

# IPA Digital Media Group Digital Media Owners Image Survey Autumn 2015



IPA Digital Media Owners Survey  
Autumn 2015

# Research Methodology

- Fieldwork for the survey was undertaken between September 10<sup>th</sup> and October 1<sup>st</sup> 2015.
- Digital planners, strategists and buyers in media agencies and digital specialists were invited to take part in the online survey by email.
- Respondents were selected by an intermediary within selected agencies according to their perceived knowledge of the sector – 305 survey responses were received.
- In this latest edition of the research, respondents were first asked to indicate which of the media owners they had a trading relationship with. They were then asked to rate only those owners against a set of 14 image attributes on a 7 point scale from strongly agree to strongly disagree.
- In the analysis that follows **Don't know** and **Not applicable** responses have been removed so that a fair comparison between media owners can be made.

# Key findings

## Overall “Grand Prix”

- Auto Trader leads the overall “Grand Prix” category regarding agencies’ overall experience of dealing with media owners, with a score of 87.2%. Along with Collective, Media IQ, and Quantcast it is one of 4 media owners to achieve a score in excess of 80%.
- An additional 9 media owners achieved a score in excess of 70% with the highest of these Radium One at 79.2%.
- Only 1 media owner, Sky Digital Media, achieved a score of less than 50%.
- Media IQ leads [Ad Networks, Exchanges & Sales Houses](#) with a score of 85.0% while MailOnline/Associated leads the [crossover media](#) category with a score of 77.7%.

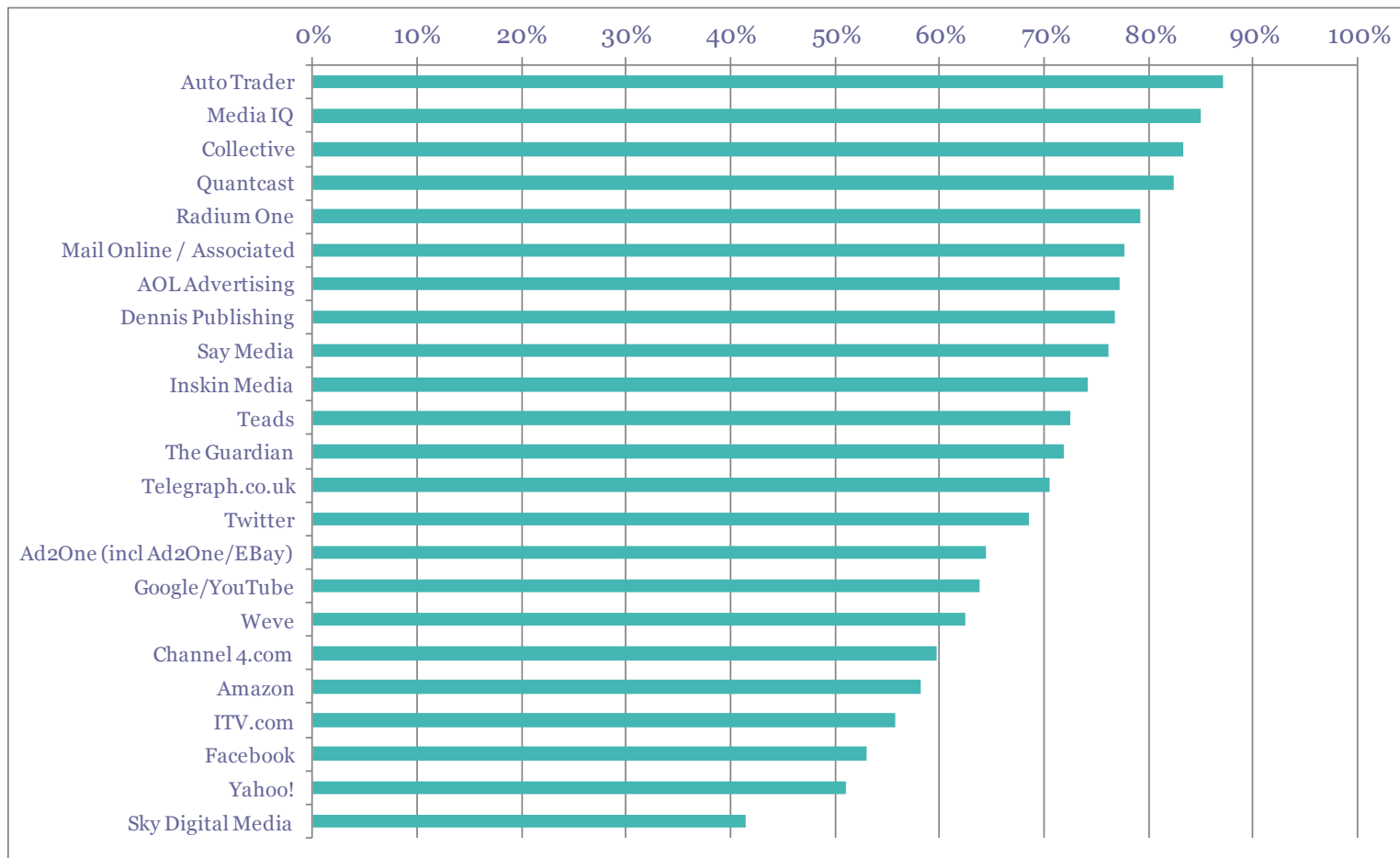
## Key findings

- In addition to the overall “Grand Prix”, Auto Trader leads in 4 other categories (Dispute Resolution, Ease of Contact, Client Communication and Post-campaign Support).
- Collective leads in 3 categories (Response to Brief, Provision of Innovative/Creative Solutions, and Identification of New Opportunities), as does Quantcast ( Understanding of Own Products , Understanding of Client Objectives/Strategies and Regular Contact) while Media IQ (Agency /Media Agency Partnership and Mid-campaign Support) leads in 2 .
- Telegraph.co.uk leads the other cross-over media owners in demonstrating a good understanding of how cross-media opportunities can be exploited.
- Auto Trader has seen an improvement of 10 percentage points or more across 5 categories, while Radium One and Channel 4.com have seen an improvement of 5 percentage points or more across 4 categories.
- At the other extreme Sky Digital Media has declined by 10 percentage points or more across 8 categories, while Twitter has seen a similar decline across 4.

# My overall experience of dealing with this supplier is a good one

## Autumn 2015

% agree strongly/agree



# My overall experience in dealing with this supplier is good

## Ad Networks, Exchanges & Sales Houses

### Autumn 2011 – Autumn 2015

	Autumn '11	Spring '12	Autumn '12	Spring '13	Autumn '13	Spring '14	Autumn '14	Spring '15	Autumn '15
	%	%	%	%	%	%	%	%	%
MEDIA IQ								74.3	85.0
COLLECTIVE				78.3	68.0	75.4	81.8	79.6	83.3
QUANTCAST								80.8	82.4
RADIUM ONE								73.9	79.2
SAY MEDIA				83.1	75.4	80.8	78.1	81.7	76.2
INSKIN MEDIA				83.8	78.9	77.2	75.3	80.0	74.2
TEADS								84.9	72.5
Ad2One (incl Ad2One/EBay)	66.7	67.4	79.8	65.3	72.7	59.2	57.4	-	64.4
WEVE						73.4	67.1	72.0	62.5

# My overall experience in dealing with this supplier is good

## Online Pure Plays

	Autumn '11	Spring '12	Autumn '12	Spring '13	Autumn '13	Spring '14	Autumn '14	Spring '15	Autumn '15
	%	%	%	%	%	%	%	%	%
AUTO TRADER								71.2	87.2
AOL ADVERTISING	71.0	77.5	80.4	80.0	78.7	84.2	78.7	72.7	77.2
TWITTER				72.7	71.7	76.5	79.8	71.1	68.6
GOOGLE /YOUTUBE	51.0	56.9	54.5	59.9	55.3	57.3	54.4	56.0	63.8
AMAZON						52.2	44.7	52.1	58.2
FACEBOOK	68.8	64.0	58.8	51.2	47.0	45.1	54.0	47.2	53.0
YAHOO!	58.6	53.2	68.3	47.5	65.0	65.4	47.5	56.5	51.1

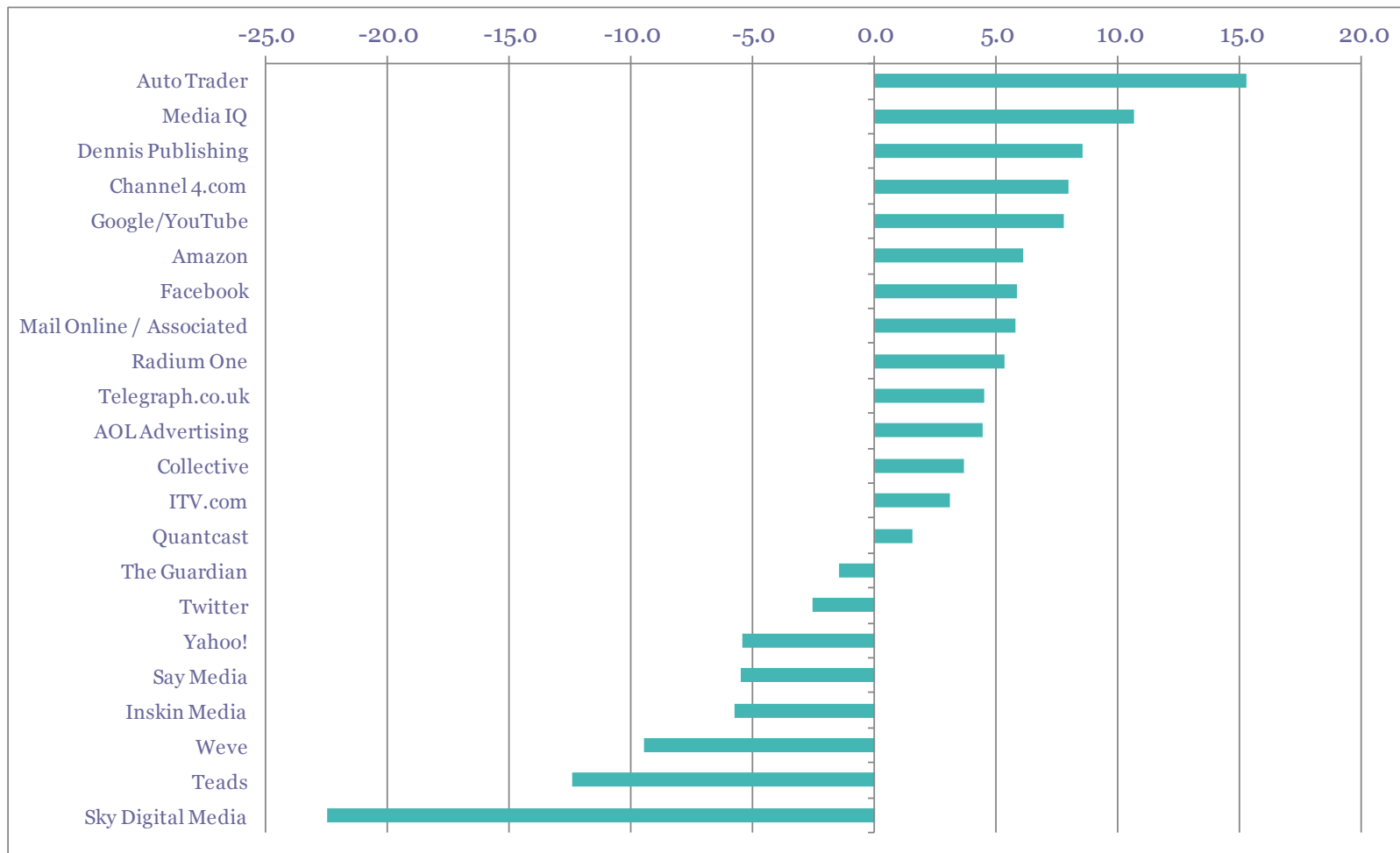
My overall experience in dealing with this supplier is good  
 Crossover Media Owners  
 Autumn 2011 – Autumn 2015

	Autumn '11	Spring '12	Autumn '12	Spring '13	Autumn '13	Spring '14	Autumn '14	Spring '15	Autumn '15
	%	%	%	%	%	%	%	%	%
MAILONLINE/ASSOCIATED						84.4	69.1	71.9	77.7
DENNIS PUBLISHING						83.3	71.4	68.2	76.7
THE GUARDIAN	60.5	58.9	60.0	59.9	68.8	74.2	65.4	73.4	71.0
TELEGRAPH.CO.UK	64.5	70.5	80.6	80.2	76.7	83.0	60.7	66.0	70.5
CHANNEL4.COM	49.4	47.8	52.9	58.3	55.6	55.4	46.9	51.8	59.7
ITV.COM	37.0	33.3	50.9	51.0	56.3	46.2	59.6	52.6	55.7
SKY DIGITAL MEDIA	42.2	52.8	49.1	50.0	65.6	62.3	66.7	63.9	41.4



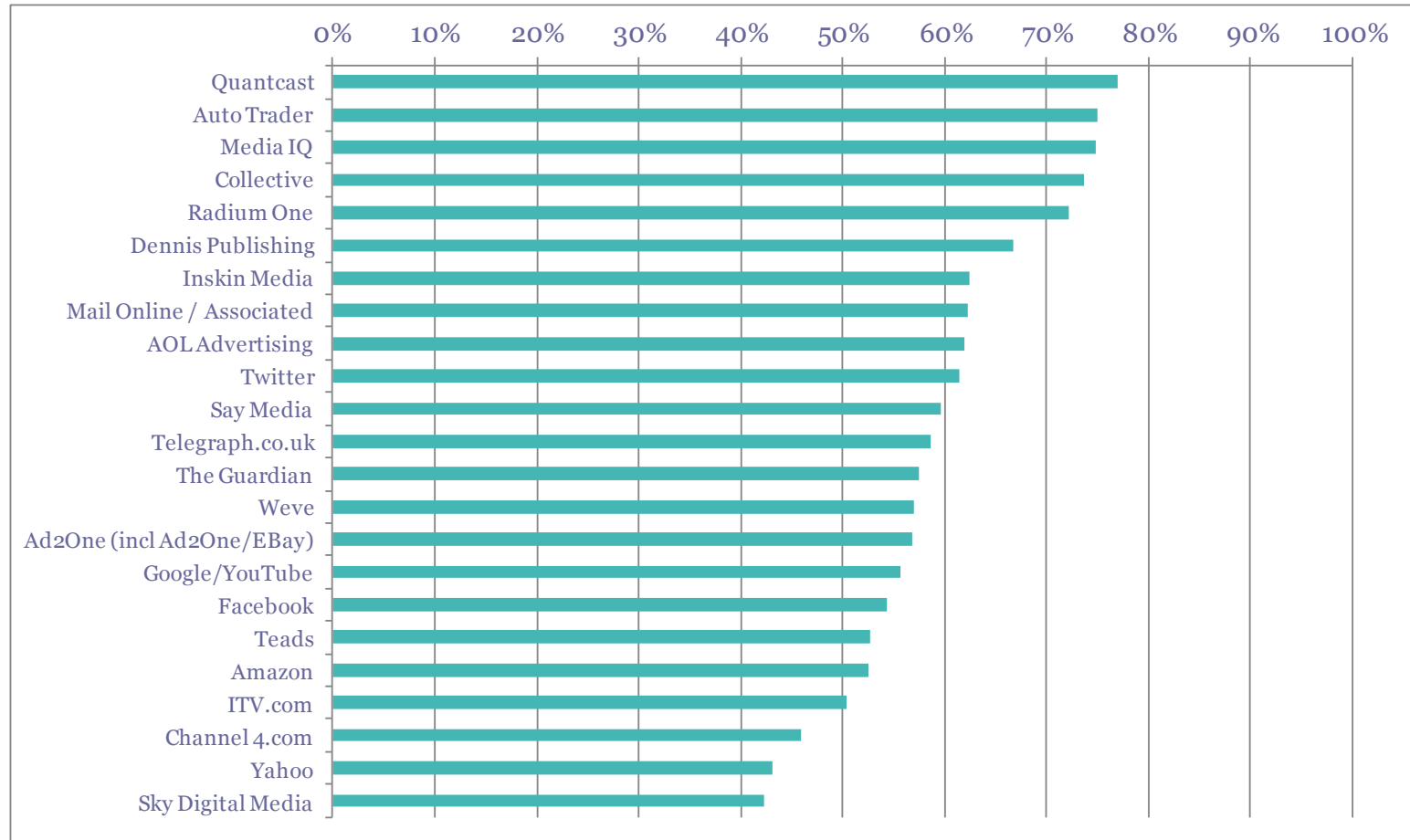
# My overall experience of dealing with this supplier is a good one Autumn 2015 vs. Spring 2015

% points change



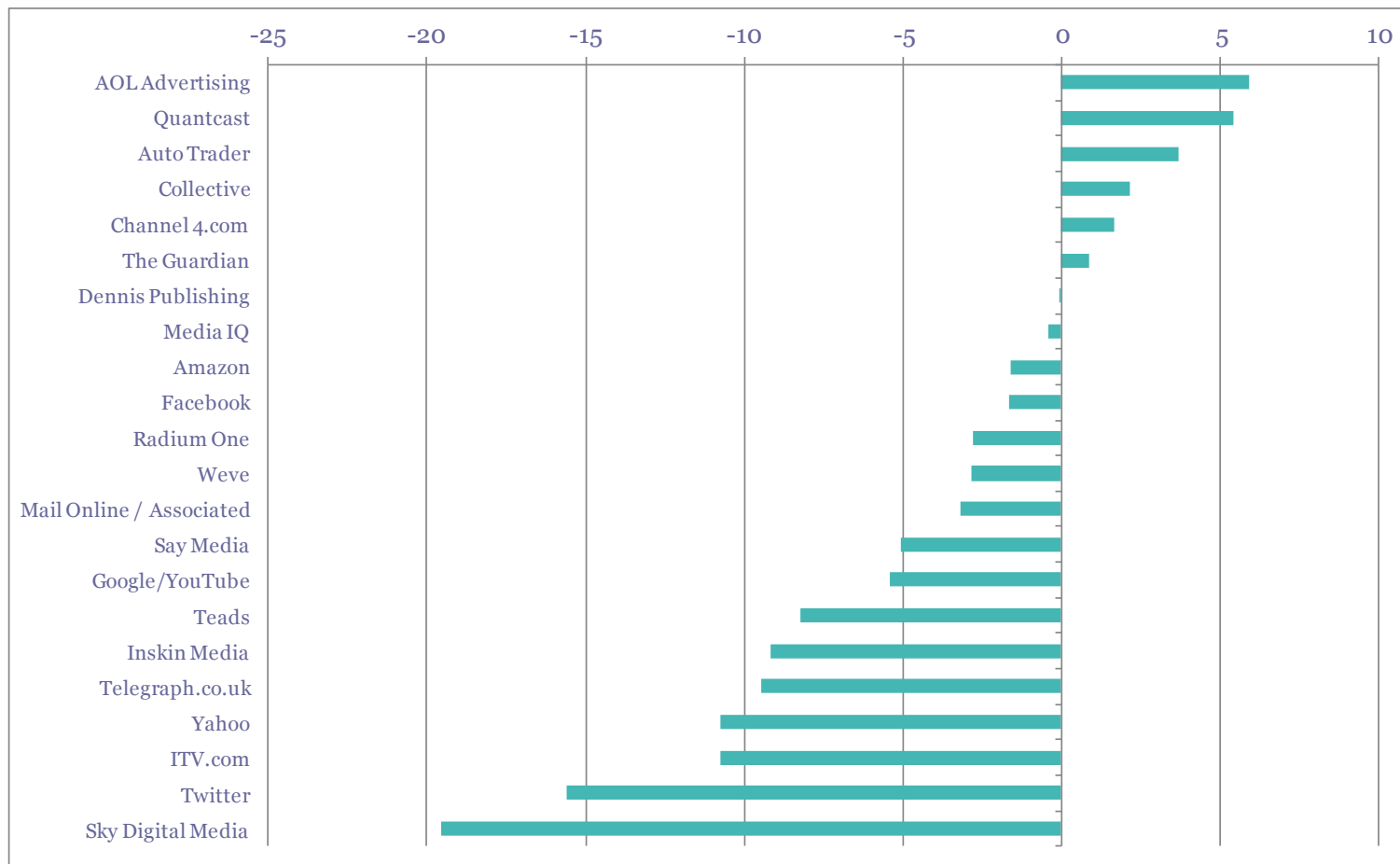
# The sales team understand my client strategies/objectives Autumn 2015

% agree strongly/agree



# The sales team understand my client strategies/objectives Autumn 2015 vs. Spring 2015

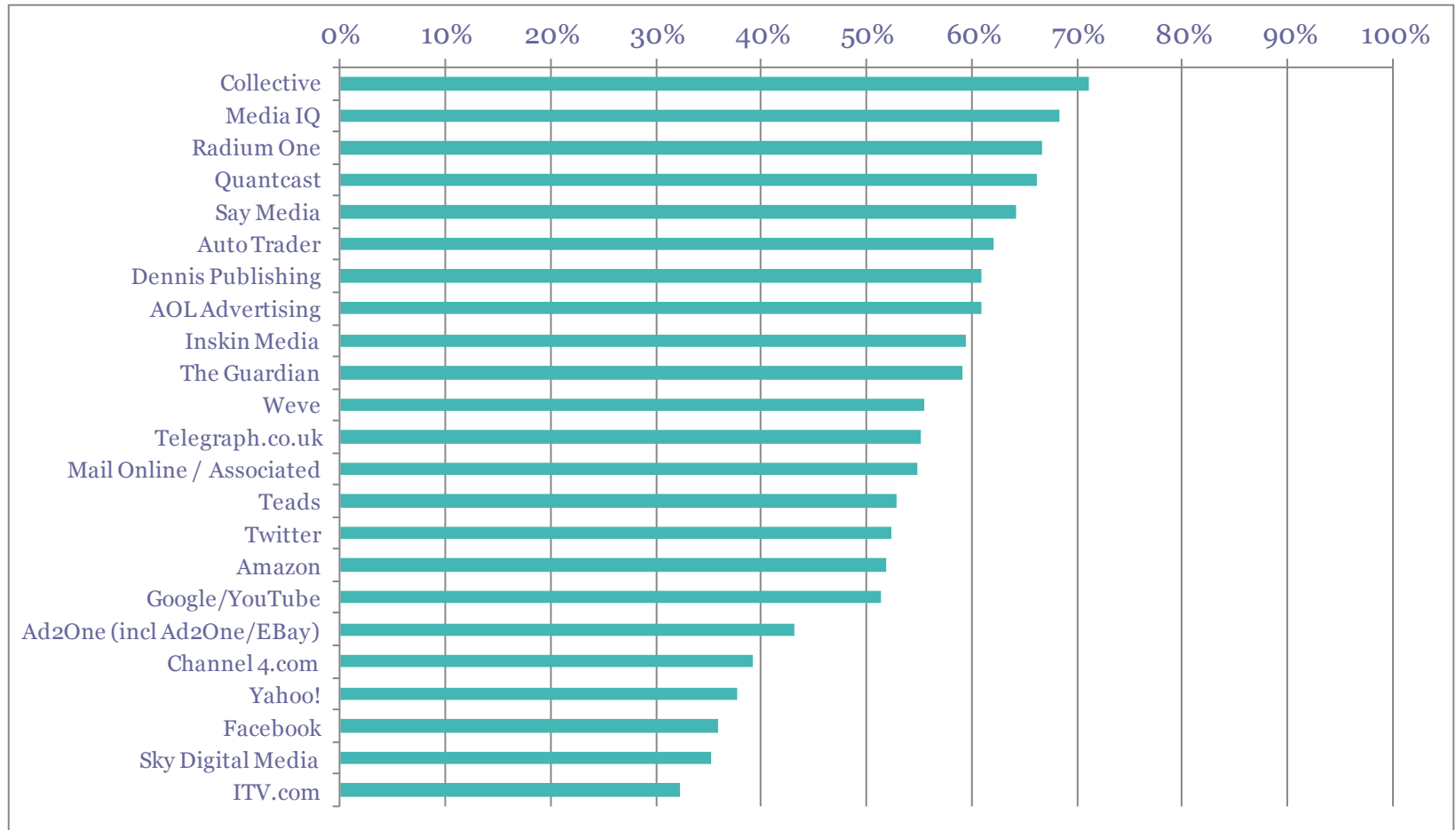
% points change



# The quality of responses to brief are high

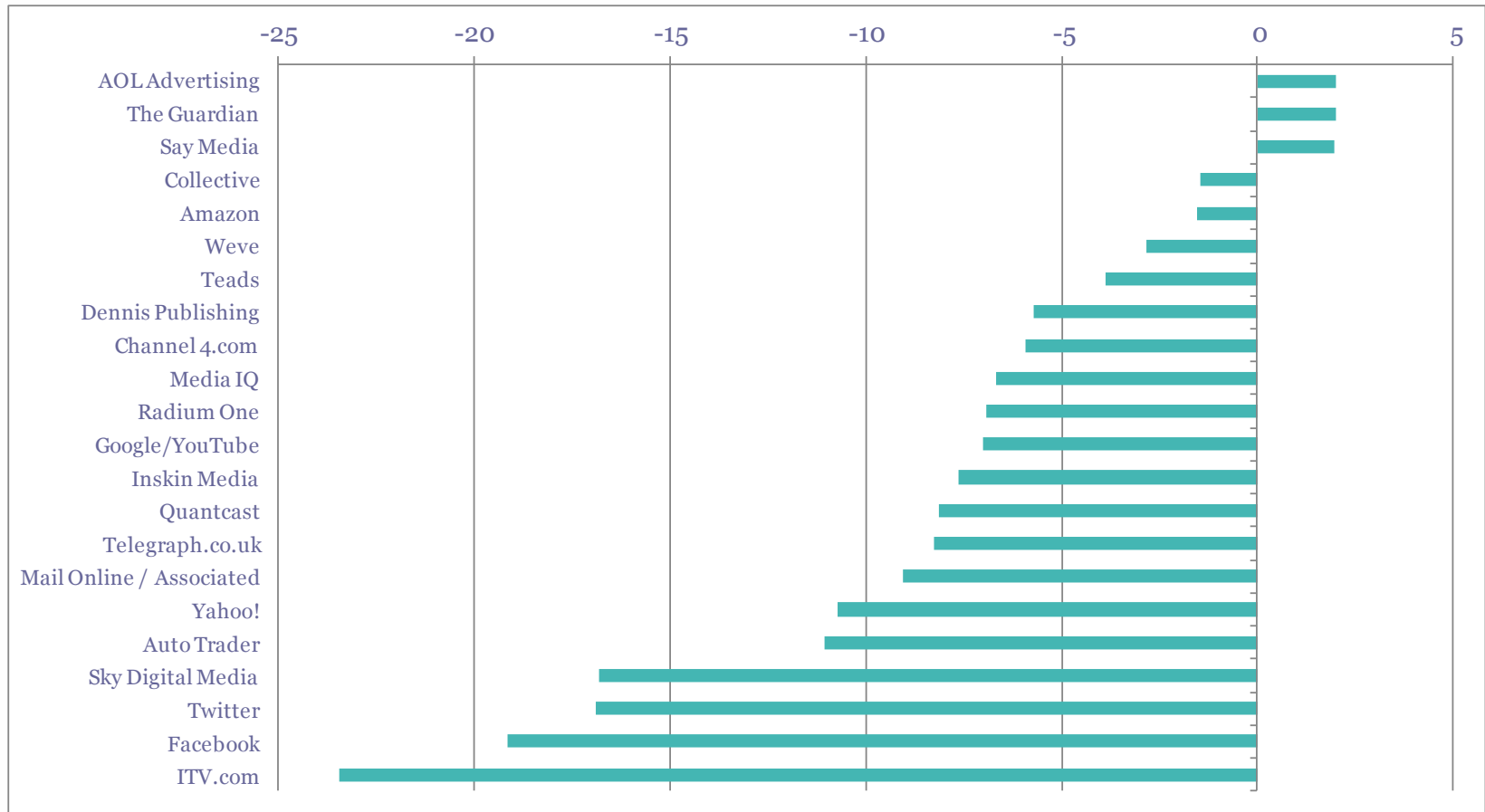
## Autumn 2015

% agree strongly/agree



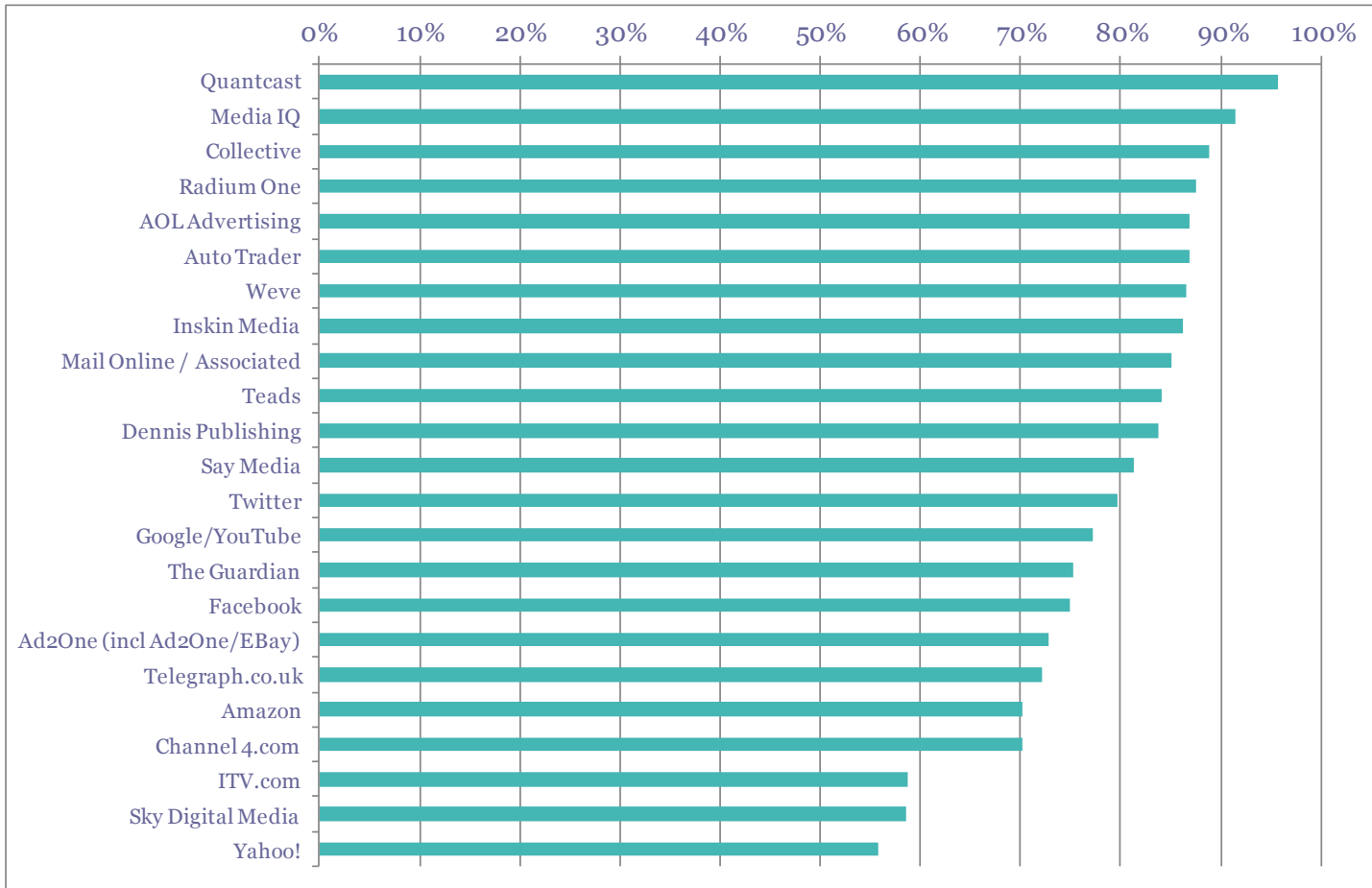
# The quality of responses to brief are high Autumn 2015 vs. Spring 2015

