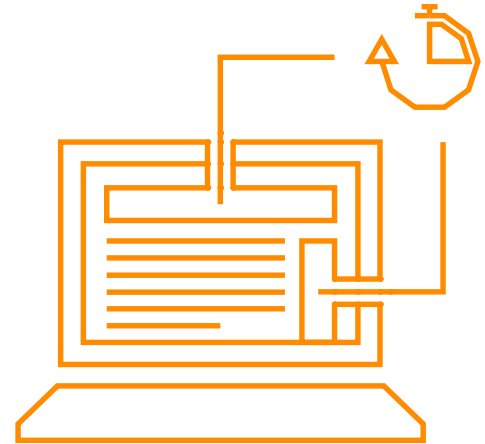
N=150

Wait...what is programmatic?

What is Programmatic?

Data-driven buying & selling using **automation**

Programmatic = Data + Automation



Methods Used in the Industry

- 1 Open Ad Exchange / Real Time Bidding
- 2 Private Marketplace / Bidding with Controls
- 3 Automated Guaranteed / Programmatic Direct

Methods Used by Survey Respondents

74%

Open Ad Exchange / Real Time Bidding

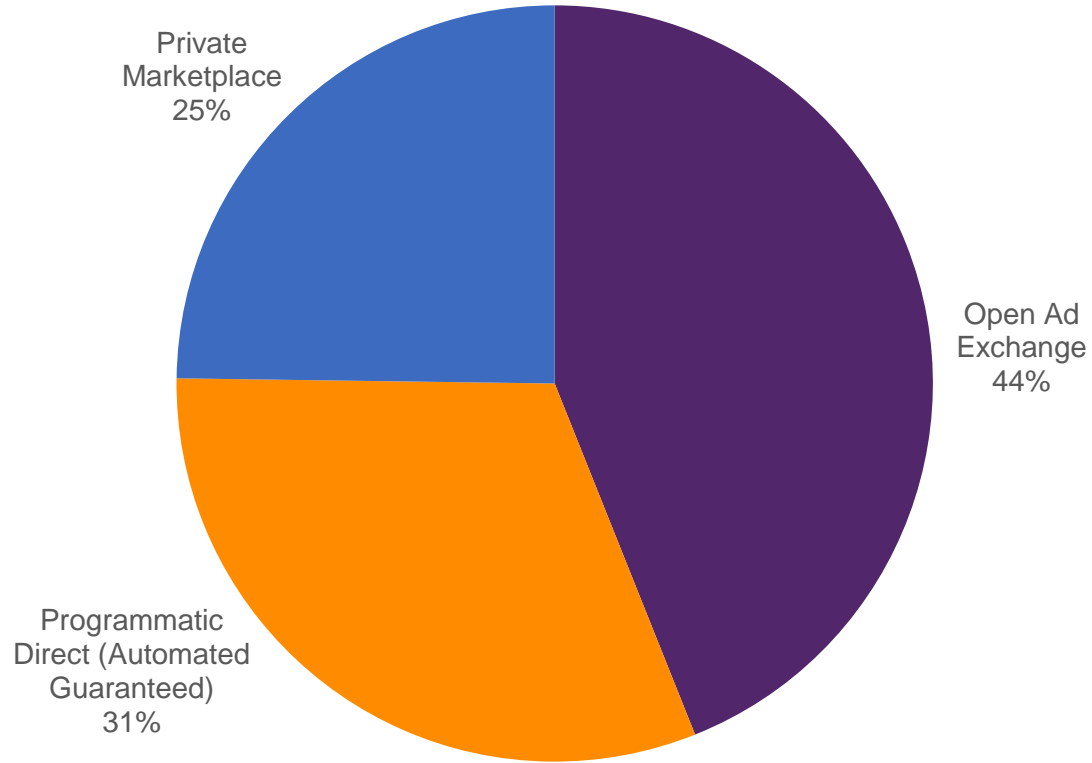
60%

Private Marketplace / Bidding with Controls

60%

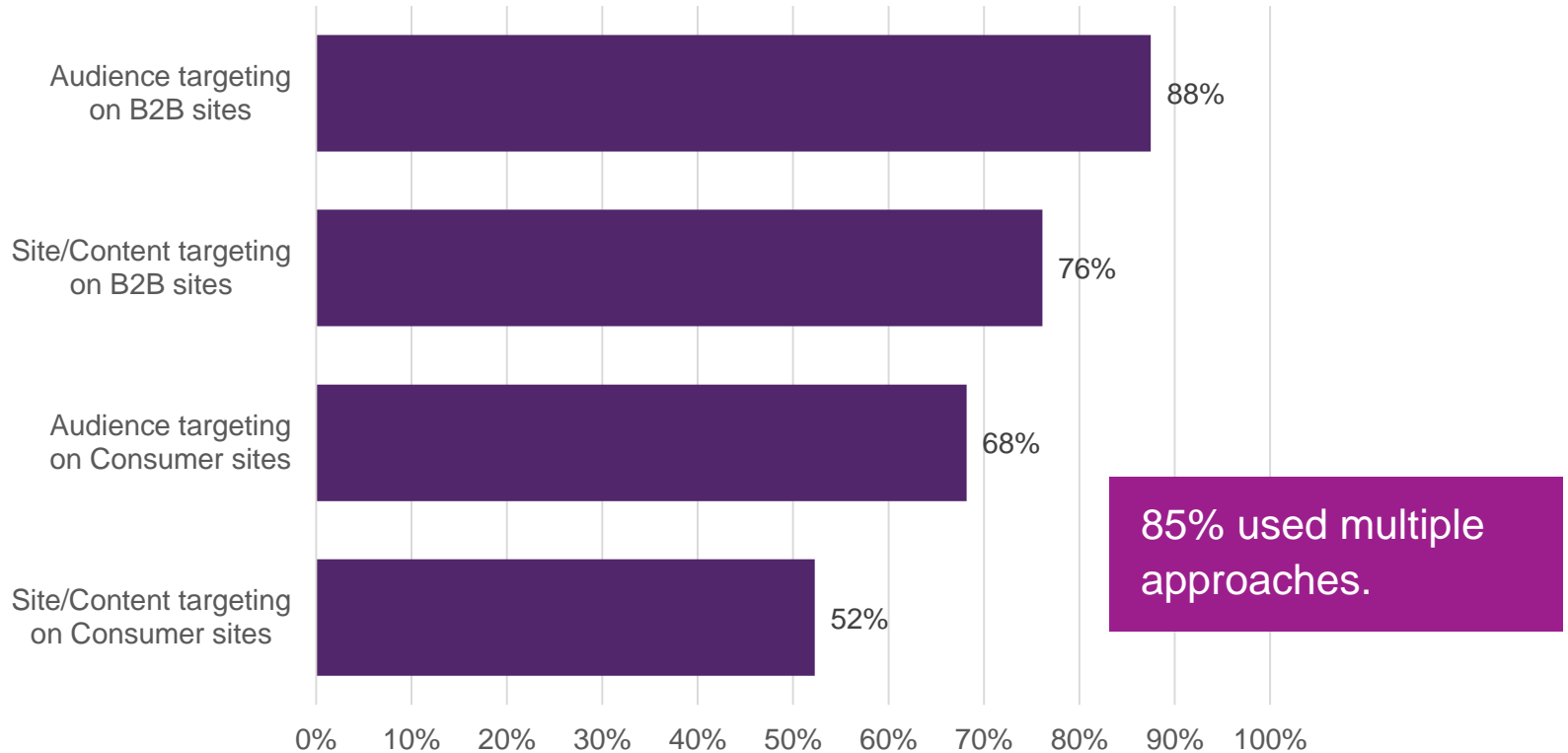
Automated Guaranteed / Programmatic Direct

Average Use of Programmatic



N=88
(those who bought digital display advertising programmatically for B2B campaigns)

