



# IAB EUROPE BUYERS SURVEY ON DIGITAL ADVERTISING QUALITY JULY 2022

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## THE SURVEY

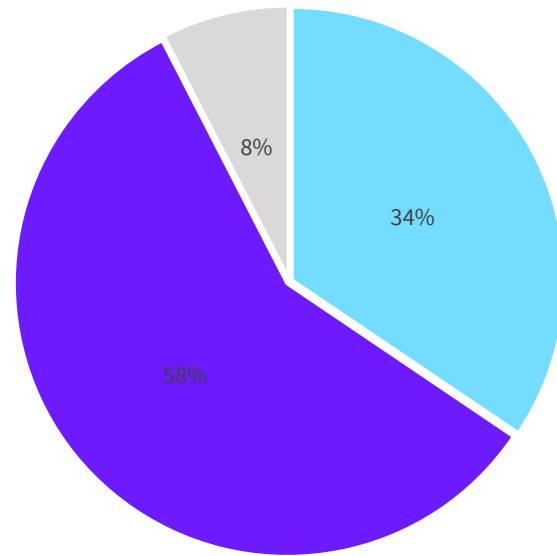
This new survey asked brands/agencies about the following:

- The importance of key issues faced when buying digital advertising
- Attitudes towards quality standards in both markets with and without a scheme
- The drivers of buying digital advertising
- Understand if quality standards provide value to advertisers and agencies in purchasing decisions

# RESPONDENT BREAKDOWN

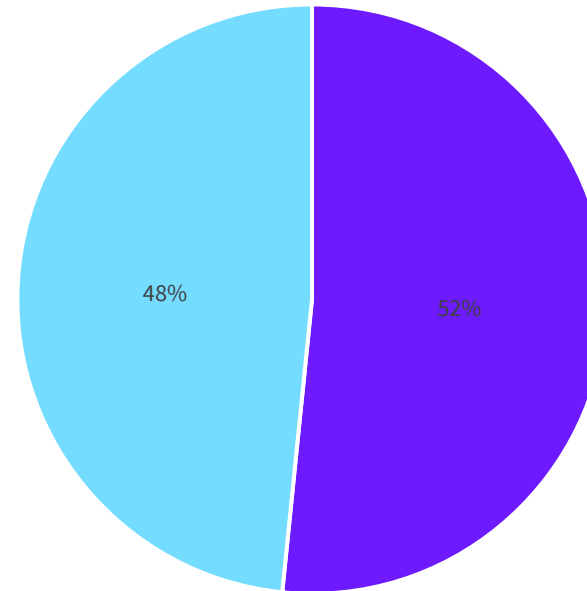
119 Respondents in total from across Europe

Type of company  
■ A Brand ■ An agency ■ Other (please specify)



