

2021 Mid-Year Key Findings Report

**MEDIA
TYPE**

**DEVICE
TYPE**

**TARGETING
TACTICS**

**CREATIVE
ASSETS**

The current state of **digital advertising**

Throughout the first half of 2021, we've seen digital advertising trends continue to adapt and respond to the world — consumer behavior is still changing rapidly, timelines around third-party cookies regulations are shifting, and more.

These changes have spurred conversations about how digital transformation will take hold in a post-pandemic world. Over the last year, marketers have watched the consumer journey change course during the COVID-19 pandemic. How consumers engage with organizations and prioritize trust in their data has evolved and impacted digital strategies. Looking forward, the question remains, how do brands and marketers adapt to a changing digital advertising ecosystem?


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The second half of 2021 has a lot in store that marketers can take advantage of, including The Summer Olympics, back-to-school, return to the office, the holiday season, and more. As you look ahead and evaluate your performance from the first half of 2021 and prepare a plan for the second half, look to our key findings to guide your digital advertising strategy. The metrics in this report were pulled from the Choozle platform and include data from January 1, 2021, to June 30, 2021.

The background of the slide features a blurred office scene with several people working at their desks. Overlaid on this is a large, semi-transparent number '2021' in a light blue color. To the right of the number, there is a stylized, geometric mountain range graphic in shades of blue and green. The overall aesthetic is modern and professional.

According to eMarketer, by the end
of 2021, 88% of all digital display
marketing in the US is projected to be
done via **programmatic advertising.**

Read more [here](#).

MEDIA TYPE

DISPLAY

VIDEO

NATIVE

AUDIO



What the 2021 Data Shows

- Display continues to have a stronghold as the preferred media type with over 59 percent of the market share. The scale of display inventory is incomparable to other media types, which is why it will always have its place.
- While display makes up the majority of spend, video continued its growth over the year (from 28 percent in 2020 to 32 percent in 2021) as more marketers adopted connected TV and streaming video targeting.

Video
32.9%

Native
5.2%

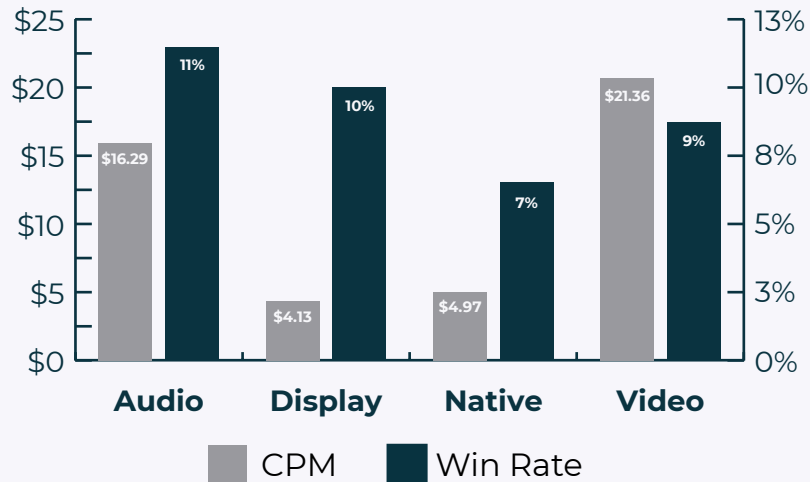
Audio
2.8%

Display
59.1%

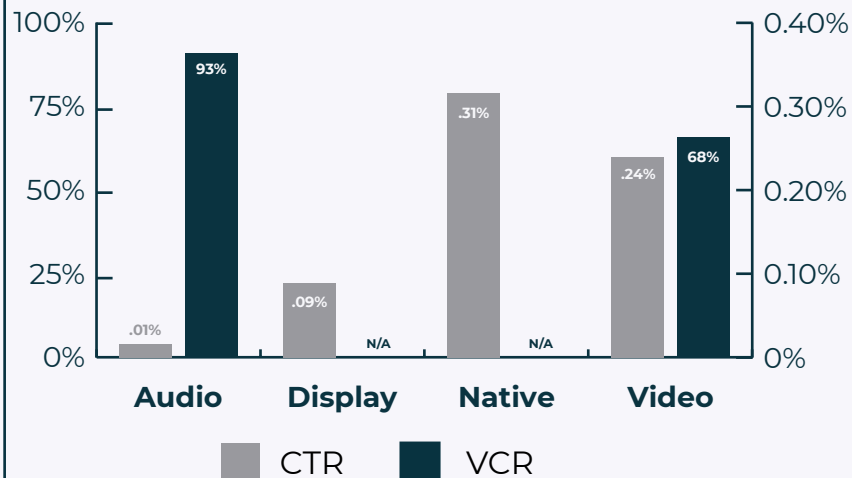
What You Can Do In 2021

- Major networks, like Fox, NBCU, and others, have fully embraced connected TV. Marketers should expect more premium inventory to become available, especially around hallmark events like The Summer Olympics.
- Marketers should look to diversify the media types they are using in their campaign strategy. Not only will it help keep CPMs low, but it will also engage consumers across different media types.

Average Win Rate & CPM Based on Media Type



Average CTR & VCR Based on Media Type



Earned Impressions by Media Type



What the 2021 Data Shows

- Display saw the most earned impressions at 83 percent, which shows how much display inventory is available compared to video and audio.
- As marketers continue to integrate audio into their advertising strategies and more inventory becomes available on streaming audio, we should continue to see the number of earned impressions increase.