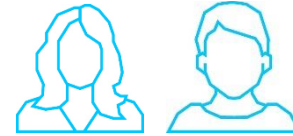
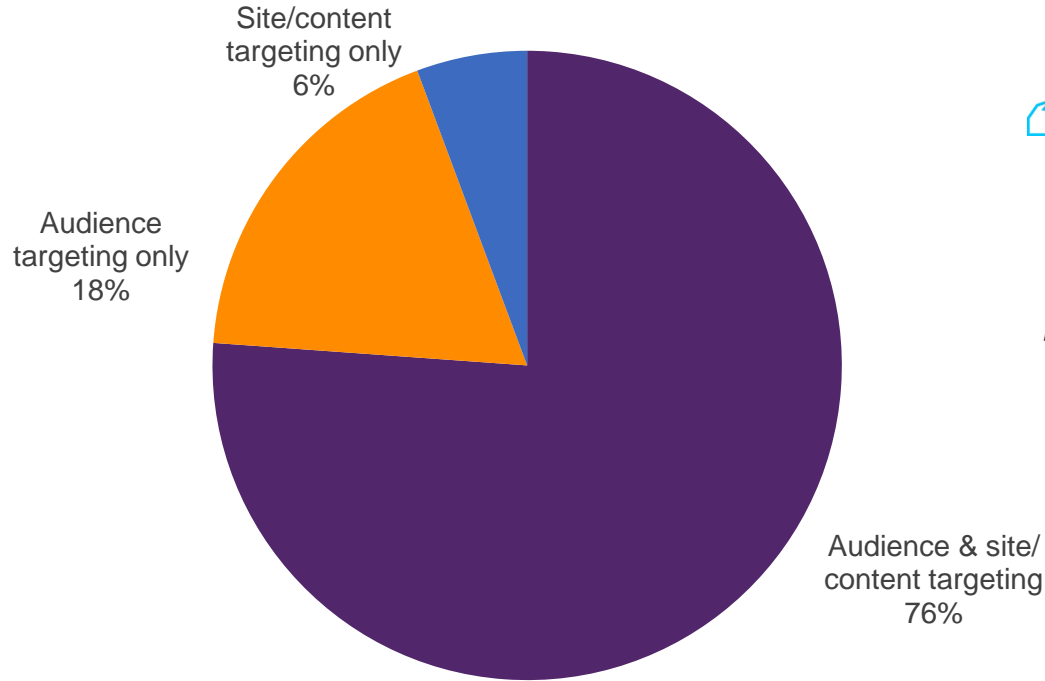
Approaches Used by Survey Respondents for B2B Campaigns



N=88

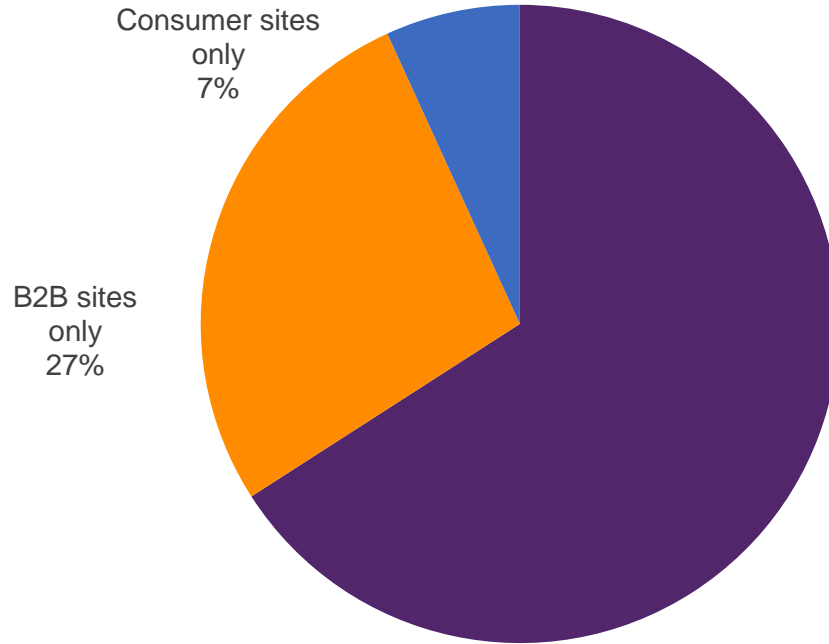
(those who bought digital display advertising programmatically for B2B campaigns)

76% Use Both Audience and Site/Content Targeting for B2B



“With B2B it is way more targeted, and audiences are smaller. You should be mixing the programmatic with the site direct buys to reach the right people.”