Respondents from country with or with out scheme

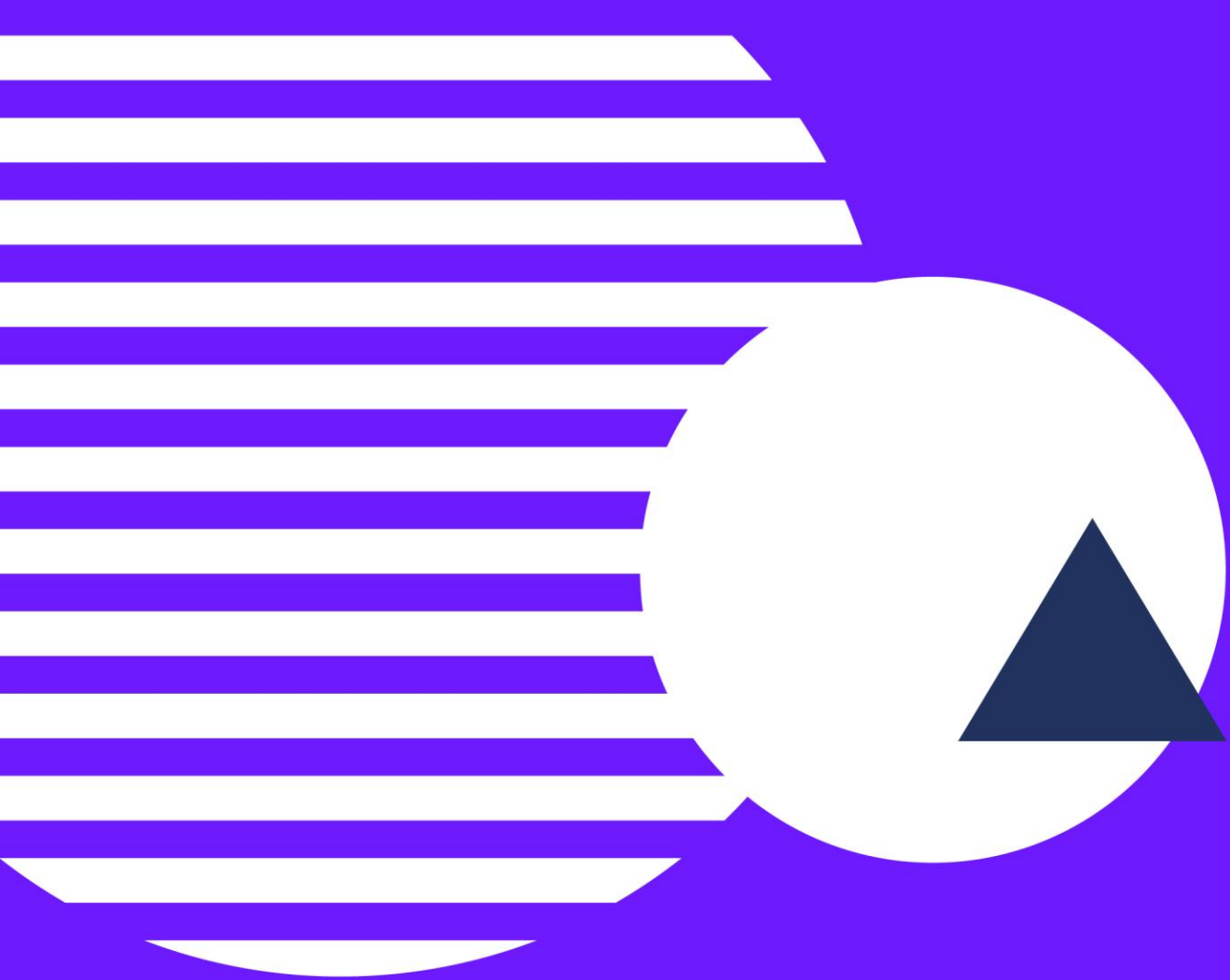
■ With Scheme ■ With Out Scheme



# SUMMARY

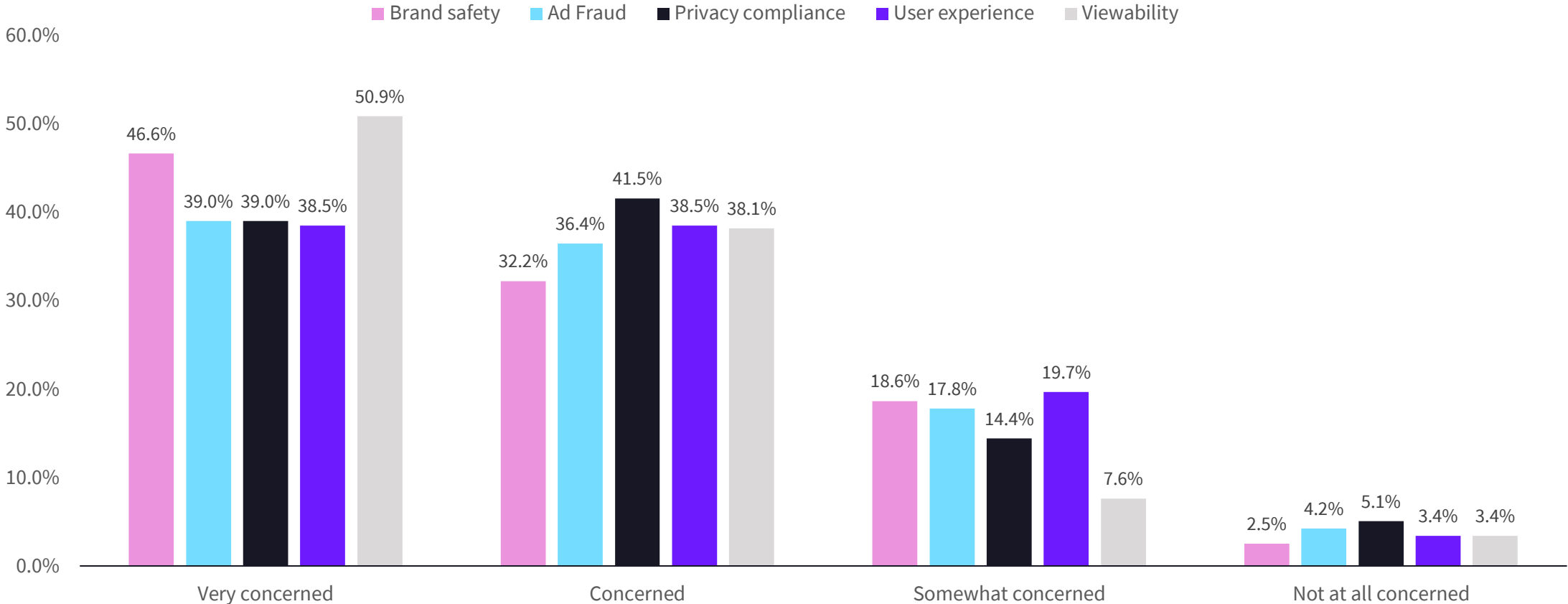
- Brand safety and viewability are the most important issues faced
- Nearly all buyers agree that buying a quality media environment is important
- Majority are willing to pay a premium for high quality inventory
- 92% prefer buying with suppliers that adhere to industry standards
- Three quarters check if a media owner adheres to industry standards before buying with them

*NB: we refer to markets with and without a national quality scheme throughout the research. A 'scheme' includes standards such as the IAB UK Gold Standard, IAB Poland QUALID and Digital Ad Trust in France.*



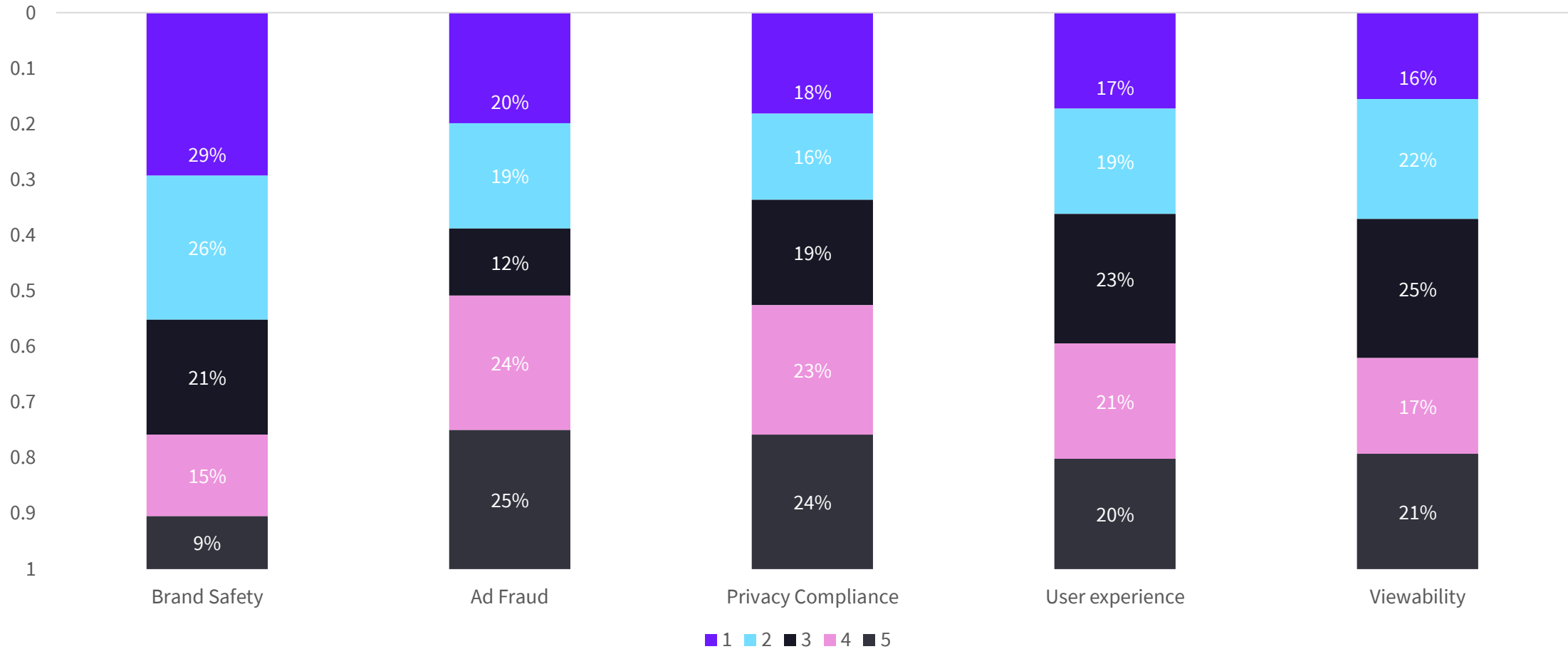
# QUALITY CONCERNS IN DIGITAL ADVERTISING

# WHEN BUYING DIGITAL ADVERTISING VIEWABILITY AND BRAND SAFETY ARE CONSIDERED BIGGEST CONCERNS



Q: When buying digital advertising please let us know how concerned you are about the following challenges?