What You Can Do In 2021

- With native and display being extremely cost-effective, marketers should include them in their strategies to reach consumers at different points in the marketing funnel.
- Video and audio see high completion rates and low click-through rates, as they are top-of-funnel strategies that drive brand awareness.

DEVICE TYPE

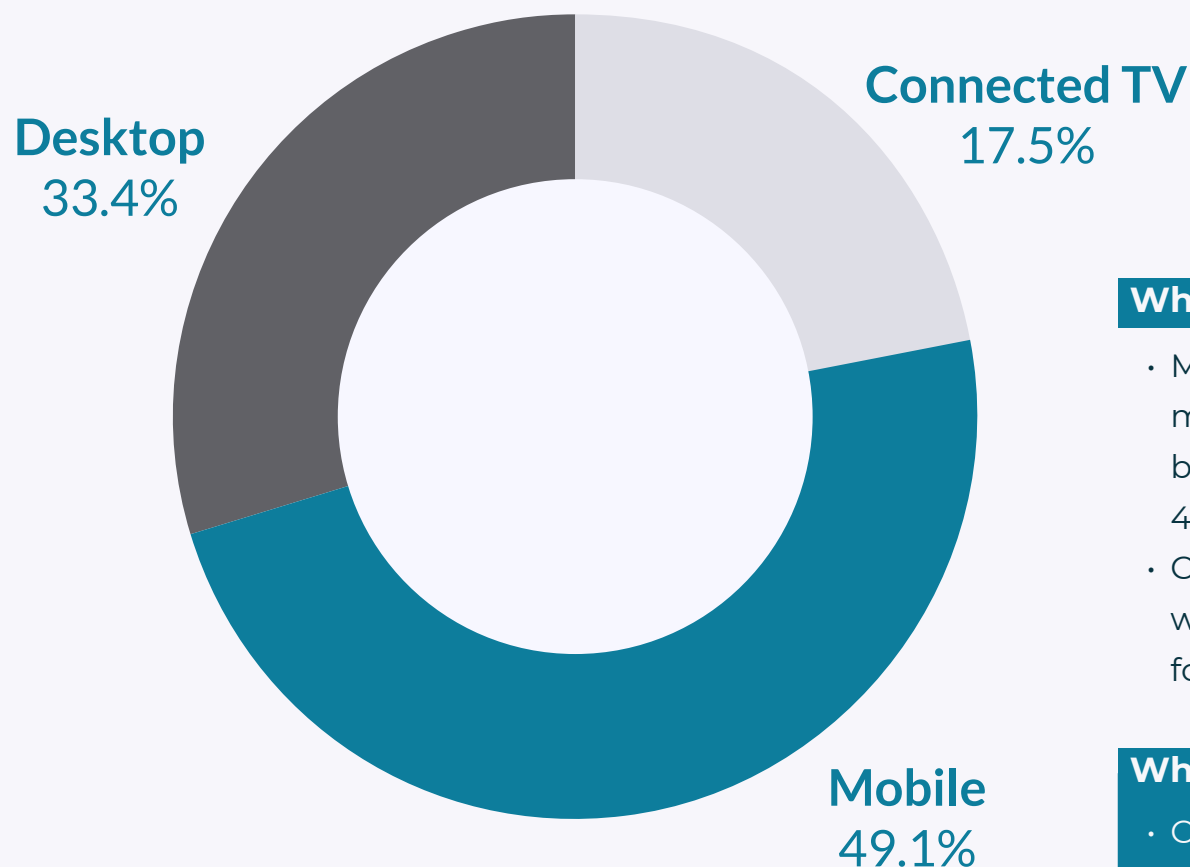
MOBILE

DESKTOP

CTV

TABLET





What the 2021 Data Shows

- Mobile is coming back with a bang, and marketers are adapting by adjusting their budgets (increased from 45 percent in 2020 to 49 percent in 2021).
- Connected TV continues to grow in adoption, with more marketers allocating bigger budgets for these devices.

