

IPA Digital Media Owners Survey Autumn 2023

Methodology and Survey Response

- Fieldwork for the survey was undertaken between 4th September and 17th October 2023
- 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 – 207 responses were received from individuals having a working relationship with Digital Media Owners
- Respondents were first asked to indicate which of media owners they had a trading relationship with. They were then asked to rate only those owners against a set of 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.

Main Findings

Supported by



Main Findings

- With a top-two box score of 87.8% Mail Metro Media leads the overall “Grand Prix” relationship ranking in the Autumn 2023 survey.
- Seven other media owners, Blis (87.3%), Reddit (84.6%), MiQ (82.2%), GumGum (81.4%), Quantcast (81.1%), Reach (80.6%) and Pinterest (80.0%) have a top two box score for overall “Grand Prix” of 80% or more. while three other media owners, TikTok (78.6%), The Guardian (78.6%) and Captify (77.1%) have a top two box score in of 75% or more.
- Apart from News UK (45.2%) all other media owners have an overall “Grand Prix” score of 50% or more.
- By sector Blis leads the overall “Grand Prix” for Ad Networks/Exchanges, DSP and Sales Houses while Reddit leads Online Pure Plays while Mail Metro Media leads Crossover Media Owners.

Main Findings

- In addition to leading the overall "Grand Prix" ranking Mail Metro Media leads only one other variable ranking (Ease of contact with the sales team).
- GumGum, Pinterest, MiQ and Reddit each lead two individual rankings.
- GumGum tops Quality of response to brief and The delivery of innovative, creative solutions.
- Pinterest leads Understanding of client strategies and objectives and Communication of relevant new opportunities.
- MiQ tops Engenderment of a real sense of agency/media owner partnership and Understanding of the context in which the planner/buyer operates and how best to support the achievement of objectives.
- Reddit leads Professionalism in dealing with dispute resolution and Communication of direct client contact.
- Blis (Regularity of constrictive telephone or face-to-face contact), Quantcast (Understanding of their own products) and The Guardian (Exploitation of cross-over media opportunities) each top one individual ranking.

Main Findings

- Reach plc are the most broadly improved media owner since the Spring 2023 survey having improved their scores by 10 percentage points or more across seven individual rankings.
- Channel 4 improved by the same margin across six rankings, while Reddit and Yahoo! did so across three each.
- At the other extreme Twitter saw a decline of 10 percentage points or more across six rankings each, while Captify and GumGum & News UK saw similar declines across five rankings each.