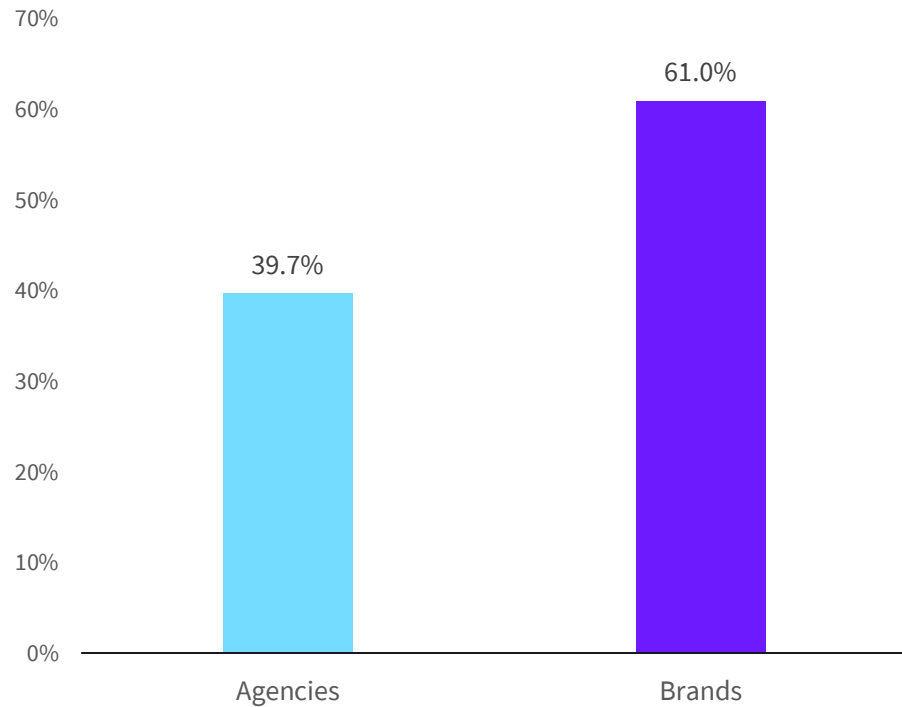
# WHEN ASKED TO RANK CONCERNS, BRAND SAFETY AND VIEWABILITY REMAINED TOP 2



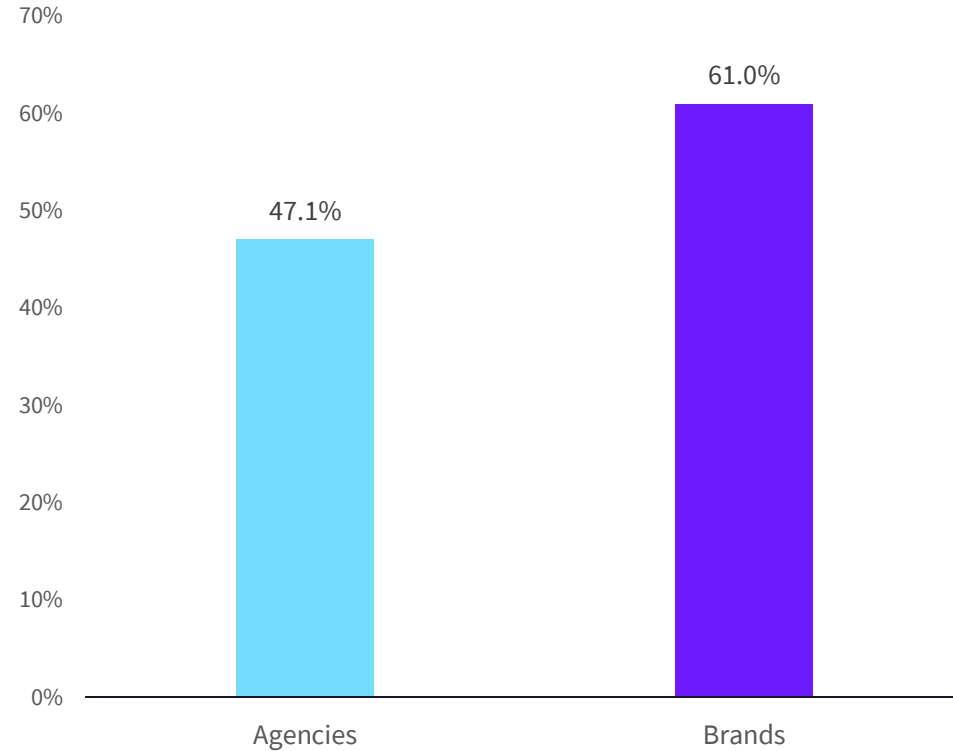
Q: Please prioritise these challenges from 1st to 5th (with 1st being the challenge you are most concerned about and 5th the least)

# BRANDS MORE CONCERNED ABOUT BRAND SAFETY AND VIEWABILITY THAN AGENCIES

Responded 'Very Concerned' about Brand Safety



Responded 'Very Concerned' about Viewability

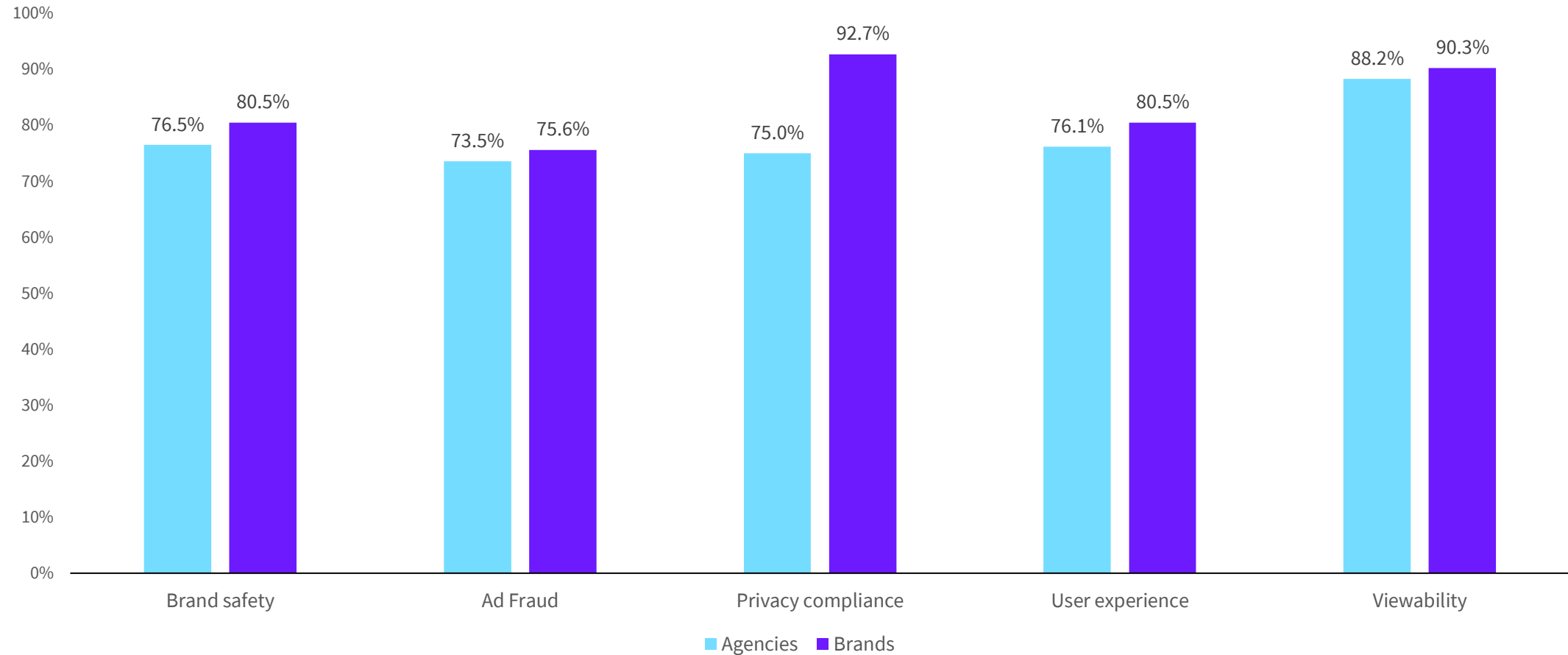


Q: When buying digital advertising please let us know how concerned you are about the following challenges?