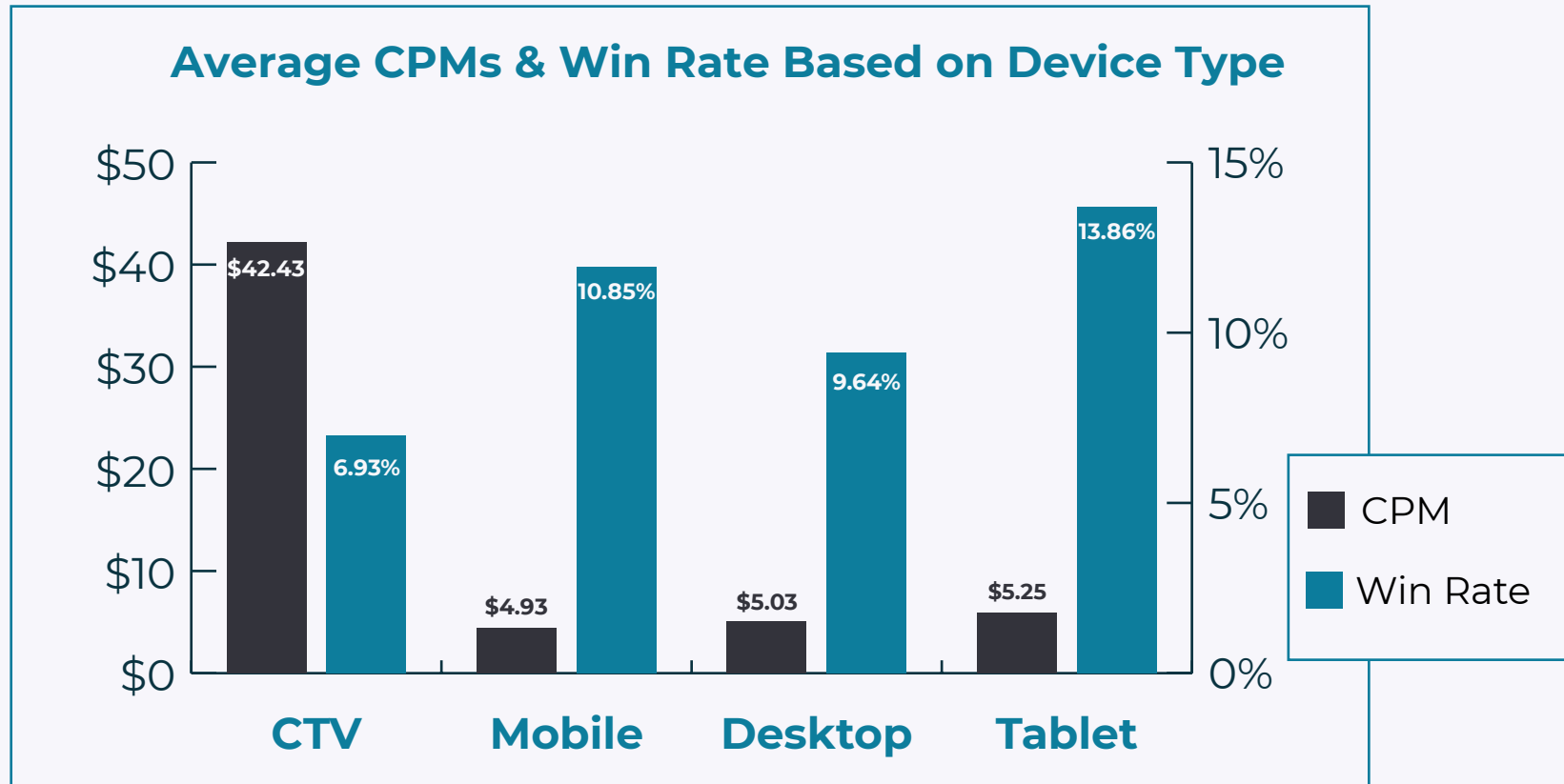
What You Can Do In 2021

- Consumer behavior will continue to change throughout the year as consumers return to normal and head back to the office.
- Mobile, desktop, and connected TV will always have slightly different needs for budgets and CPMs. Marketers should look to create separate ad groups to allow for more straightforward optimizations.

DEVICE TYPE

Average CPM Rate by Device Type

CPMs for mobile, desktop, and tablet are relatively similar



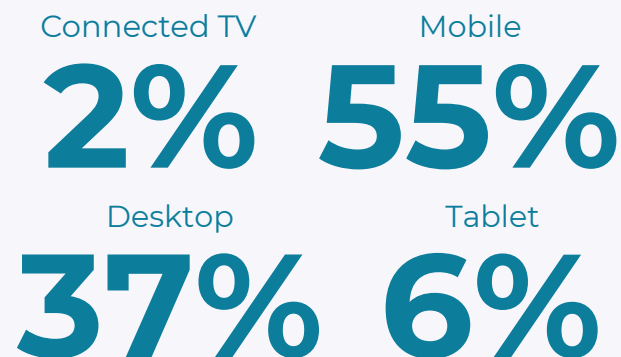
What the 2021 Data Shows

- CPM costs and win rates across standard devices (mobile, desktop, and tablet) are relatively similar in the \$5.00 CPM range with an average win rate of 10 percent.
- CPMs for connected TV will naturally be higher than other devices given the quality of this premium inventory.

What You Can Do In 2021

- As consumer behaviors shift this year to be outside of their homes again, marketers should look to move budgets to mobile devices in order to stay in front of consumers.
- Marketers should use win rate as a critical indicator of the performance of their targeting. If win rates are low, then base and max bids should be increased to stay competitive.