% points change



# The sales team demonstrates an excellent understanding of their own products Autumn 2015

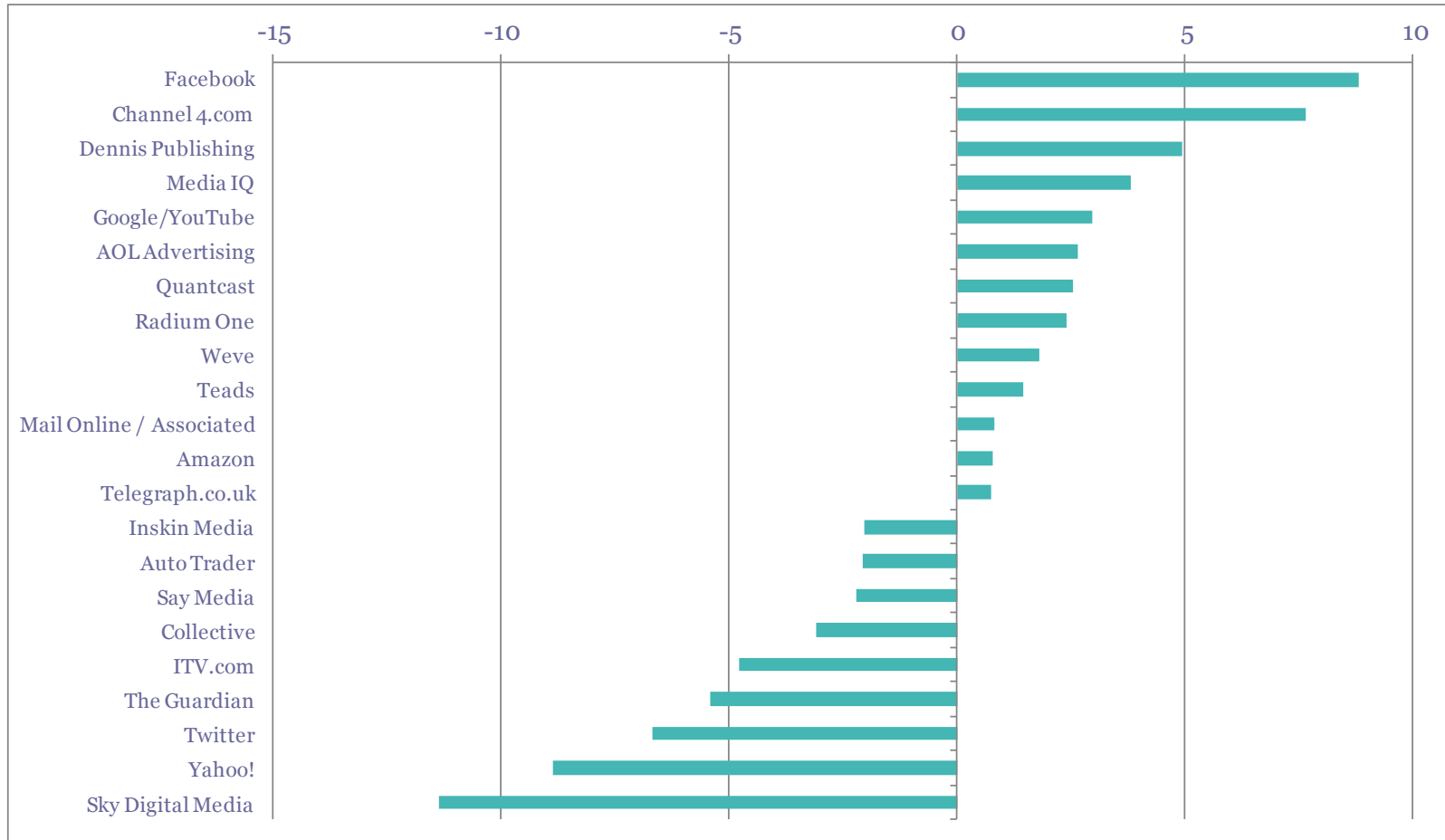
% agree strongly/agree



# The sales team demonstrates an excellent understanding of their own products

## Autumn 2015 vs. Spring 2015

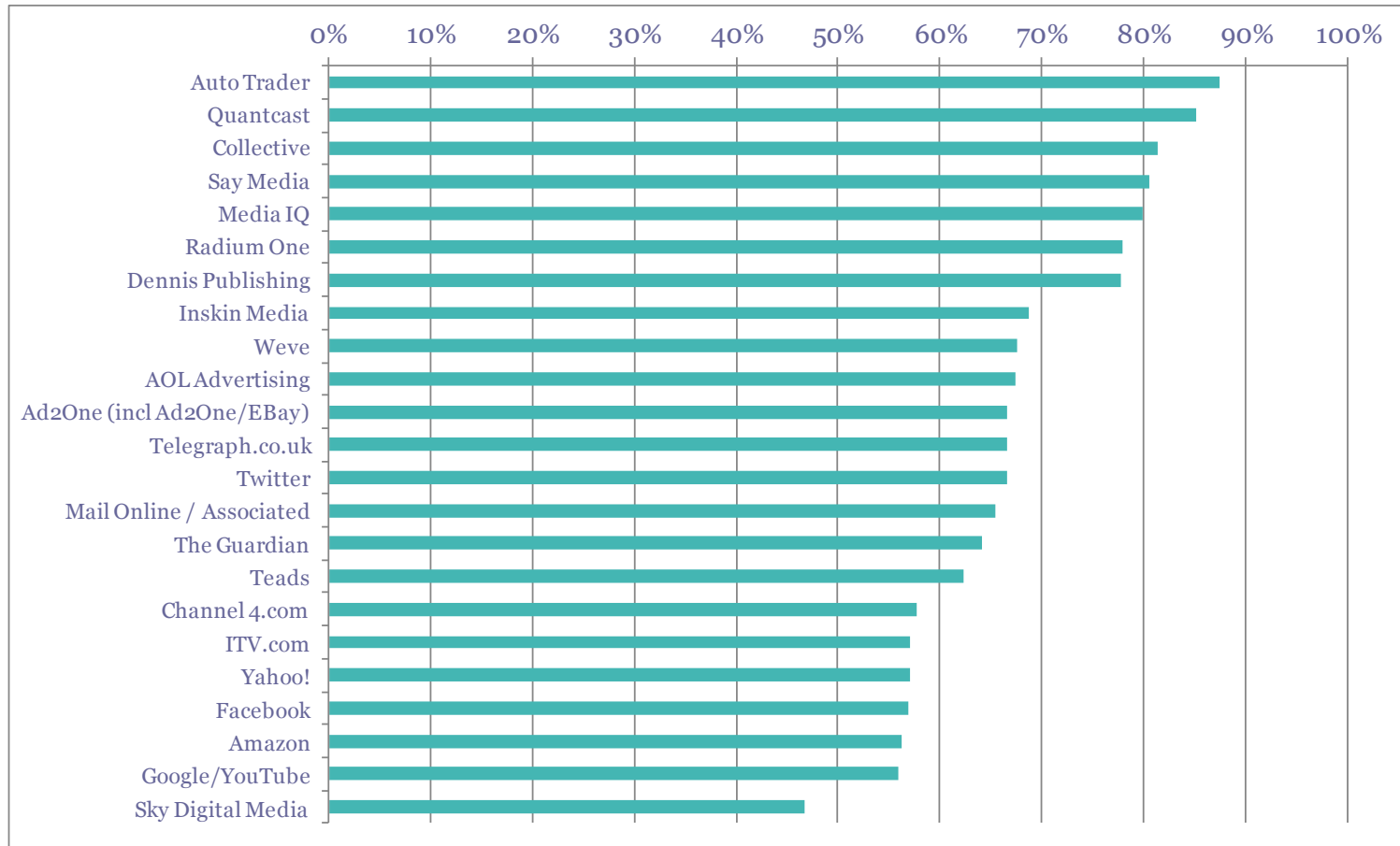
% points change



# The sales team are professional in dealing with dispute resolution

## Autumn 2015

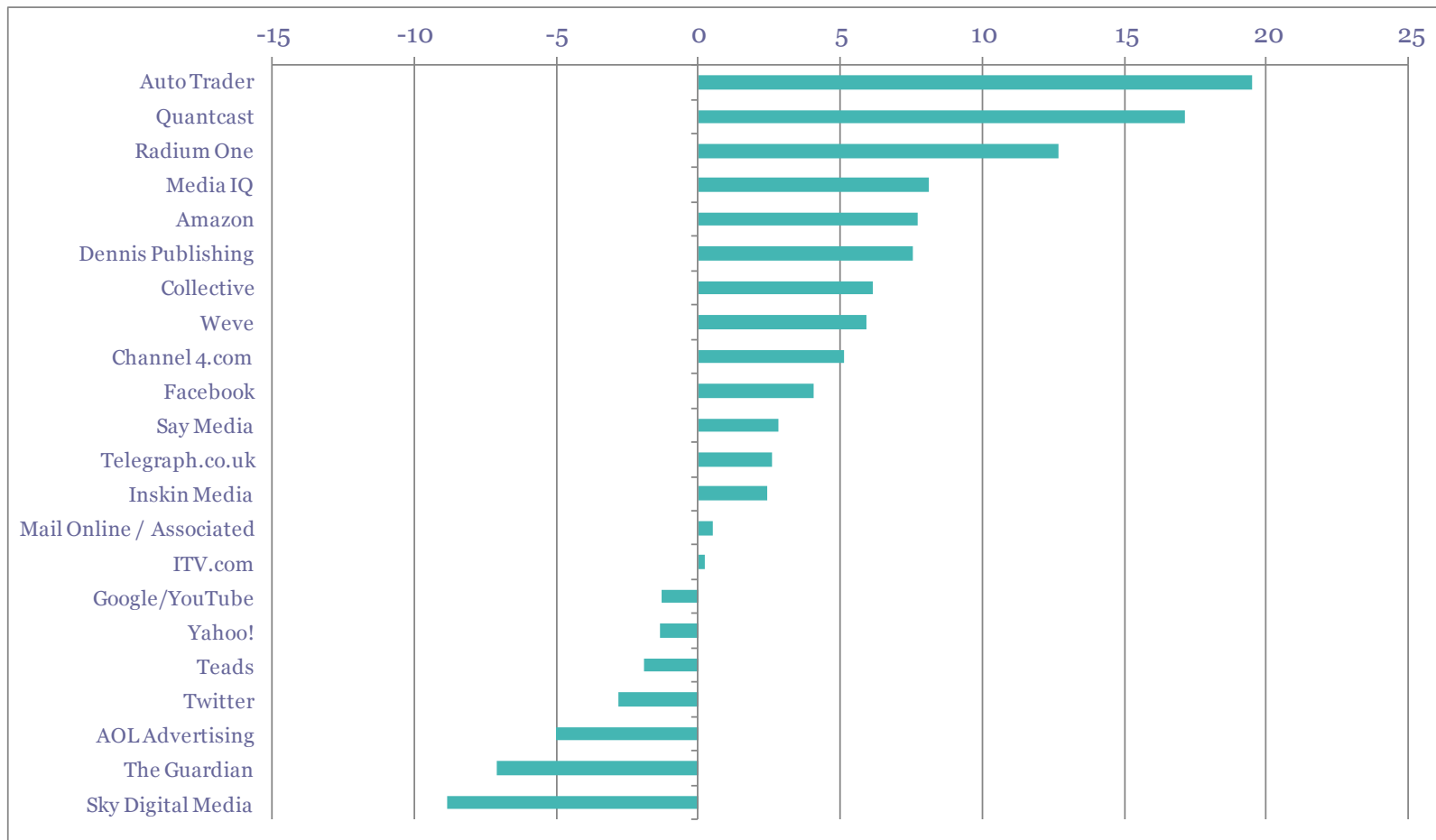
% agree strongly/agree





# The sales team are professional in dealing with dispute resolution Autumn 2015 vs. Spring 2015

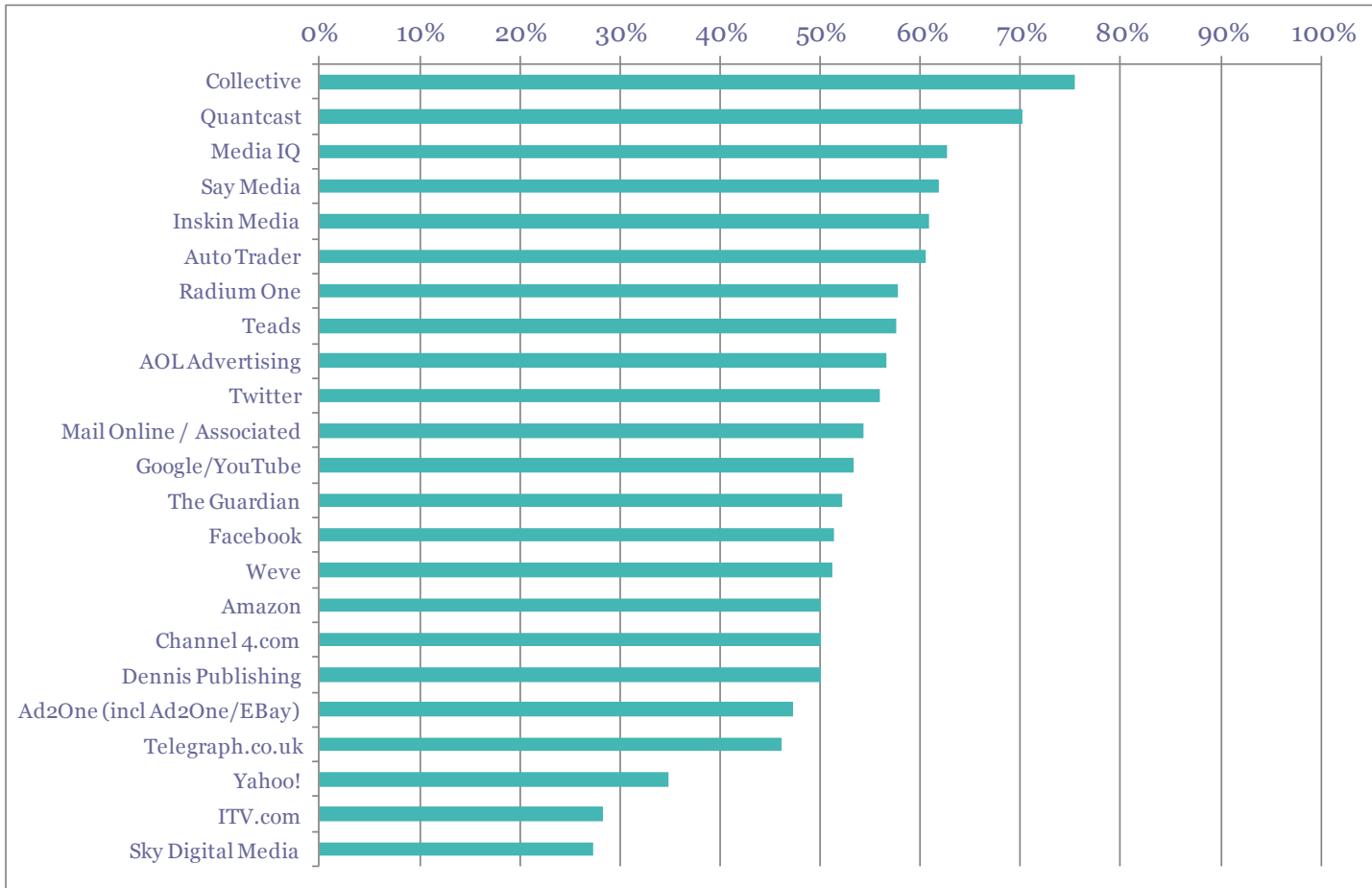
% points change



# The media owner delivers innovative, creative solutions

## Autumn 2015

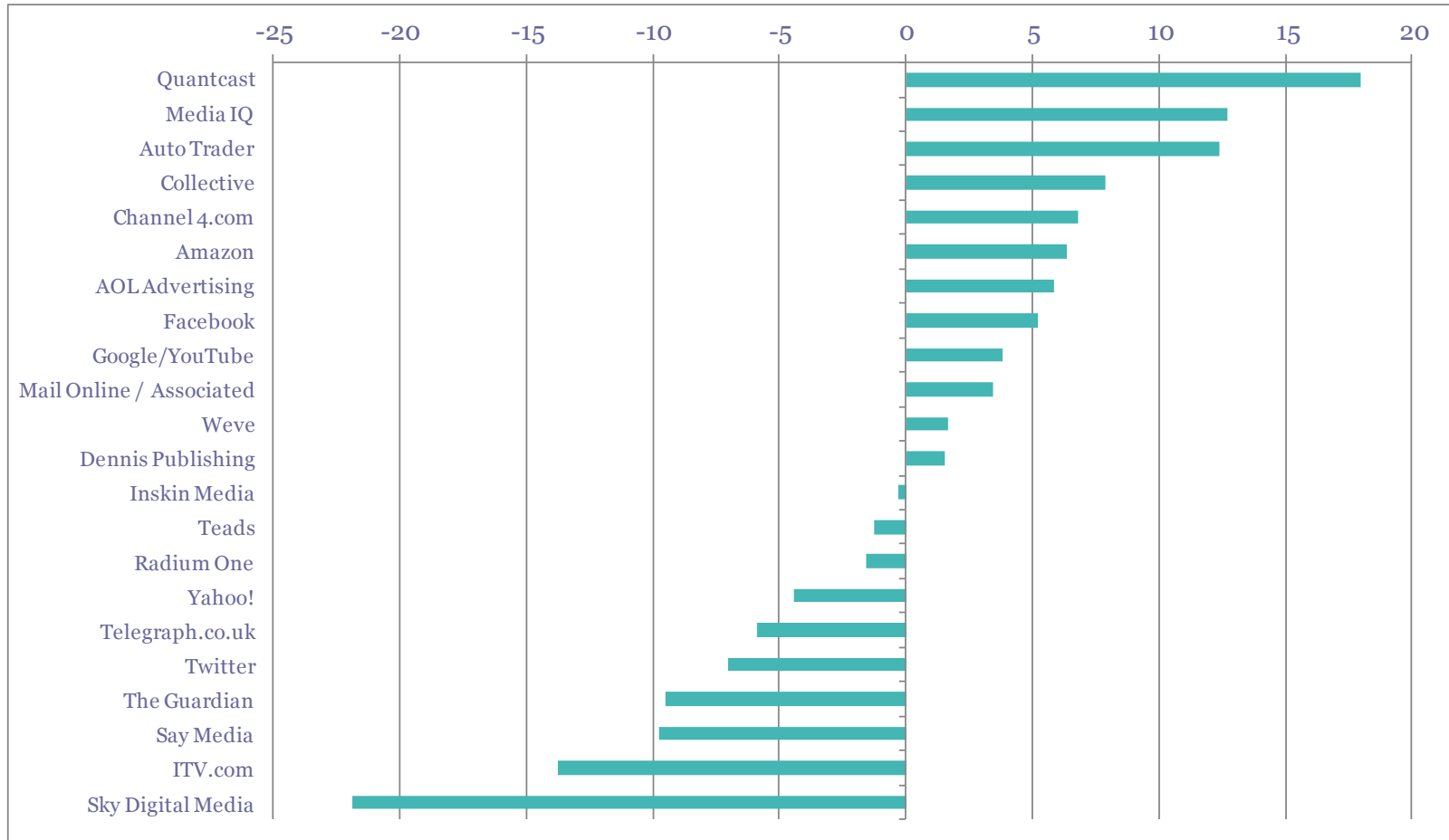
% agree strongly/agree



# The media owner delivers innovative, creative solutions

## Autumn 2015 vs. Spring 2015

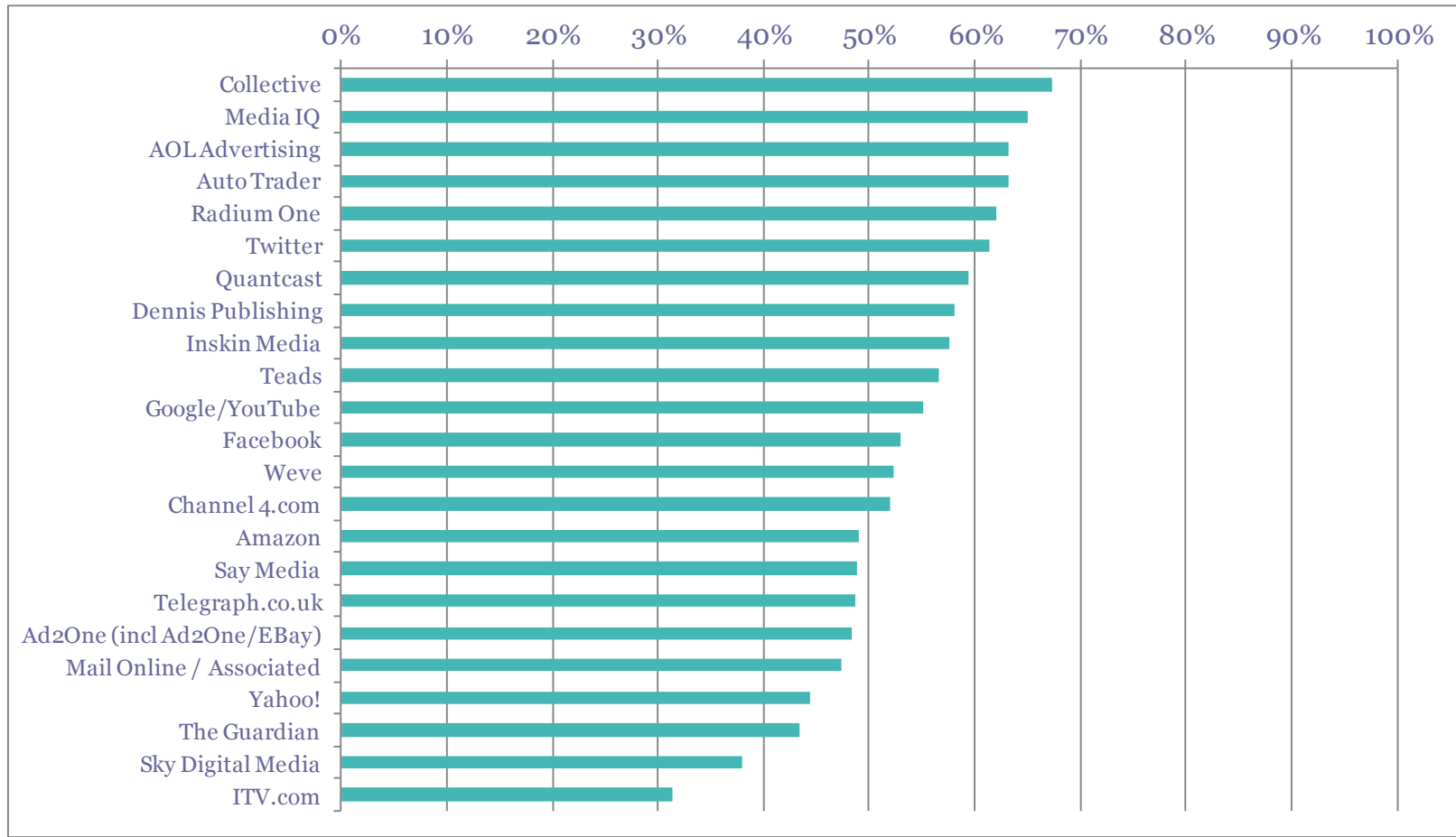
% points change



# The sales team pro-actively communicate relevant new opportunities

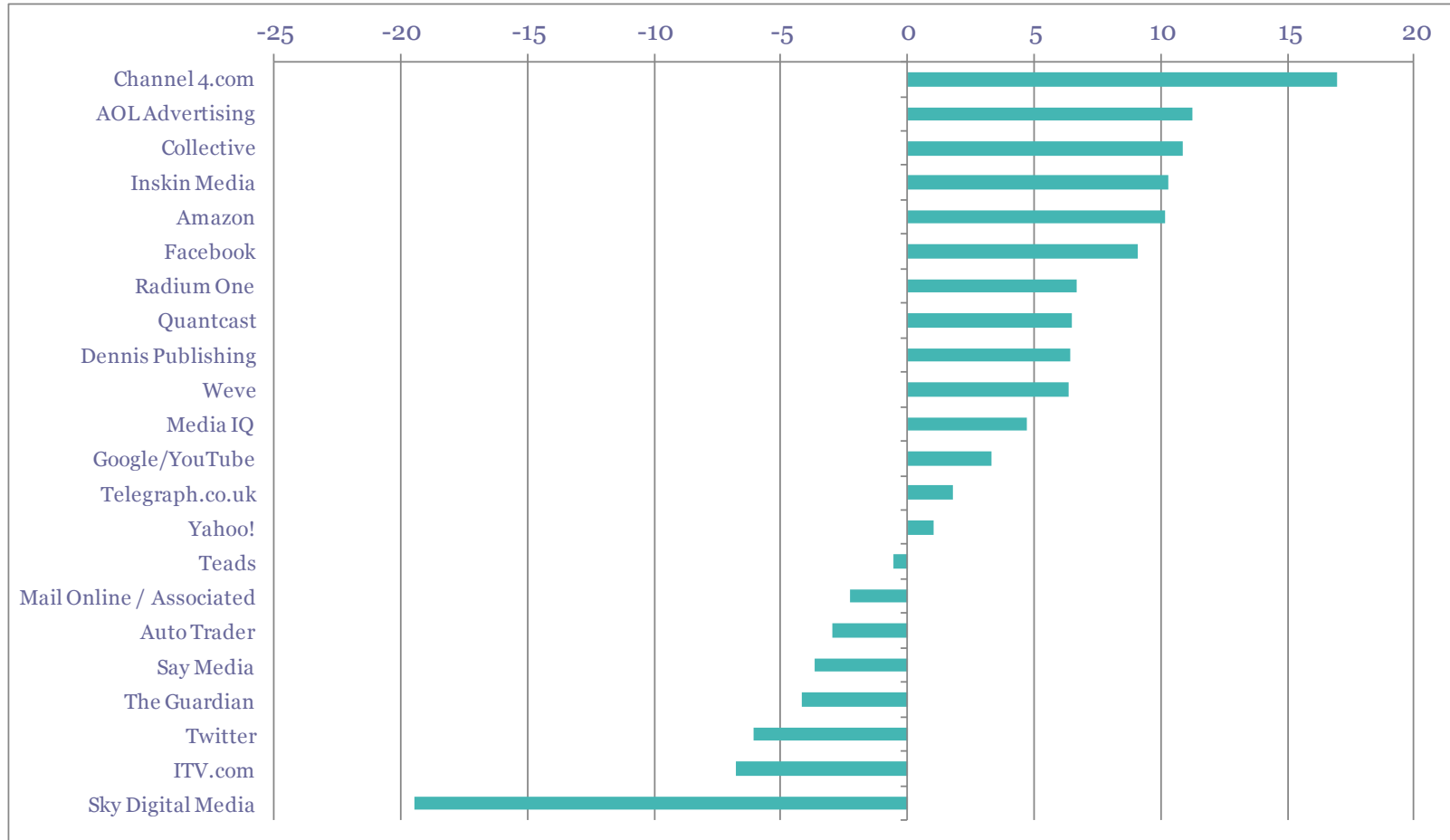
## Autumn 2015

% agree strongly/agree



# The sales team pro-actively communicate relevant new opportunities Autumn 2015 vs. Spring 2015

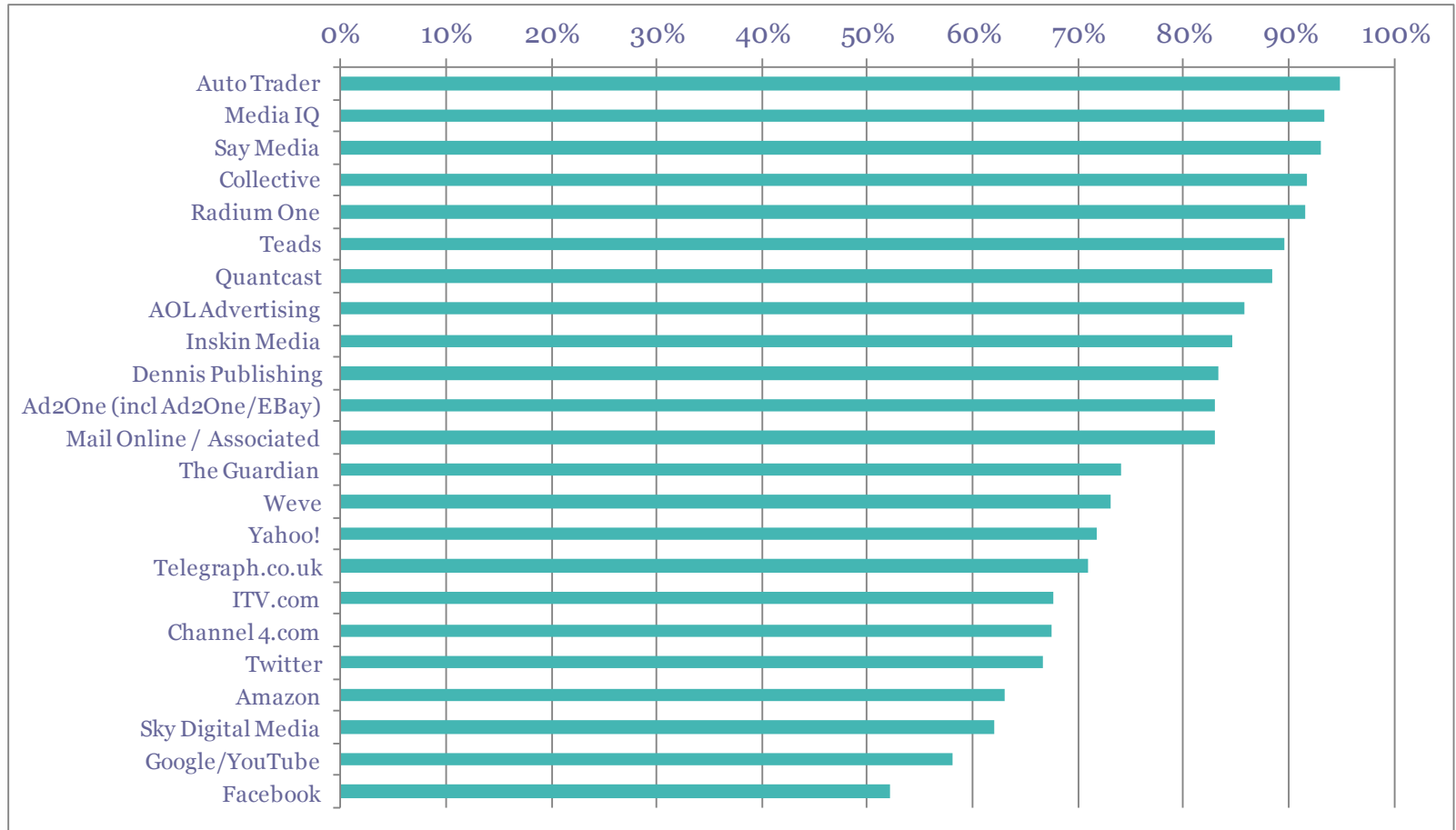
% points change



# It's easy to contact the sales team

## Autumn 2015

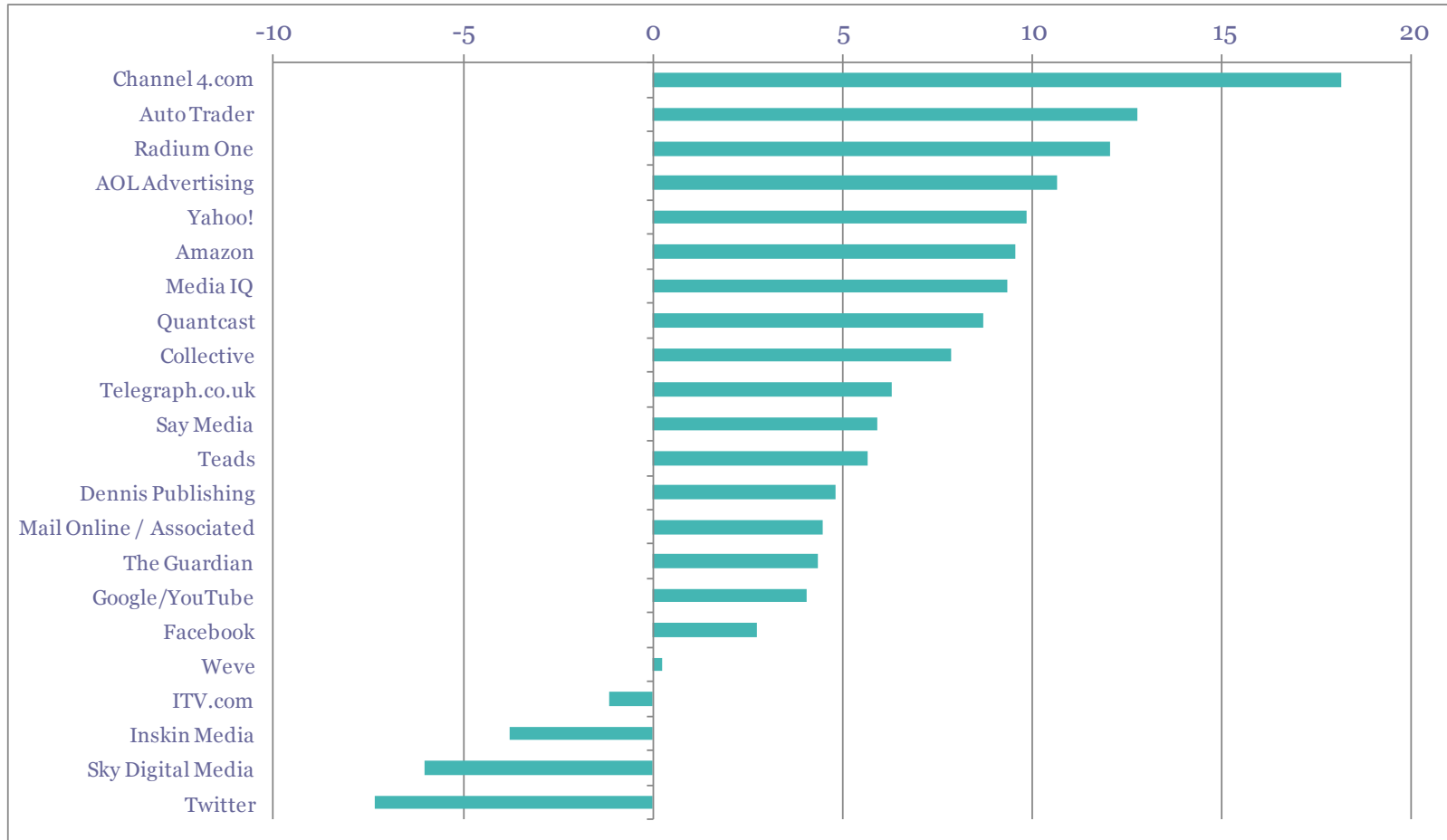
% agree strongly/agree