66% Use Both B2B and Consumer Sites When Buying B2B



...we still reach the B2B via consumer sites

...I find it is much easier to hit my target audience through a variety of different sources.

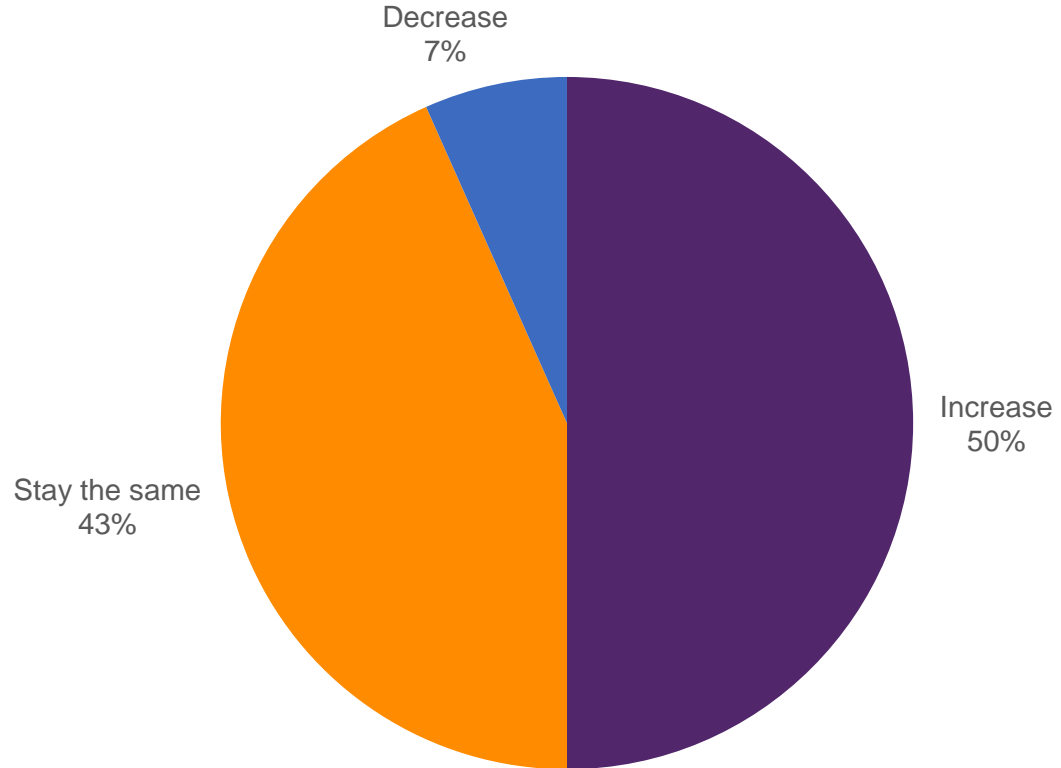
B2B &
Consumer sites
66%

N=88
(those who bought digital display advertising programmatically for B2B campaigns)

Expected Change in % of Annual Budget Bought Programmatically

50% expect that the percent of their B2B digital display advertising budget bought programmatically **will increase from 2015 to 2016.**