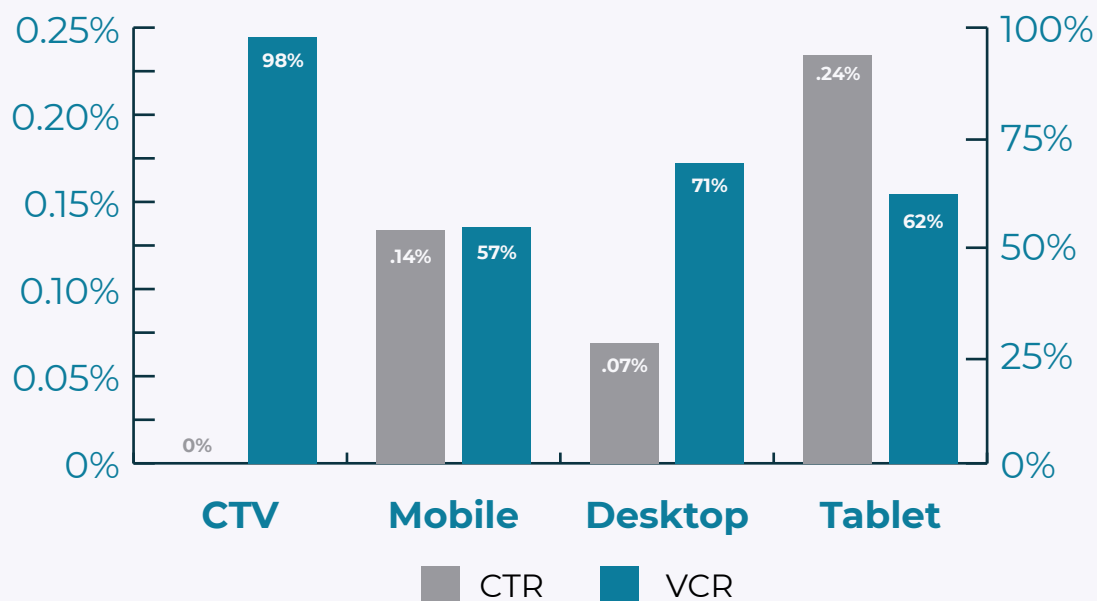
Earned Impressions by Device Type



What the 2021 Data Shows

- Mobile continues to make up the majority of earned impressions at 55 percent. This will likely continue to increase as consumer behaviors shift back to mobile devices more.
- Unsurprisingly, connected TV shows very strong video completion rates (VCR). However, desktop and tablet also produce high VCR, highlighting the need for cross-device video strategies to reach consumers on all these device types.

Average CTR & VCR Based on Device Type



What You Can Do In 2021

- Consumers' adoption of multiple devices will continue even when they ease back into the ordinary course of business. Cross-device targeting strategies will be critical to stay in front of them throughout the marketing funnel.
- The growth of mobile means consumers are more likely to make large purchases or decisions on their mobile devices. Building responsive websites and separating your mobile targeting from desktop will be essential in creating a good user experience.

TARGETING TACTICS

GEOLOCATION

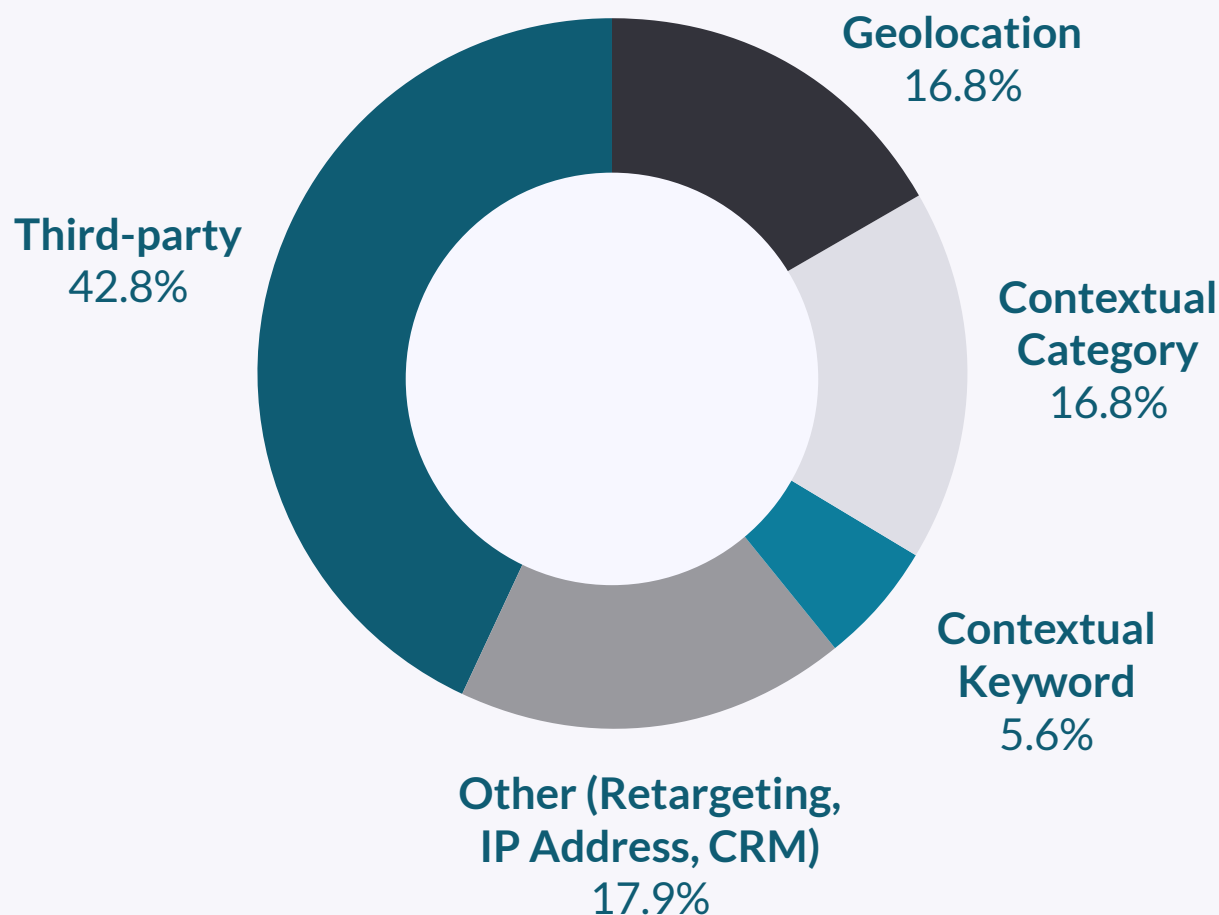
CONTEXTUAL

RETARGETING

THIRD-PARTY



Usage by Targeting Tactic



What the 2021 Data Shows

- Marketers seem to be testing more targeting strategies as we look to the end of cookies. We've seen more strategies using third-party data (from 35 percent to 42 percent) and contextual targeting (from 6 percent to 16 percent).
- Retargeting and CRM data continue to be the most commonly used forms of first-party data.