# It's easy to contact the sales team

## Autumn 2015 vs. Spring 2015

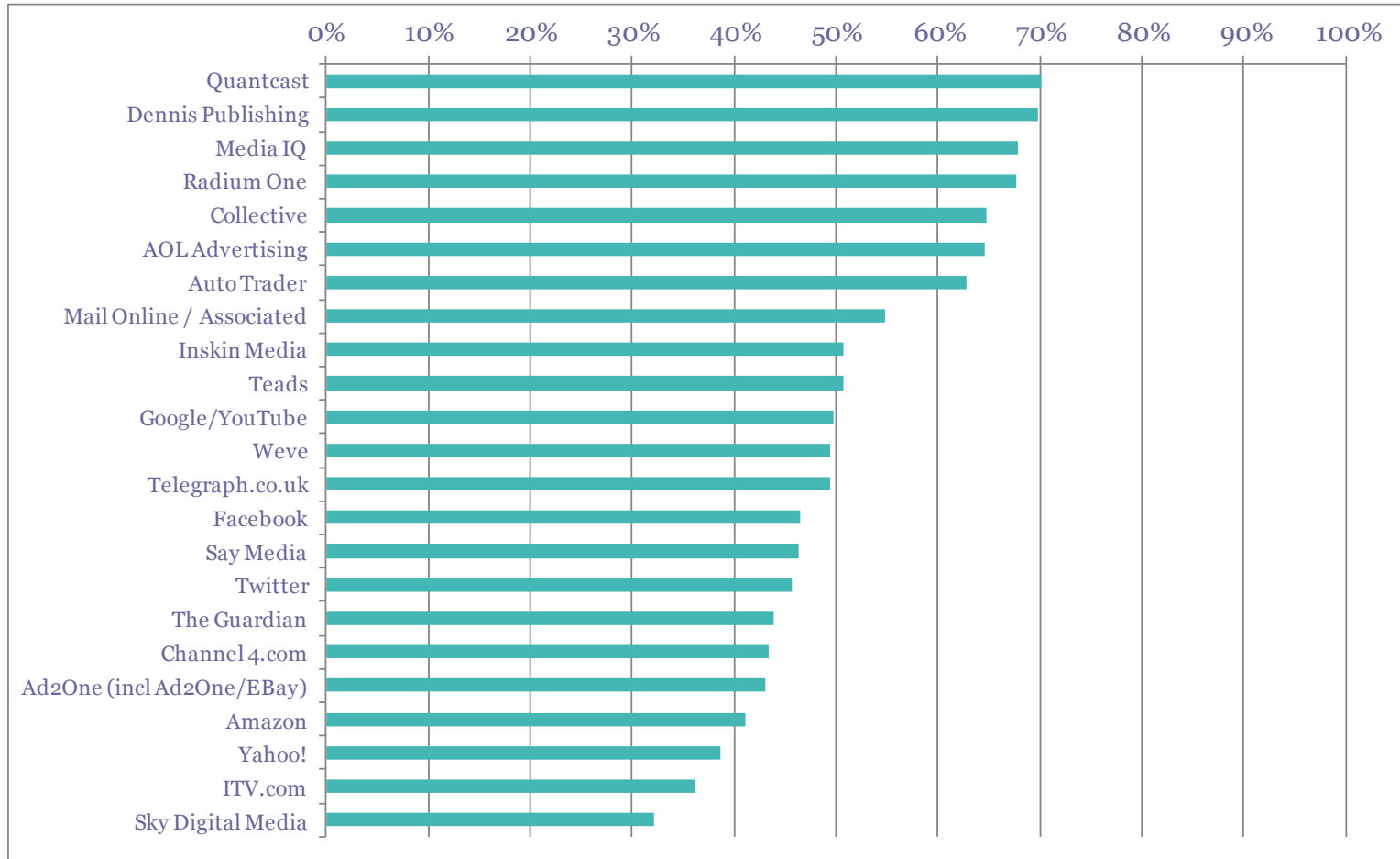
% points change



# I have regular constructive face-to-face or telephone contact with the sales team

## Autumn 2015

% agree strongly/agree

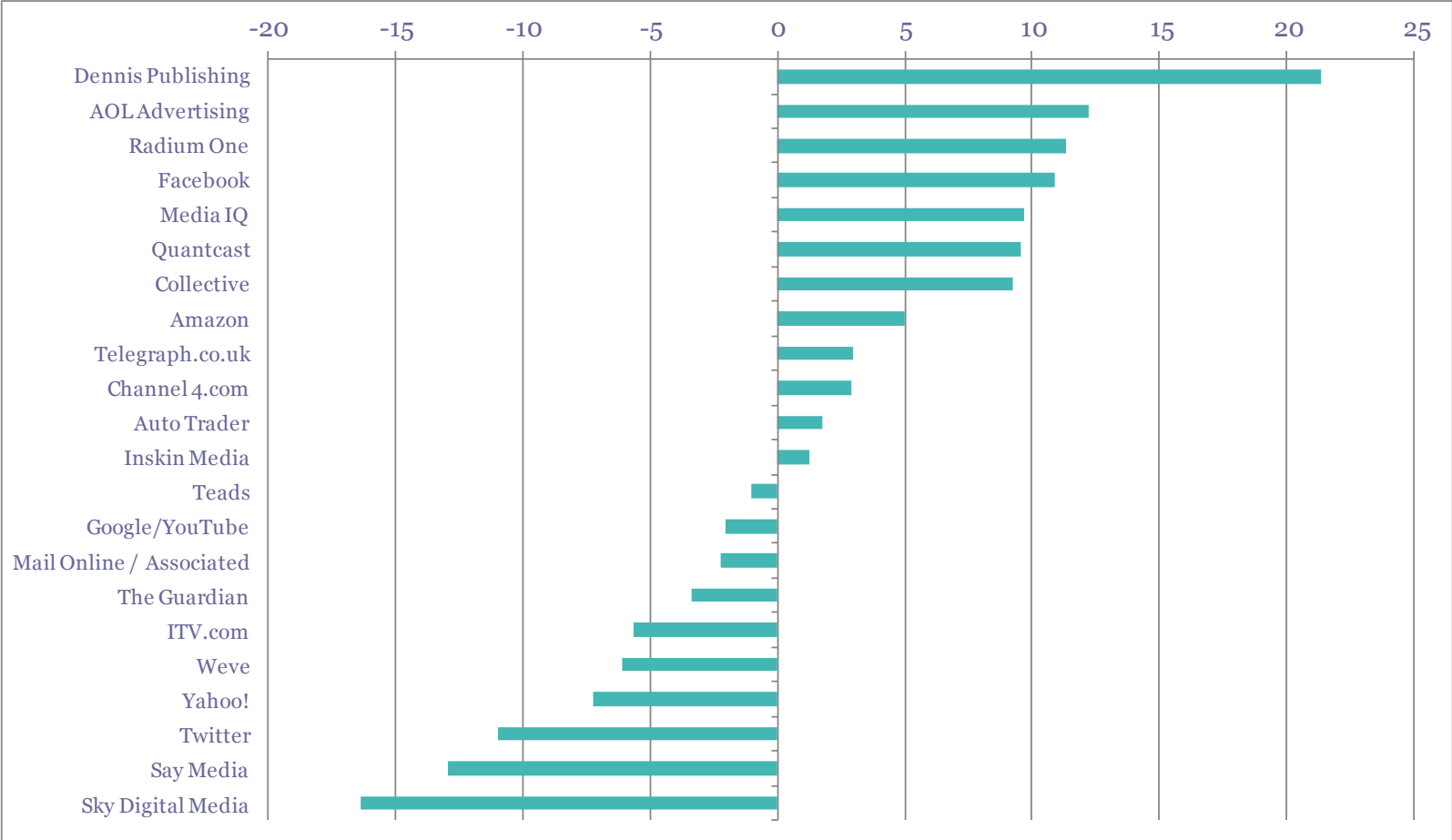




# I have regular constructive face-to-face or telephone contact with the sales team

## Autumn 2015 vs. Spring 2015

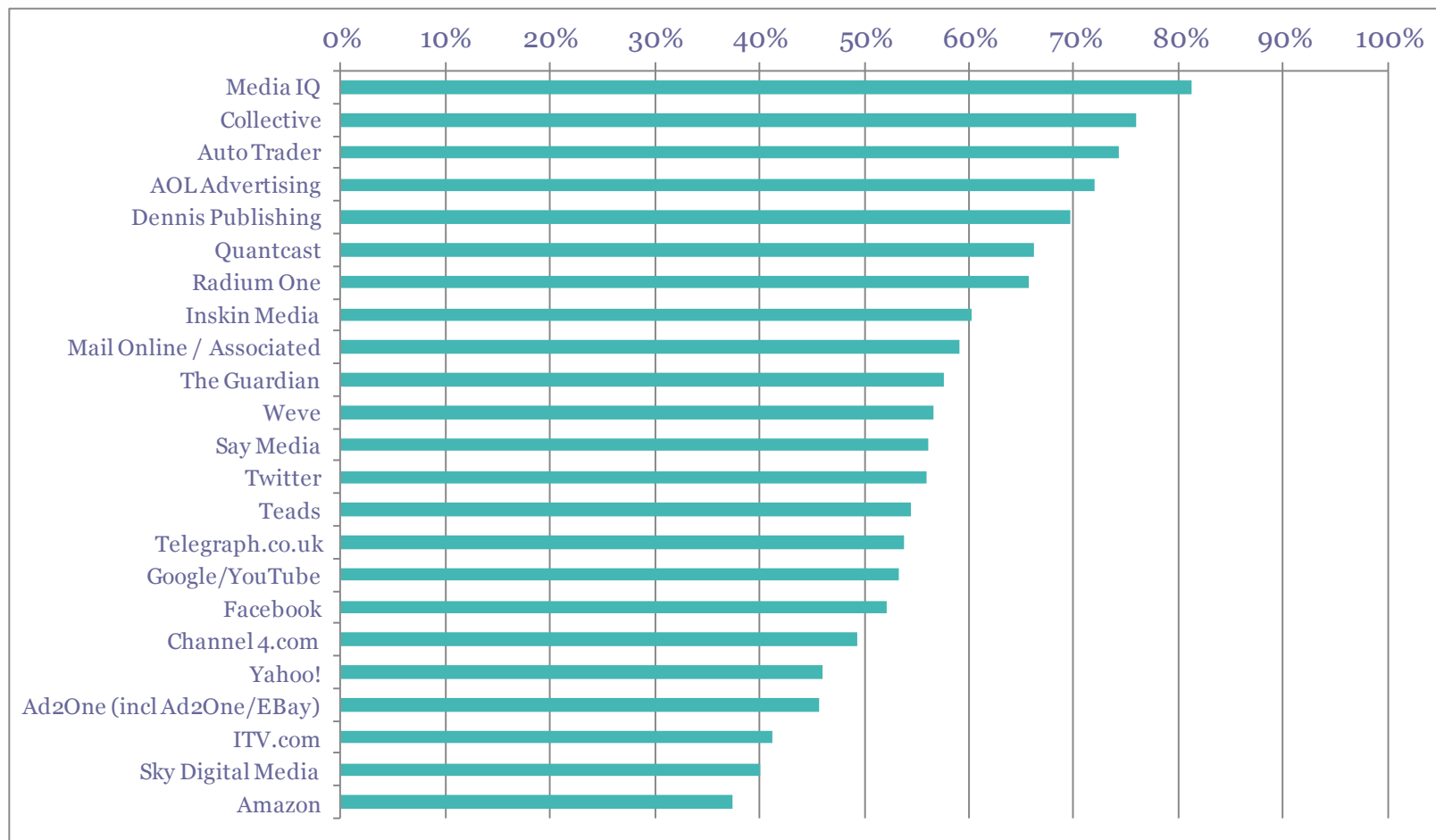
% points change



# The sales team engenders a real sense of an agency/media owner partnership

## Autumn 2015

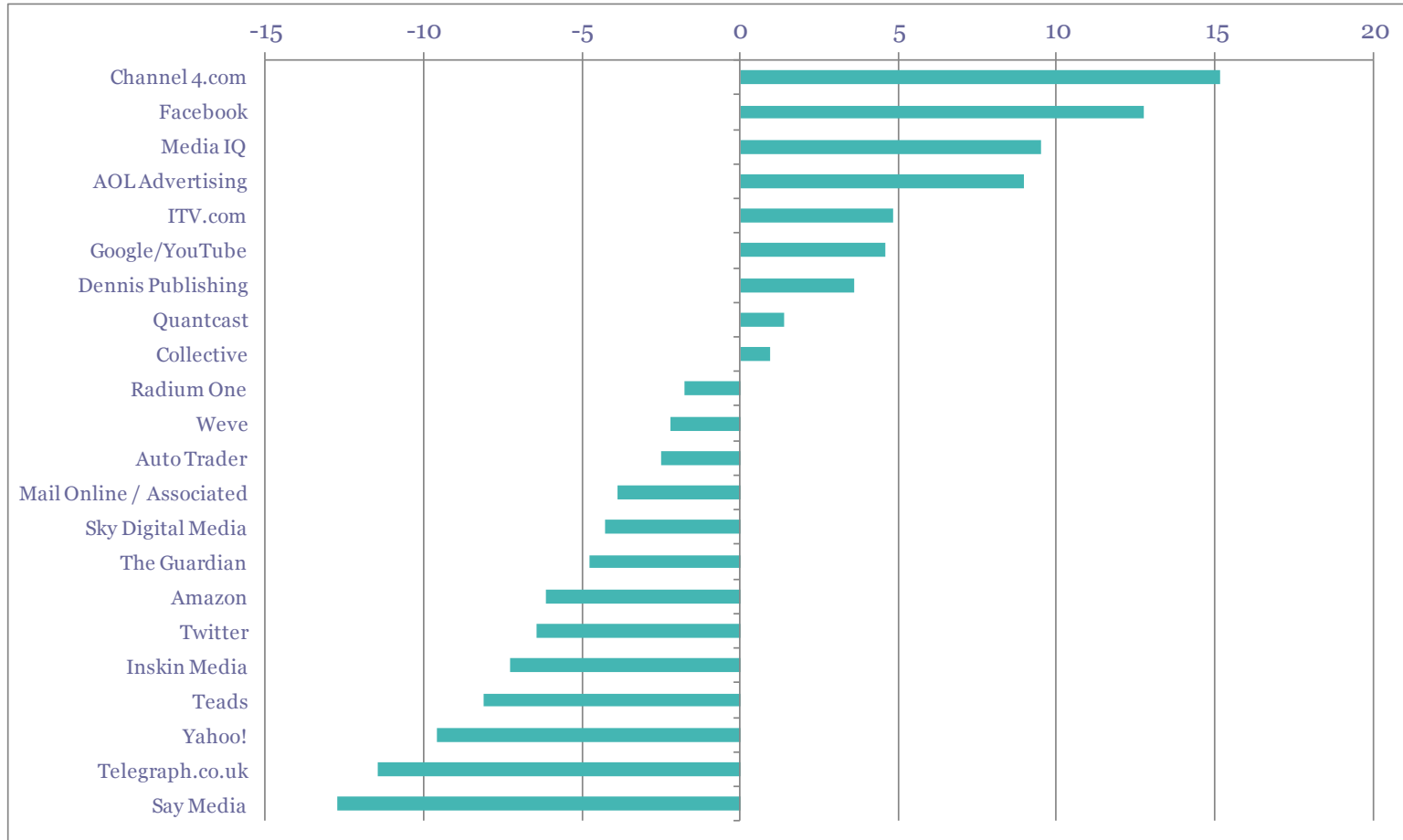
% agree strongly/agree



# The sales team engenders a real sense of an agency/media owner partnership

## Autumn 2015 vs. Spring 2015

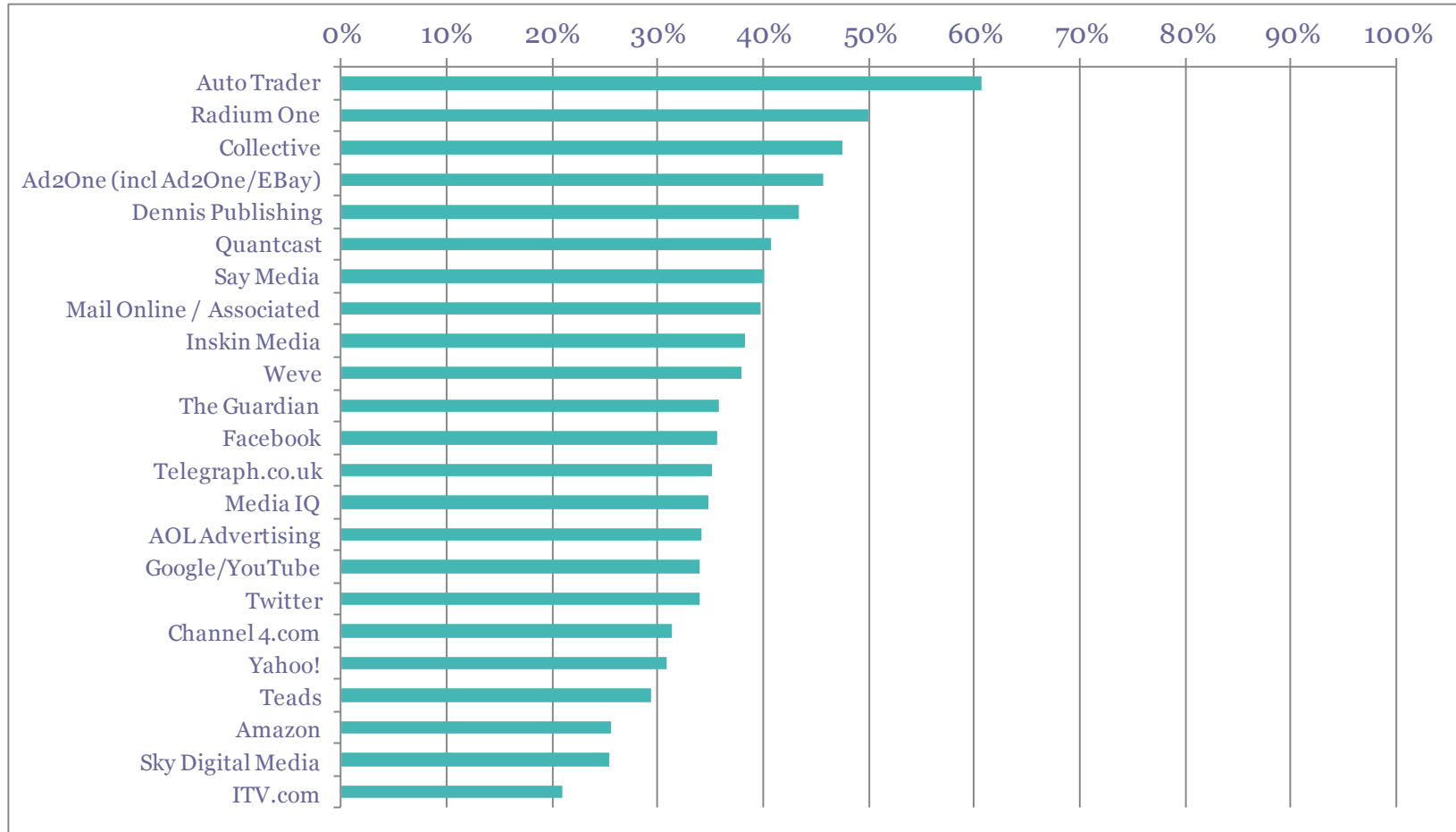
% points change



# The media owner successfully communicates direct contact they have with clients

## Autumn 2015

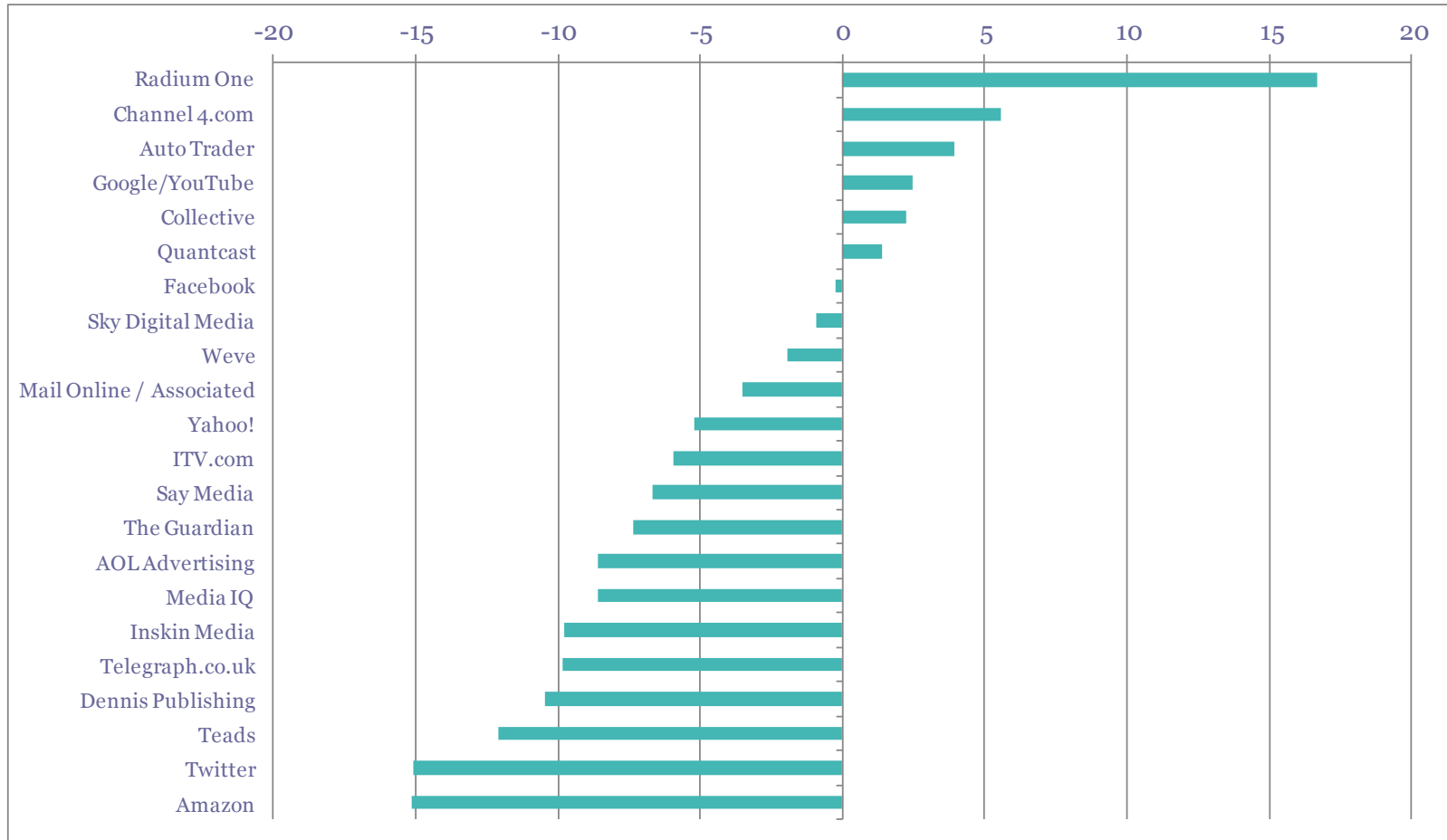
% agree strongly/agree



# The media owner successfully communicates direct contact they have with clients

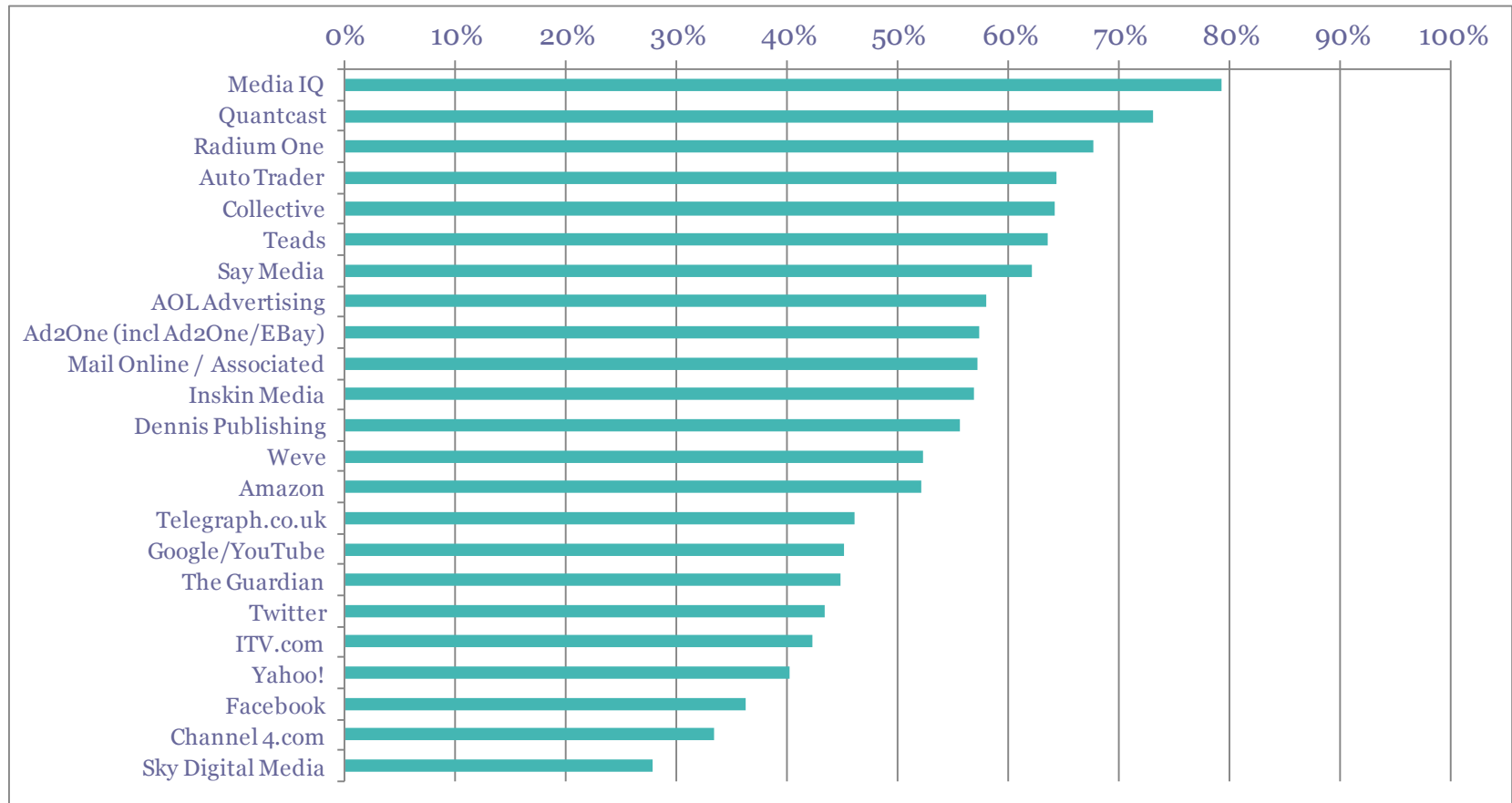
## Autumn 2015 vs. Spring 2015

% points change



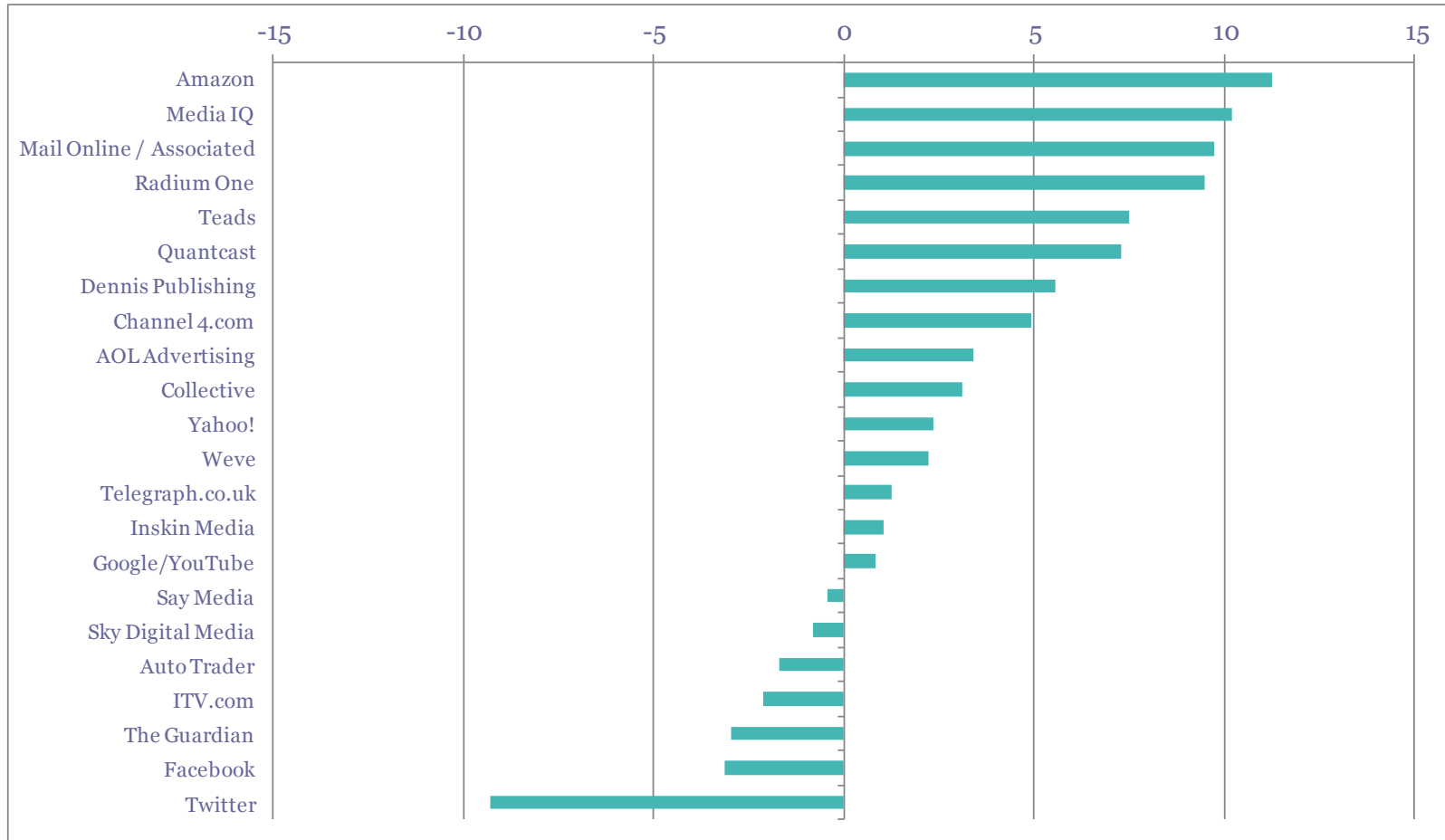
# We receive adequate mid-campaign support (e.g. trafficking and optimisation) Autumn 2015

% agree strongly/agree



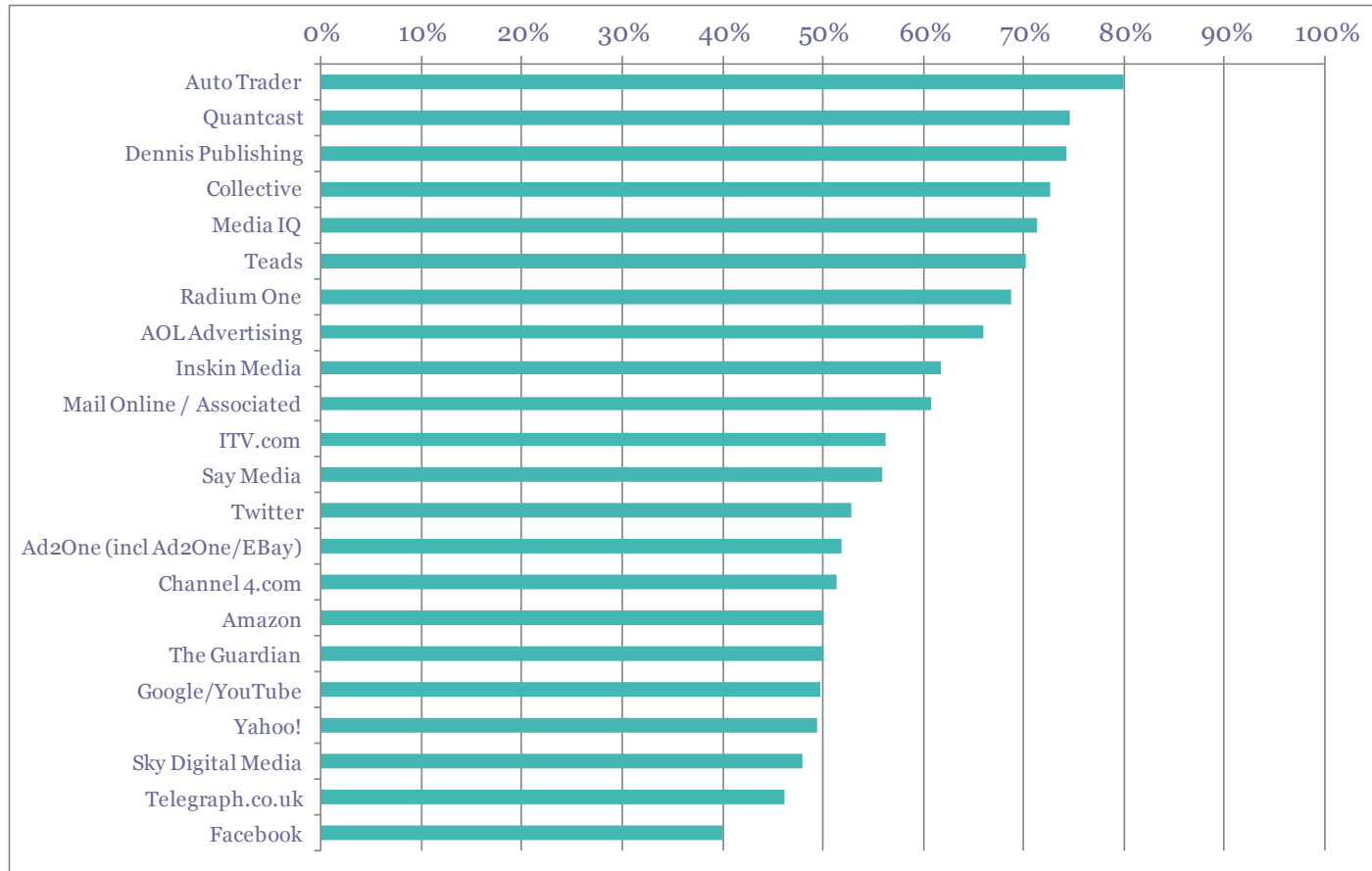
# We receive adequate mid-campaign support (e.g. trafficking and optimisation) Autumn 2015 vs. Spring 2015