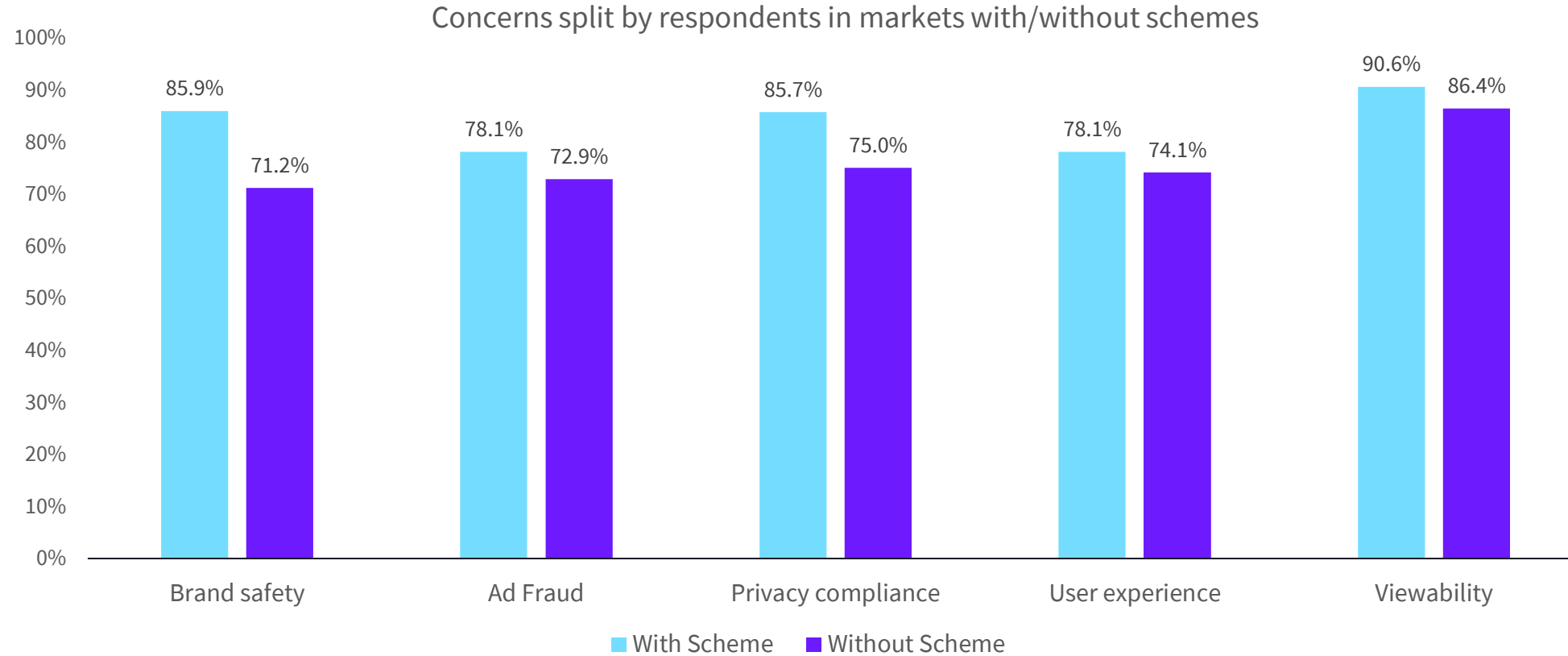
# BRANDS VS AGENCIES ON QUALITY CONCERNS

Concerned or Very Concerned about specific issues faced in digital advertising



Q: When buying digital advertising please let us know how concerned you are about the following challenges?

# BUYERS IN MARKETS WITHOUT SCHEME LESS CONCERNED ABOUT ALL QUALITY ISSUES



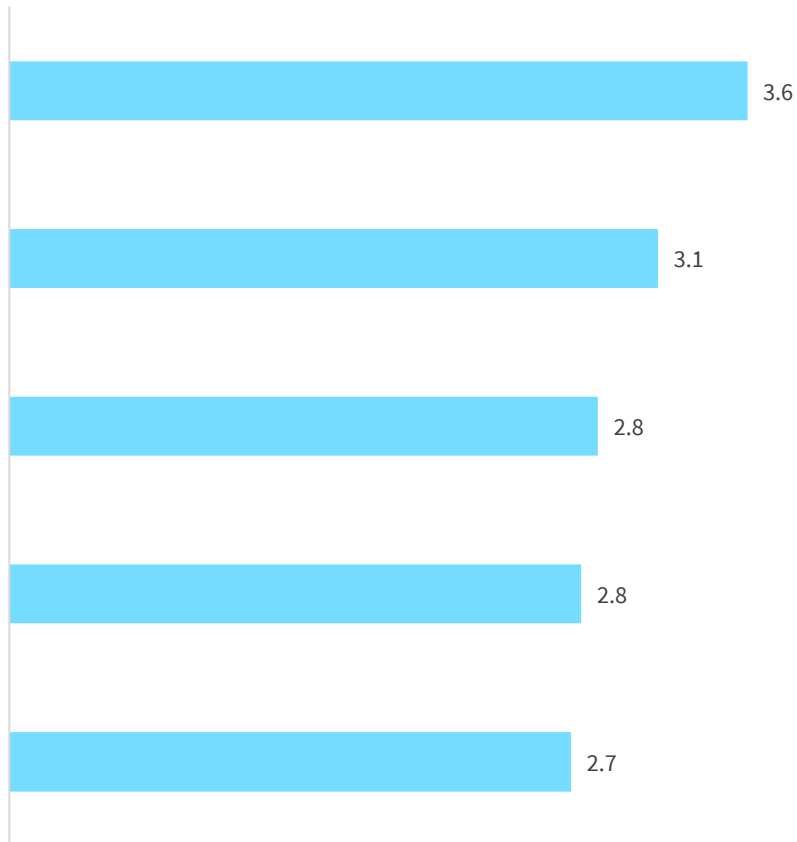
Q: When buying digital advertising please let us know how concerned you are about the following challenges?

Markets with a national quality scheme - UK, France, Poland, Germany, Sweden, Ireland, Italy

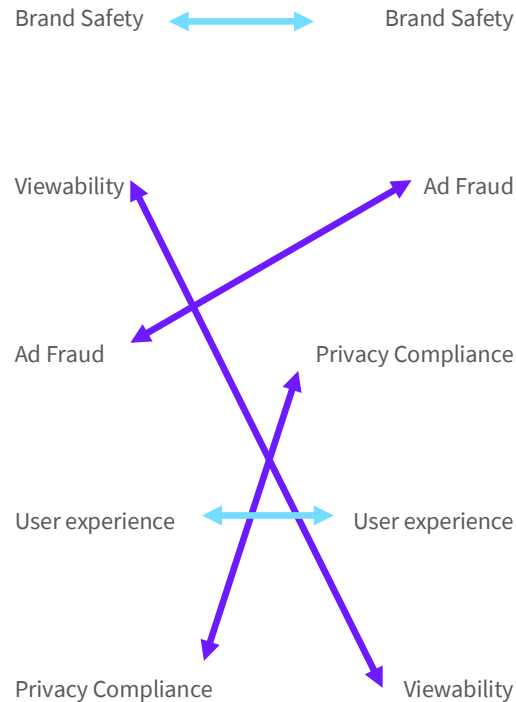
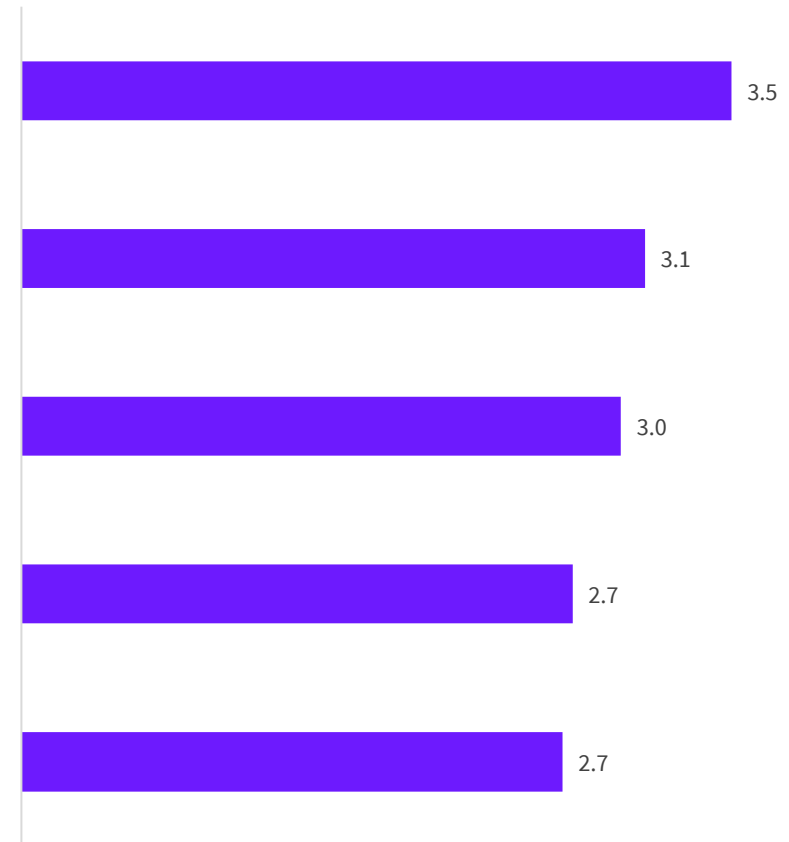
Markets without a scheme - Austria, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Greece, Hungary, Macedonia, Netherlands, Norway, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, Turkey, Ukraine