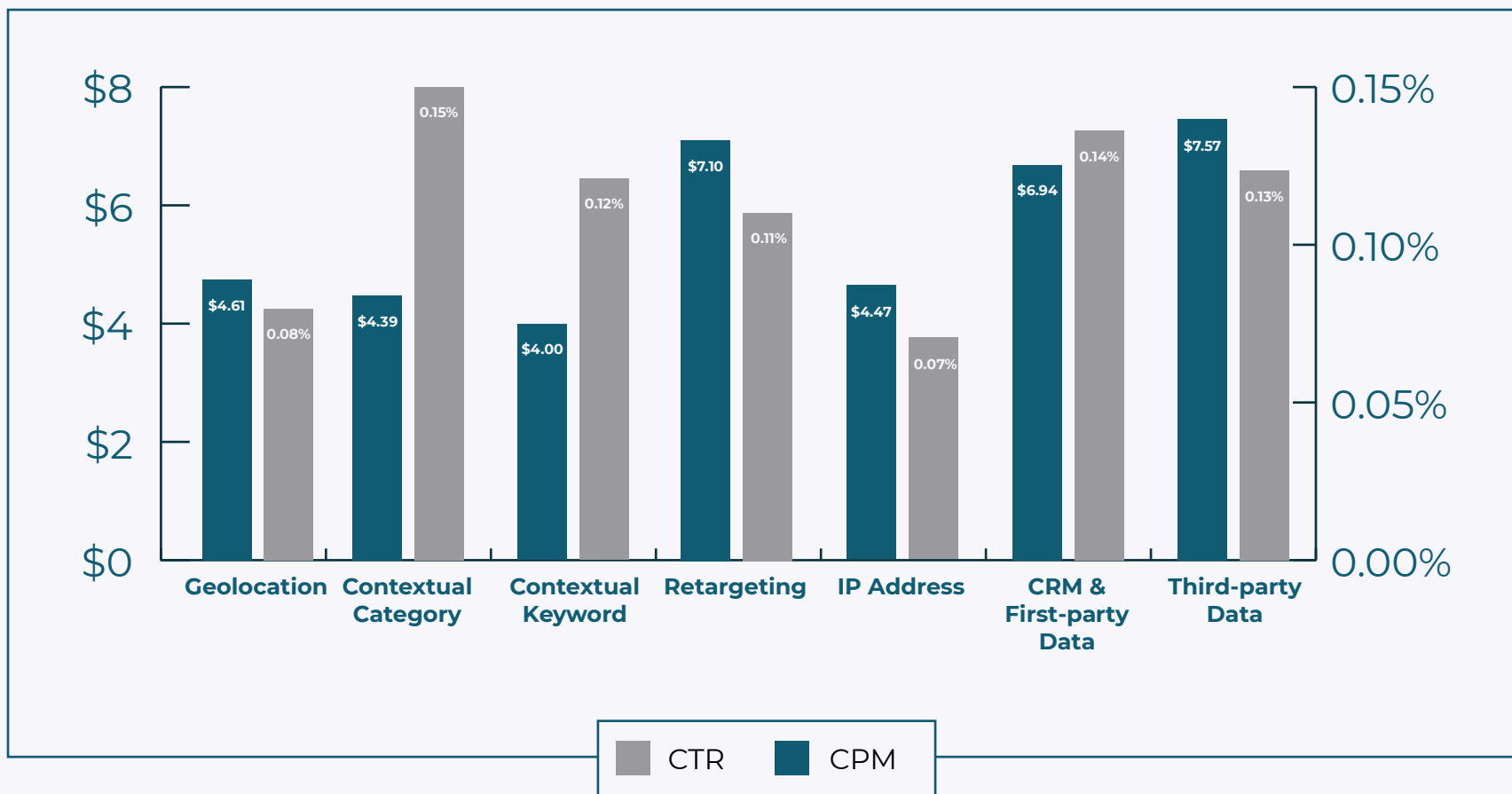
What You Can Do In 2021

- We came into the year with a ticking clock on the end of third-party cookies. However, Google recently announced they have pushed back this deadline to the end of 2023.
- While the deadline for third-party cookies is pushed back, it doesn't mean marketers should stop using their first-party data more. Strengthening the use of CRM data will only help in the long run.

TARGETING TACTICS

Average CPM & CTR Based on Targeting Tactic

Contextual targeting is on the rise



What the 2021 Data Shows

- Third-party data usage has increased over the last year. Despite higher CPMs, marketers see high CTRs, highlighting how this targeting strategy enables reaching the right audience.
- Contextual category and contextual keyword targeting continue to be cost-effective tactics that drive high click-through rates.
- Marketers have moved on from IP address targeting as businesses offer more hybrid work options, which impacts the effectiveness. Instead, marketers are using account-based marketing or third-party data strategies to reach this core audience.