% points change



# We receive adequate post-campaign support (e.g. delivery and reconciliation) Autumn 2015

% agree strongly/agree

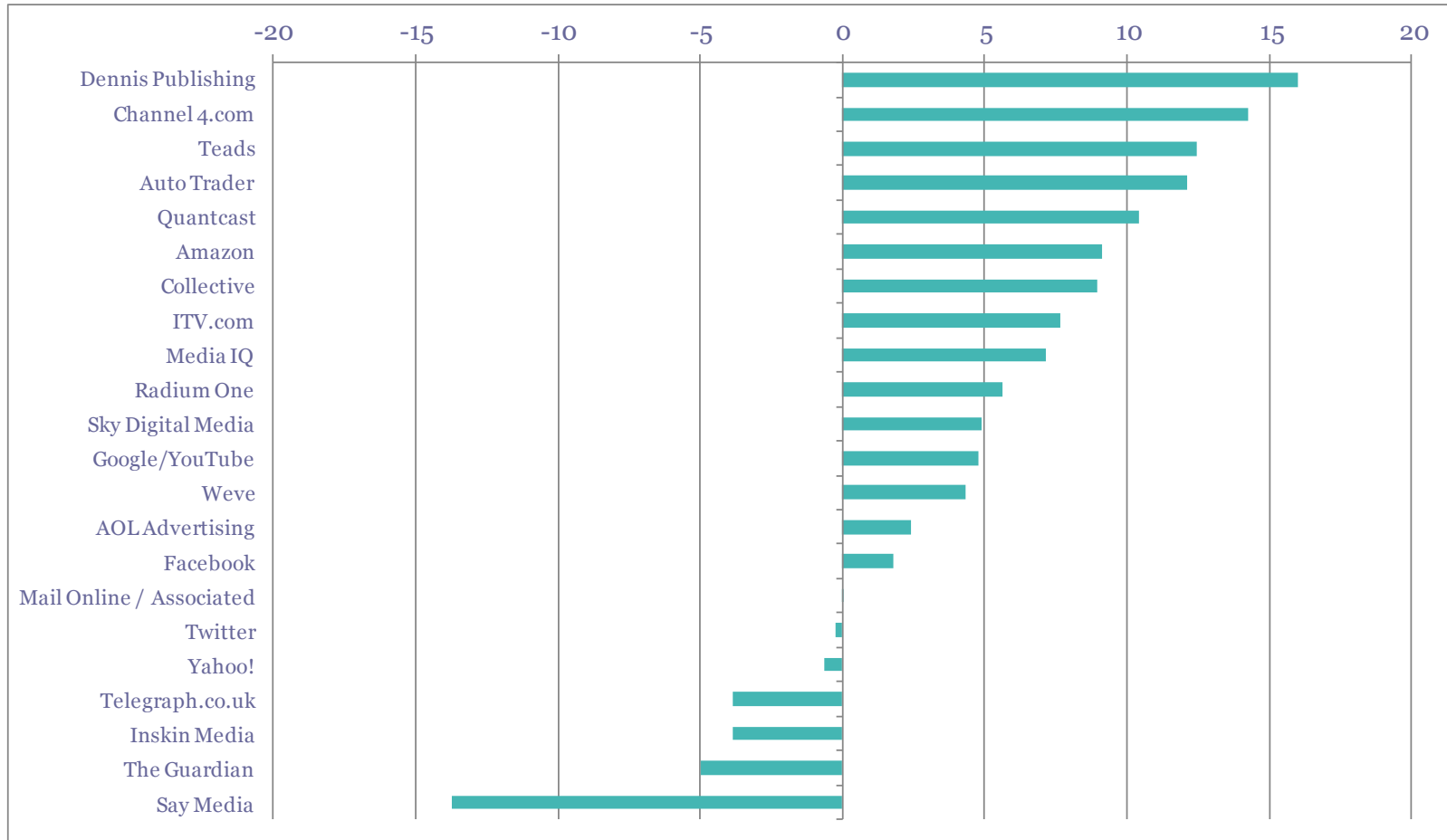




# We receive adequate post-campaign support (e.g. delivery and reconciliation)

## Autumn 2015 vs. Spring 2015

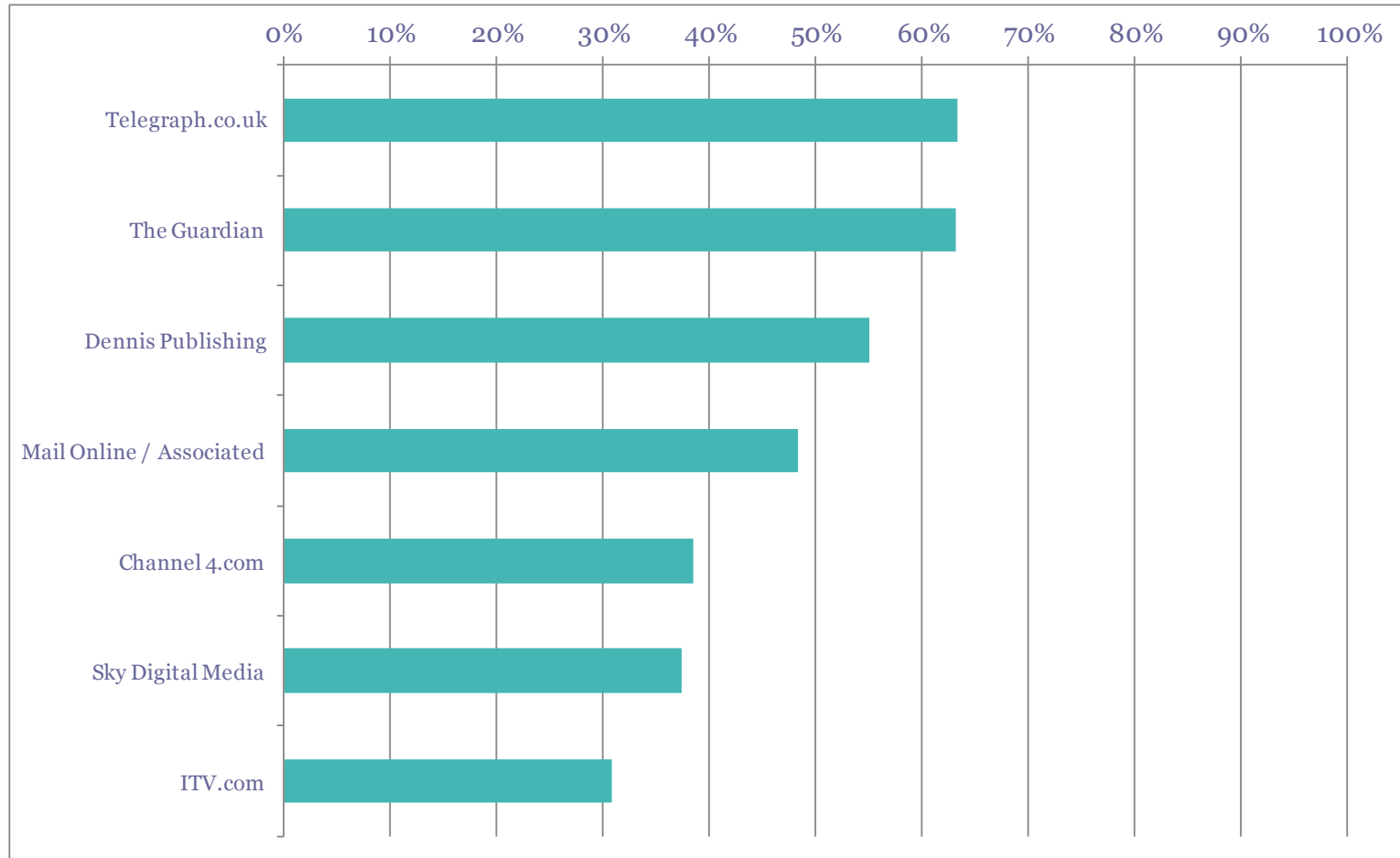
% points change



# The media owner demonstrates a good understanding of how cross-media opportunities can be exploited

## Autumn 2015

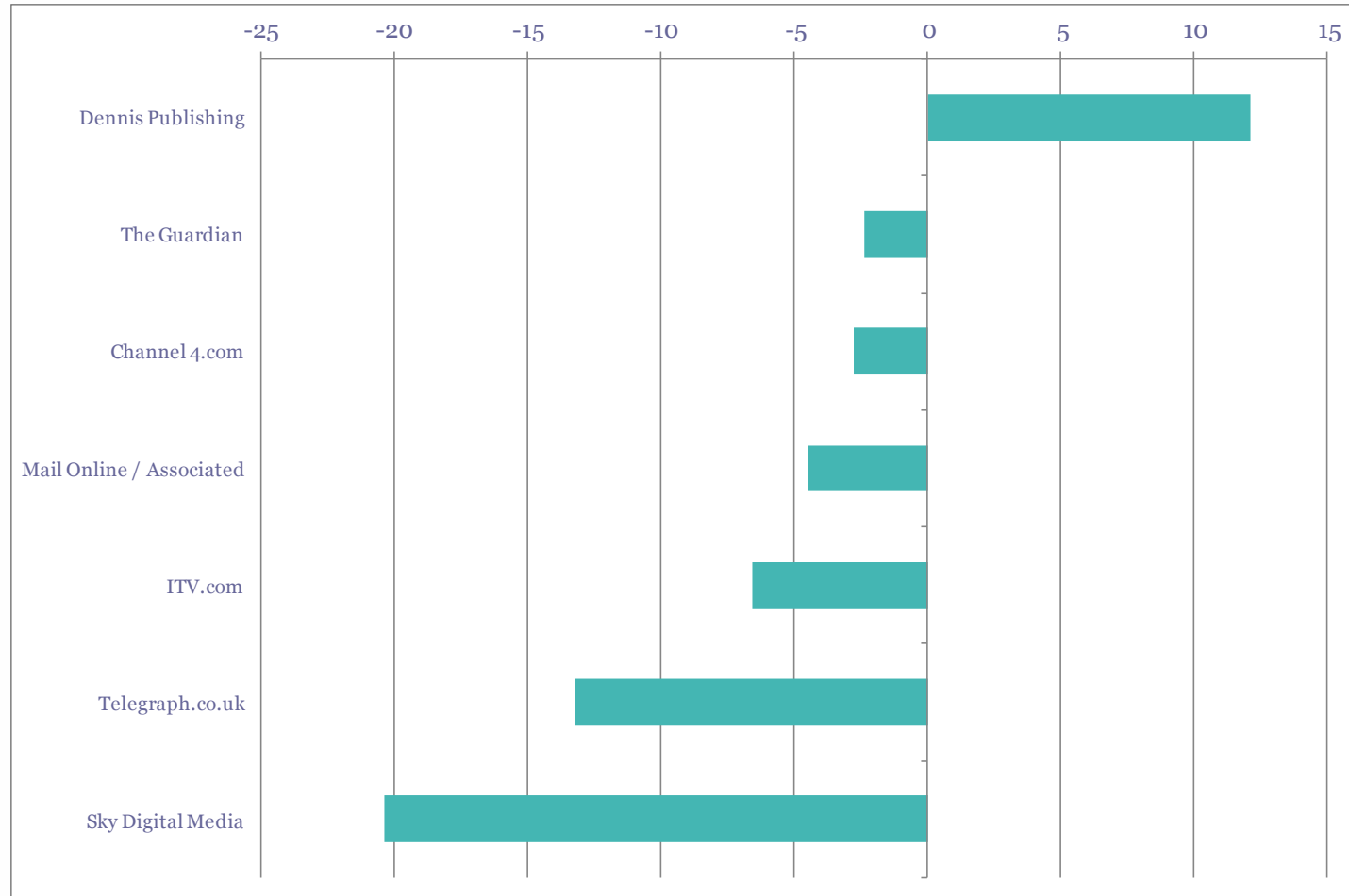
% agree strongly/agree



# The media owner demonstrates a good understanding of how cross-media opportunities can be exploited

## Autumn 2015 vs. Spring 2015

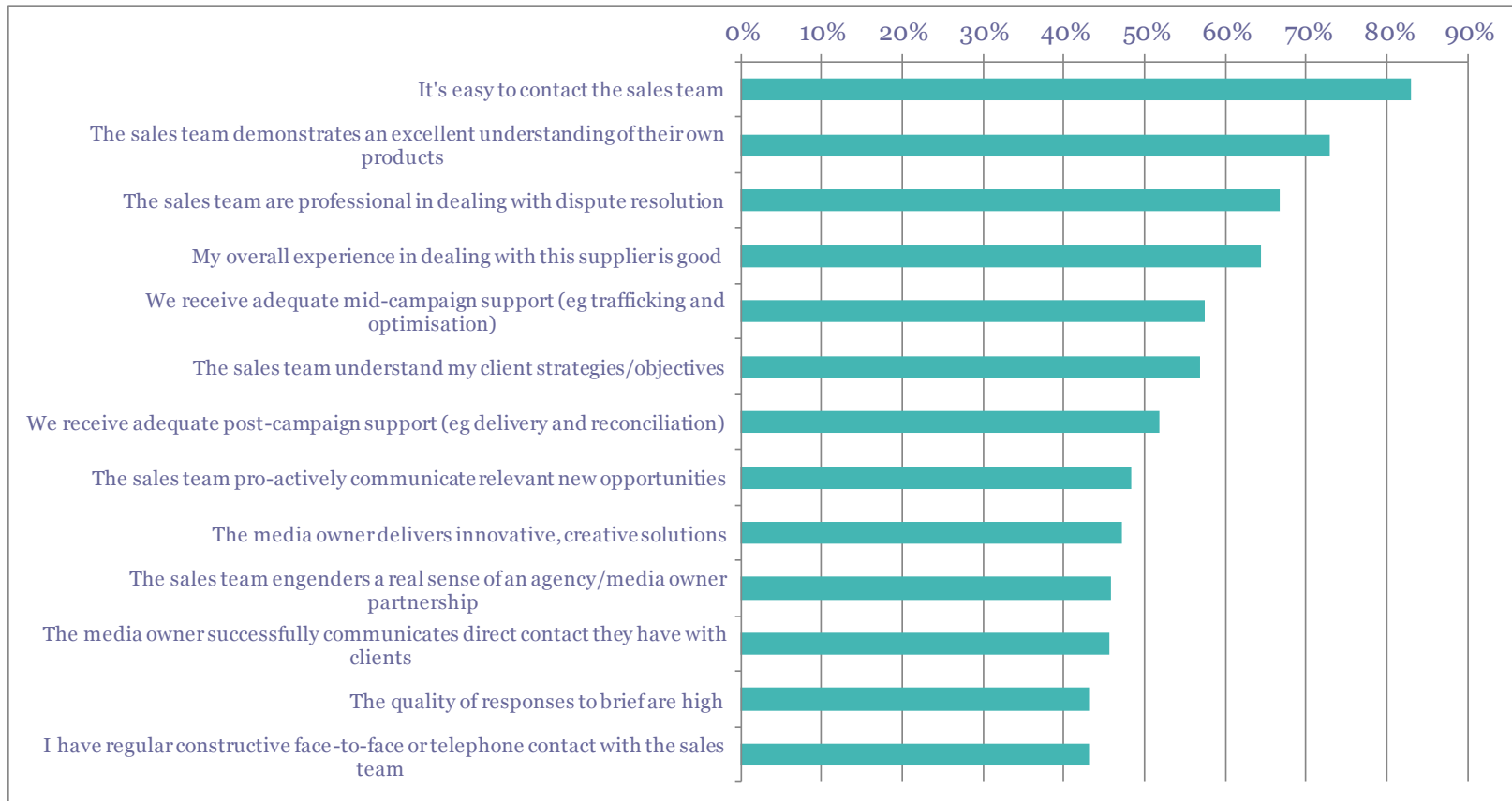
% points change



# Ad2One (including Ad2One/EBay)

## Autumn 2015

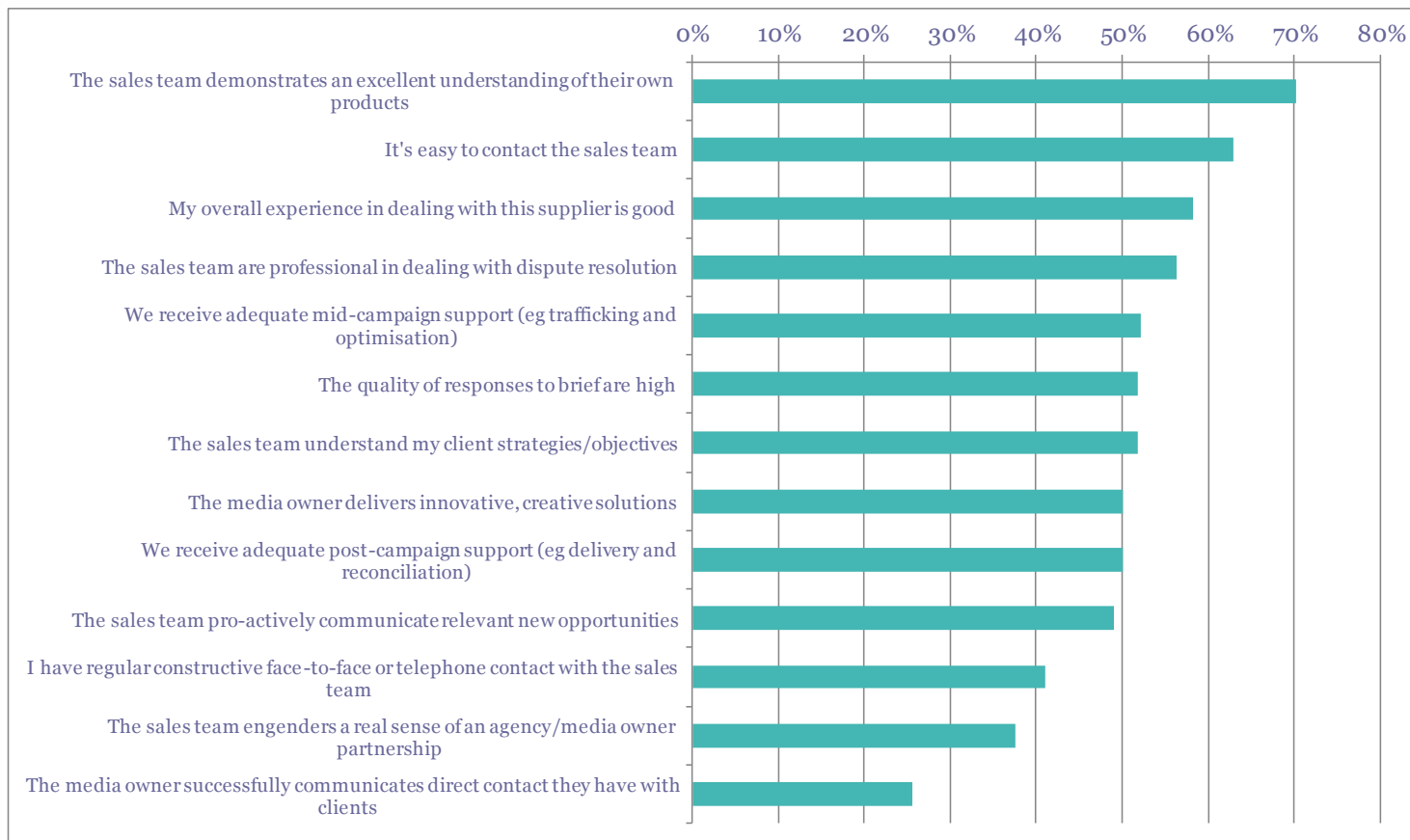
% agree strongly/agree