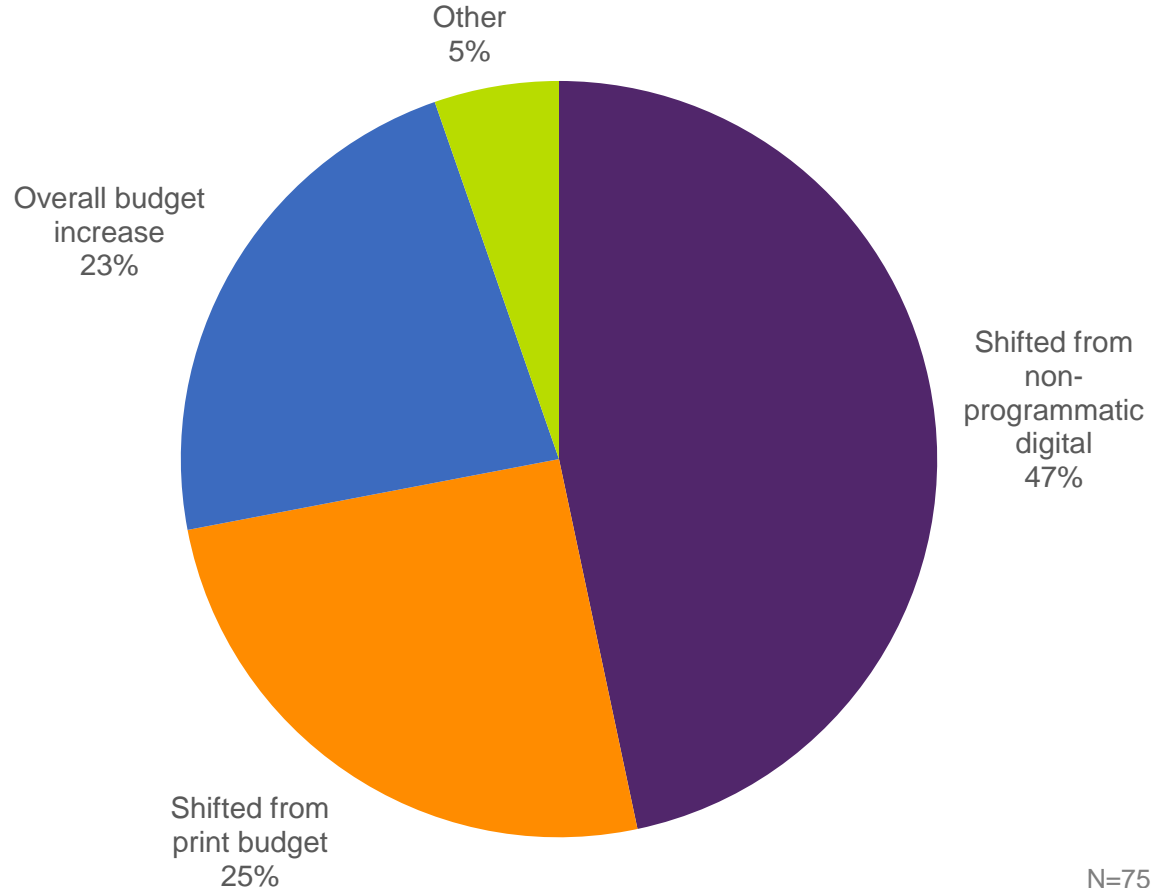
On average, among those that expect an increase, respondents expect to see an **increase of 11%.**