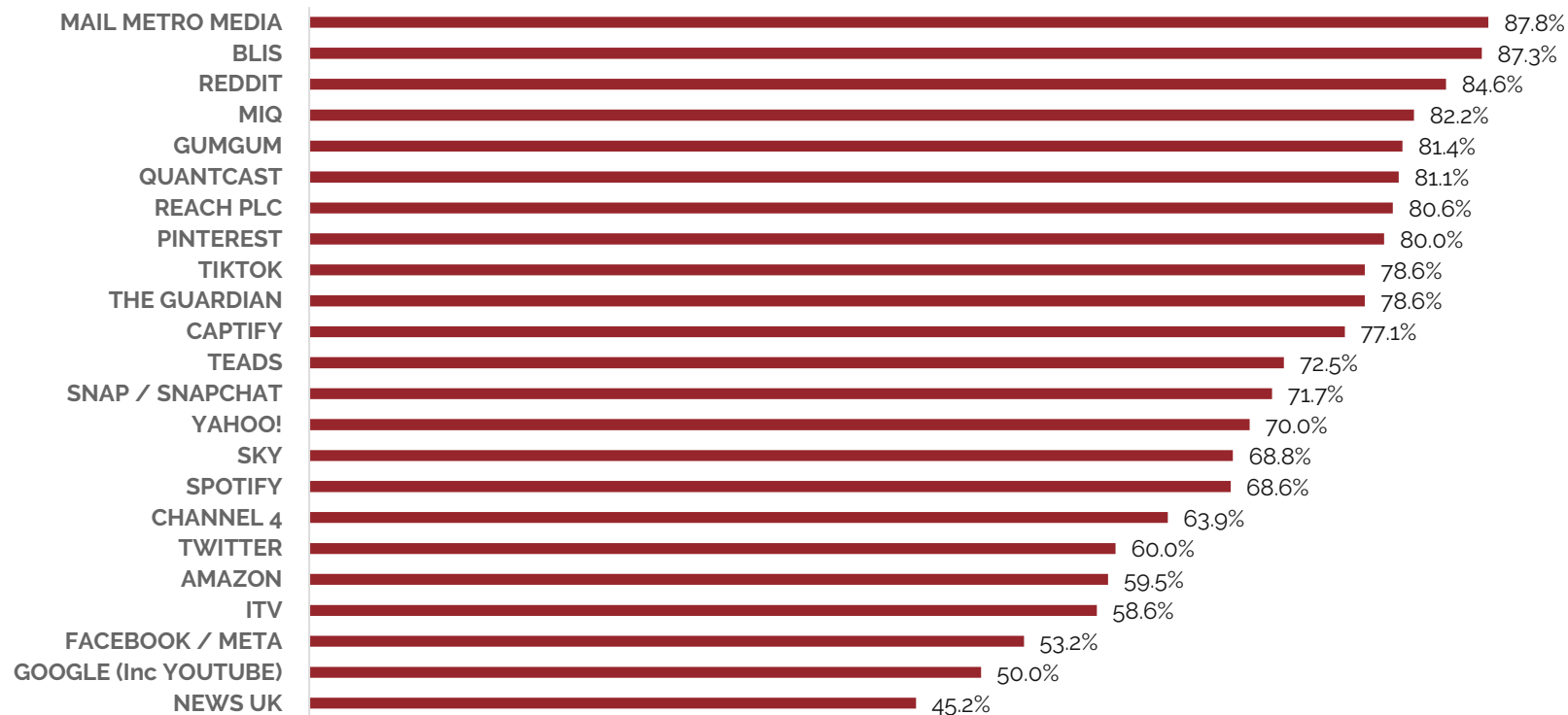
Rankings by Variable

Supported by
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NORTH**

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

Autumn 2023

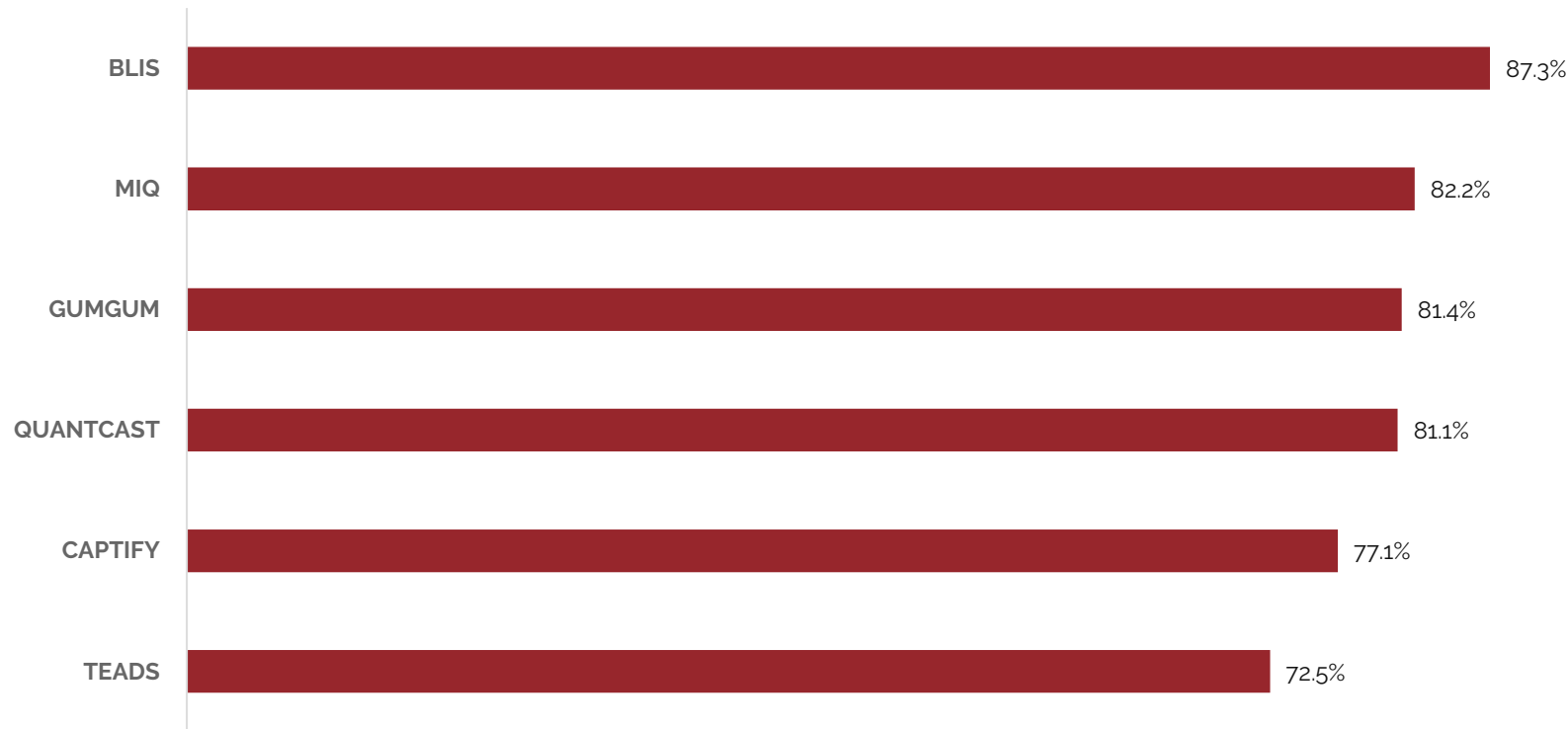
% agree strongly/agree



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

Ad Networks/Exchanges, DSP and Sales Houses - Autumn 2023

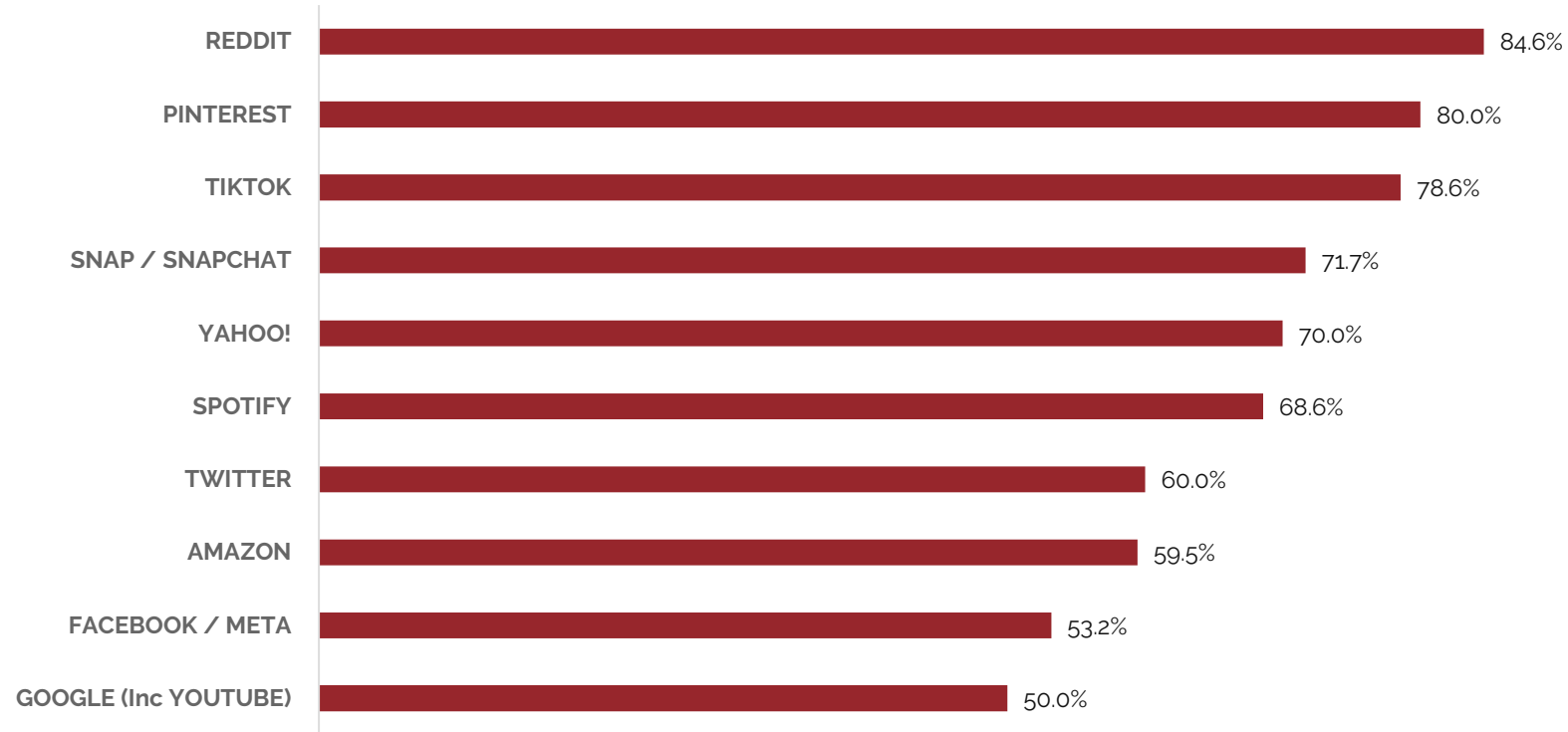
% agree strongly/agree



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

Online Pure Plays - Autumn 2023

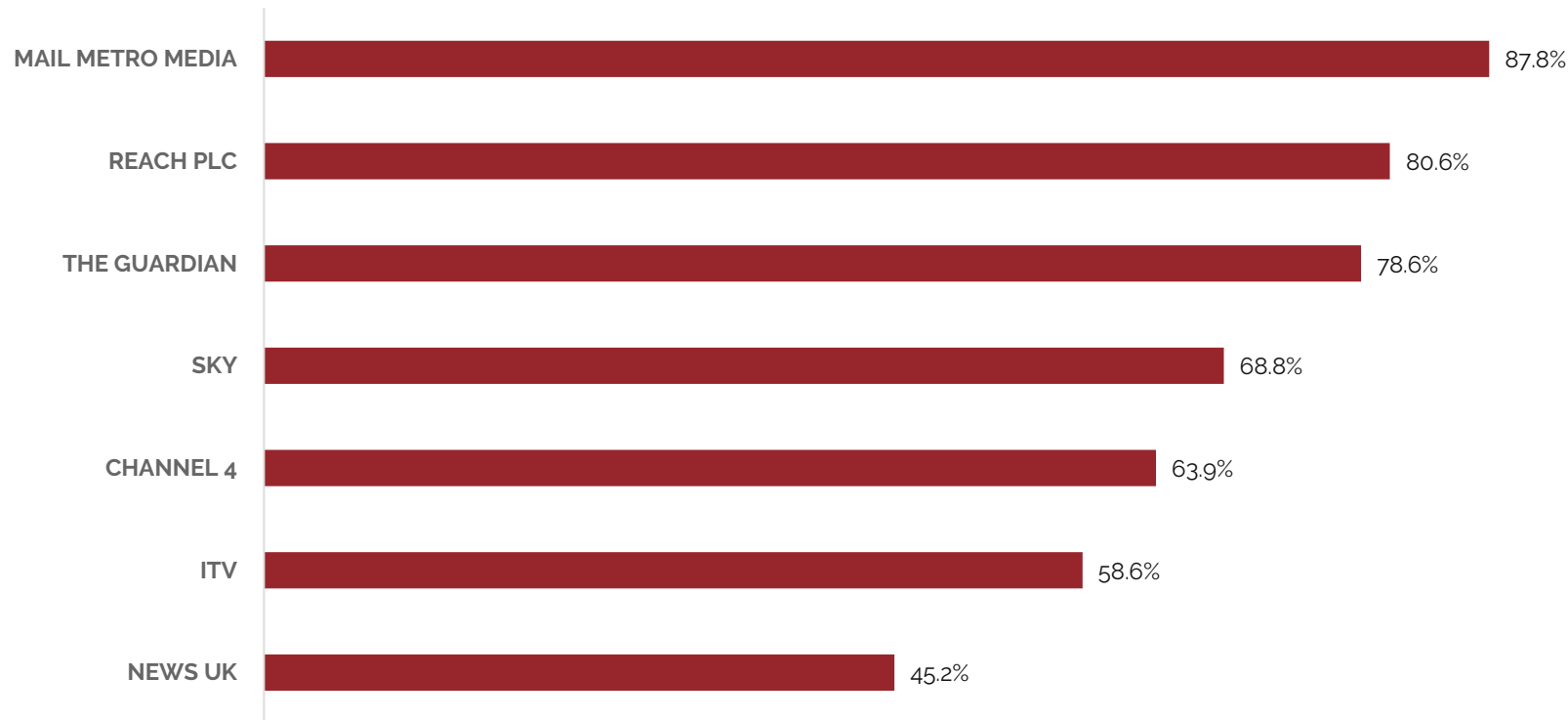
% agree strongly/agree



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

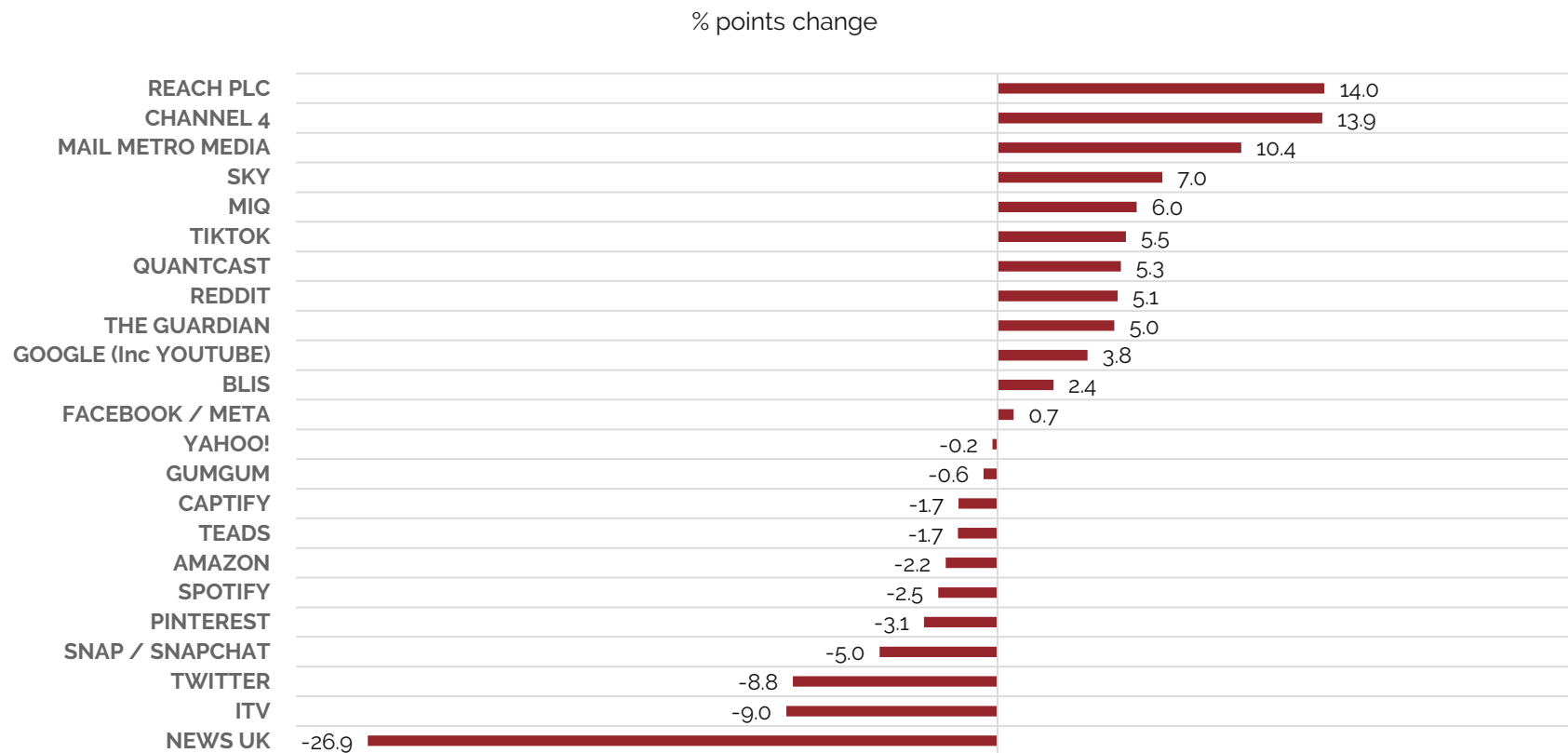
Cross-over media owners - Autumn 2023

% agree strongly/agree



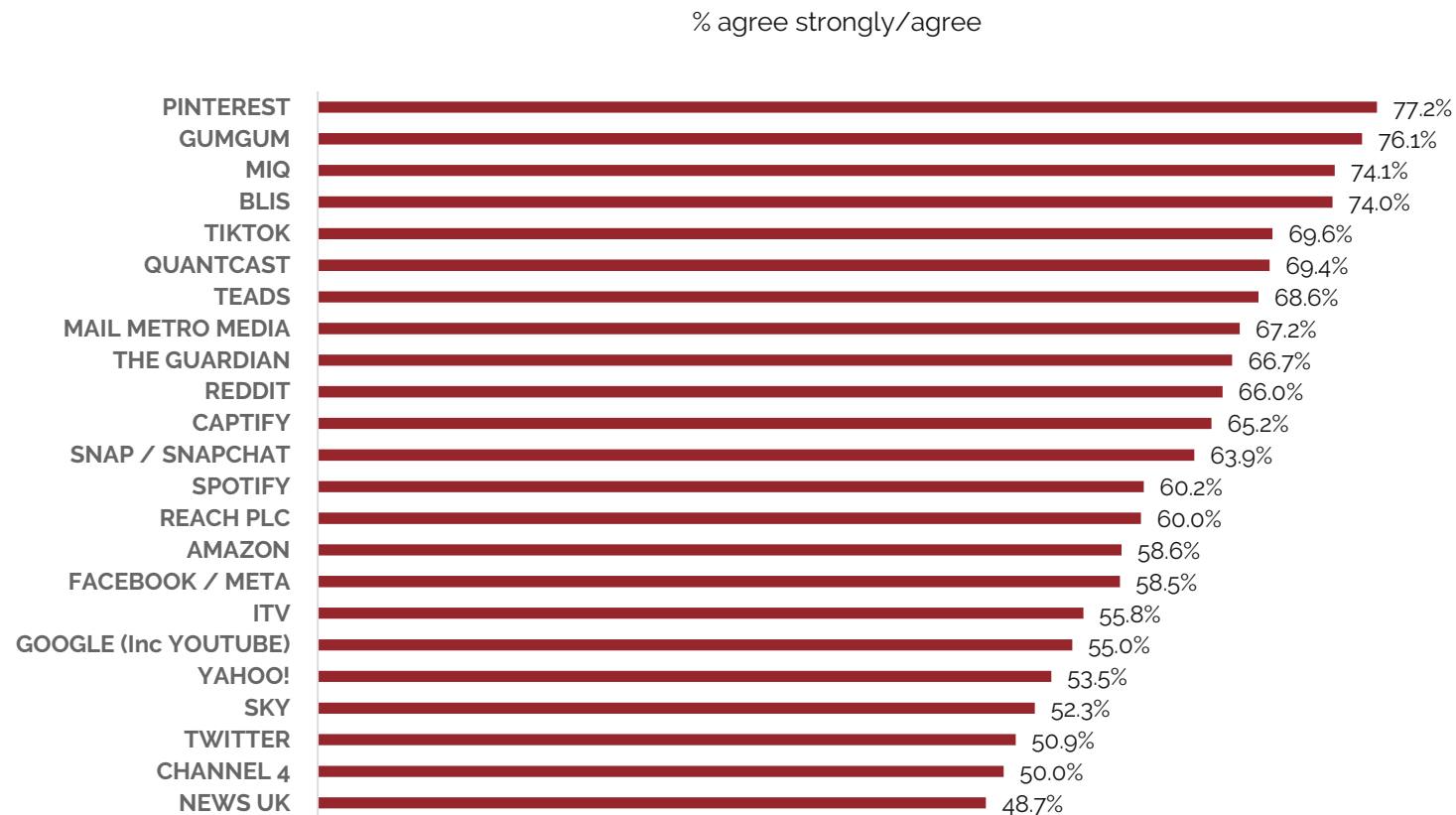
My overall experience of dealing with this supplier is a good one