# Amazon

## Autumn 2015

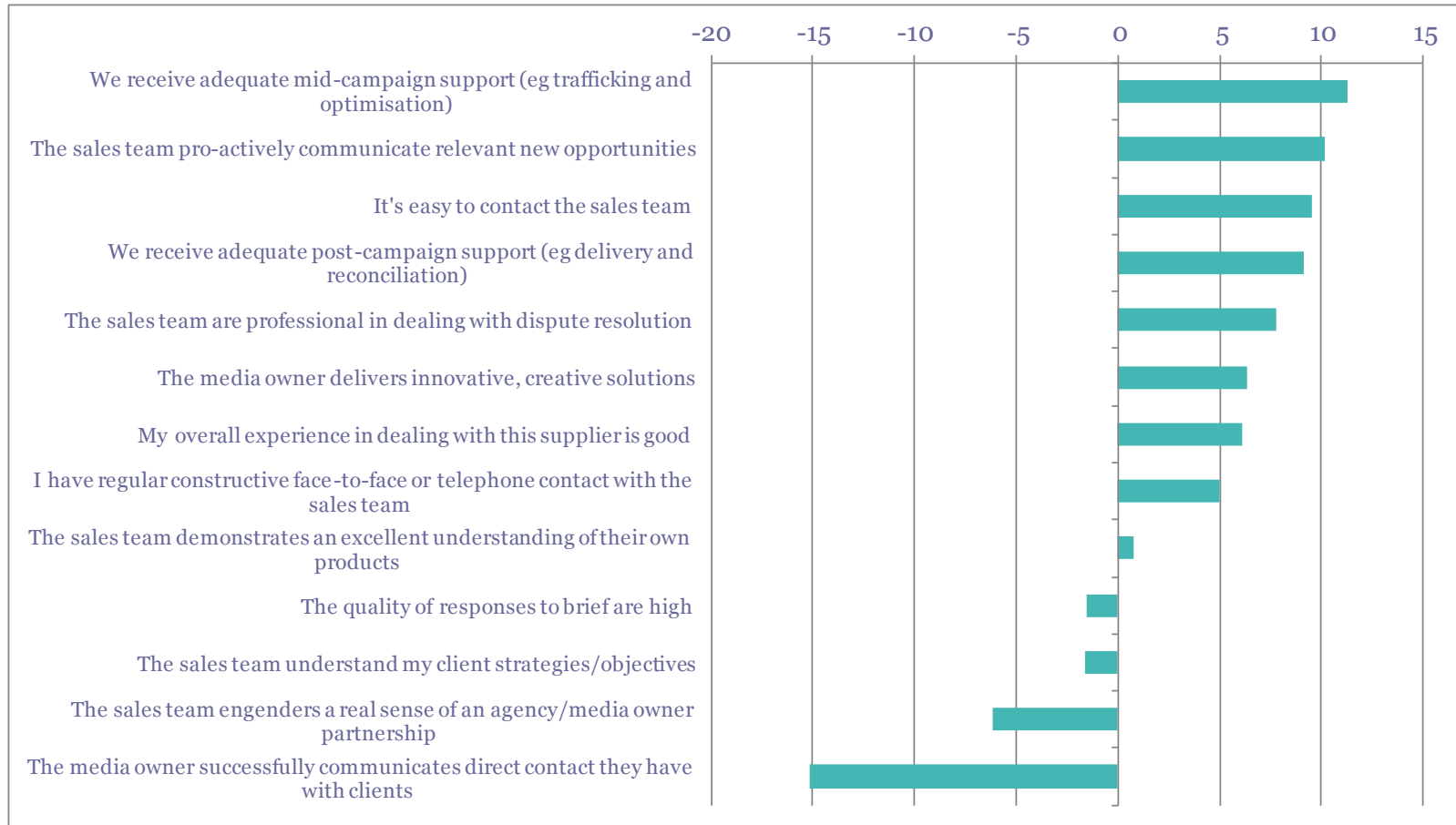
% agree strongly/agree



# Amazon

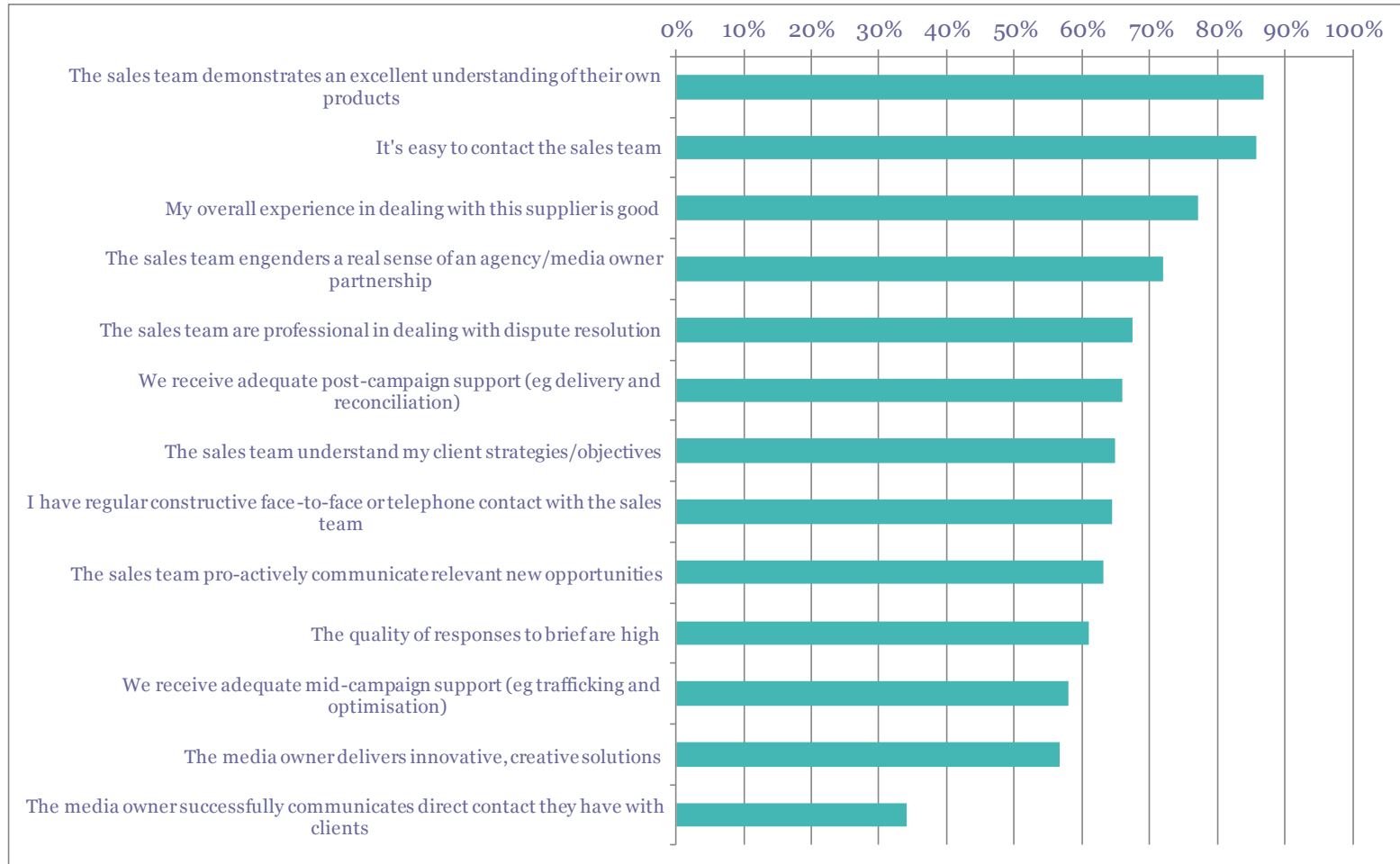
## Autumn 2015 vs. Spring 2015

% points change



# AOL Advertising Autumn 2015

% agree strongly/agree



# AOL Advertising Autumn 2015 vs. Spring 2015

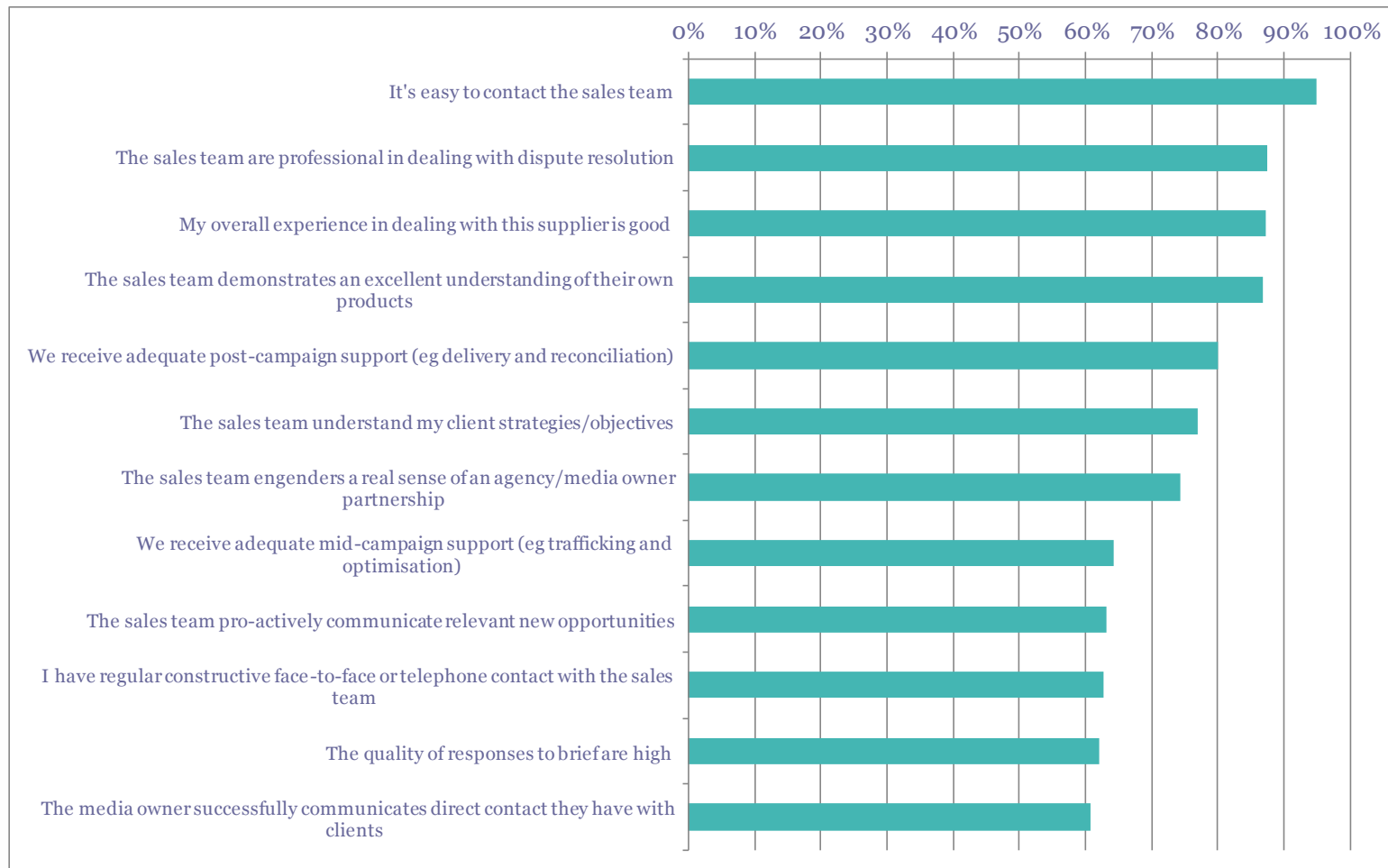
% points change





# Auto Trader Autumn 2015

% agree strongly/agree



# Auto Trader

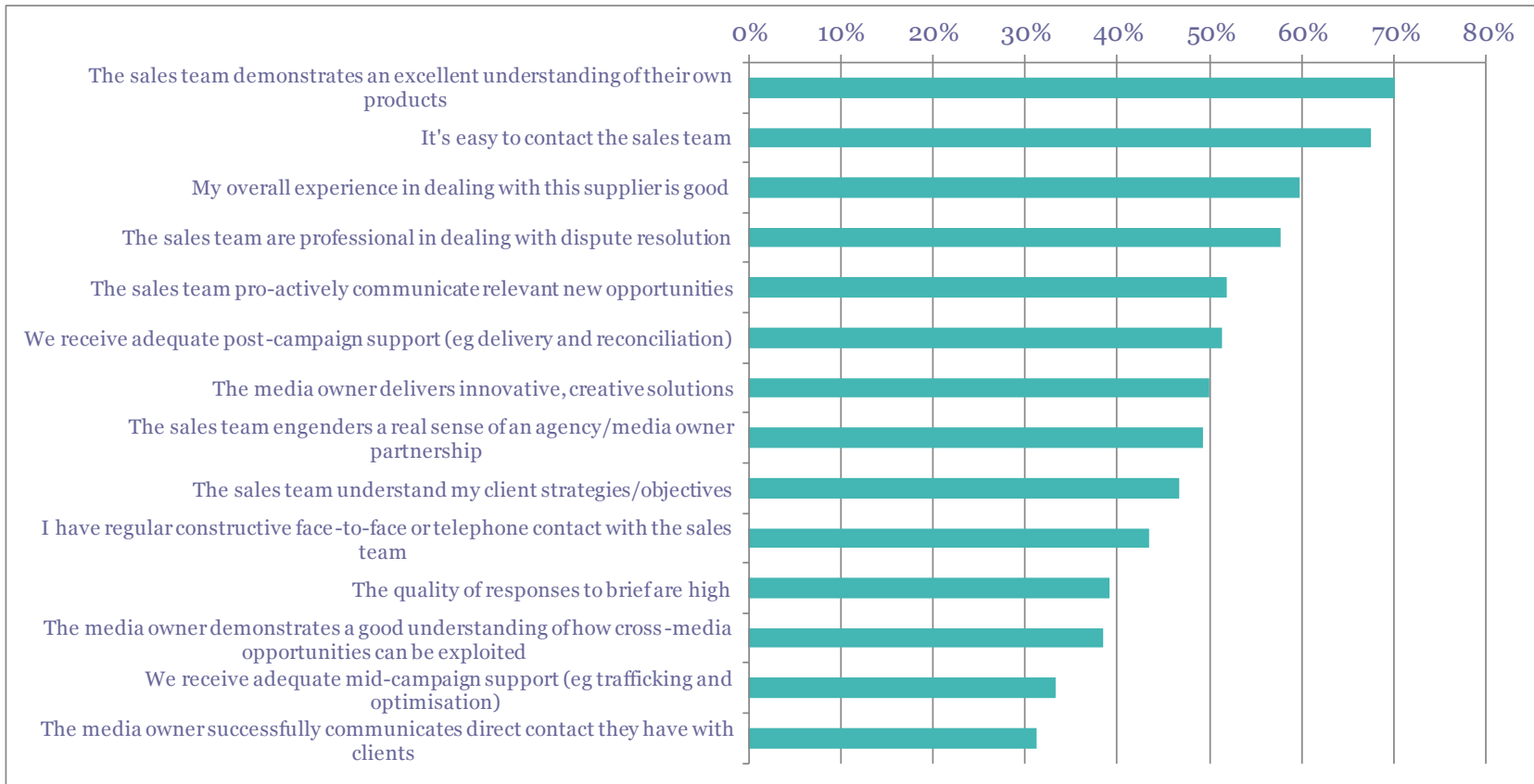
## Autumn 2015 vs. Spring 2015

% points change



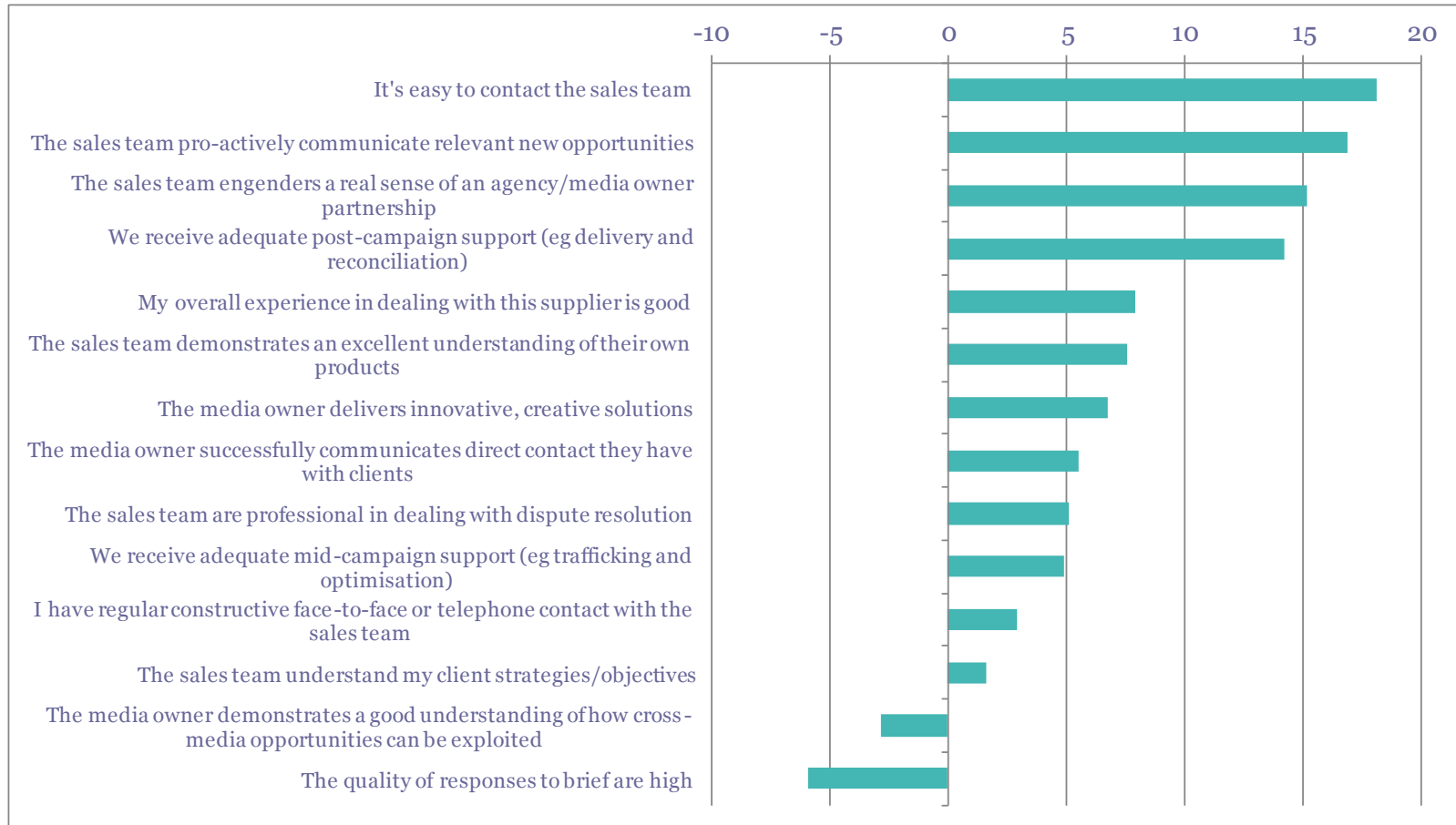
# Channel 4.com Autumn 2015

% agree strongly/agree



# Channel 4.com Autumn 2015 vs. Spring 2015

% points change



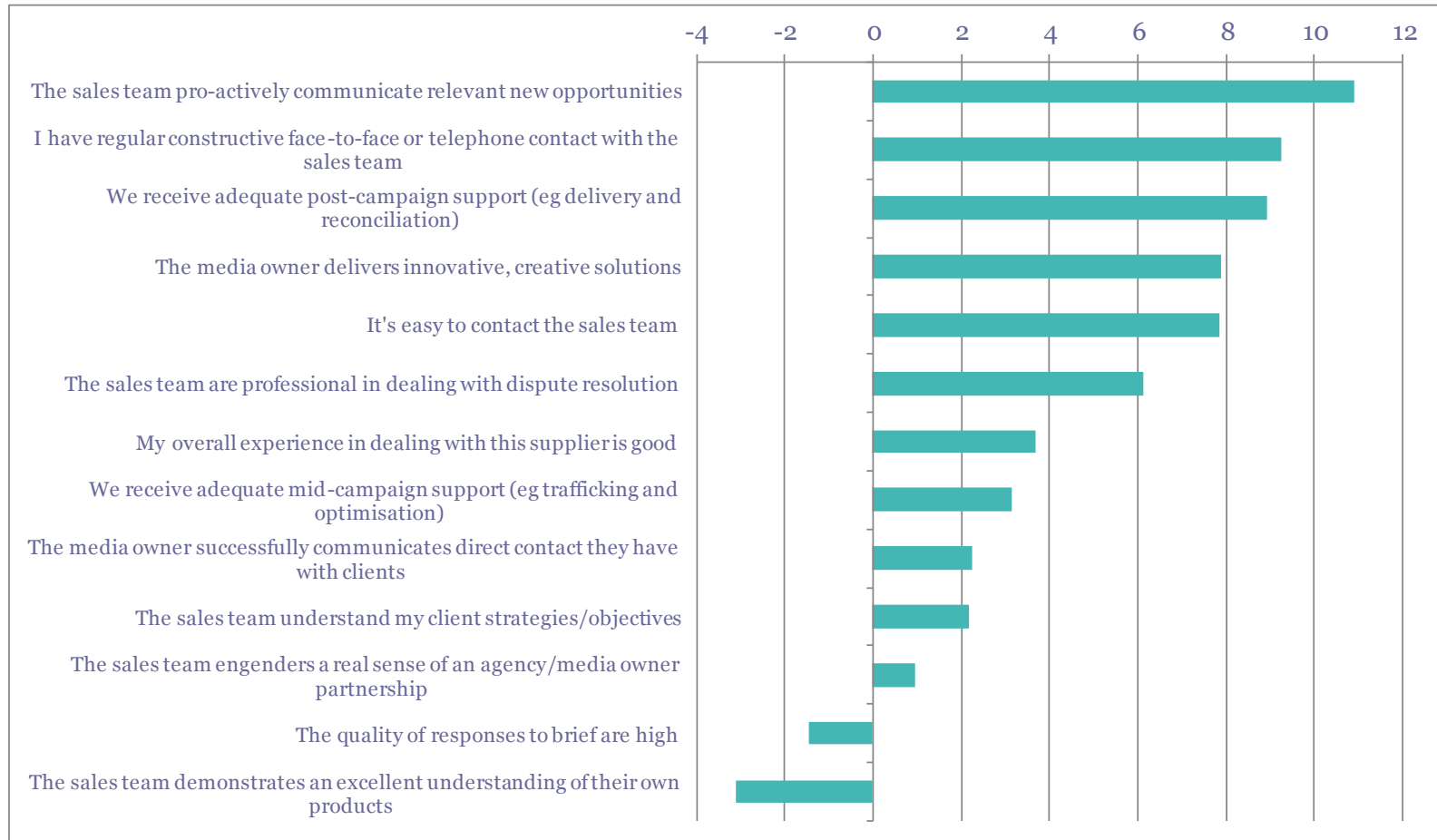
# Collective Autumn 2015

% agree strongly/agree



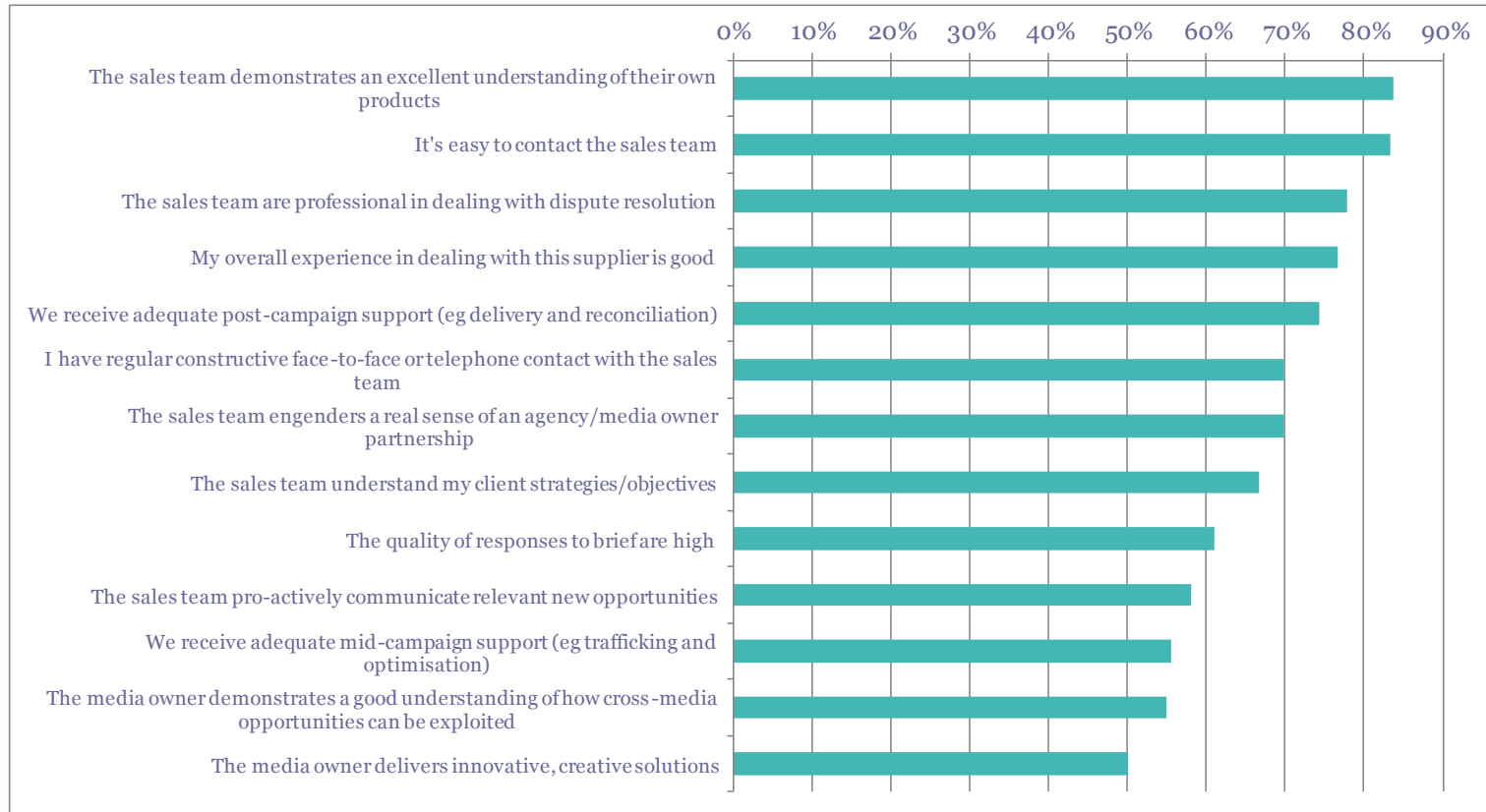
# Collective Autumn 2015 vs. Spring 2015