N=150

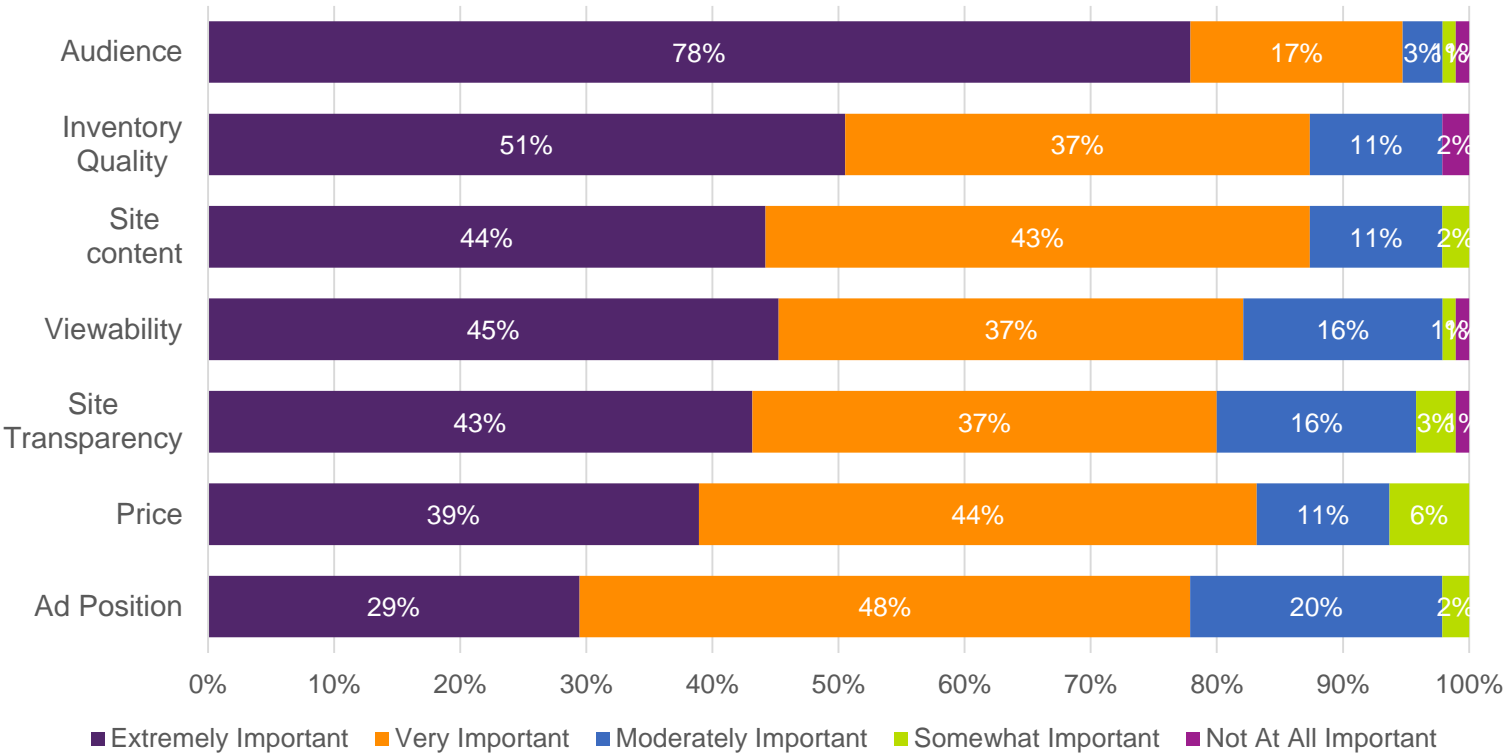
Source of Increase for 2016 B2B Programmatic Buying Budget

For respondents expecting an increase in the percent of their B2B digital display advertising budget bought programmatically, **almost half (47%) report the increase will be shifted from non-programmatic digital.**



How do they evaluate
their options?