Autumn 2023 vs Spring 2023



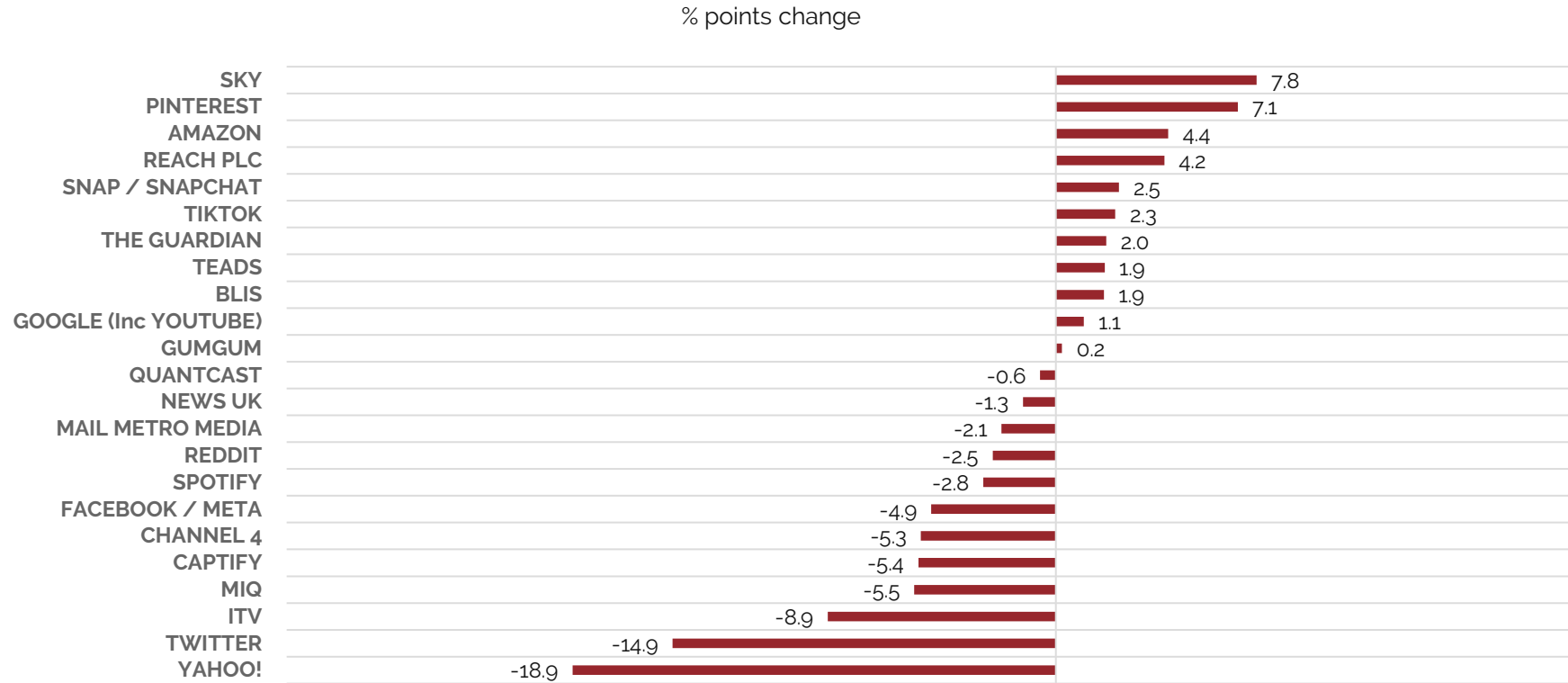
The sales team understand my client strategies & objectives

Autumn 2023



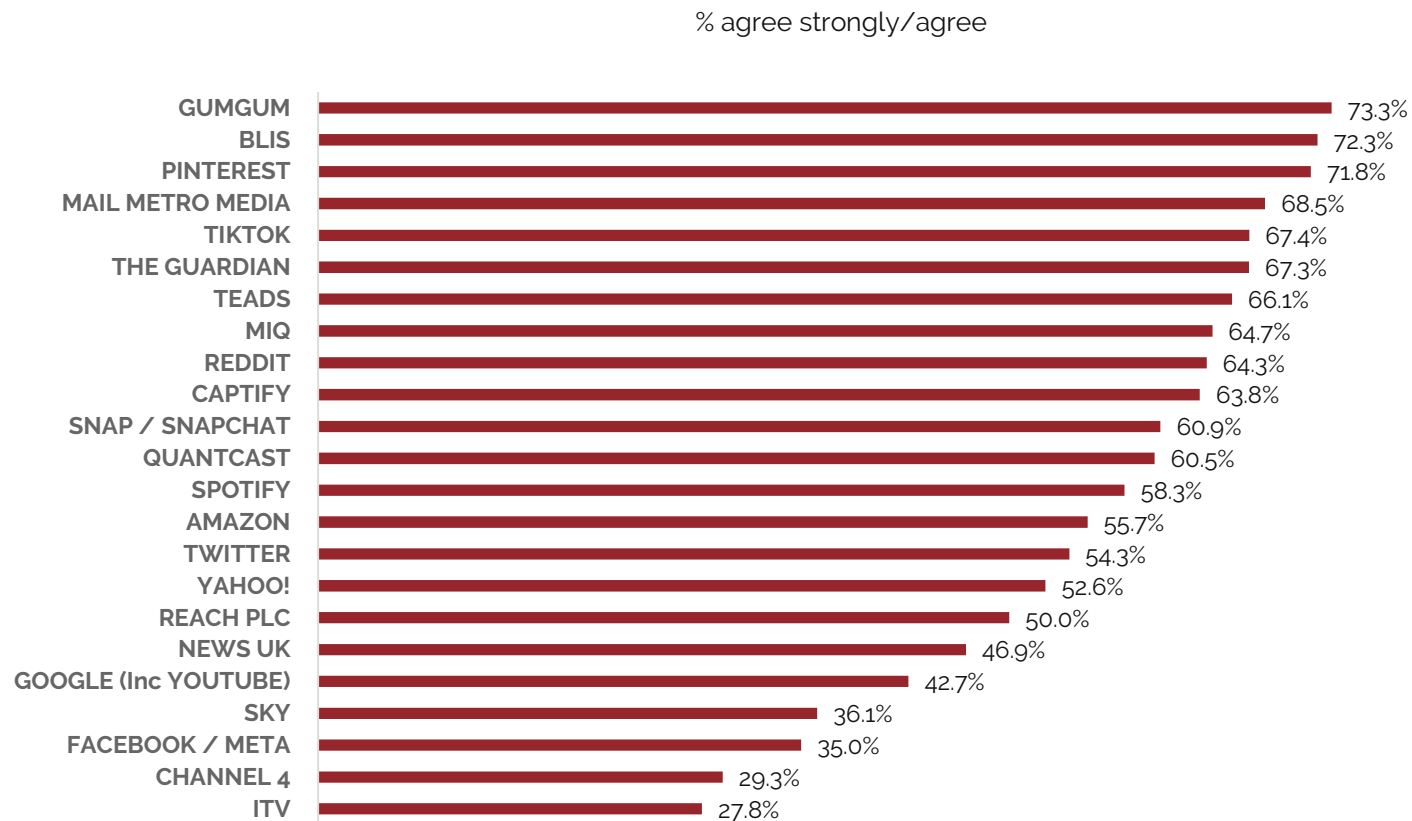
The sales team understand my client strategies & objectives

Autumn 2023 vs Spring 2023



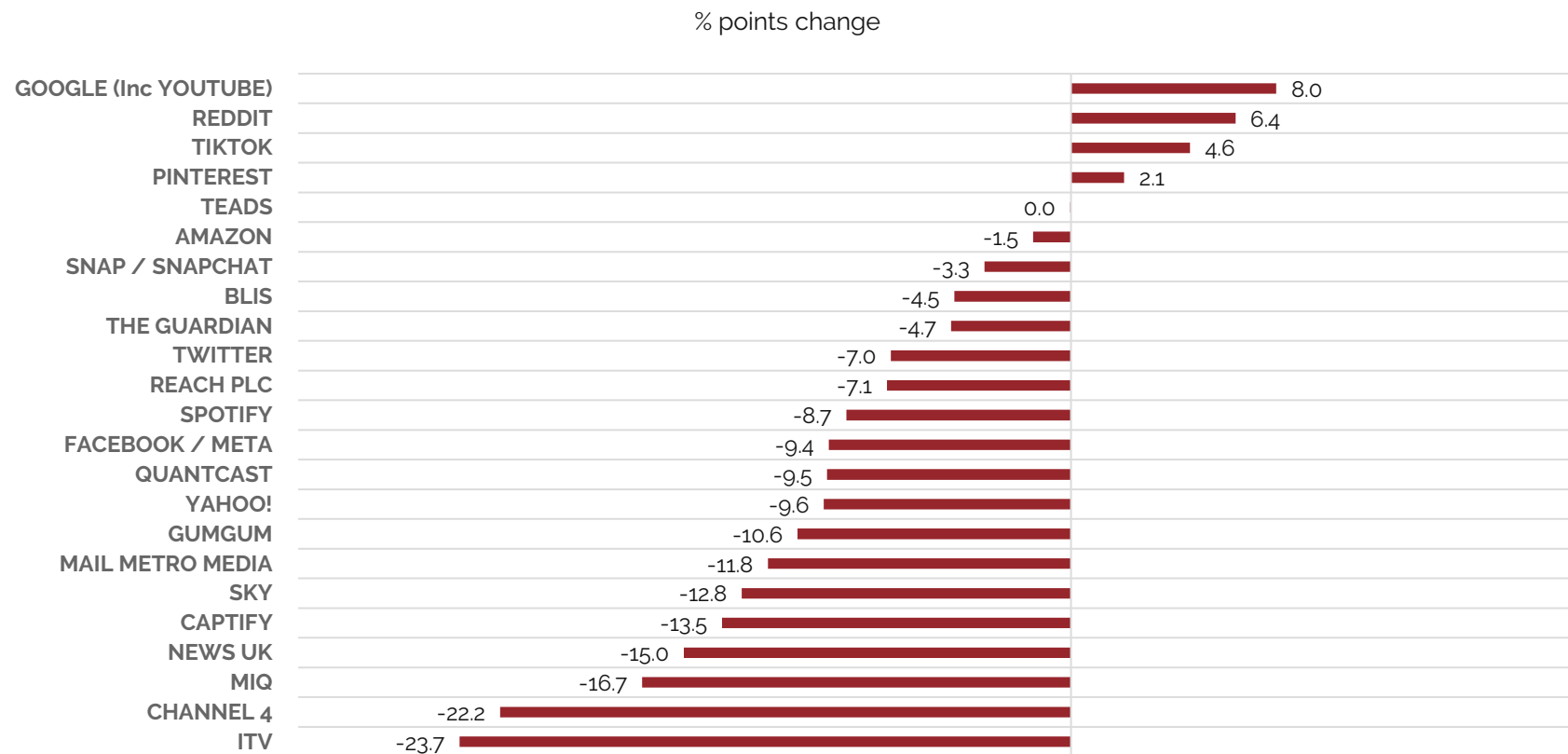
The quality of responses to brief are high