# RANKING CONCERNS FOR MARKETS WITH AND WITHOUT SCHEME

Markets with Scheme ranking of concerns



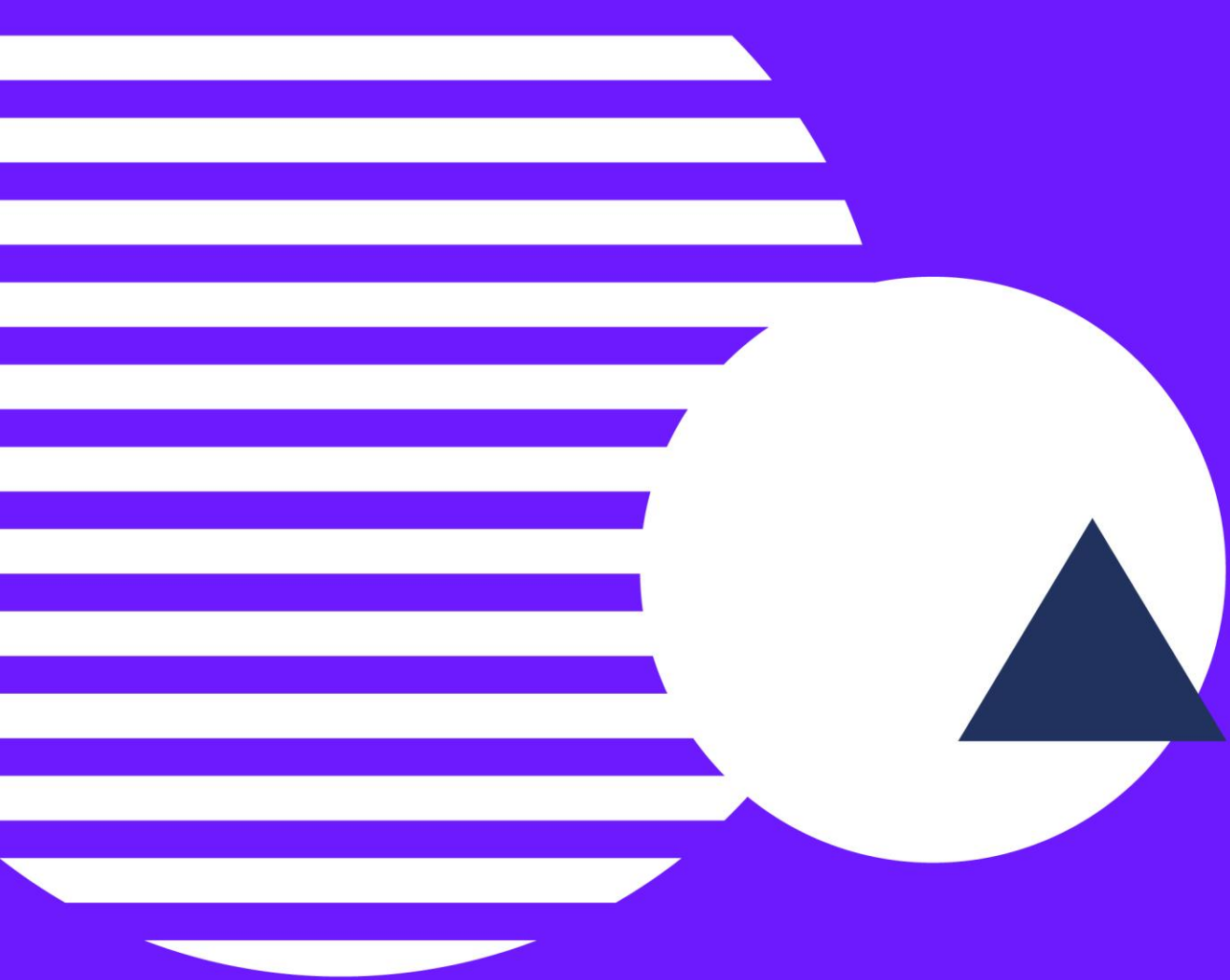
Markets without Scheme ranking of concerns



Q: When buying digital advertising please let us know how concerned you are about the following challenges?

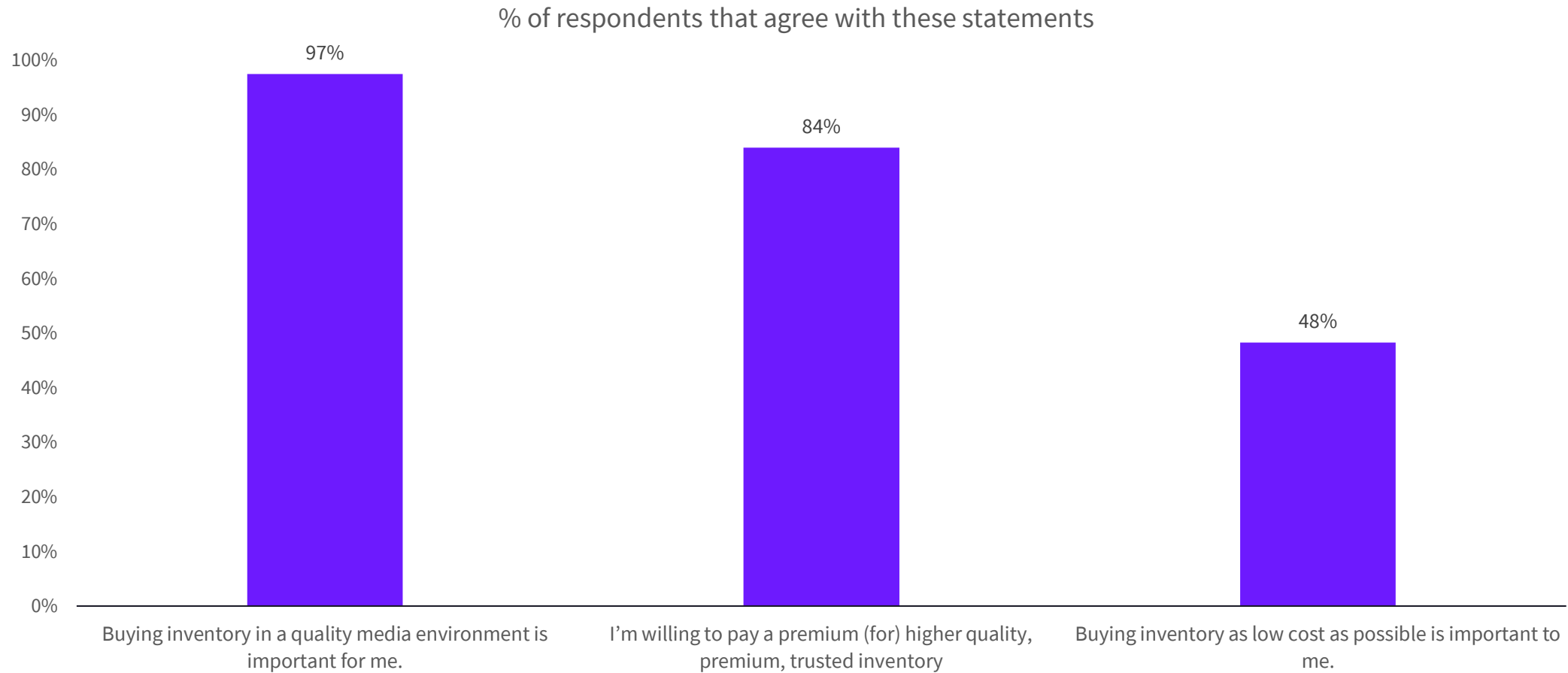
Markets with a national quality scheme - UK, France, Poland, Germany, Sweden, Ireland, Italy

Markets without a scheme - Austria, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Greece, Hungary, Macedonia, Netherlands, Norway, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, Turkey, Ukraine