% points change



# Dennis Publishing Autumn 2015

% agree strongly/agree



# Dennis Publishing Autumn 2015 vs. Spring 2015

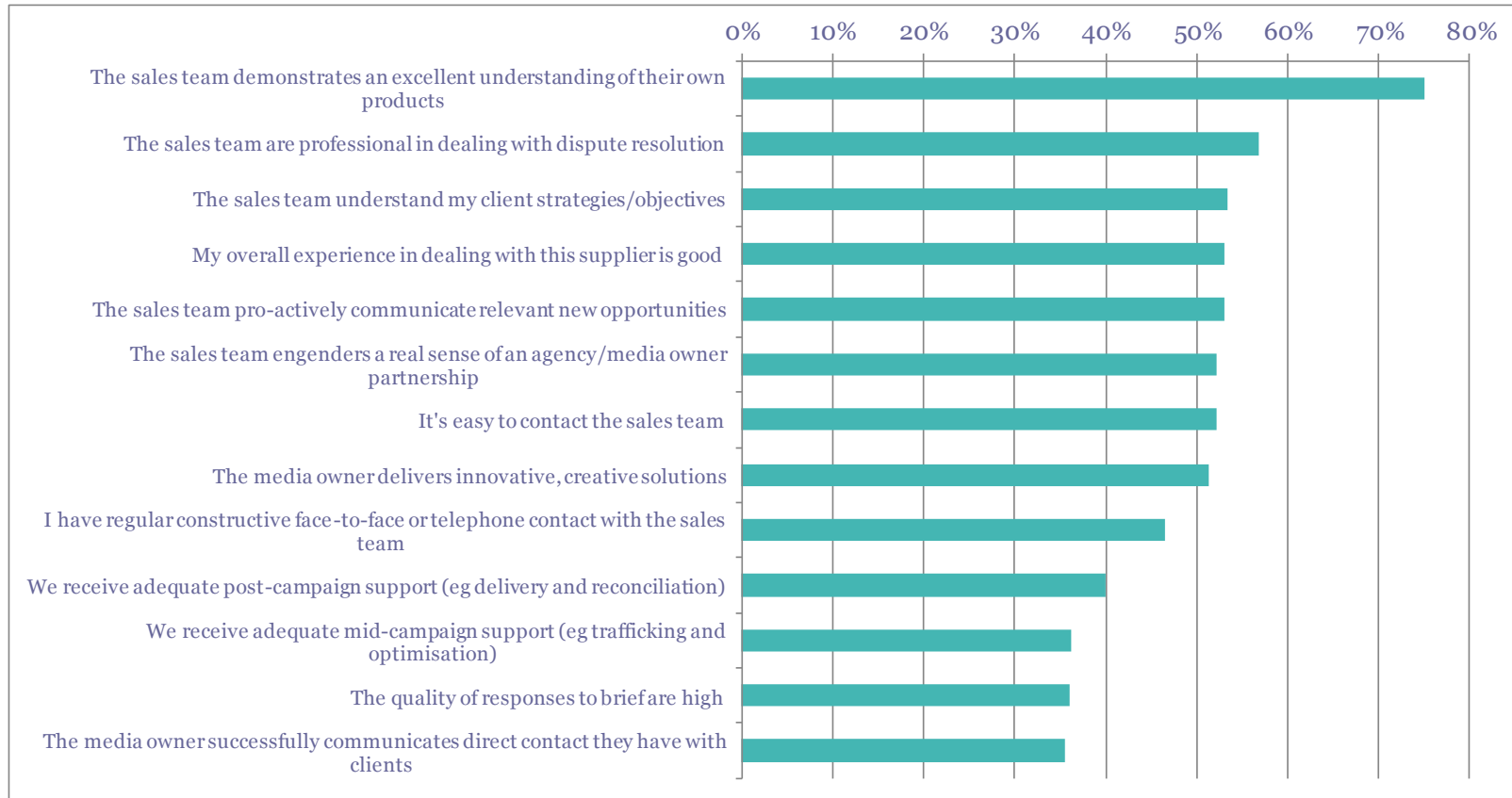
% points change





# Facebook Autumn 2015

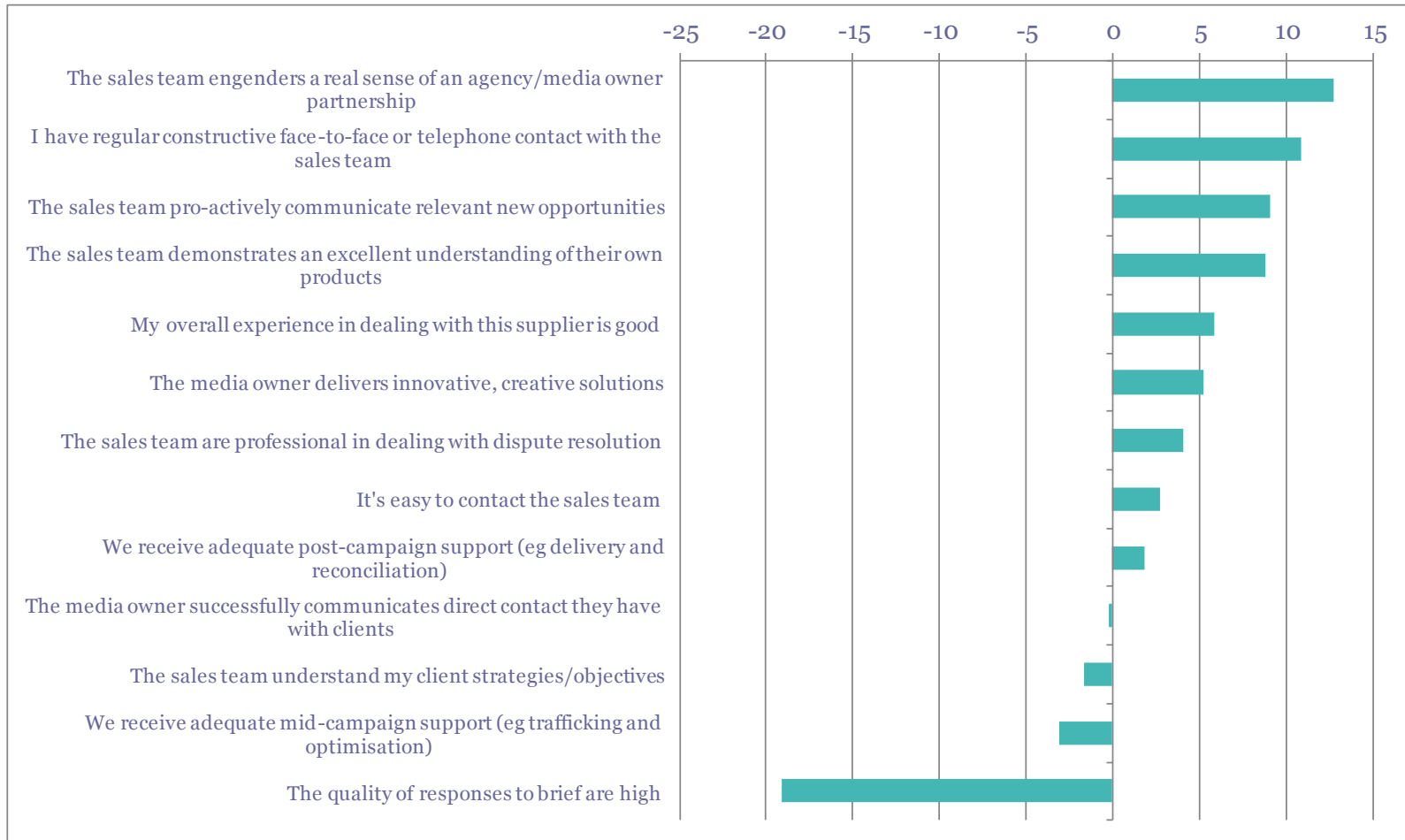
% agree strongly/agree



# Facebook

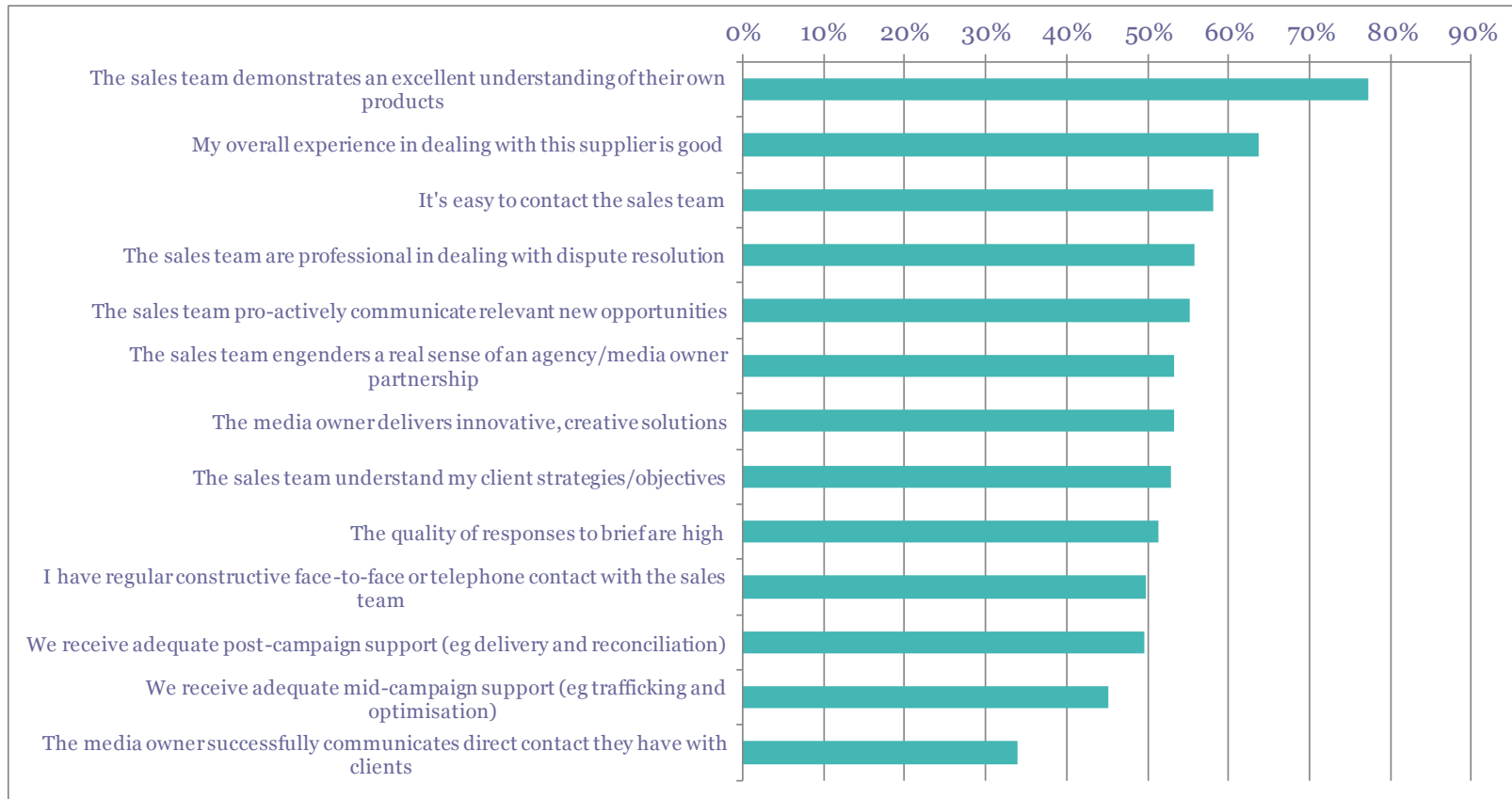
## Autumn 2015 vs. Spring 2015

% points change



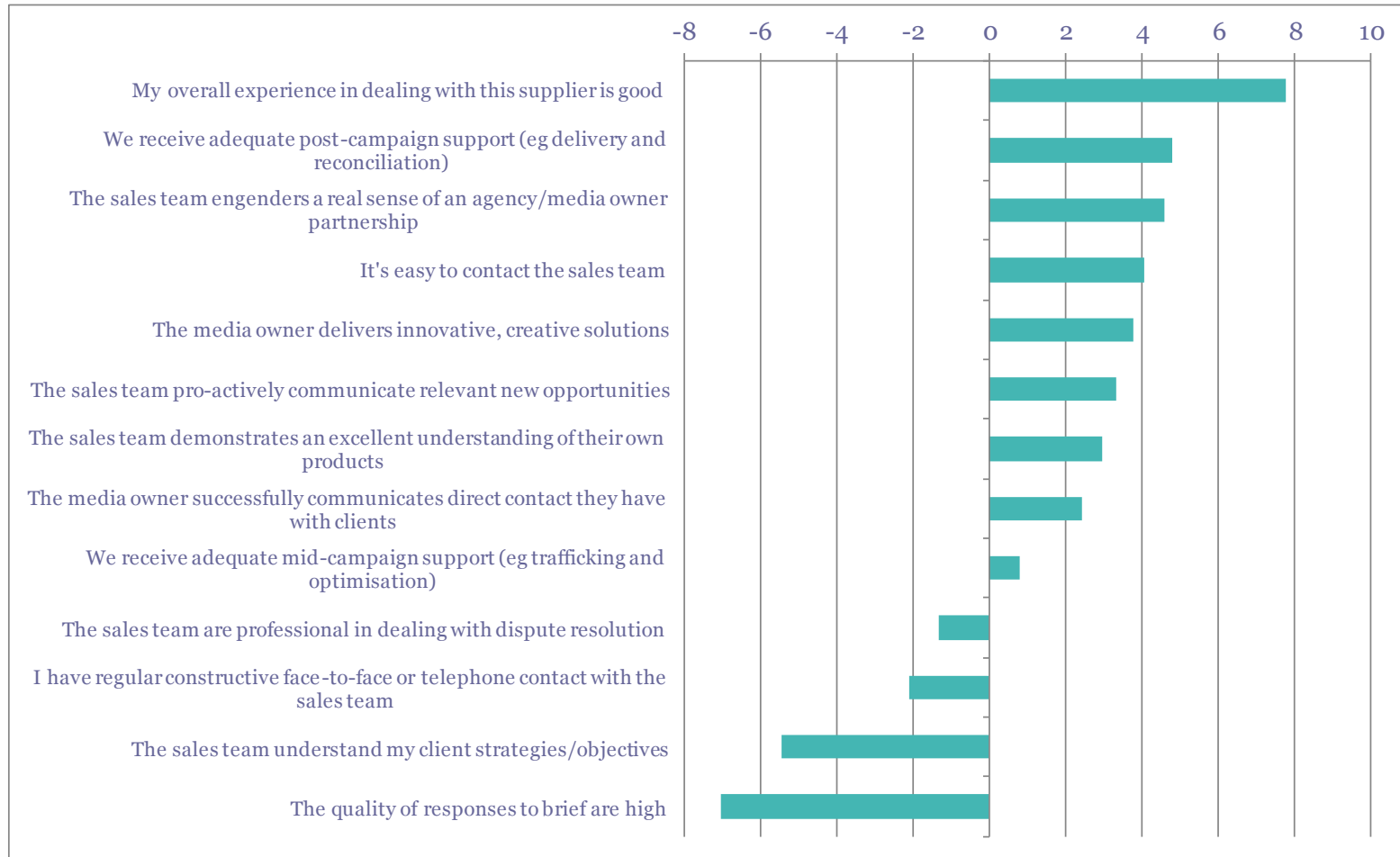
# Google(Display)/YouTube Autumn 2015

% agree strongly/agree



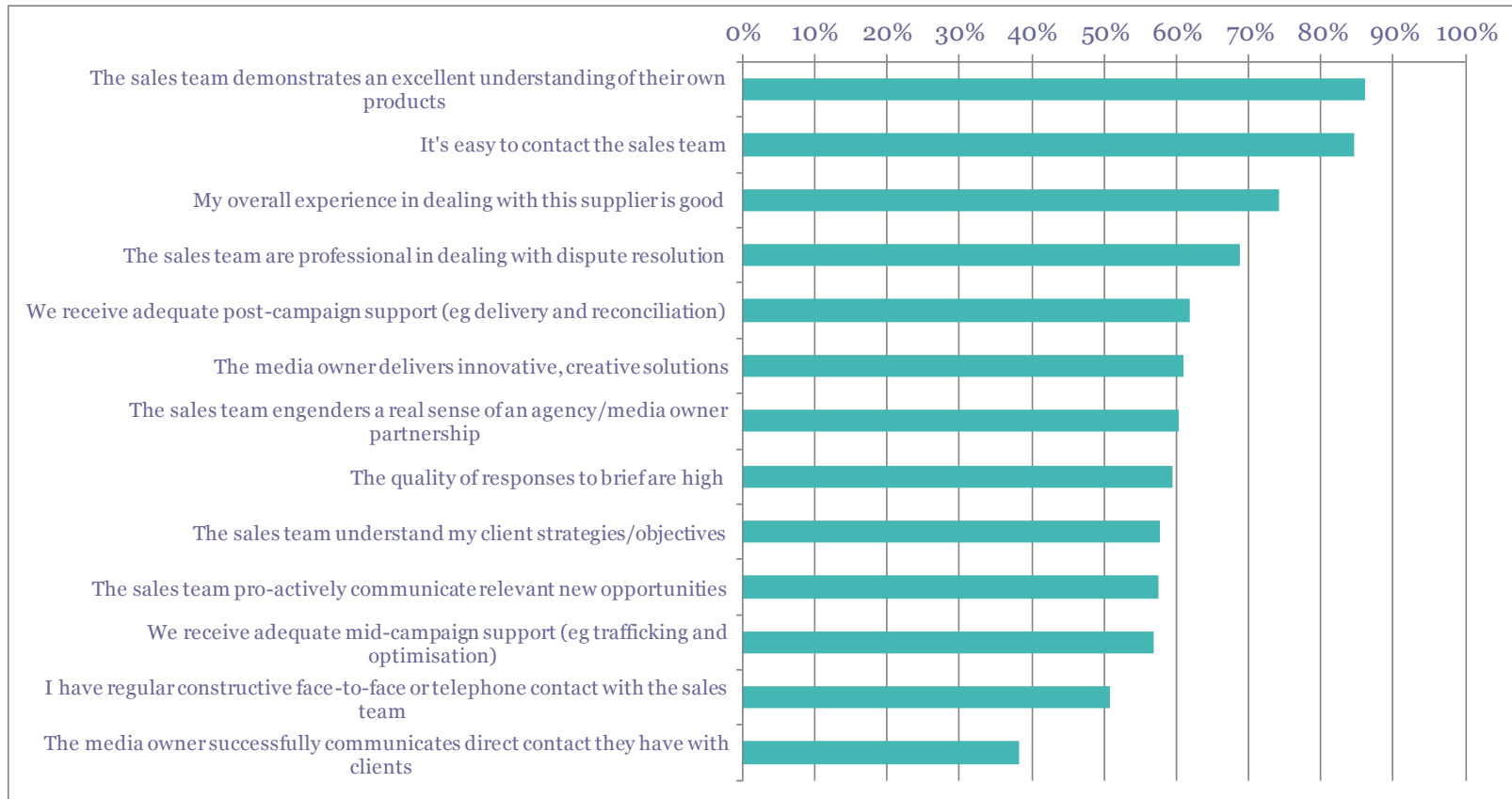
# Google(Display)/YouTube Autumn 2015 vs. Spring 2015

% points change



# Inskin Media Autumn 2015

% agree strongly/agree



# Inskin Media

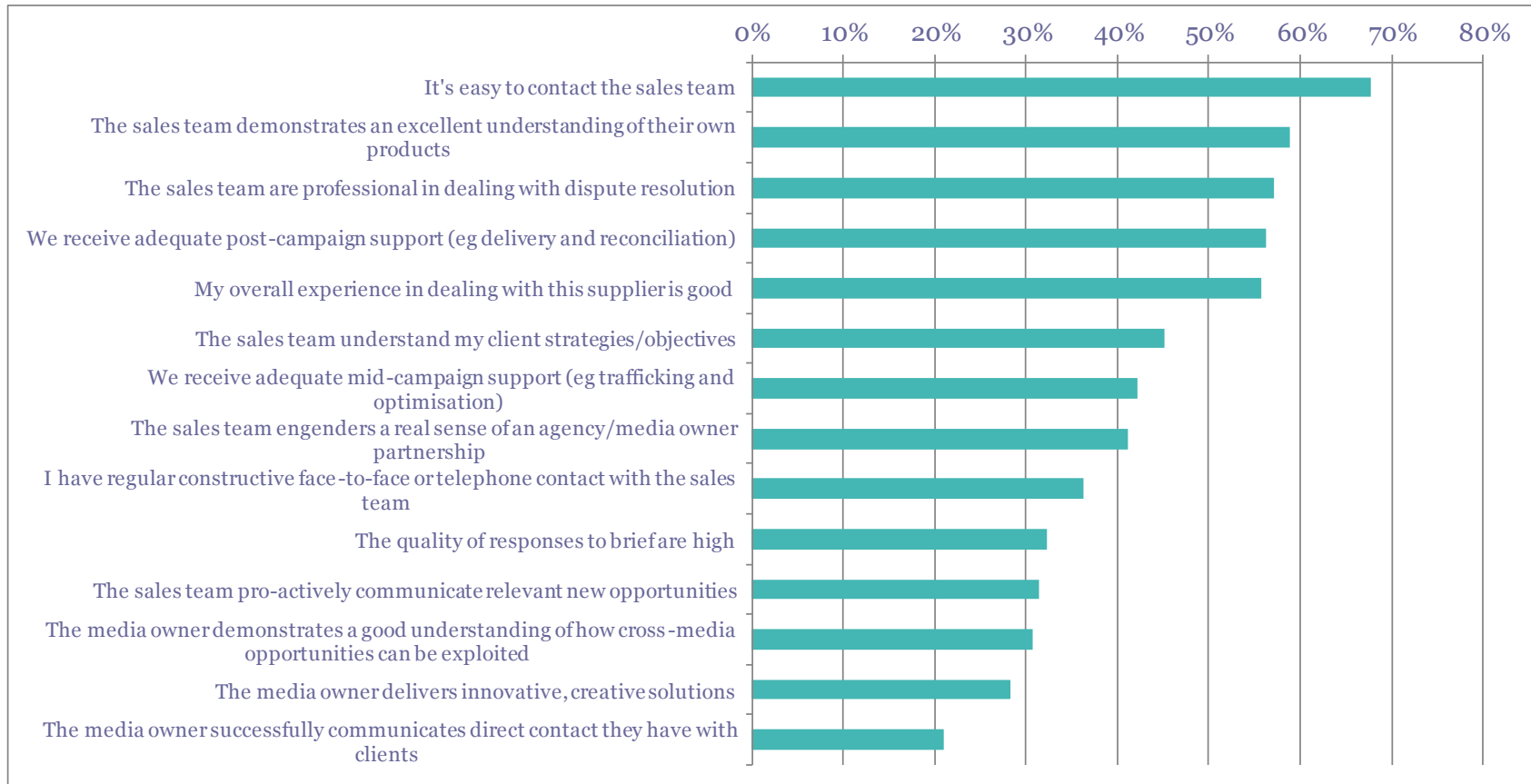
## Autumn 2015 vs. Spring 2015

% points change



# ITV.com Spring 2015

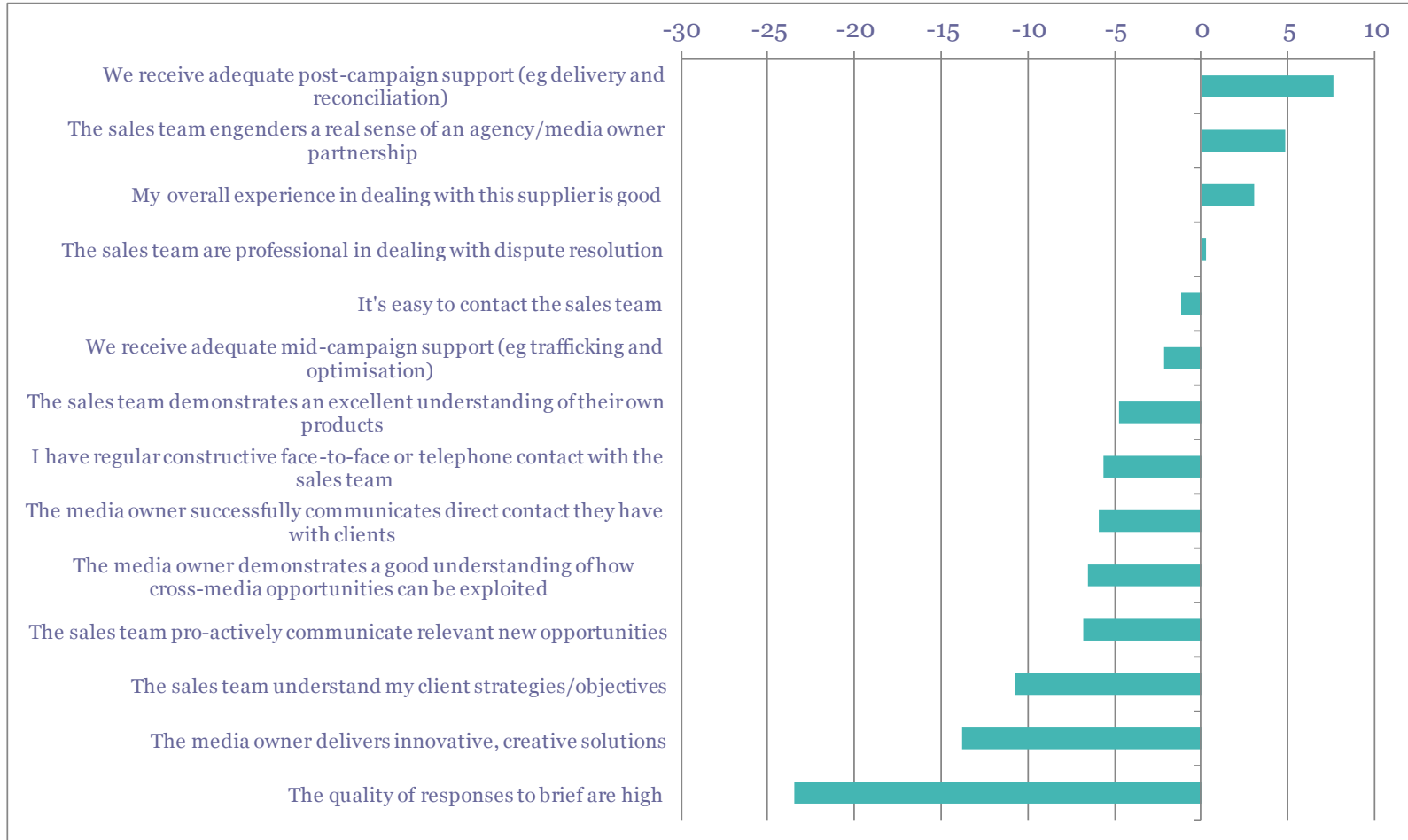
% agree strongly/agree



# ITV.com

## Autumn 2015 vs. Spring 2015

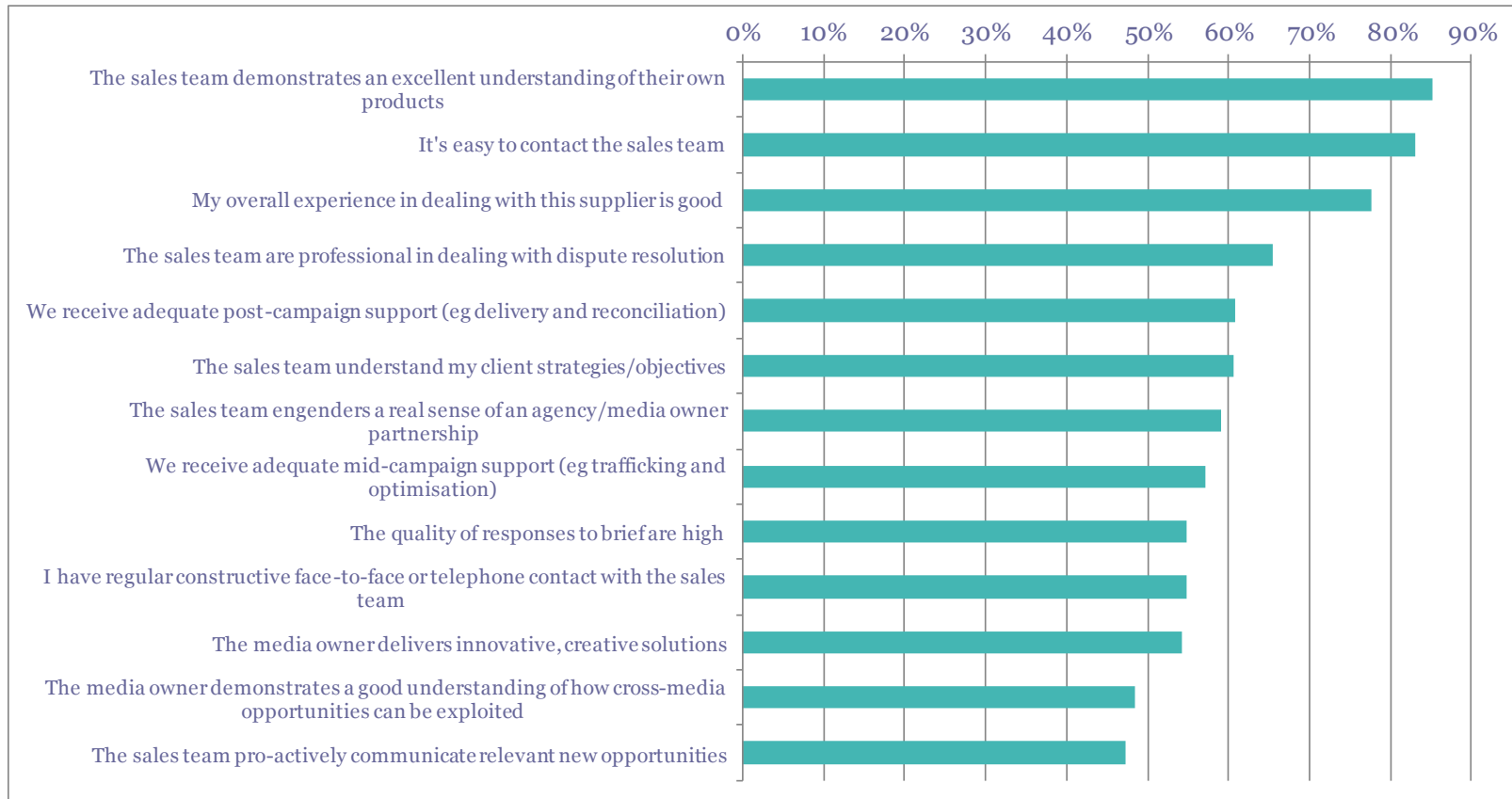
% points change





# MailOnline/Associated Autumn 2015

% agree strongly/agree



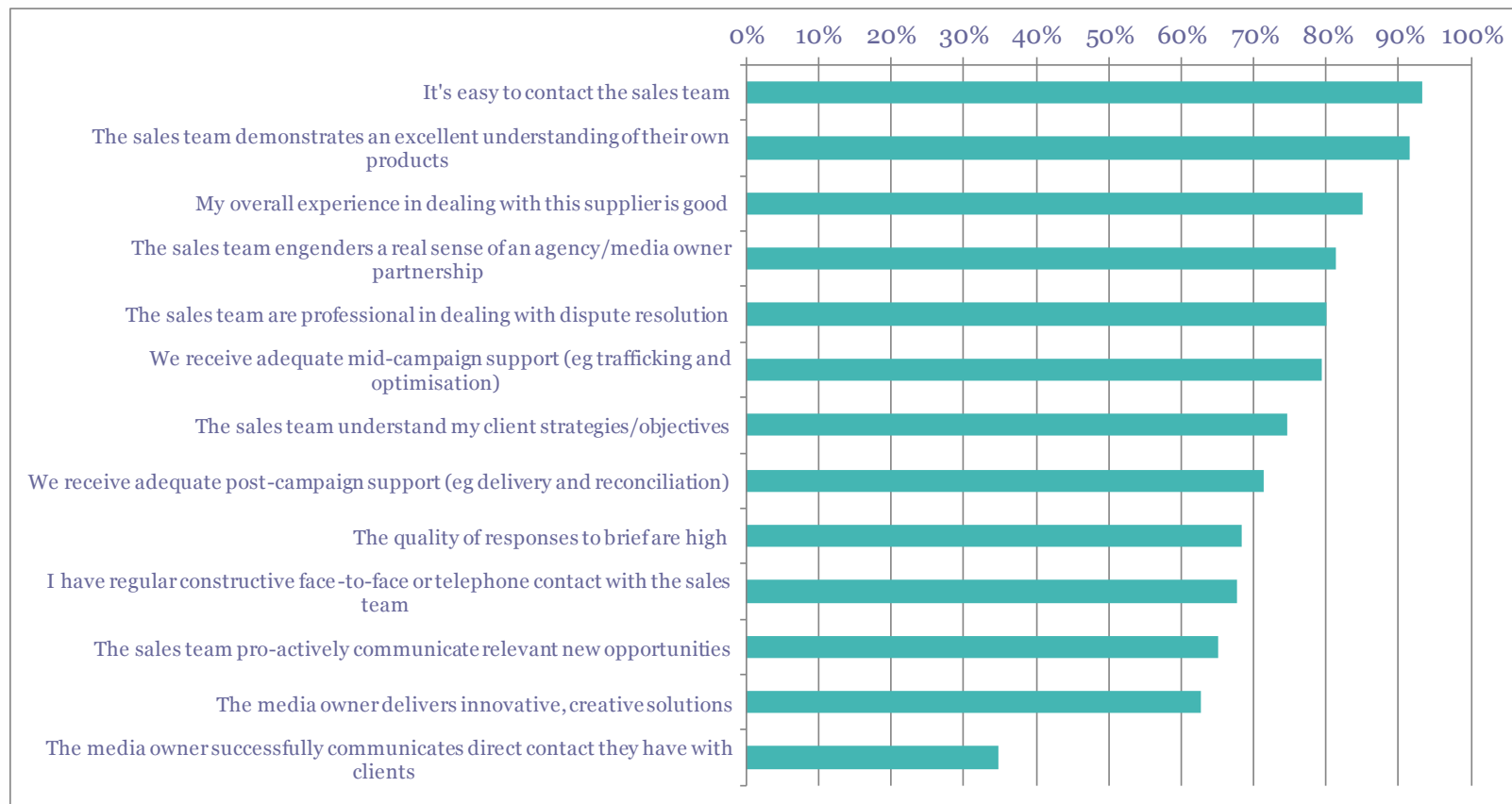
# MailOnline/Associated Autumn 2015 vs. Spring 2015