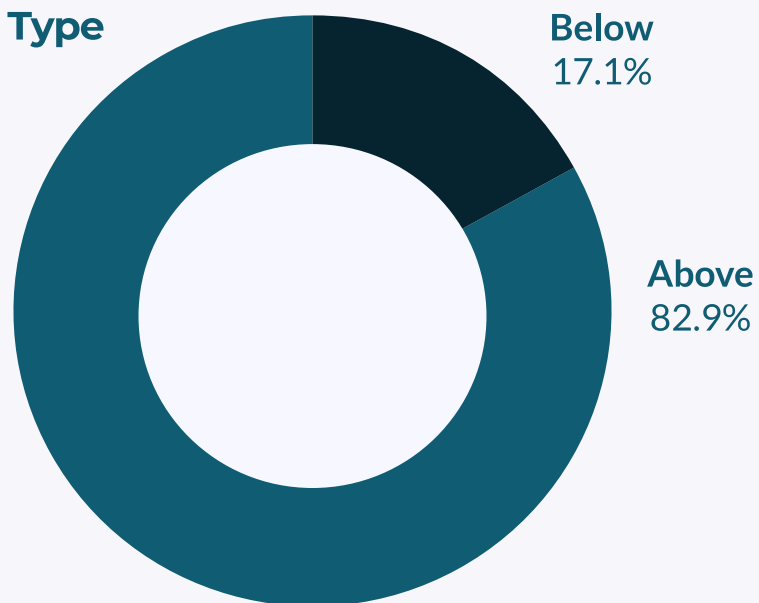
Industry	Avg CPM	Avg CTR	Avg Win Rate
Automotive	\$7.94	0.50%	18.50%
B2B	\$8.89	0.25%	21.50%
Consumer Discretionary	\$8.33	0.25%	19.50%
Consumer Goods	\$7.17	0.13%	19.25%
Consumer Staples	\$8.00	0.09%	20.50%
Financial Services	\$5.36	0.10%	13.75%
Food & Beverages	\$8.26	0.11%	18.00%
Healthcare	\$6.44	0.15%	14.50%
Hospitality	\$8.08	0.97%	9.25%
Insurance	\$7.90	0.19%	17.75%
Software & Technology	\$5.63	0.26%	11.25%
Real Estate	\$8.59	0.10%	19.25%
Retail	\$22.17	0.21%	19.25%
Specialized Consumer Services	\$20.17	0.17%	19.25%
Specialty Retail	\$7.74	0.16%	18.00%

* All metrics are inclusive of multiple device and channel types. Including display, mobile, video, connected TV, audio, and more. Higher CPMs or CTRs could indicate the higher use of specific device and channel types such as video or connected tv.

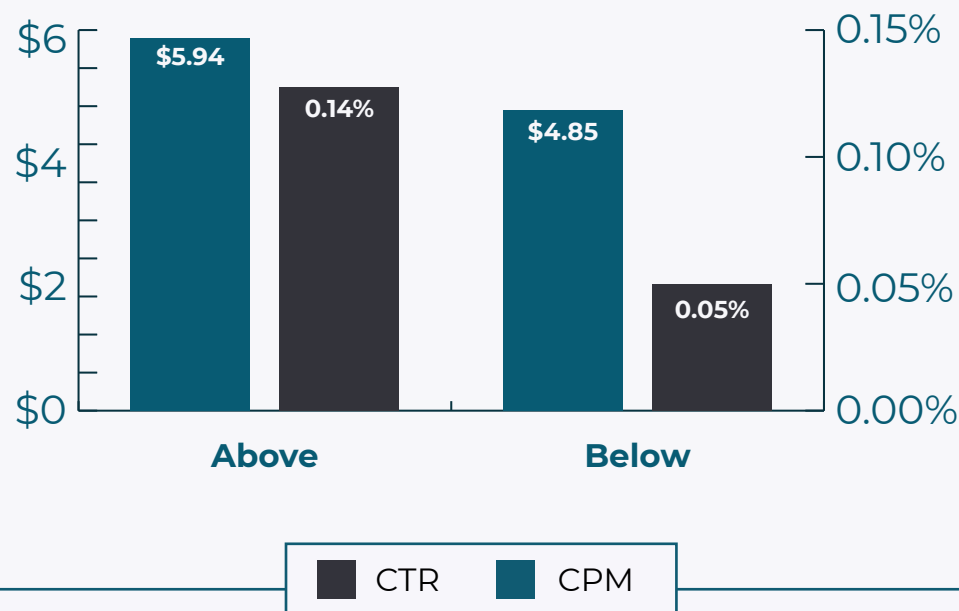
What You Can Do In 2021

- Regardless of what industry they serve, marketers should continue their bidding strategies to drive performance and increase their win rates.
- Using various targeting tactics can help reach consumers throughout their journey and provide cost-effective CPMs across strategies.

Budget Allocation by Fold Type



Average CTR & CPM Based on Fold Type



What the 2021 Data Shows

- Inventory and bid preferences show that 82 percent of all impressions served show above the fold.

What You Can Do In 2021

- The value of above-the-fold placements does pay off with increased win rates without higher CPMs.