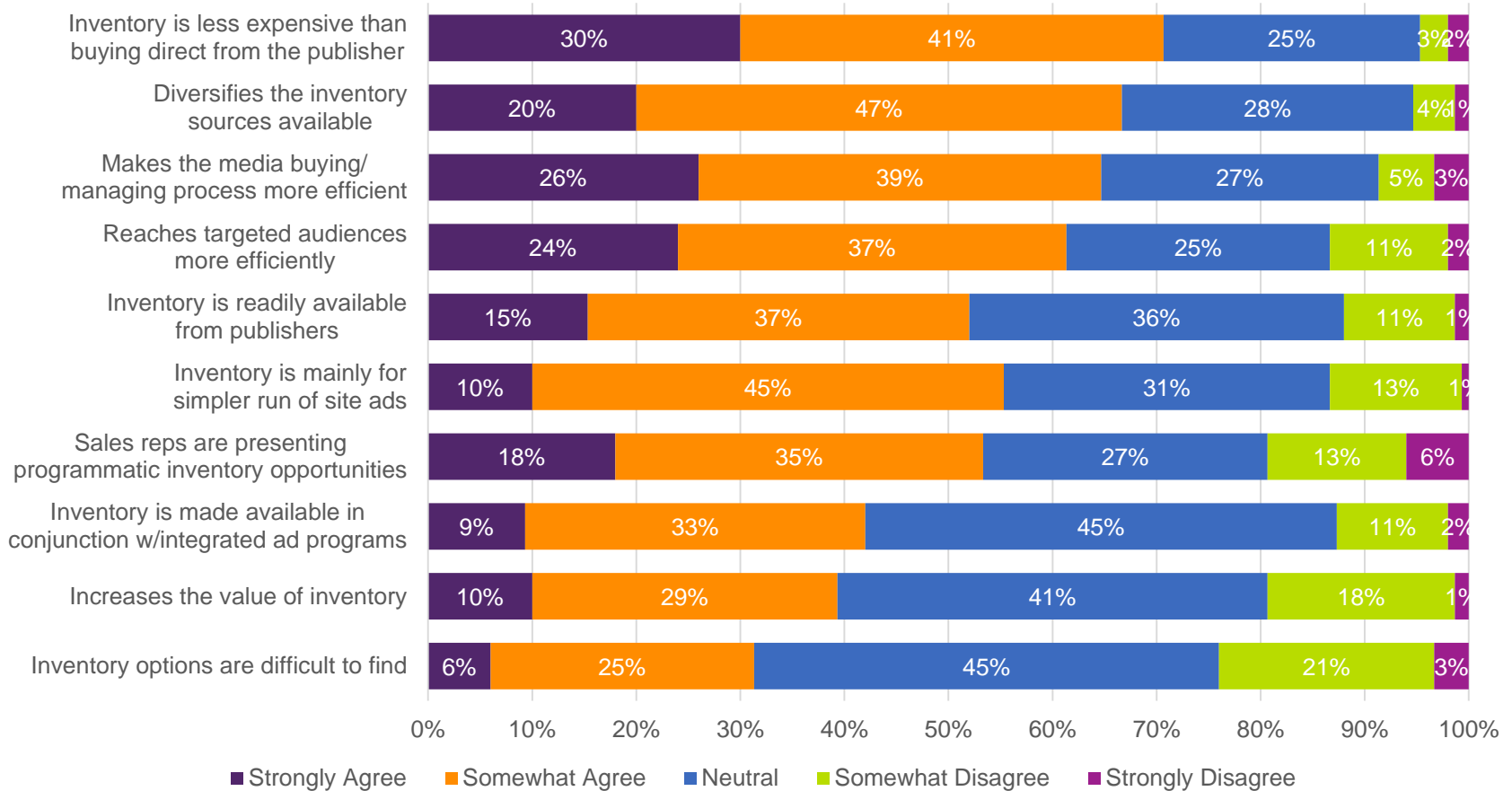
Importance of B2B Programmatic Evaluation Criteria



Inventory quality. Clients want their ads on relevant and premium sites.

Finding the audience...ensuring audience size is large enough for an effective campaign

Opinions About B2B Programmatic Buying



N=150

Biggest Challenges Around Buying B2B Programmatic

*“Targeting as well as if you are going through a publisher directly. The publishers have the highly qualified data, so unless you are able to get that data to target, you have to settle for lookalikes, the Blue Kai's of the world having close to that segment, or behavior oriented targeting. **Sometimes it's worth the waste for the cost**, or being able to extend your reach outside of the vertical sites...”*

*“Insuring the target audience is **truly reachable and at scale in order to make programmatic worthwhile**. ...'Agriculture' isn't a target - we're wanting to get much more granular and at times - their **offering isn't targeted enough** or at the end of the day, **not large enough to meet their minimum spend levels**.”*

Does this sound familiar?

What are you doing about it?

Thank you

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About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at www.kantarmedia.com