% points change



# MediaIQ Autumn 2015

% agree strongly/agree



# MediaIQ

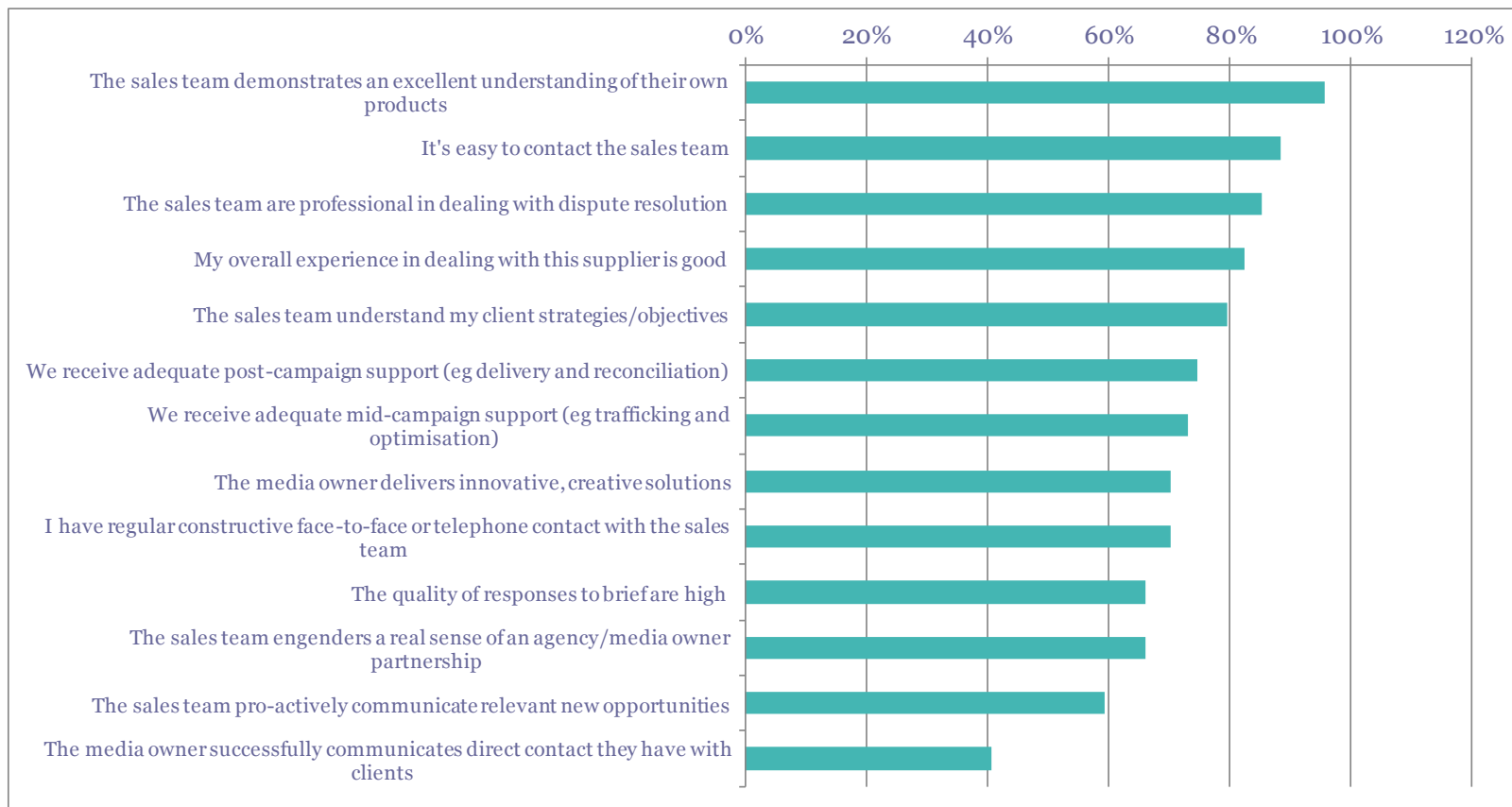
## Autumn 2015 vs. Spring 2015

% points change



# Quantcast Autumn 2015

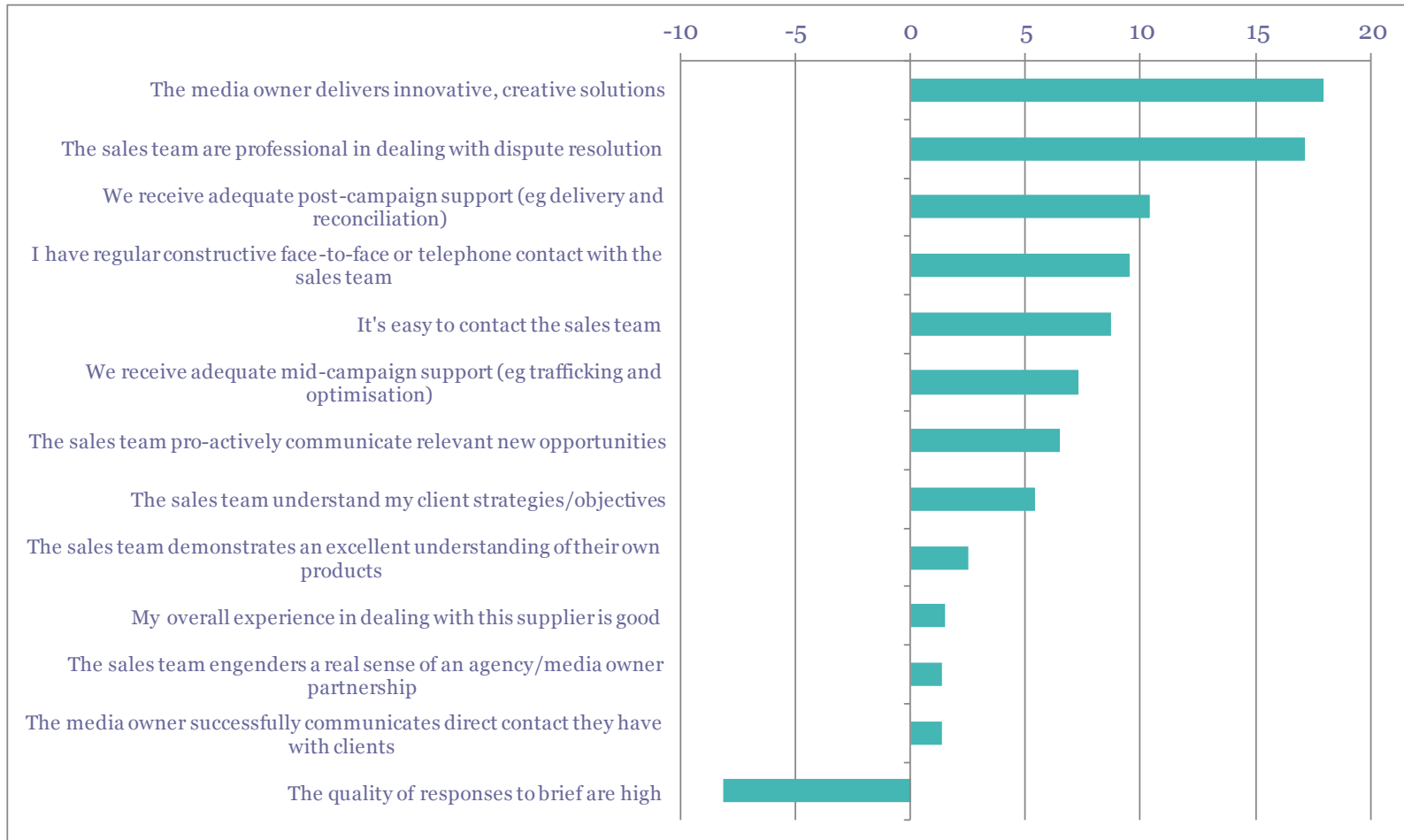
% agree strongly/agree



# Quantcast

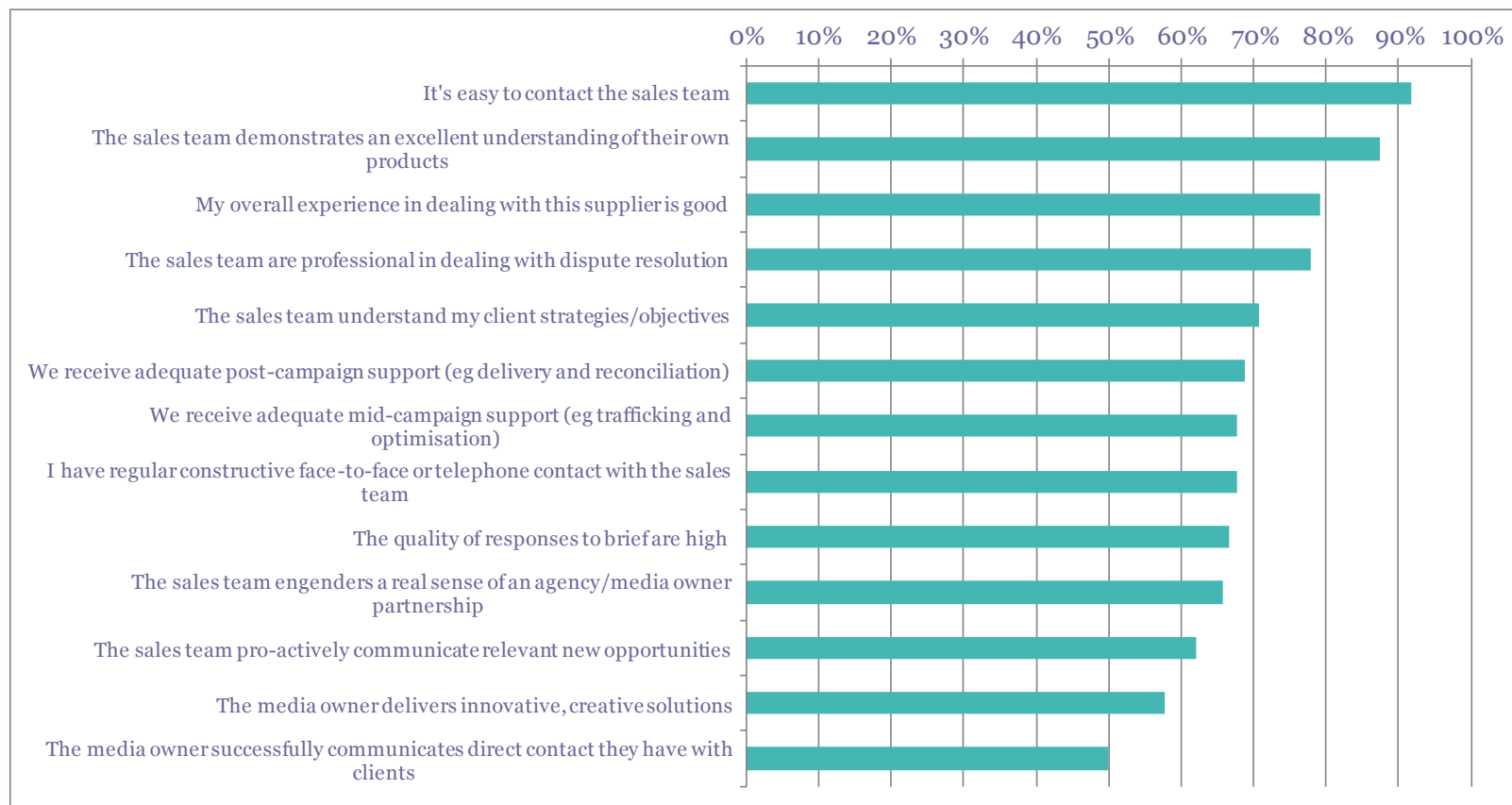
## Autumn 2015 vs. Spring 2015

% points change



# Radium One Autumn 2015

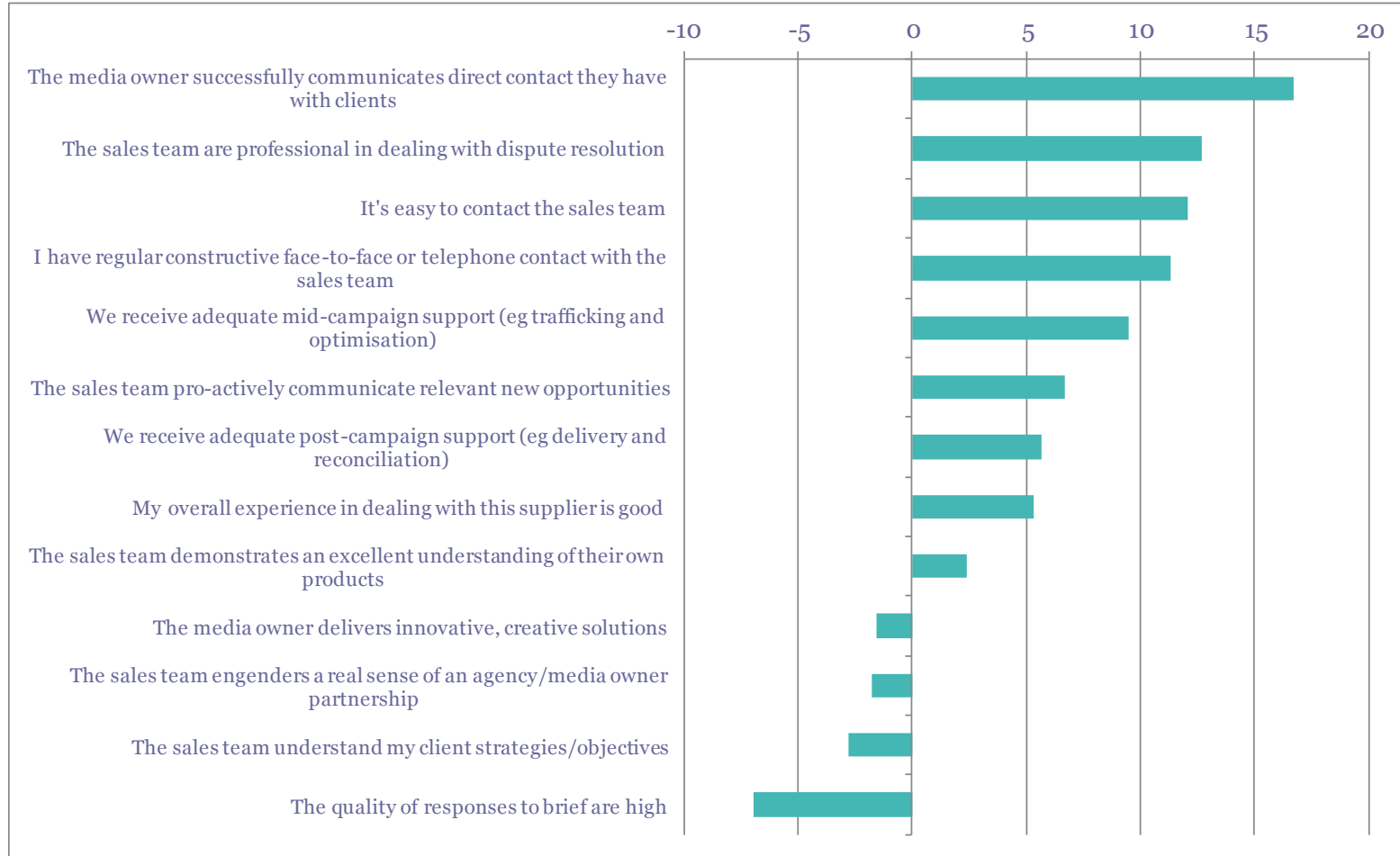
% agree strongly/agree



# Radium One

## Autumn 2015 vs. Spring 2015

% points change





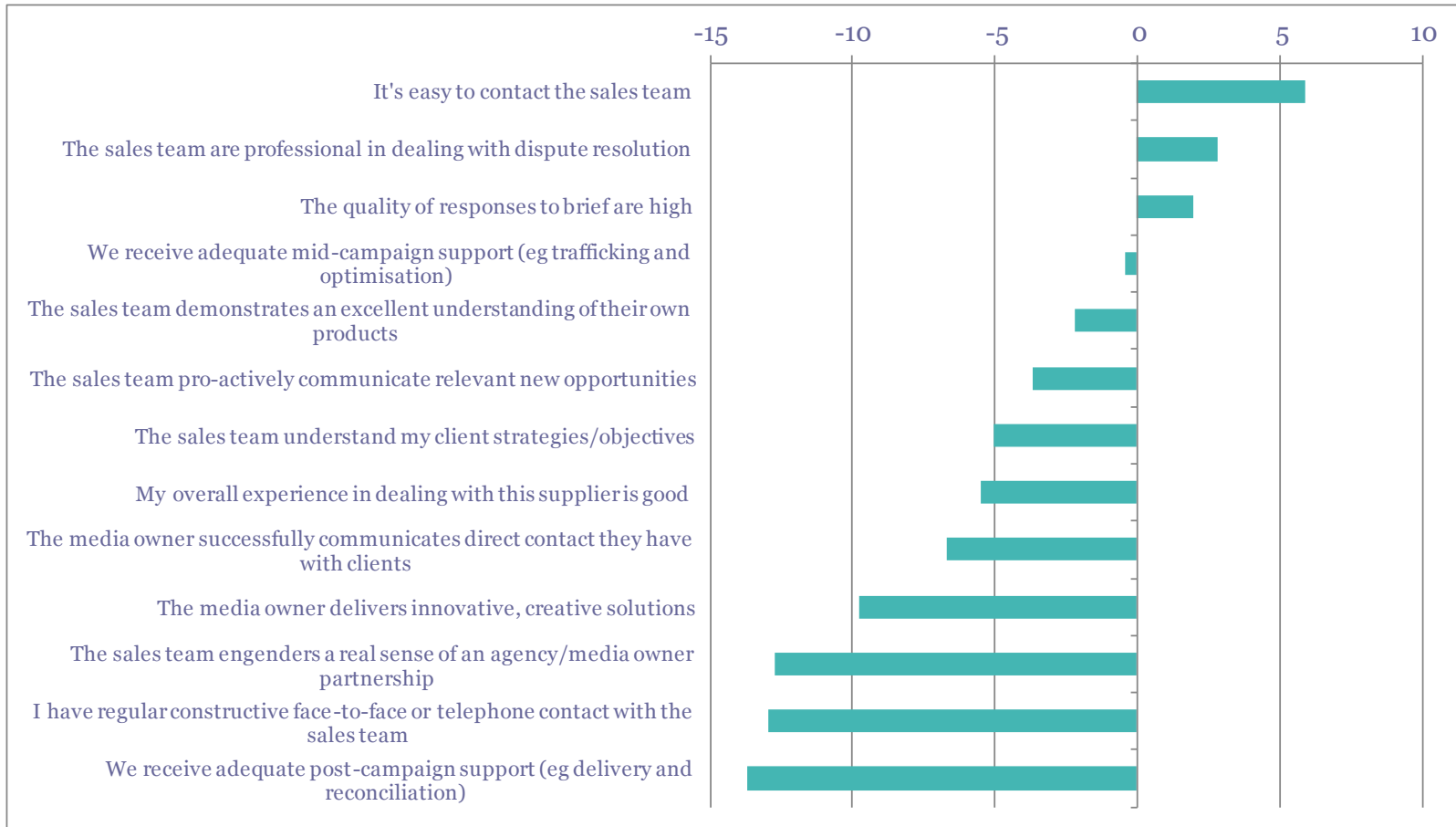
# Say Media Autumn 2015

% agree strongly/agree



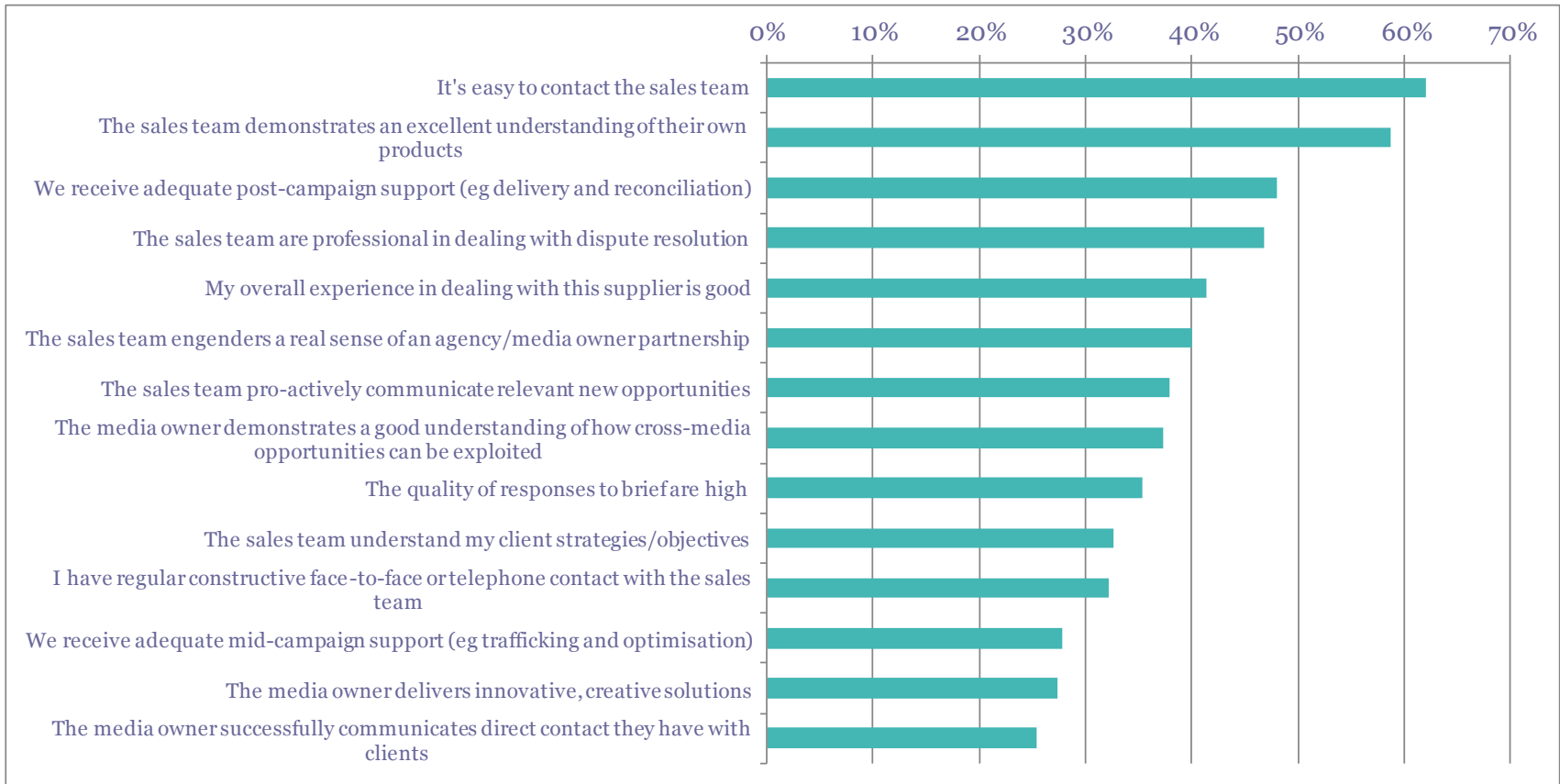
# Say Media Autumn 2015 vs. Spring 2015

% points change



# Sky Digital Media Autumn 2015

% agree strongly/agree



# Sky Digital Media Autumn 2015 vs. Spring 2015

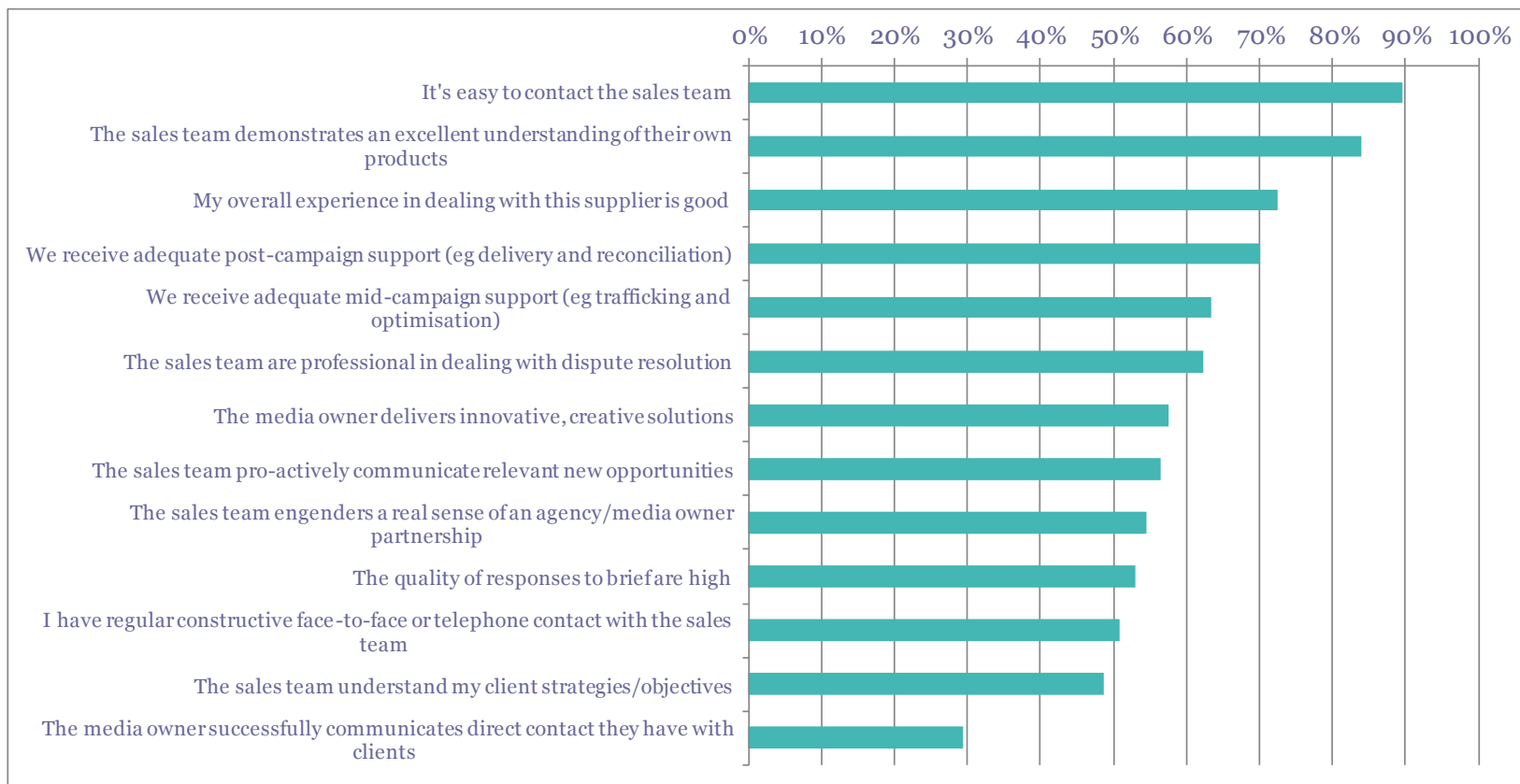
% points change



# Teads

## Autumn 2015

% agree strongly/agree