# ROLE OF STANDARDS AND BUYING QUALITY AD INVENTORY

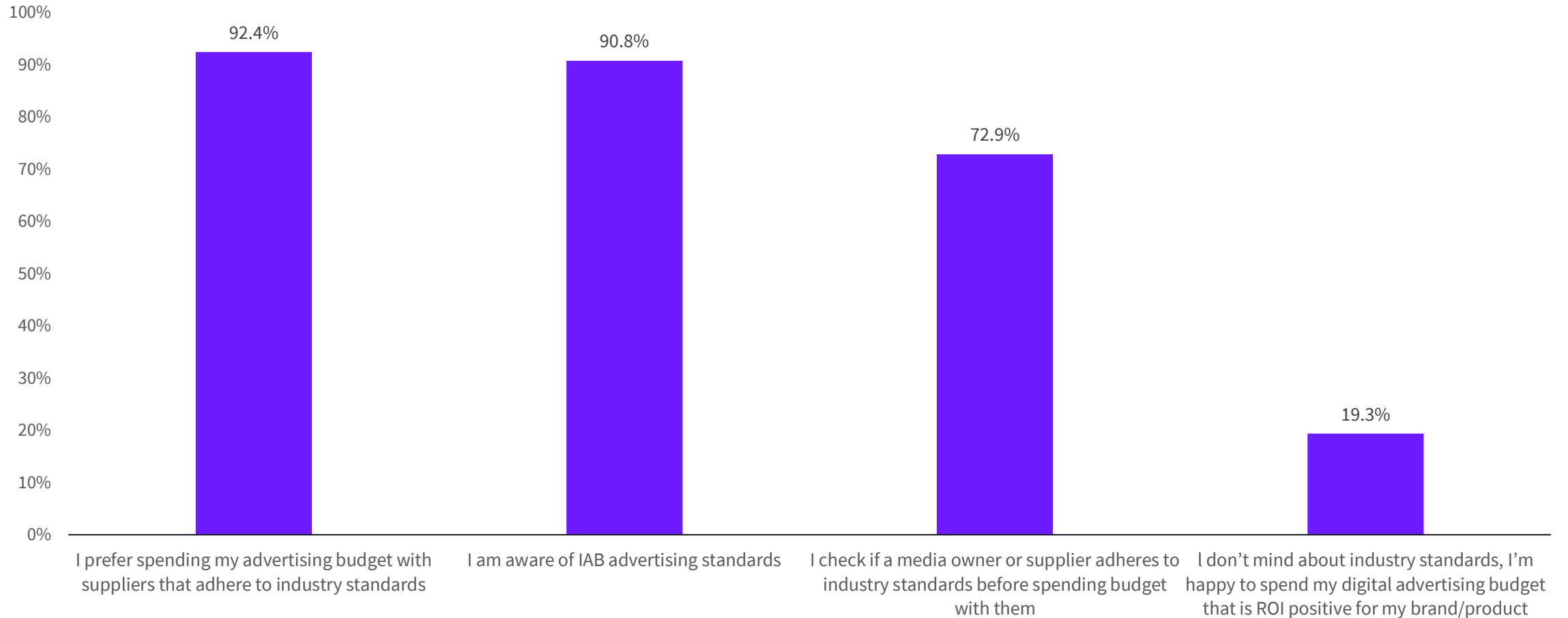
# RESPONDENTS WILLING TO PAY FOR QUALITY AD INVENTORY



Q; Please let us know the extent to which you agree or disagree with the following statements

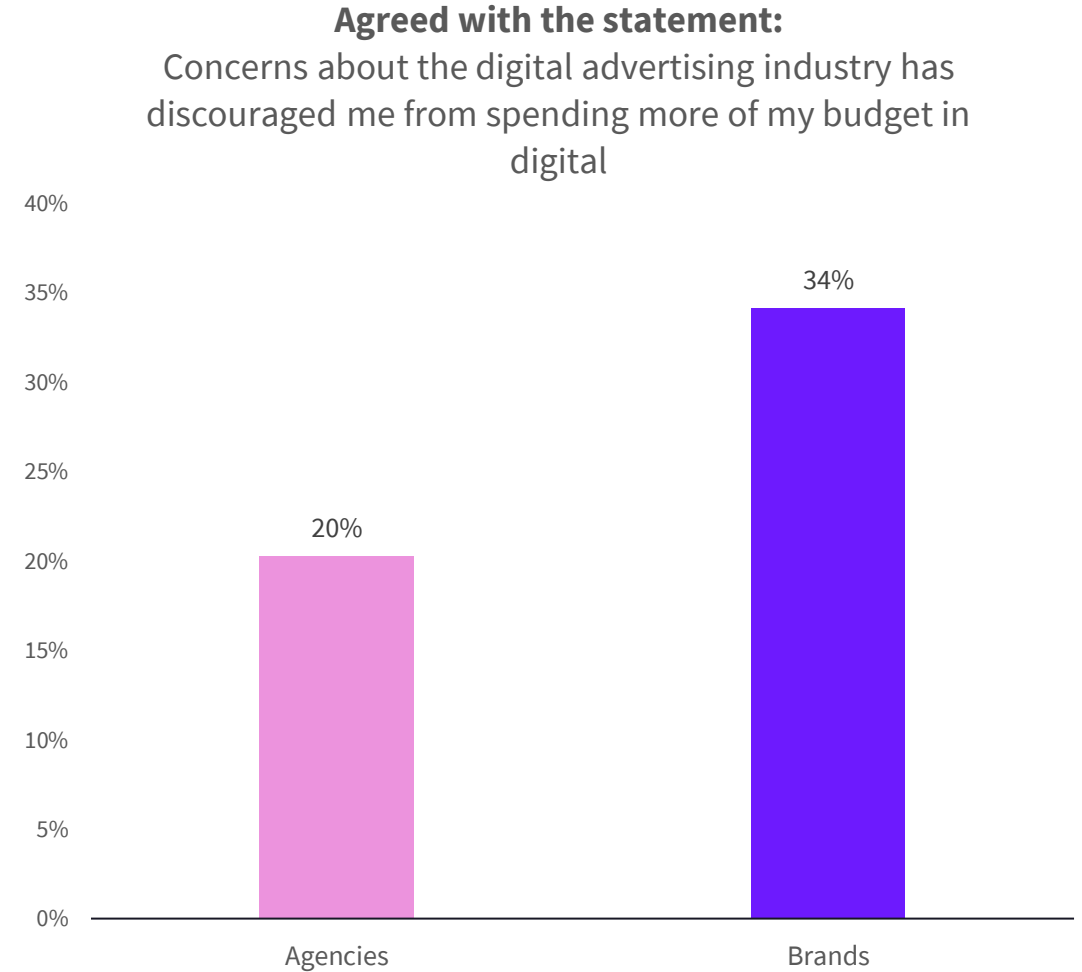
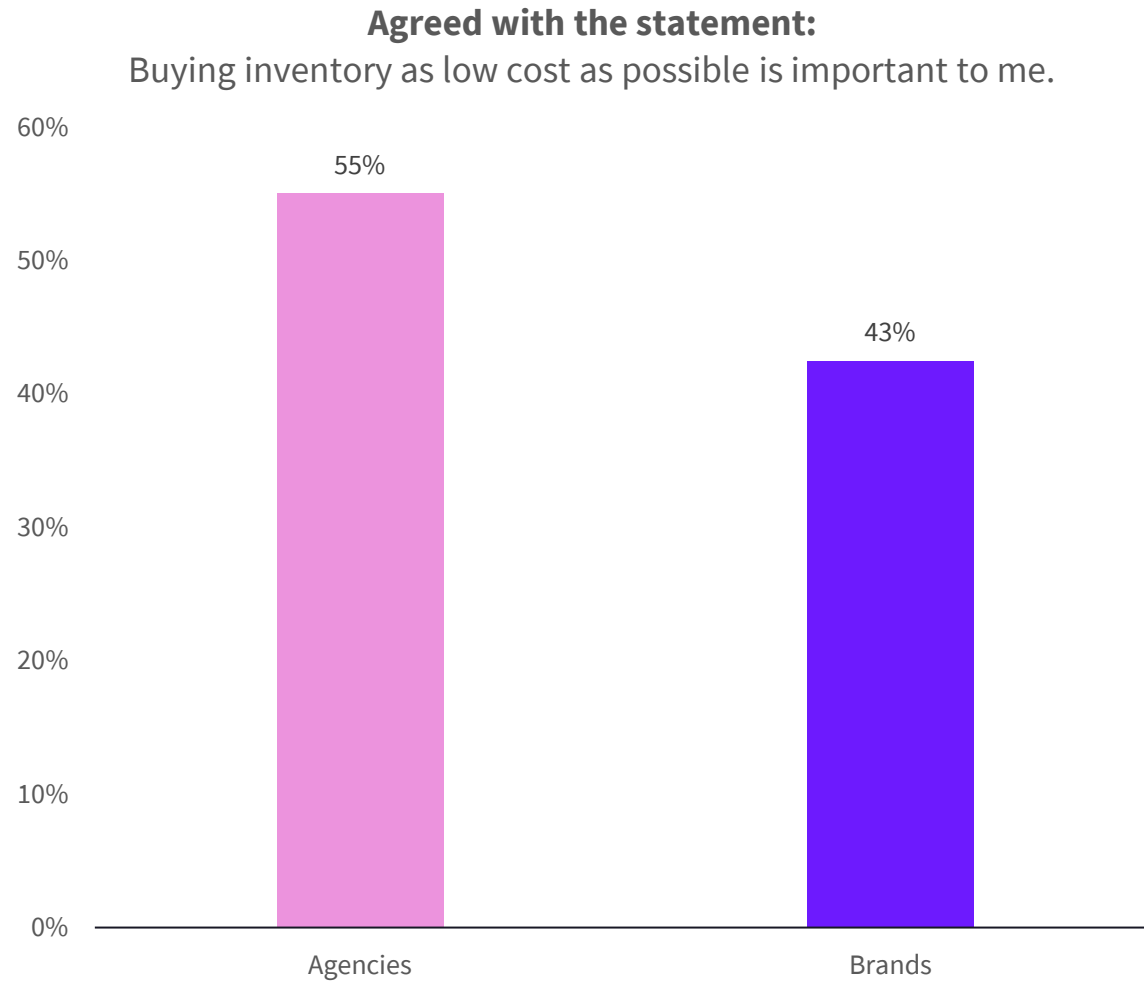
# BUYERS ARE AWARE AND WANT INDUSTRY STANDARDS FOR QUALITY ISSUES