Autumn 2023

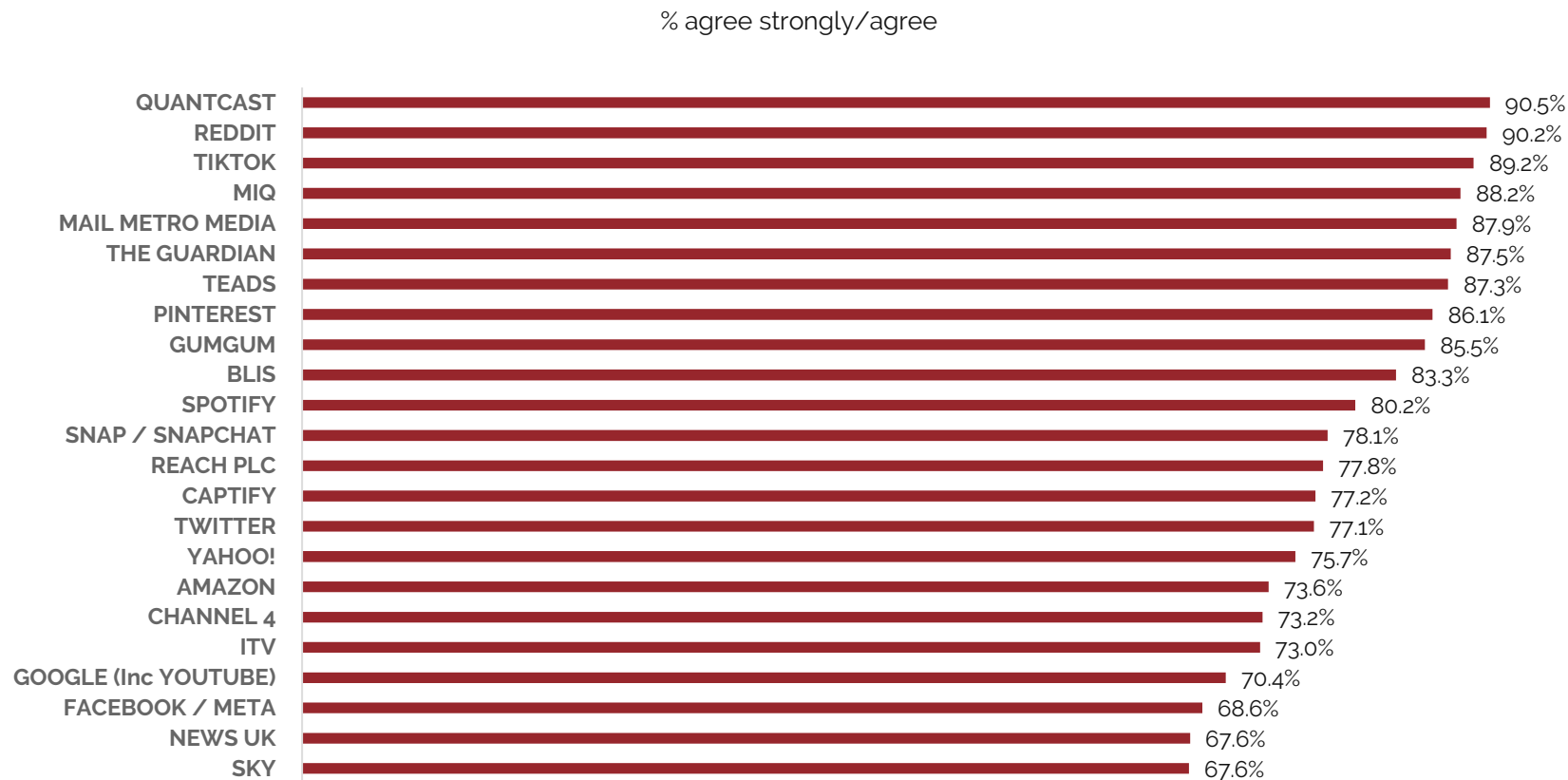


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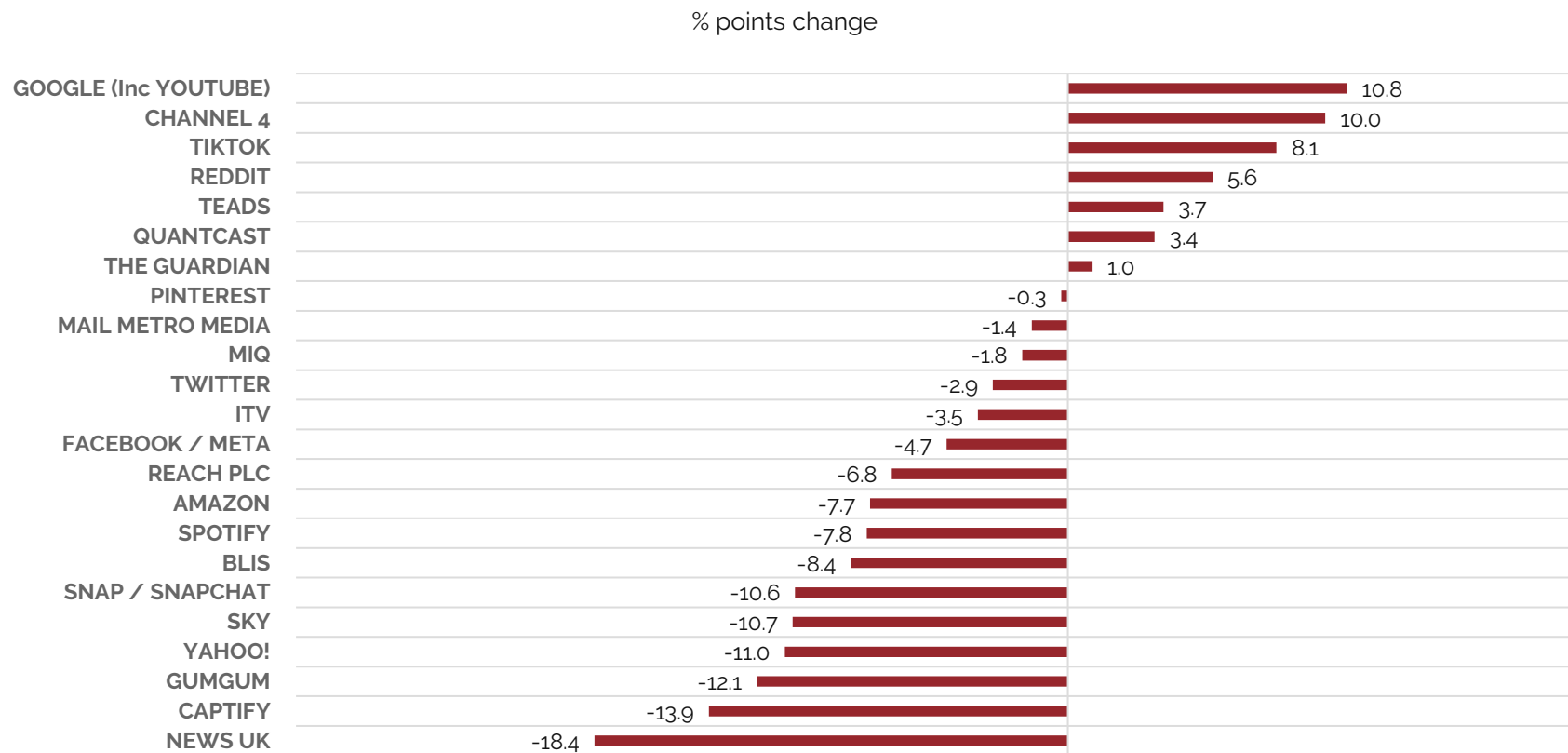
Autumn 2023 vs Spring 2023



The sales team demonstrates an excellent understanding of their own products – Autumn 2023

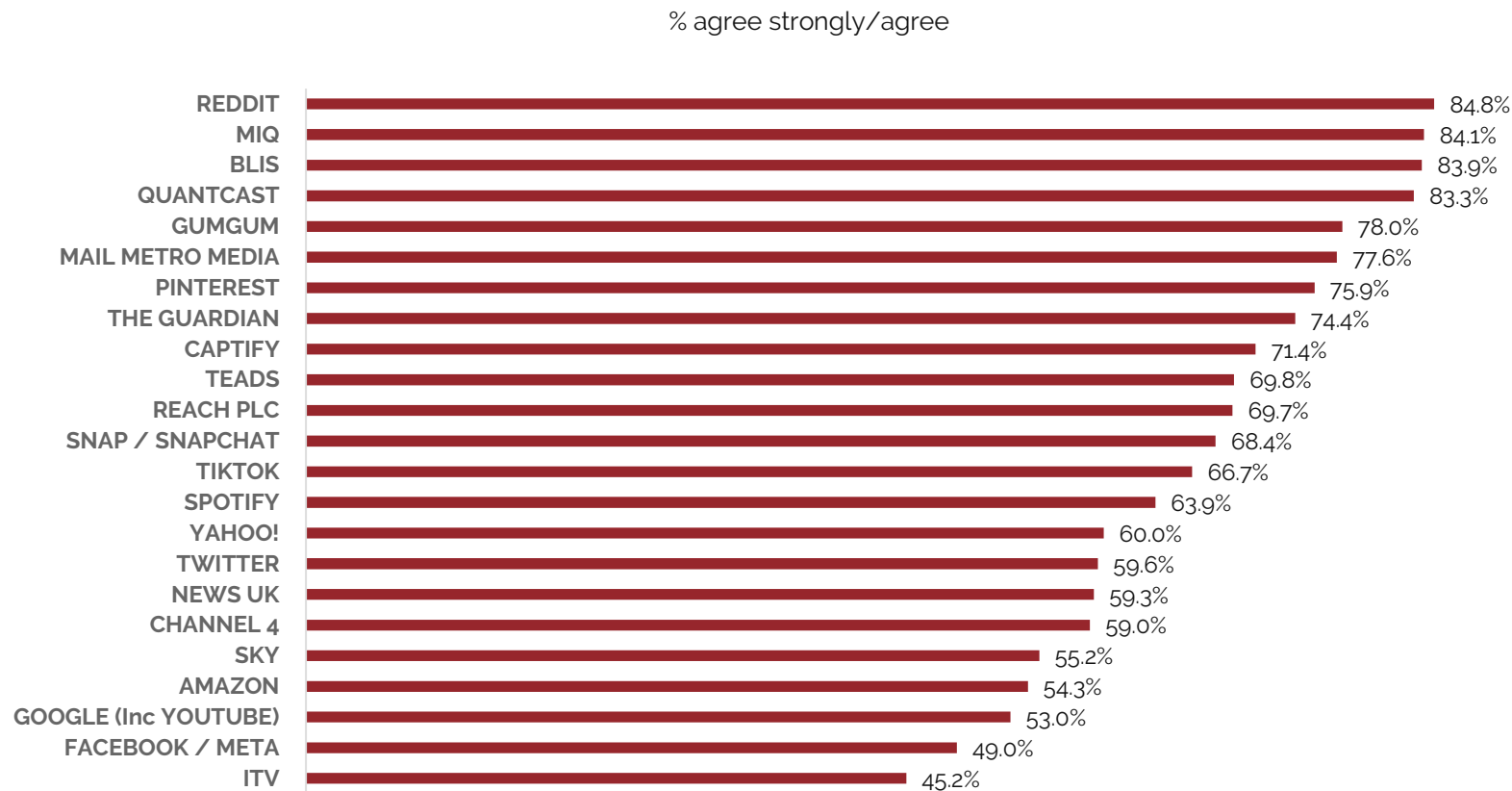


The sales team demonstrates an excellent understanding of their own products – Autumn 2023 vs Spring 2023



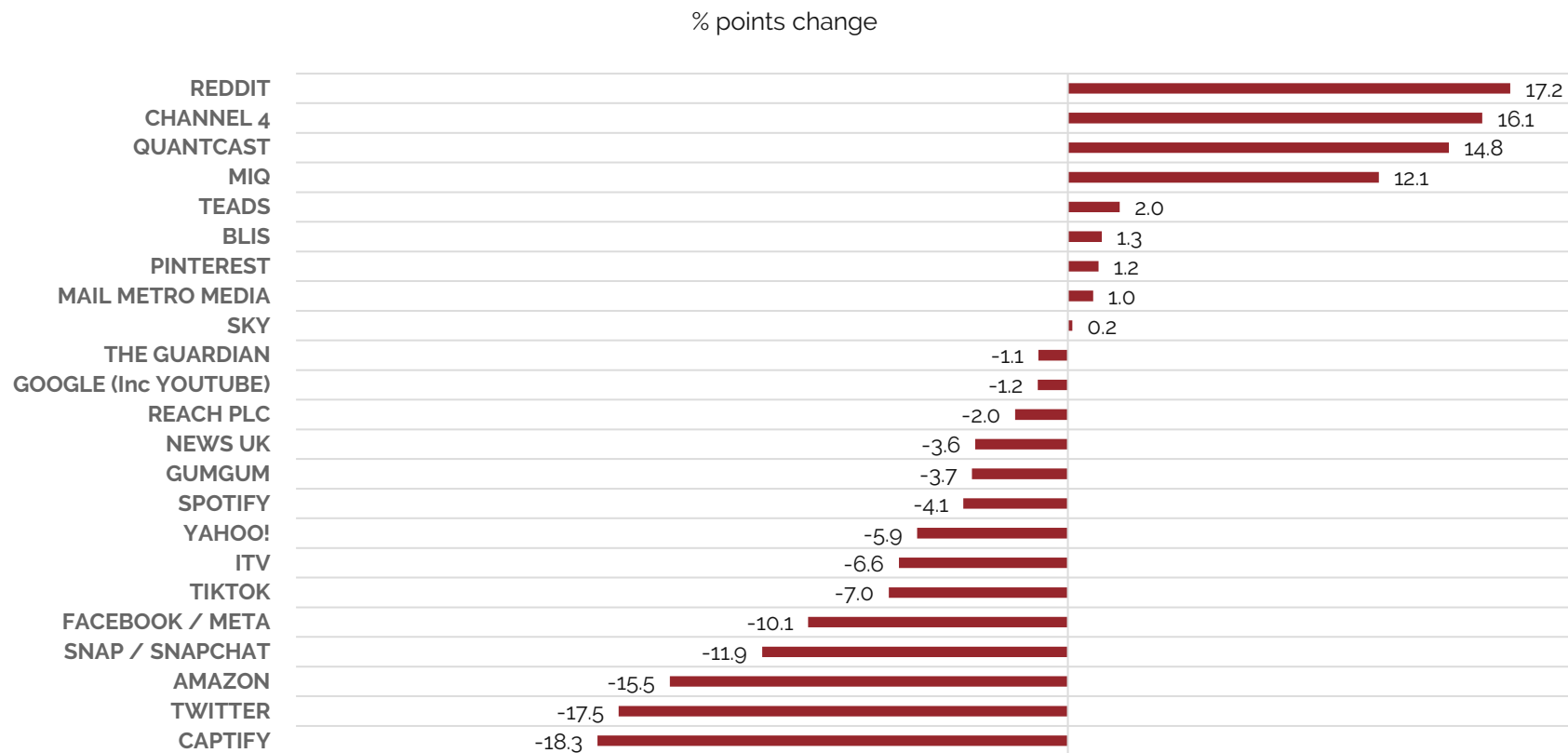
The sales team are professional in dealing with dispute resolution