# Teads

## Autumn 2015 vs. Spring 2015

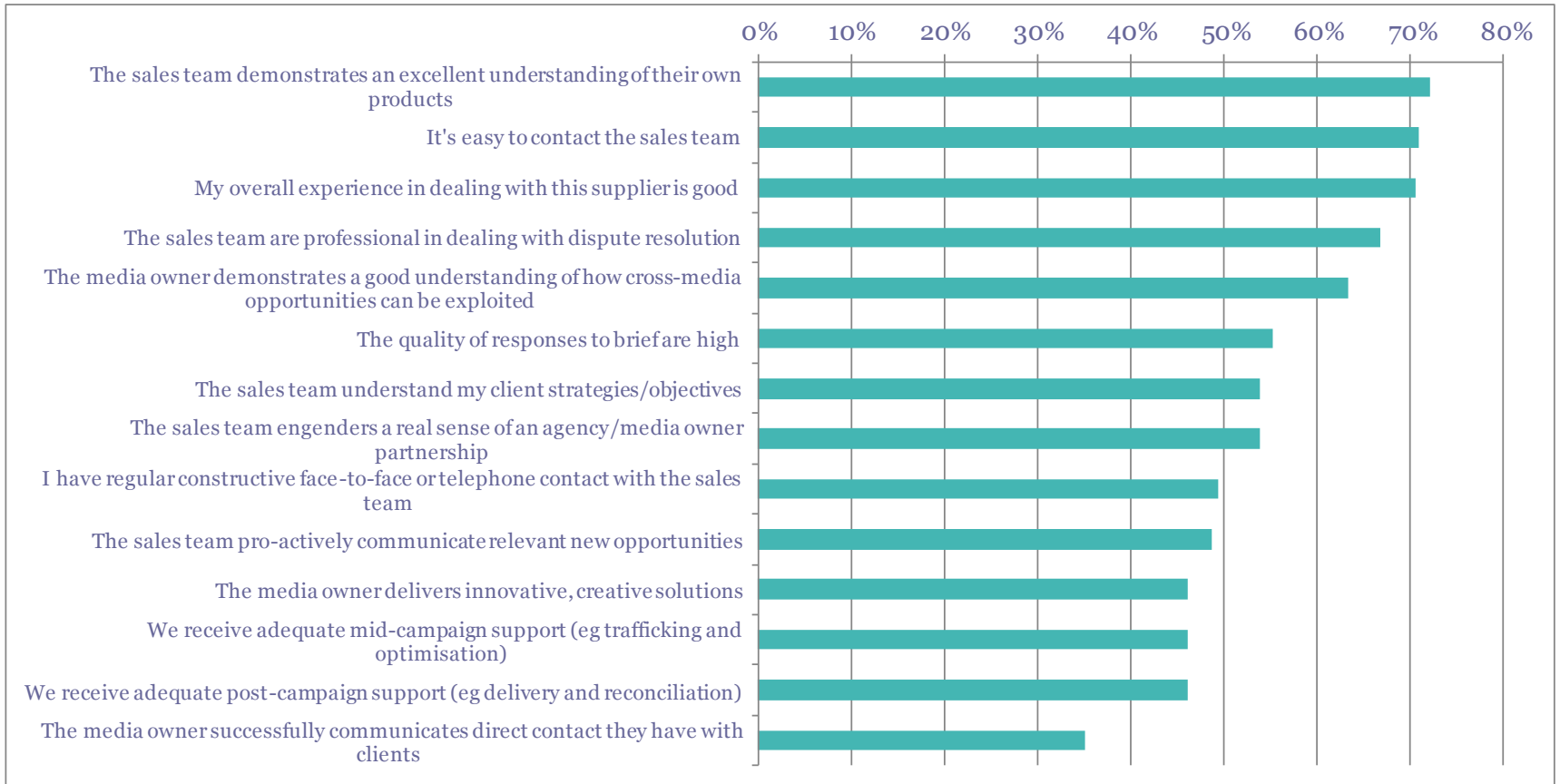
% points change



# Telegraph.co.uk

## Autumn 2015

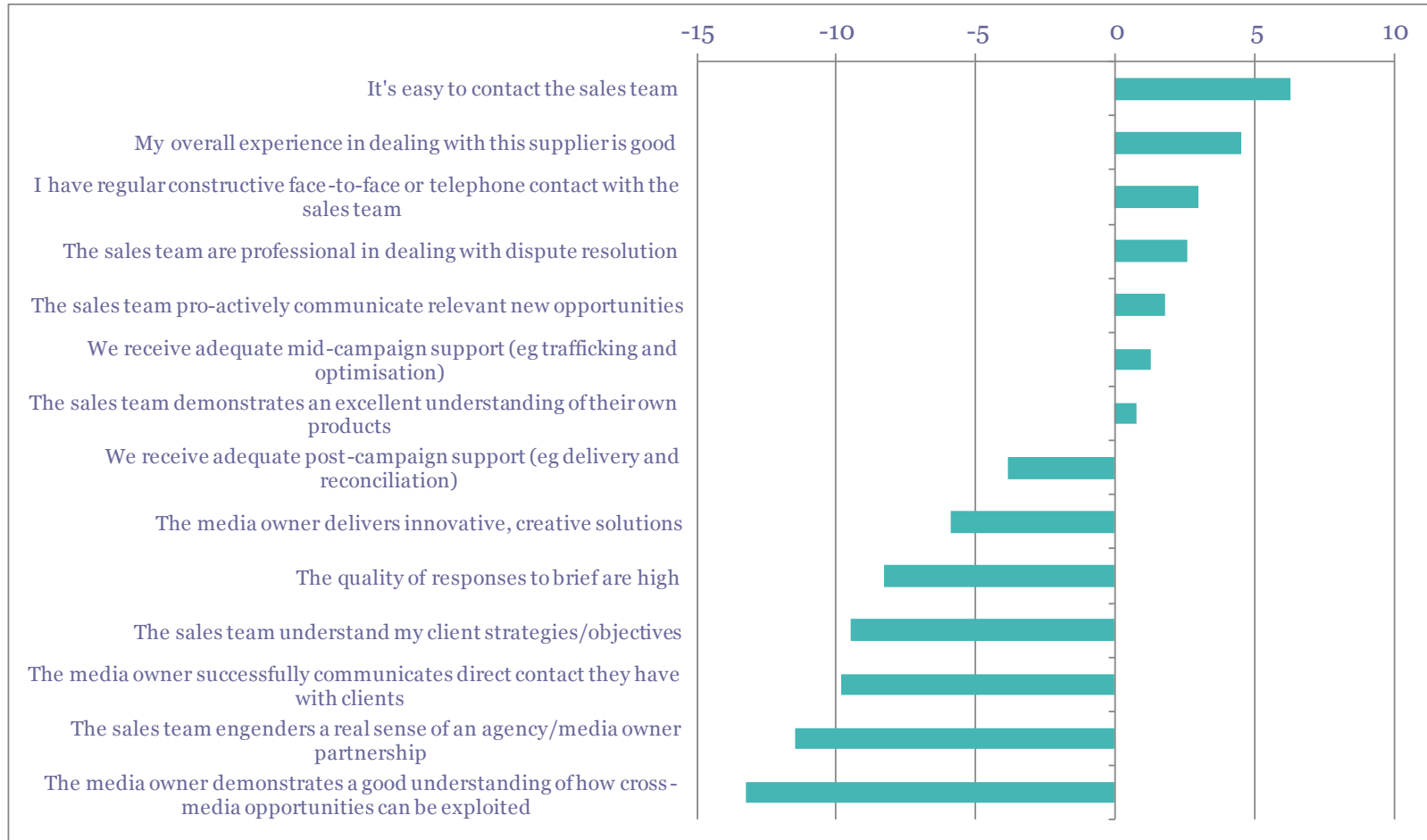
% agree strongly/agree



# Telegraph.co.uk

## Autumn 2015 vs. Spring 2015

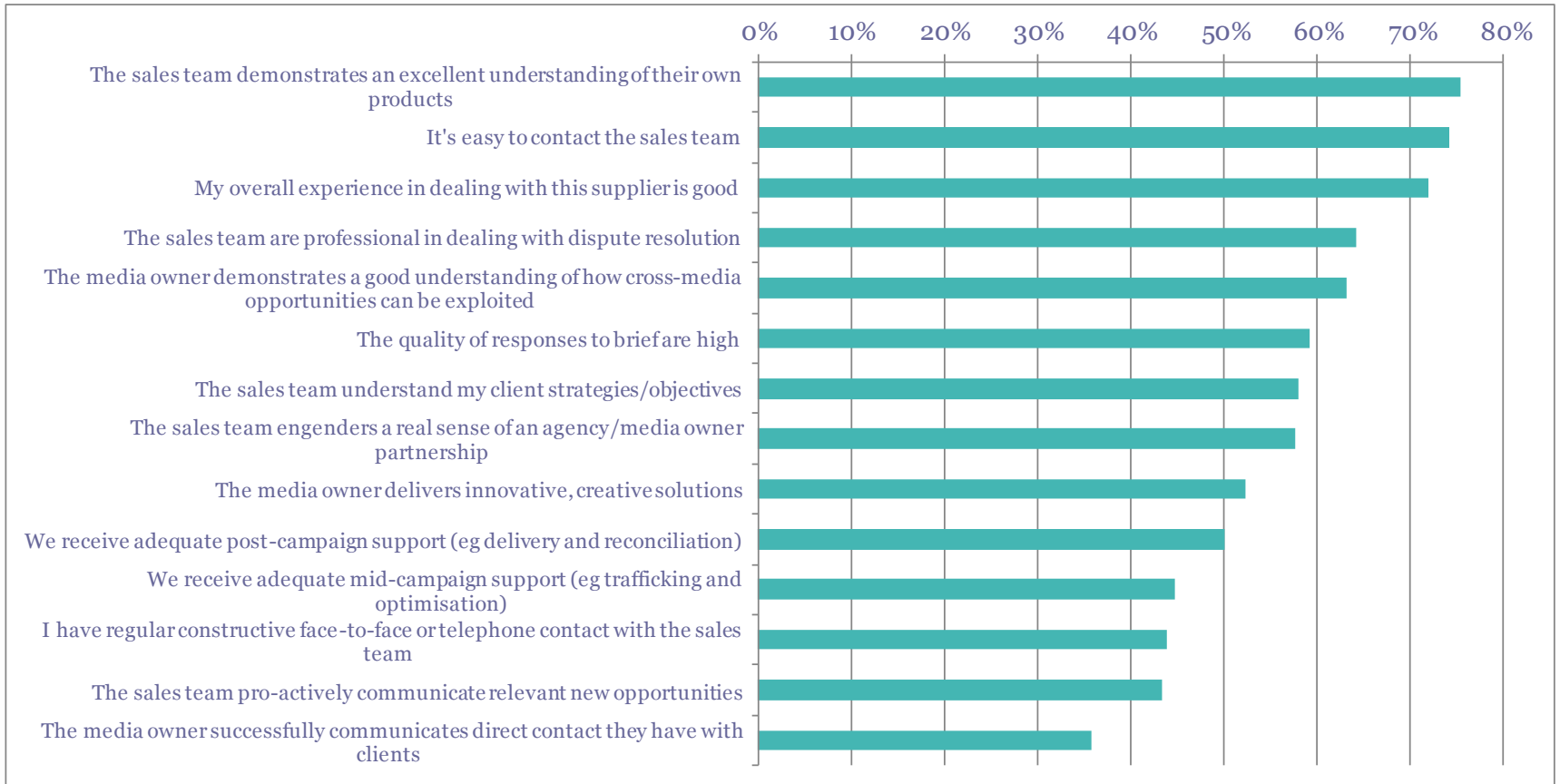
% points change





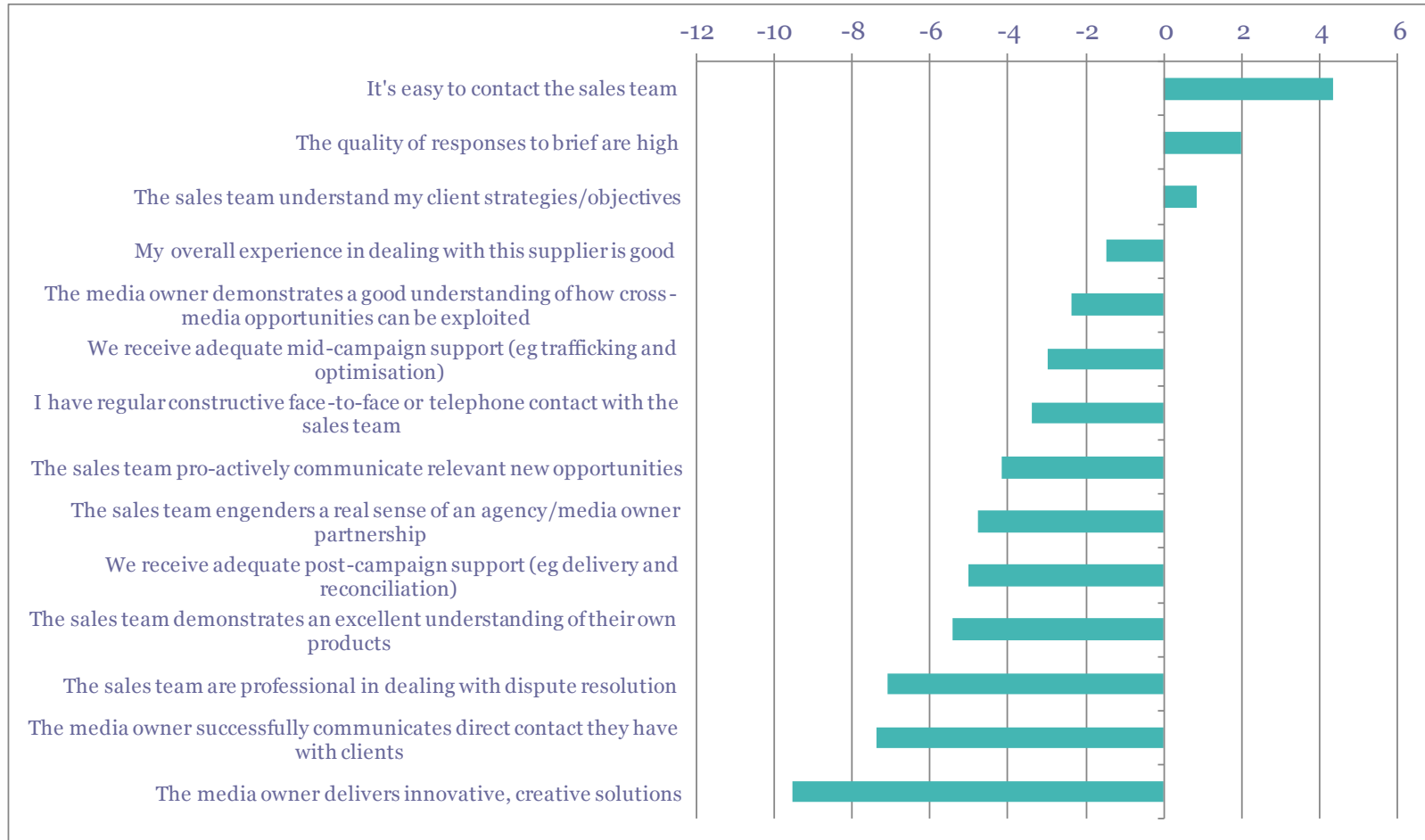
# The Guardian Autumn 2015

% agree strongly/agree



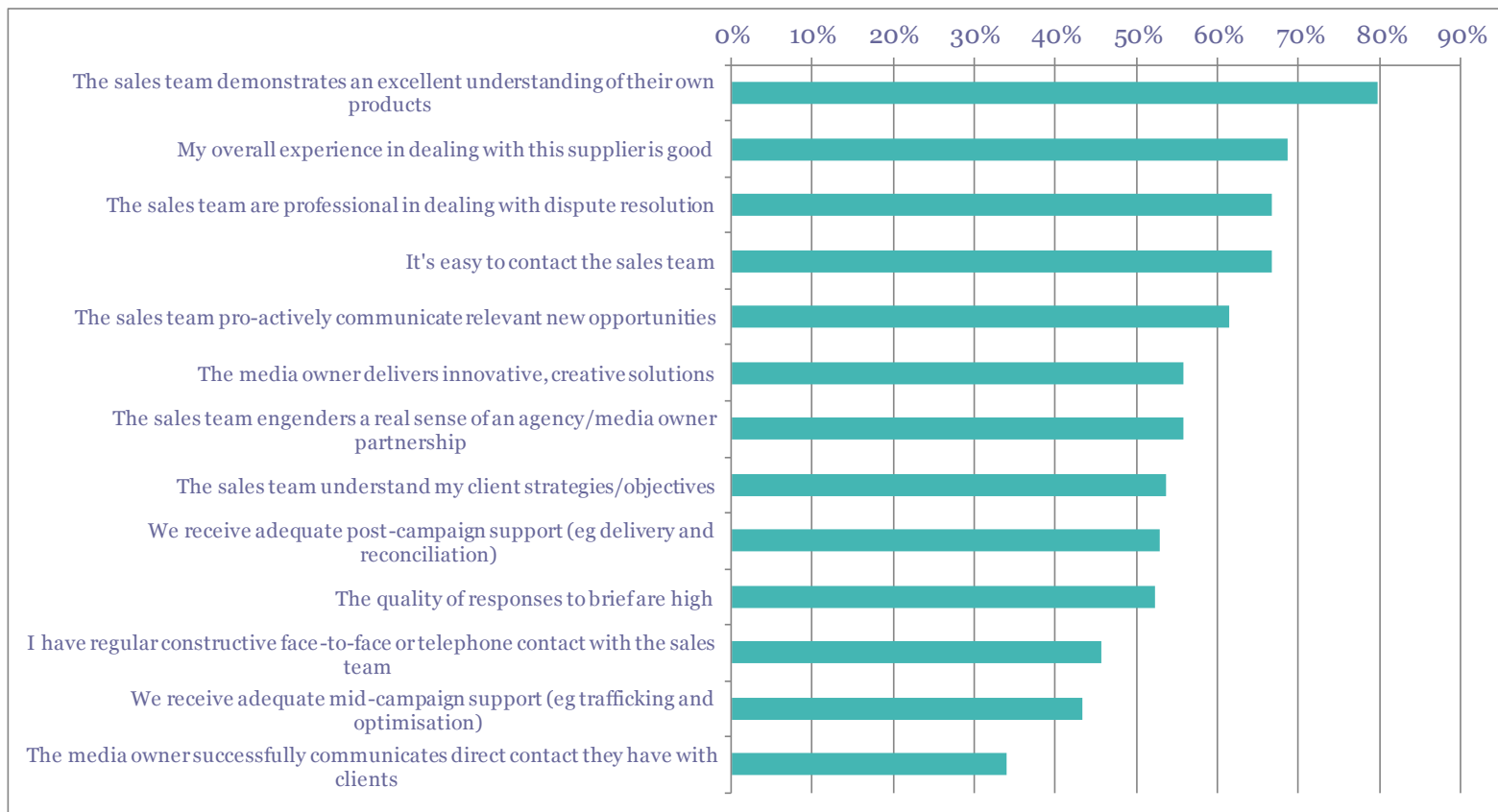
# The Guardian Autumn 2015 vs. Spring 2015

% points change



# Twitter Autumn 2015

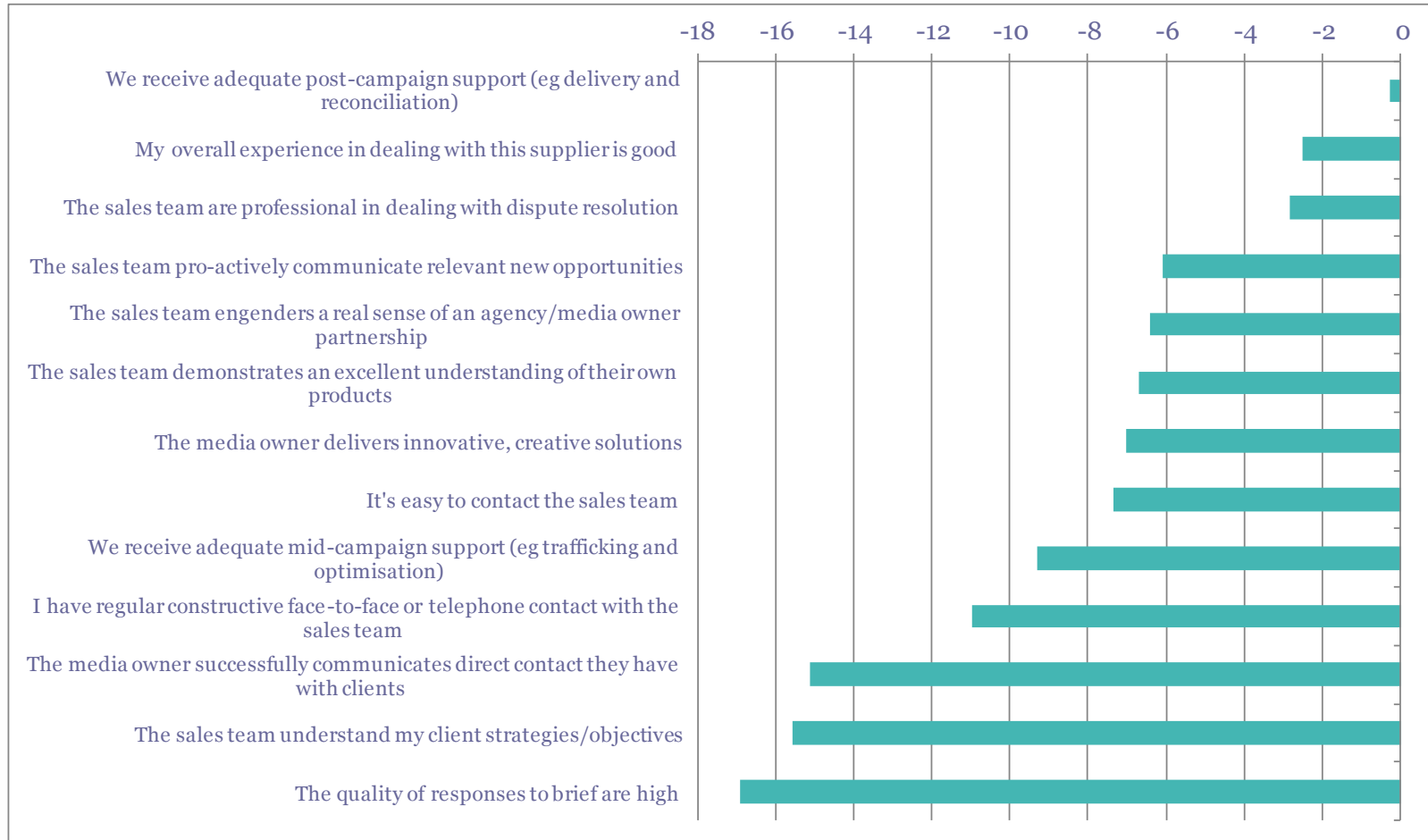
% agree strongly/agree



# Twitter

## Autumn 2015 vs. Spring 2015

% points change



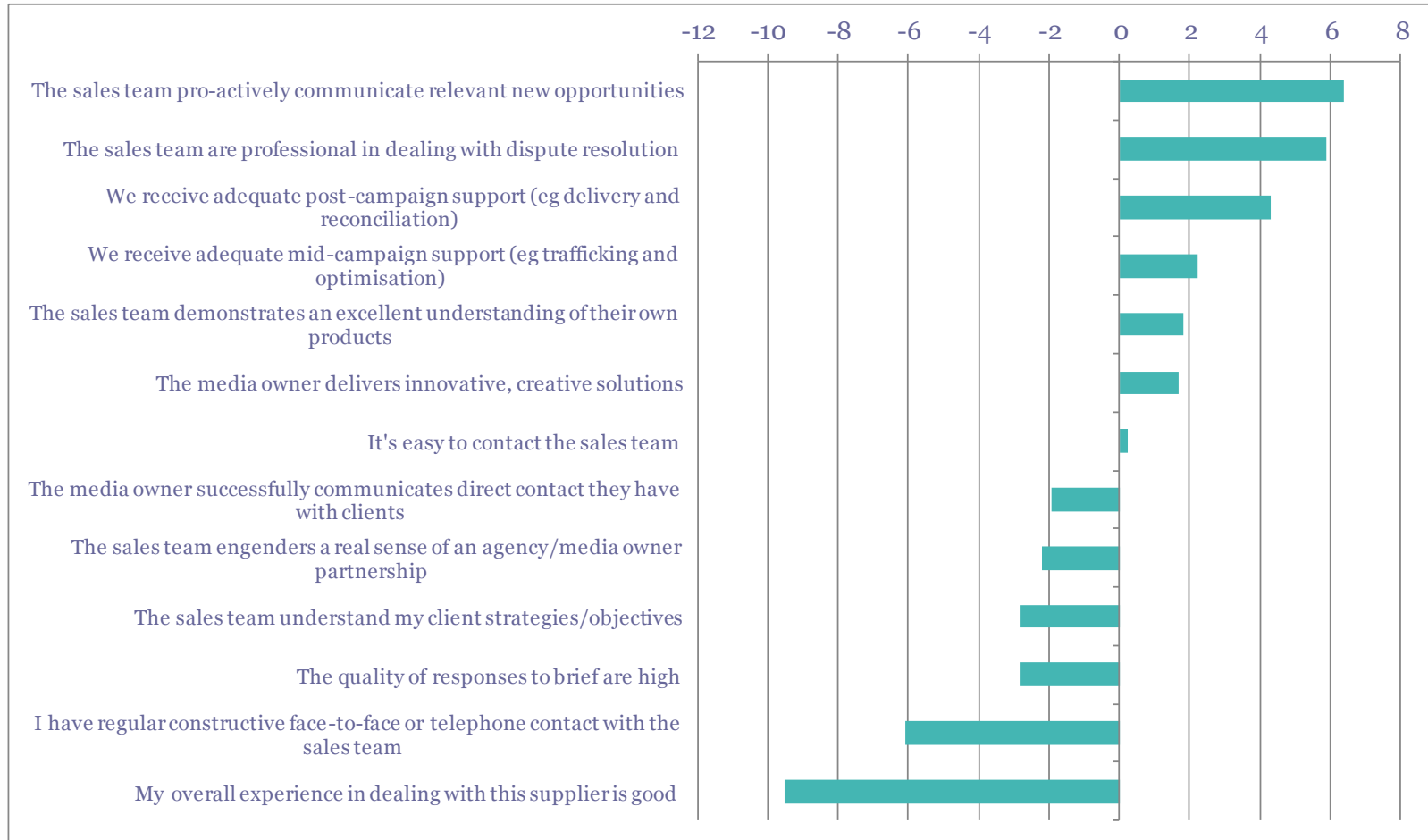
# Weve Autumn 2015

% agree strongly/agree



# Weve Autumn 2015 vs. Spring 2015

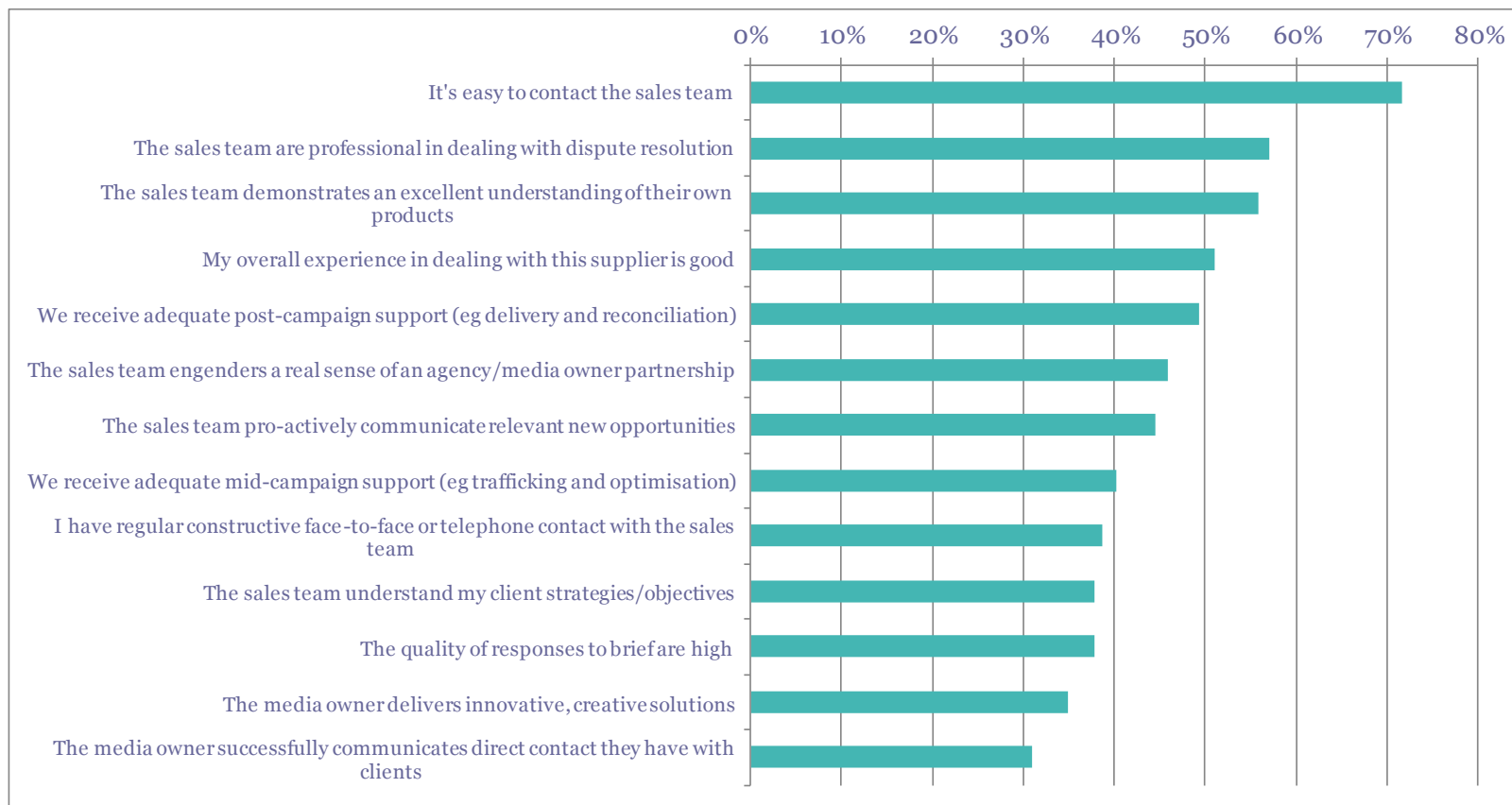
% points change



# Yahoo!

## Autumn 2015

% agree strongly/agree



# Yahoo!

## Autumn 2015 vs. Spring 2015

% points change