% of respondents that agree with these statements



Q; Please let us know the extent to which you agree or disagree with the following statements

# AGENCIES VS BRANDS ATTITUDES TO BUYING DIGITAL ADVERTISING

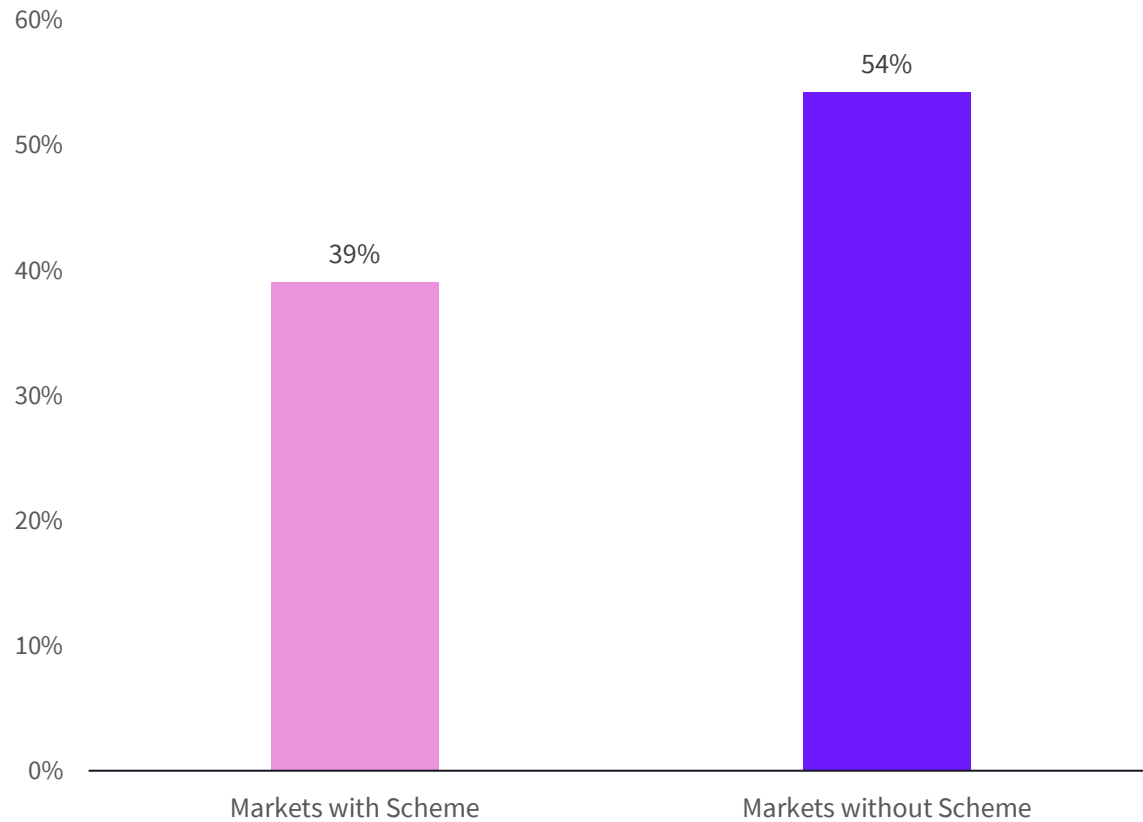


Q; Please let us know the extent to which you agree or disagree with the following statements

# STATEMENTS THAT VARIED BETWEEN MARKETS WITH AND WITHOUT A SCHEME

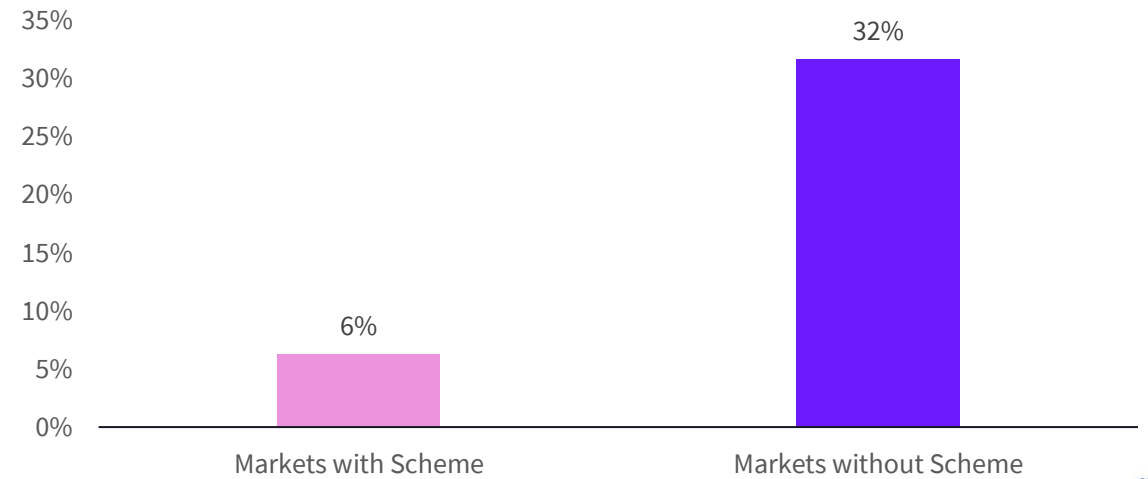
## Agreed with the statement:

Buying inventory as low cost as possible is important to me.