Autumn 2023



The sales team are professional in dealing with dispute resolution

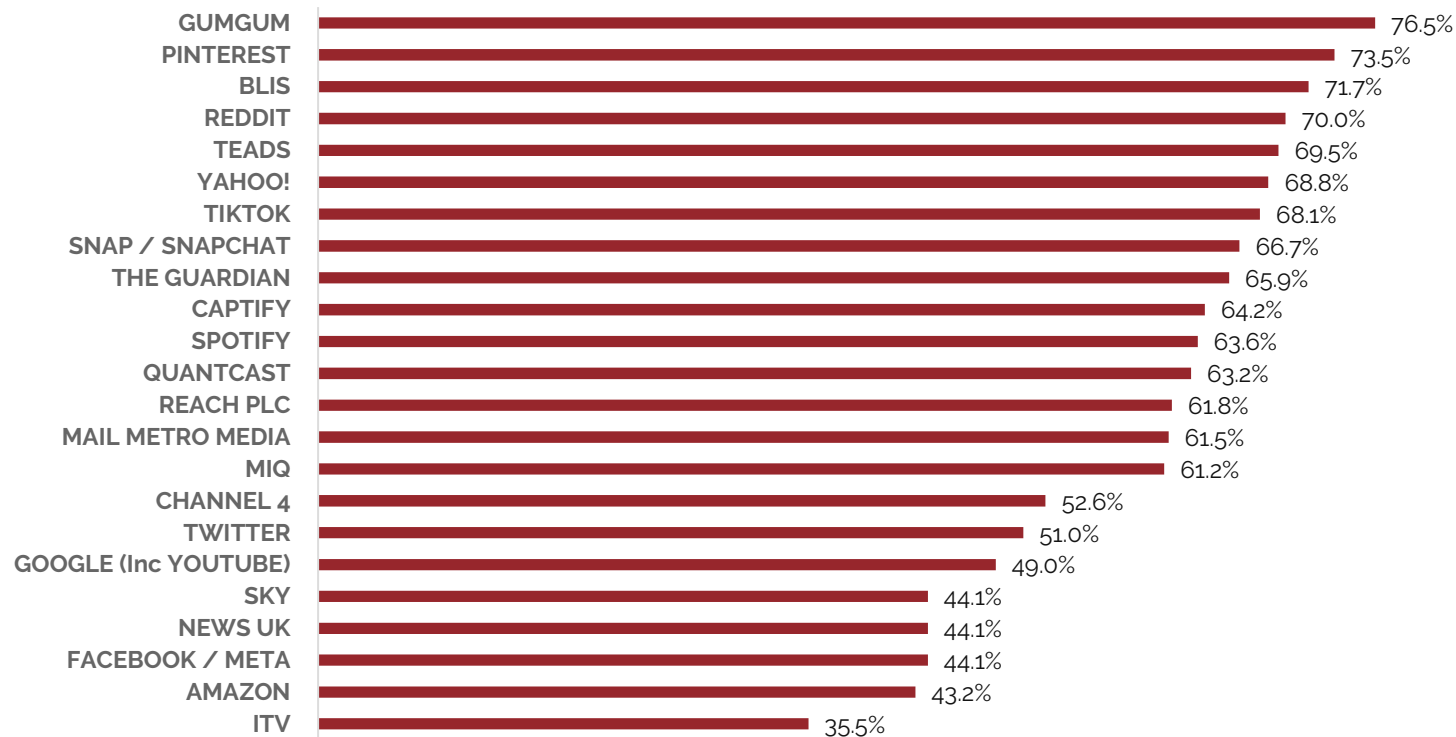
Autumn 2023 vs Spring 2023



The media owner delivers innovative, creative solutions

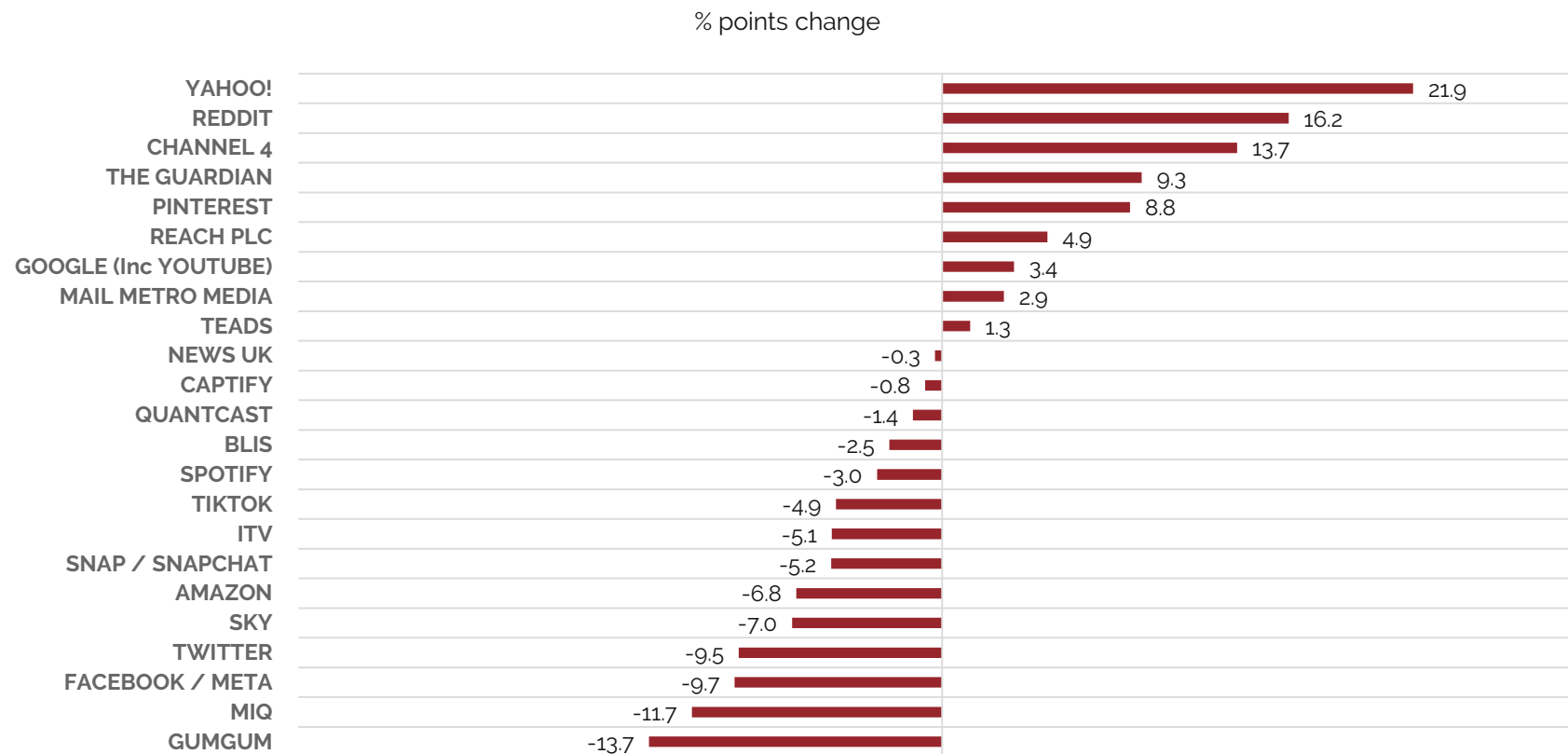
Autumn 2023

% agree strongly/agree



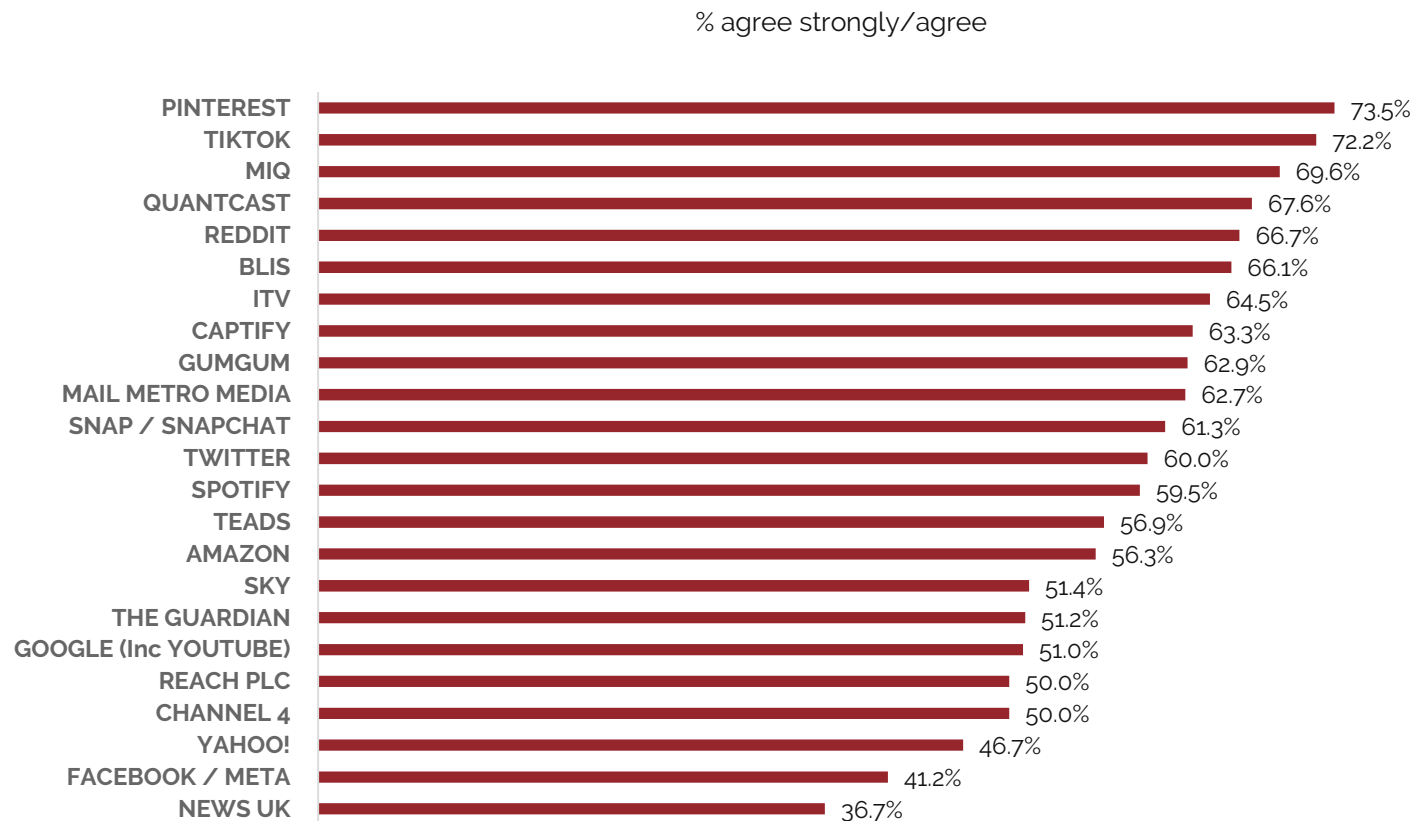
The media owner delivers innovative, creative solutions