CREATIVE ASSETS

160X600

300X250

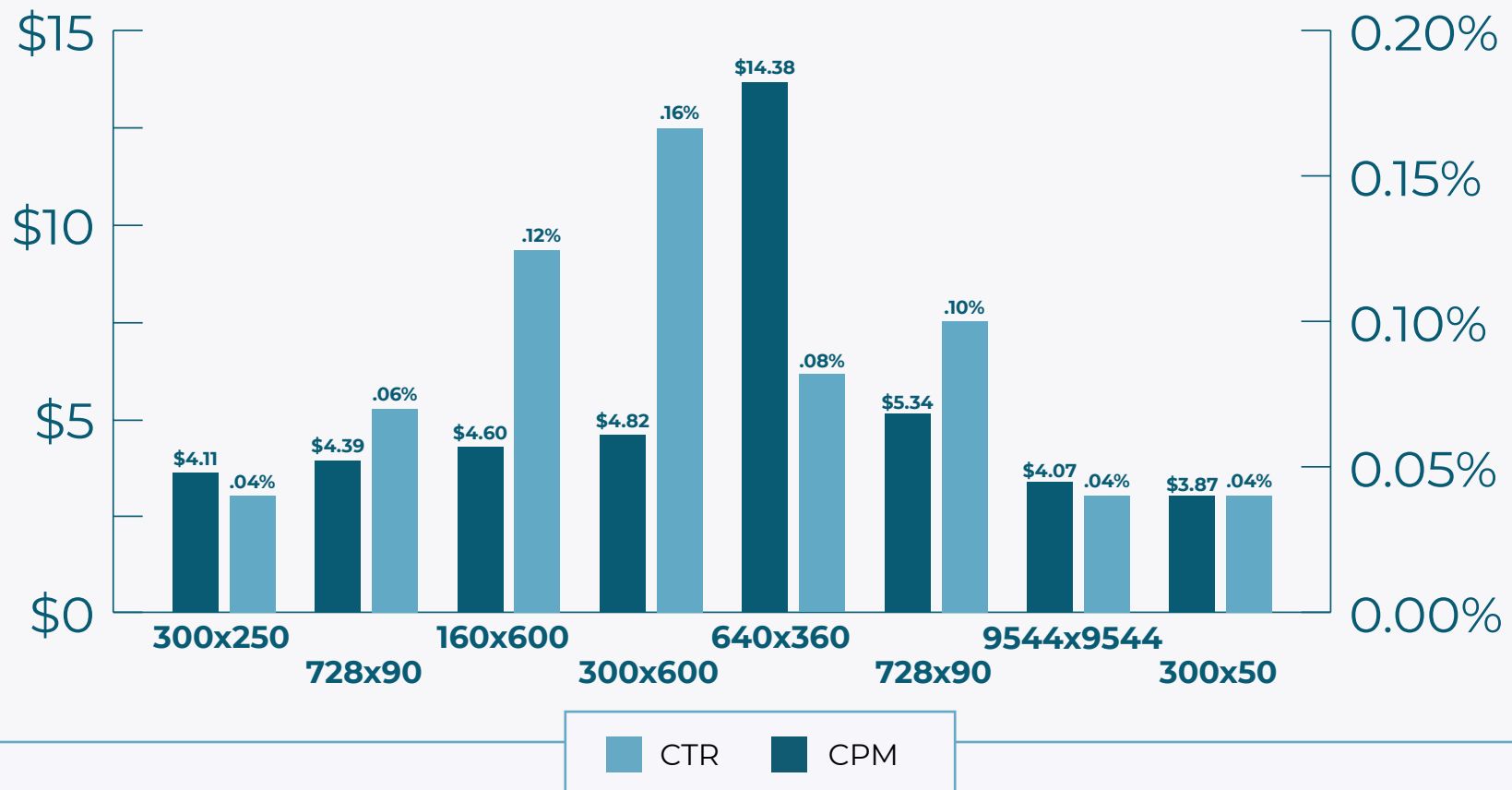
300X600

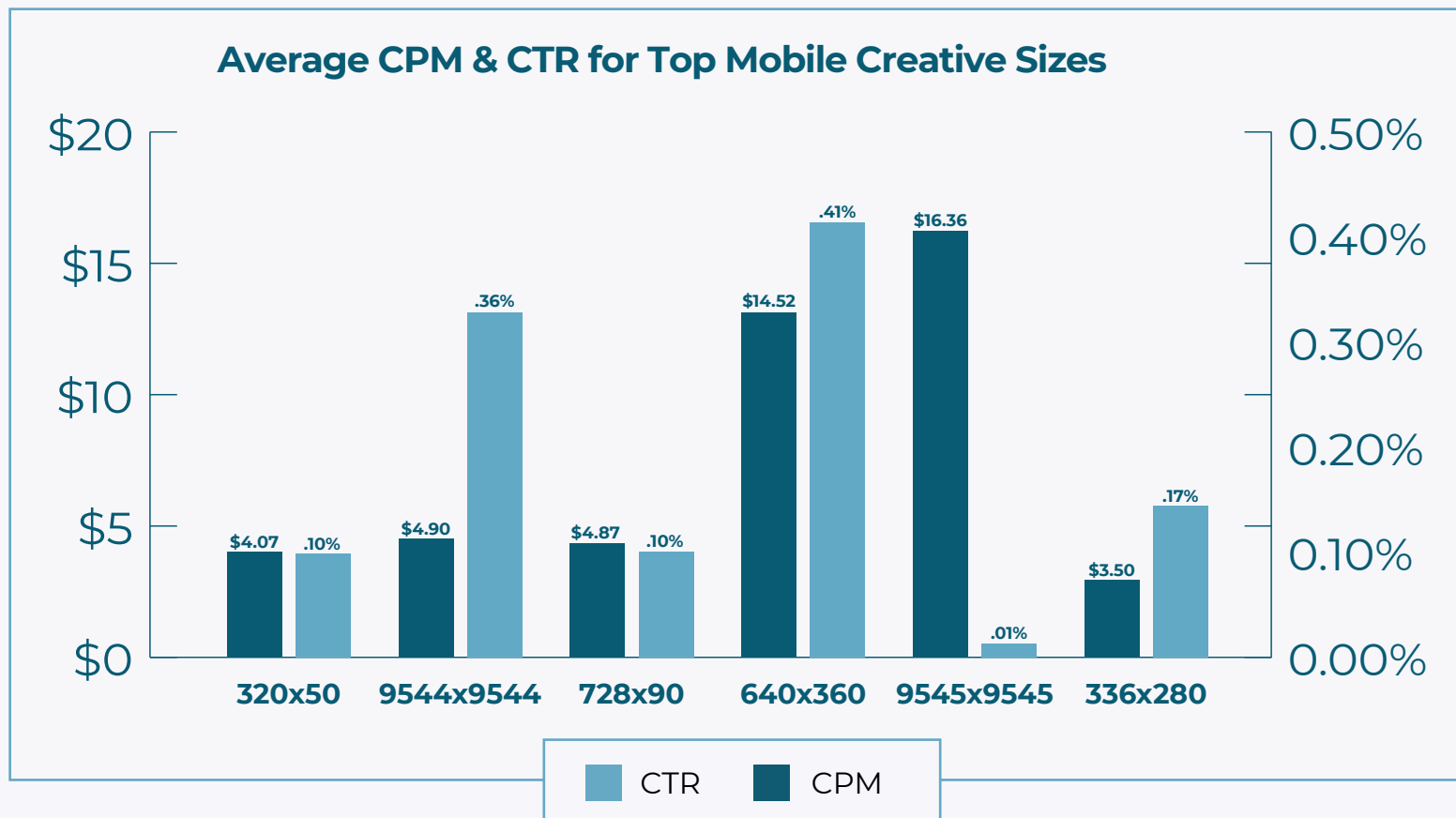
728X90



Desktop		Mobile	Tablet
300x250		320x50	160x600
728x90		300x250	250x250
160x600		9544x9544	300x250
300x600		728x90	300x50
640x360		300x50	300x600
9544x9544		640x360	320x50
320x50		9545x9545	336x280
300x50		336x280	468x60
			640x360
			728x90
			9544x9544
			970x250

Average CPM & CTR for Top Desktop Creative Sizes





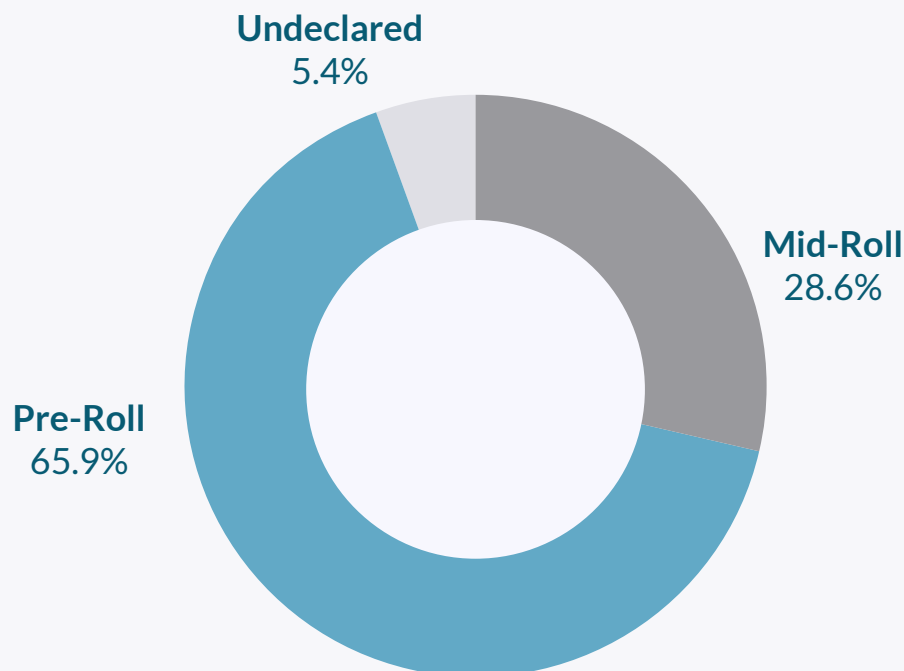
What the 2021 Data Shows

- The top creative sizes (160x600, 300x250, 300x600, and 728x90) reign supreme over large format creative sizes, like 9544x9544 and 9545x9545
- Large creative sizes are still growing in popularity as consumers stream video content on all their devices.

What You Can Do In 2021

- It will be necessary for marketers to use multiple creative sizes within their campaigns. Not only does it help scale the available inventory, but it can also help keep CPMs low.
- Emerging creative sizes (640x360 and 336x280) on mobile can help boost CTRs when used appropriately.

Video Usage by Placement Type



What the 2021 Data Shows

- Pre-roll continues to be the predominantly used inventory placement for video. Not only does this help drive high VCR but it also creates good user engagement.
- Video lengths of :15 and :30-seconds are the sweet spot for driving high video completion rates. While marketers might want to use the :60 or :90-second spots to drive brand messages, users are less likely to complete them.

VIDEO COMPLETION RATE BY SIZE

Creative Size	Completion Rate
9545x9545	95%
360x640	68%
480x360	58%