## Agreed with the statement:

I don't mind about industry standards, I'm happy to spend my digital advertising budget (anywhere) that is ROI positive for my brand/product

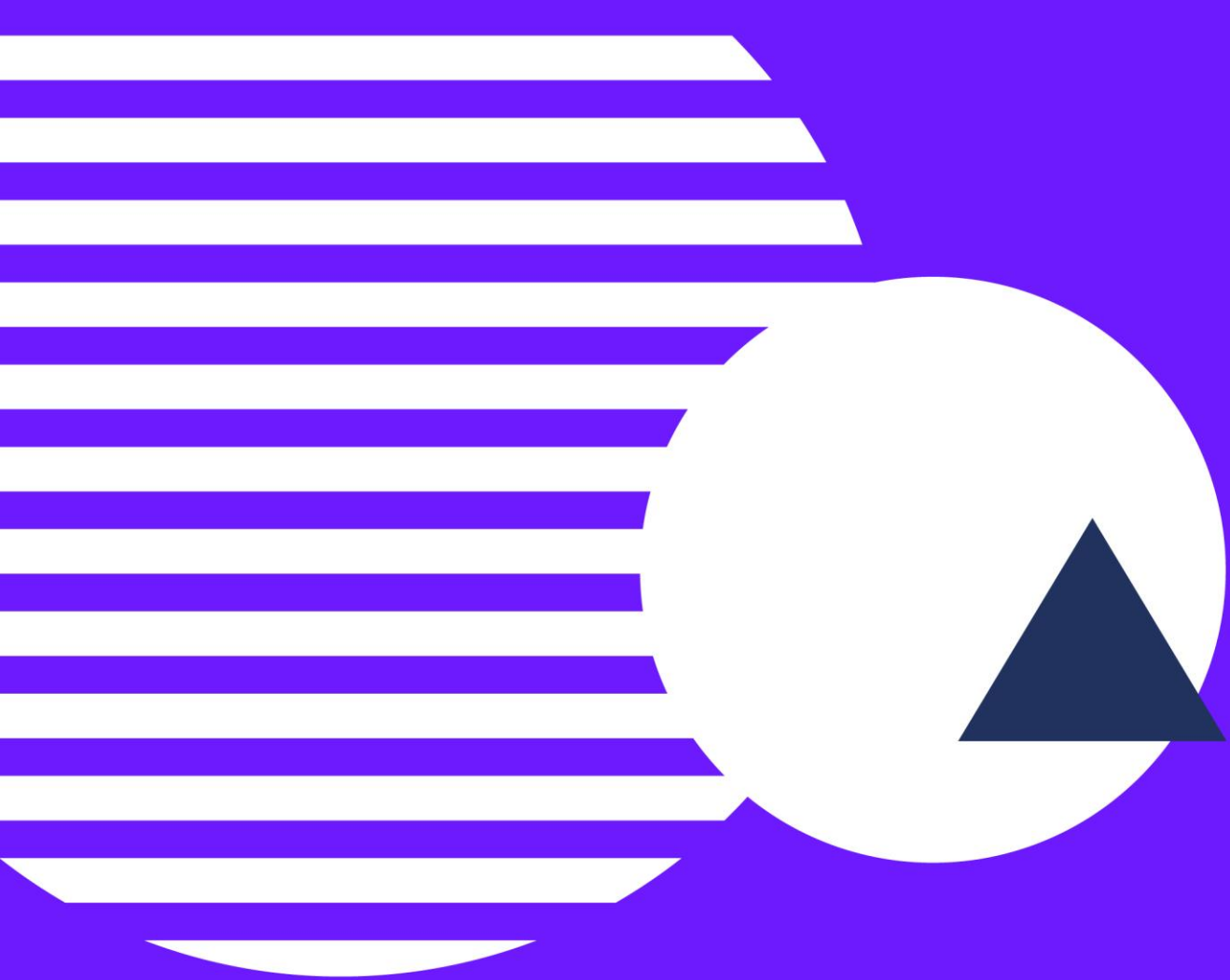


Q; Please let us know the extent to which you agree or disagree with the following statements

Markets with a national quality scheme - UK, France, Poland, Germany, Sweden, Ireland, Italy

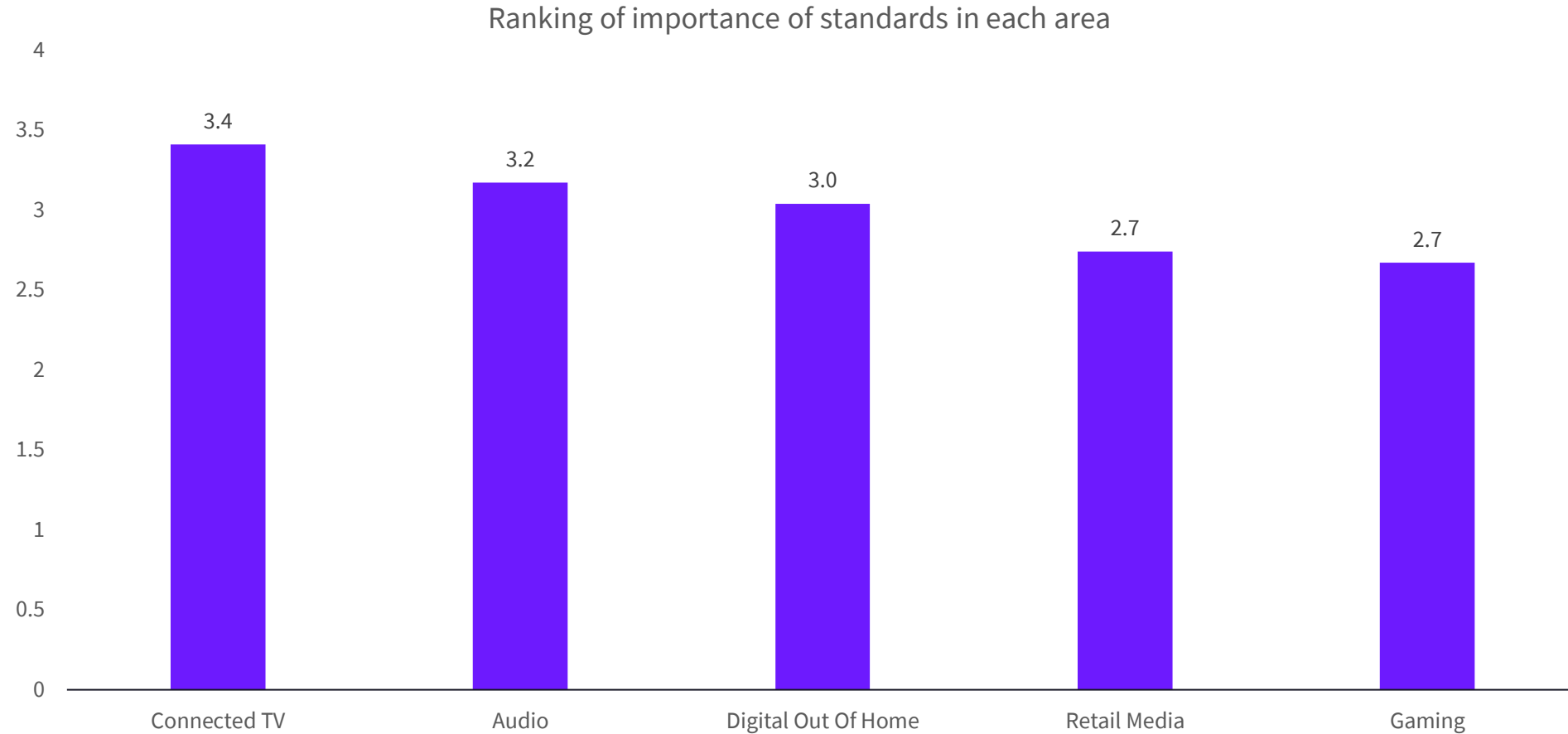
Markets without a scheme - Austria, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Greece, Hungary, Macedonia, Netherlands, Norway, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, Turkey, Ukraine





## AREAS TO FOCUS ON

# CTV AND AUDIO ARE CONSIDERED THE AREAS MOST IN NEED OF DEVELOPMENT OF STANDARDS



Q; On a scale of 1 - 5 (with 5 being important and 1 being not important) how important do you think the development of standards in each of these new areas is?

# PRIVACY, COOKIES AND ATTENTION OTHER KEY CHALLENGES



Q; Is there anything else regarding challenges in digital advertising or industry standards that you want to share with us (for example a challenge that you think the industry isn't doing enough about and should focus on)

# CONTACT

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