Autumn 2023 vs Spring 2023



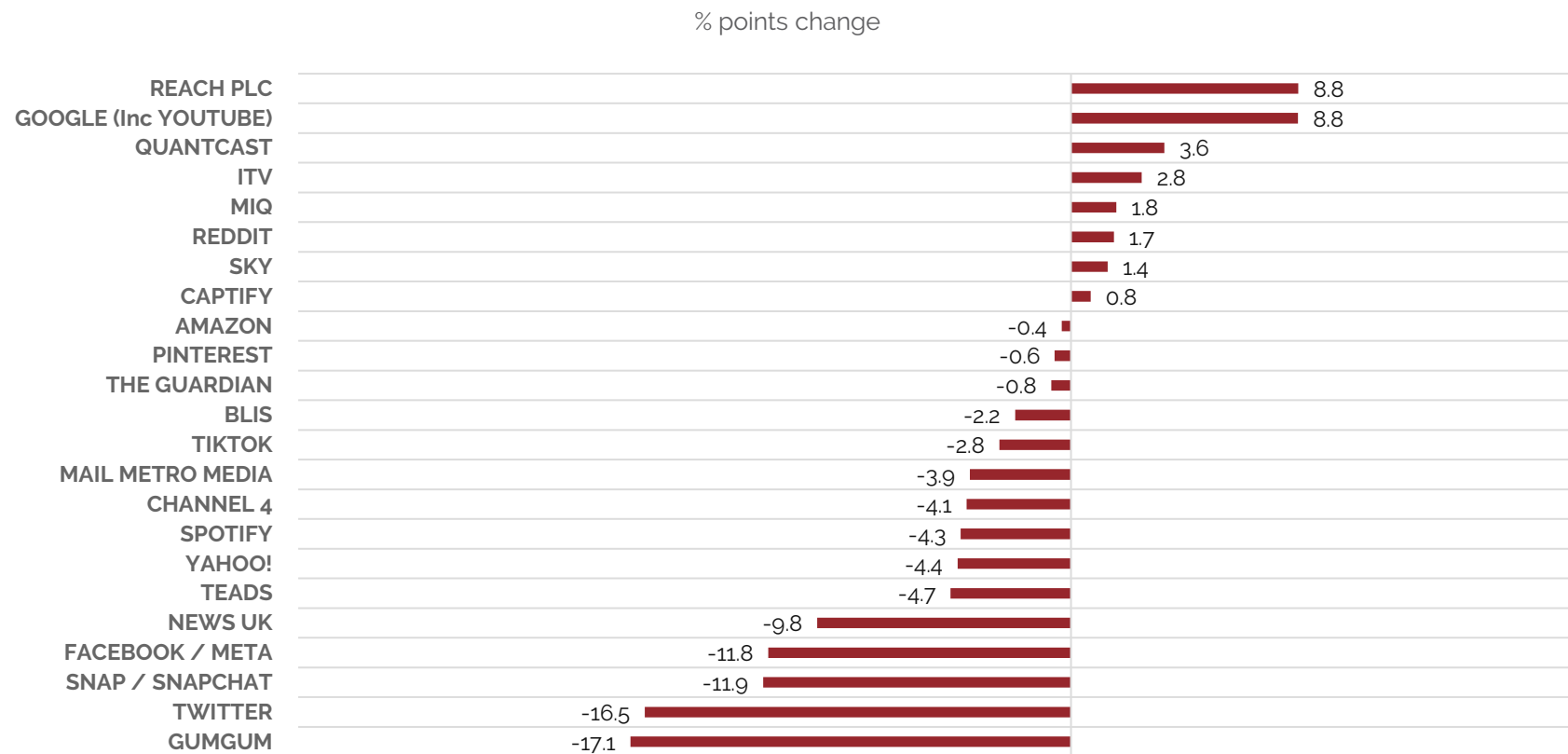
The sales team pro-actively communicate relevant new opportunities