640x360	54%
9546x9546	30%

VIDEO COMPLETION RATE BY LENGTH

Length	Completion Rate
:15	63%
:30	55%
:60	42%
:90	35%

What You Can Do In 2021

- Consumer behaviors are shifting to connected TV and video, and marketers should follow suit. Not only has inventory increased over the past year, but user engagement has also increased.
- As a best practice, marketers should have separate ad groups for their video strategies and not run them with their connected TV strategies. This will allow for better optimization as well as keep CPMs lower based on the video type.


What the Future Holds for **Digital**

The digital advertising landscape changes so much and so frequently that it's almost impossible to imagine where we will be a year from now.

Over the last six months, we've seen the growth of new channels like digital out-of-home, the shifting timelines around the end of third-party cookies, the continued adoption of connected TV, and the changing landscape of consumer behavior. But there is one thing that is certain, change.

As we head into the second half of 2021, marketers should be prepared to tackle new opportunities that come their way. This includes back-to-school, the holiday season, and so much more. Adapting to these changes will not only strengthen your marketing campaigns, but it will also drive increased engagement with your target consumer.

Looking forward to the second half of 2021, we should continue to build upon the multi-channel digital strategies that reach consumers at every stage throughout the marketing funnel.



Curious about where
we were last year?
Download our 2020
year-end report.