Autumn 2023



The sales team pro-actively communicate relevant new opportunities

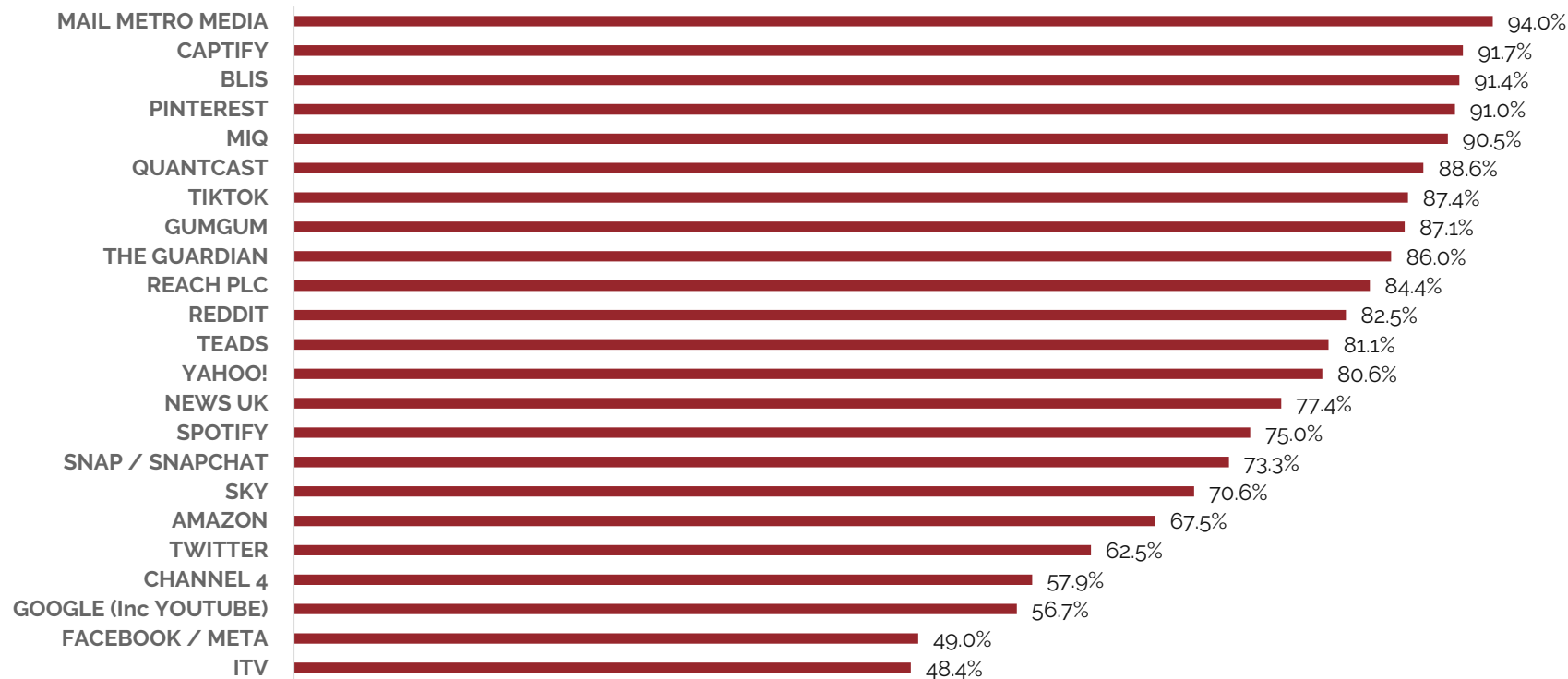
Autumn 2023 vs Spring 2023



It's easy to contact the sales team

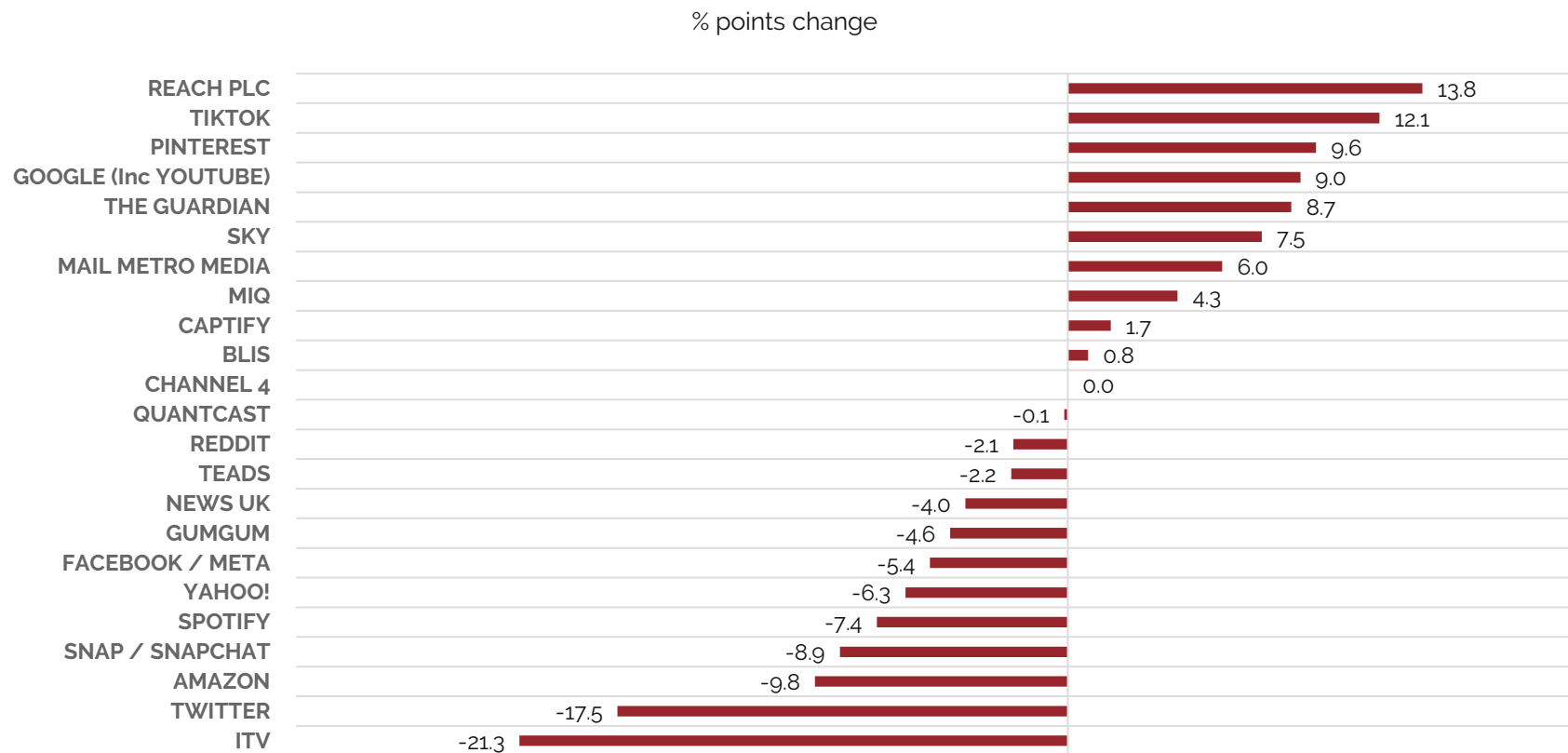
Autumn 2023

% agree strongly/agree

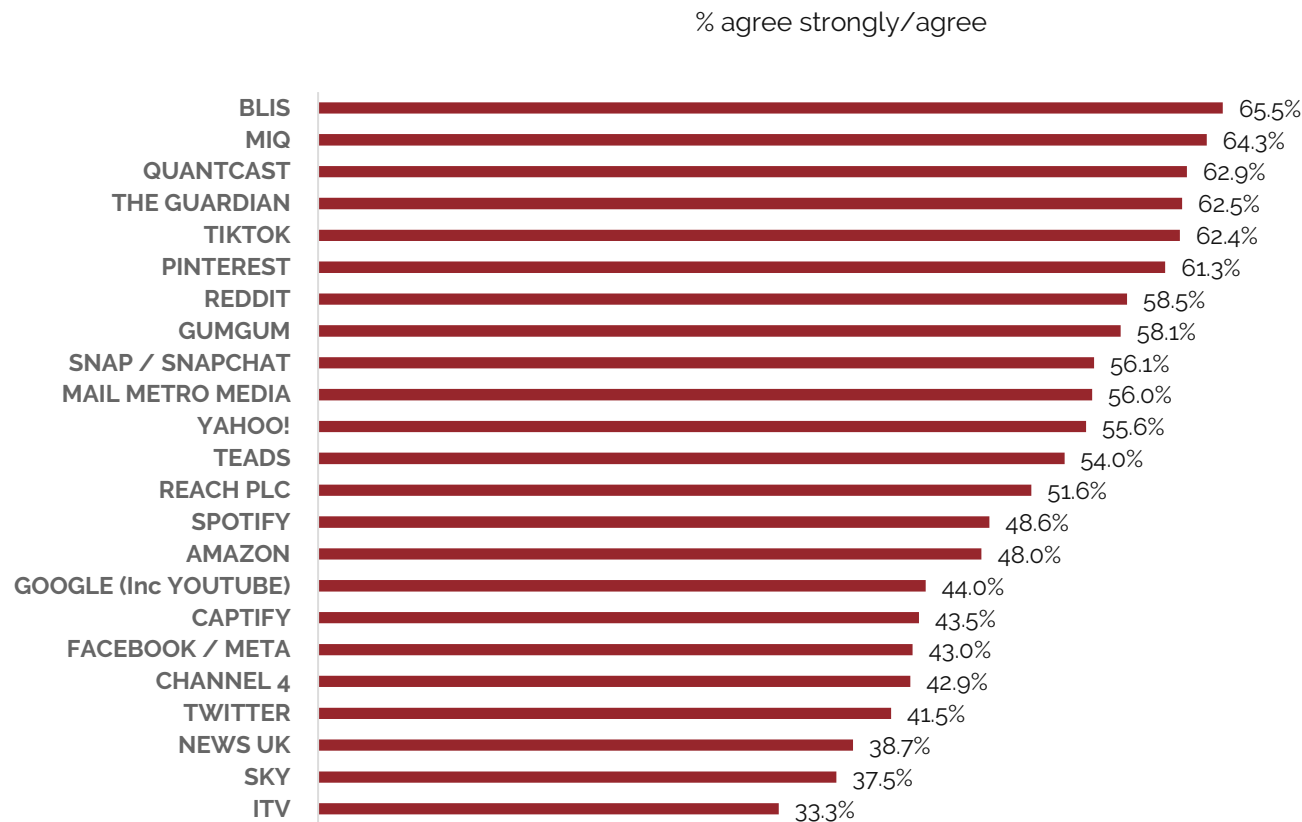


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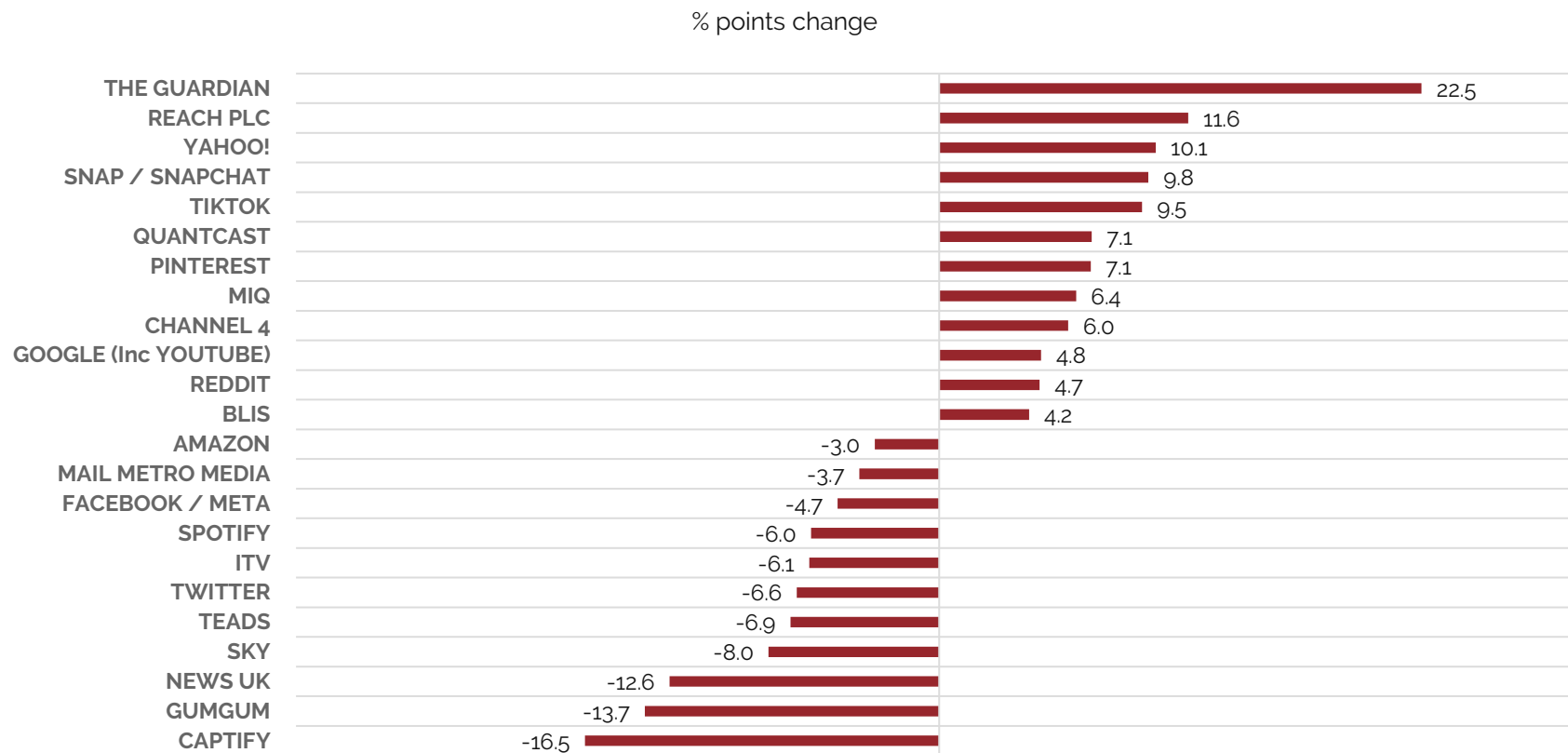
Autumn 2023 vs Spring 2023



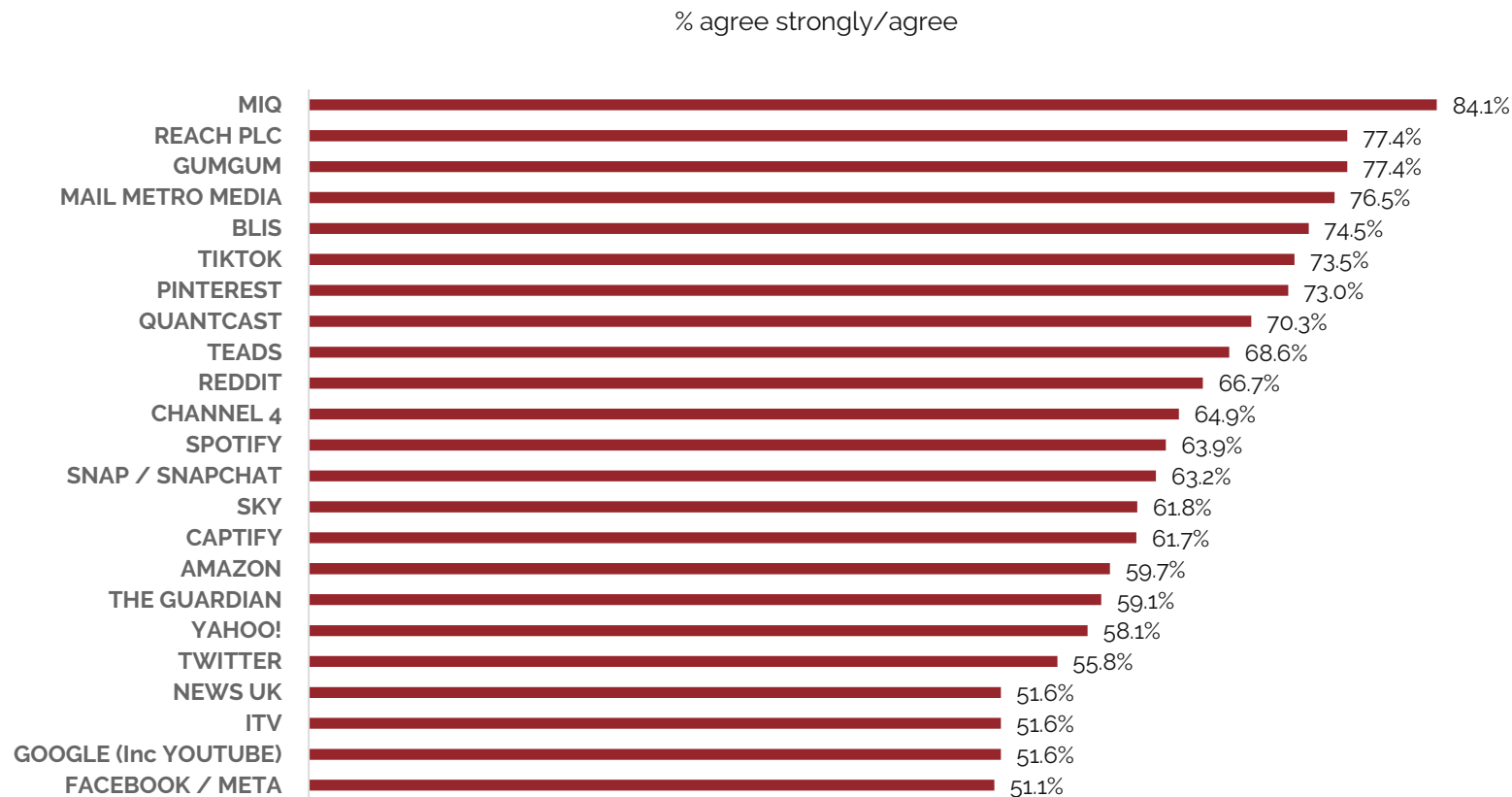
I have regular constructive face-to-face or telephone contact with the sales team - Autumn 2023



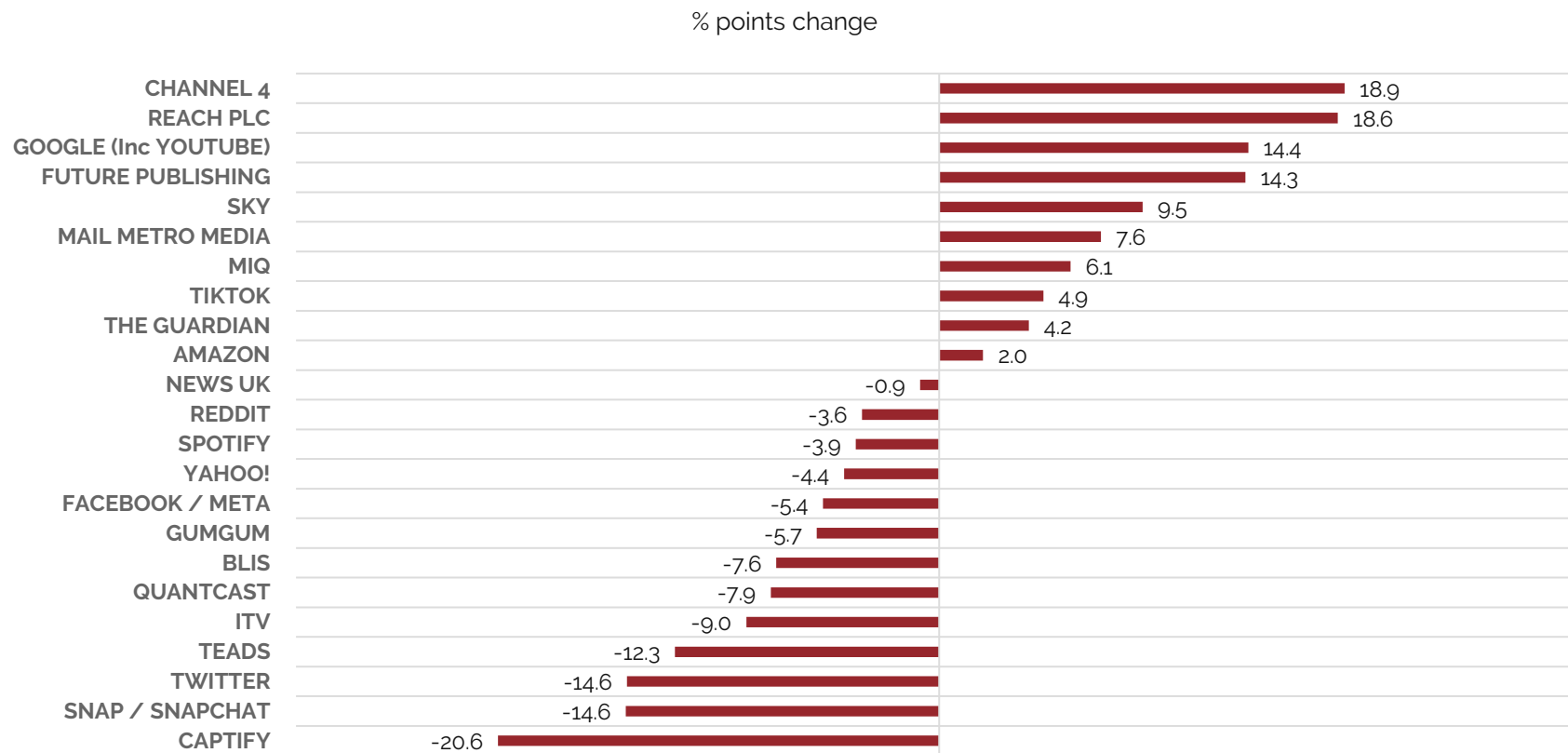
I have regular constructive face-to-face or telephone contact with the sales team – Autumn 2023 vs Spring 2023



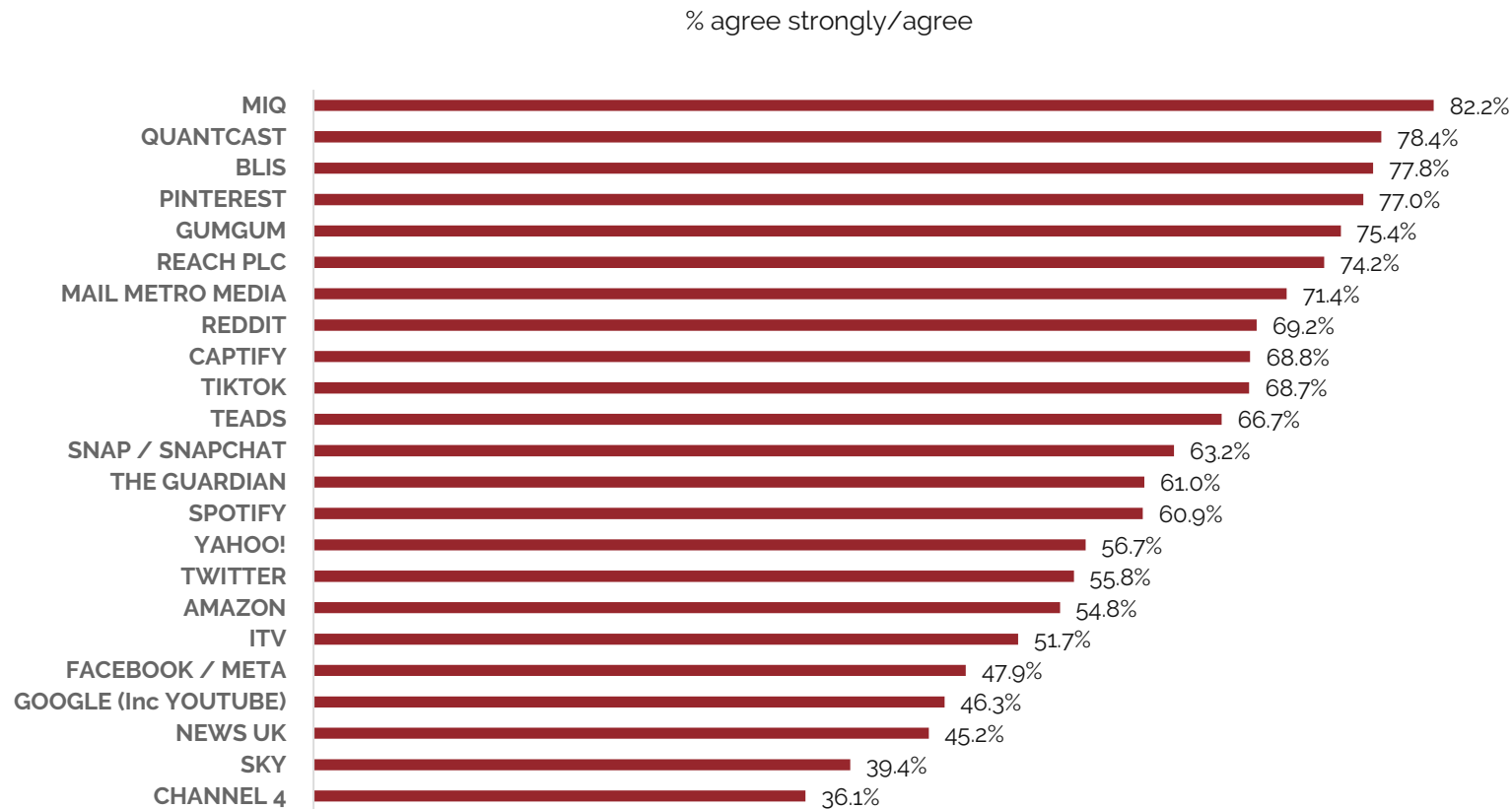
The sales team engenders a real sense of an agency/media owner partnership - Autumn 2023



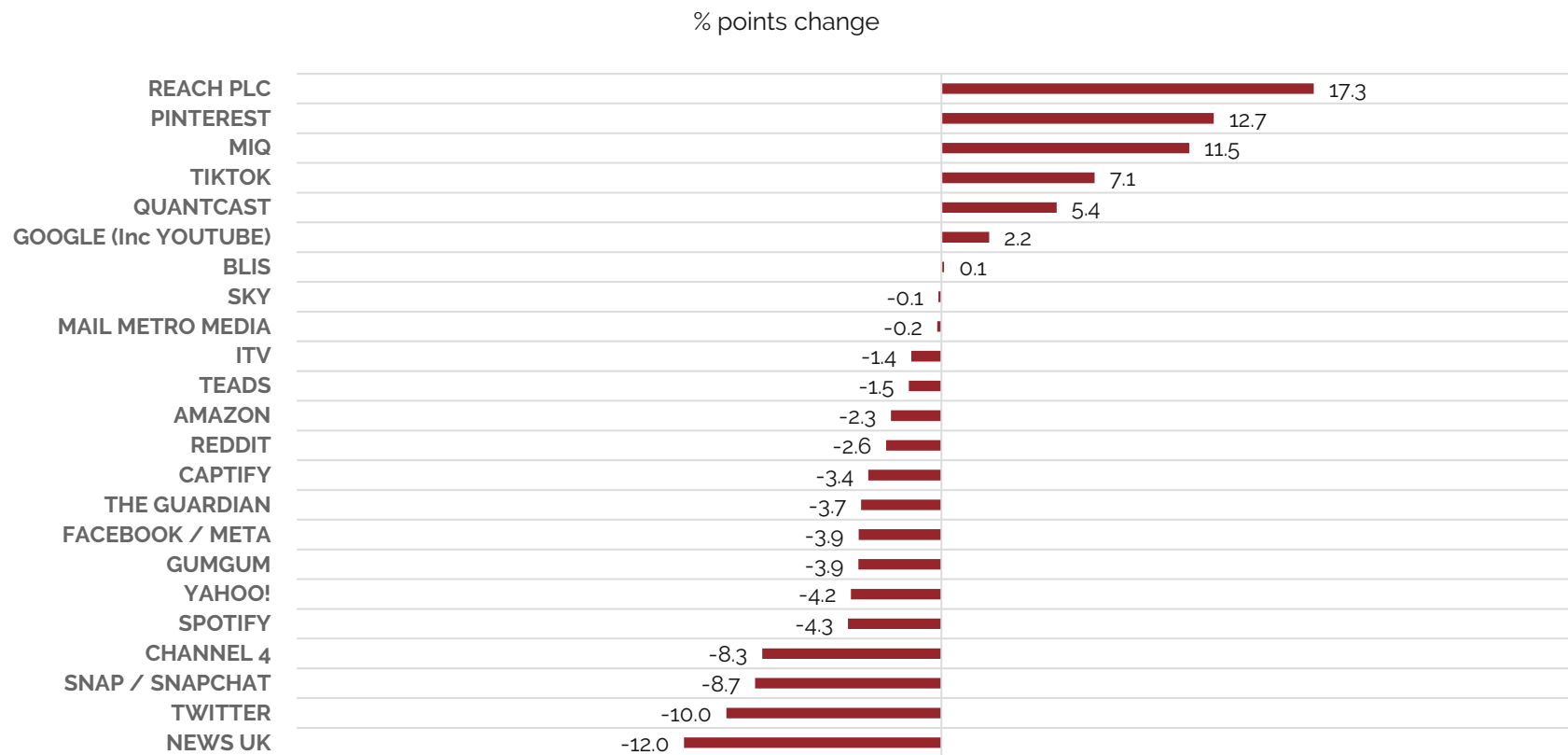
The sales team engenders a real sense of an agency/media owner partnership - Autumn 2023 vs Spring 2023



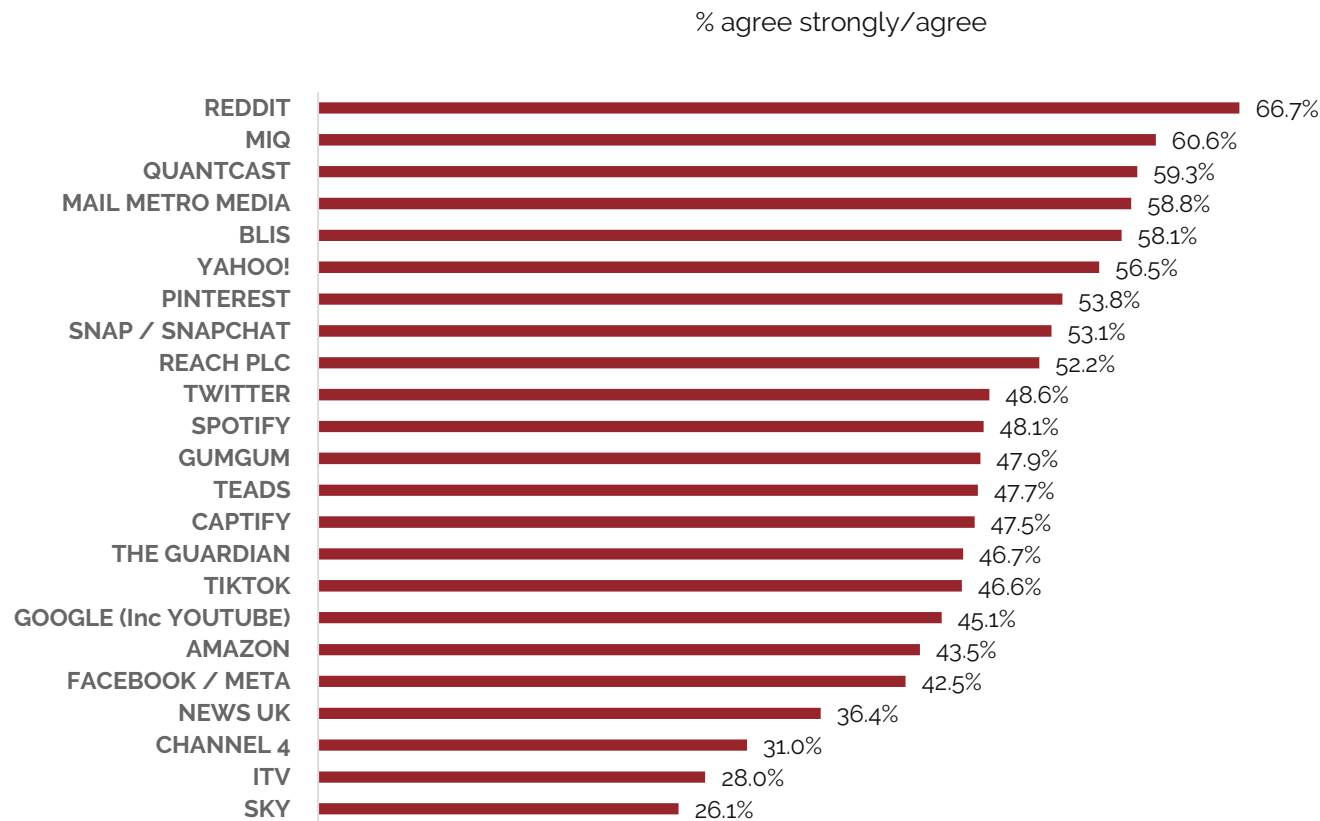
The sales team understand the context I operate in and how best to support me in achieving my objectives - Autumn 2023



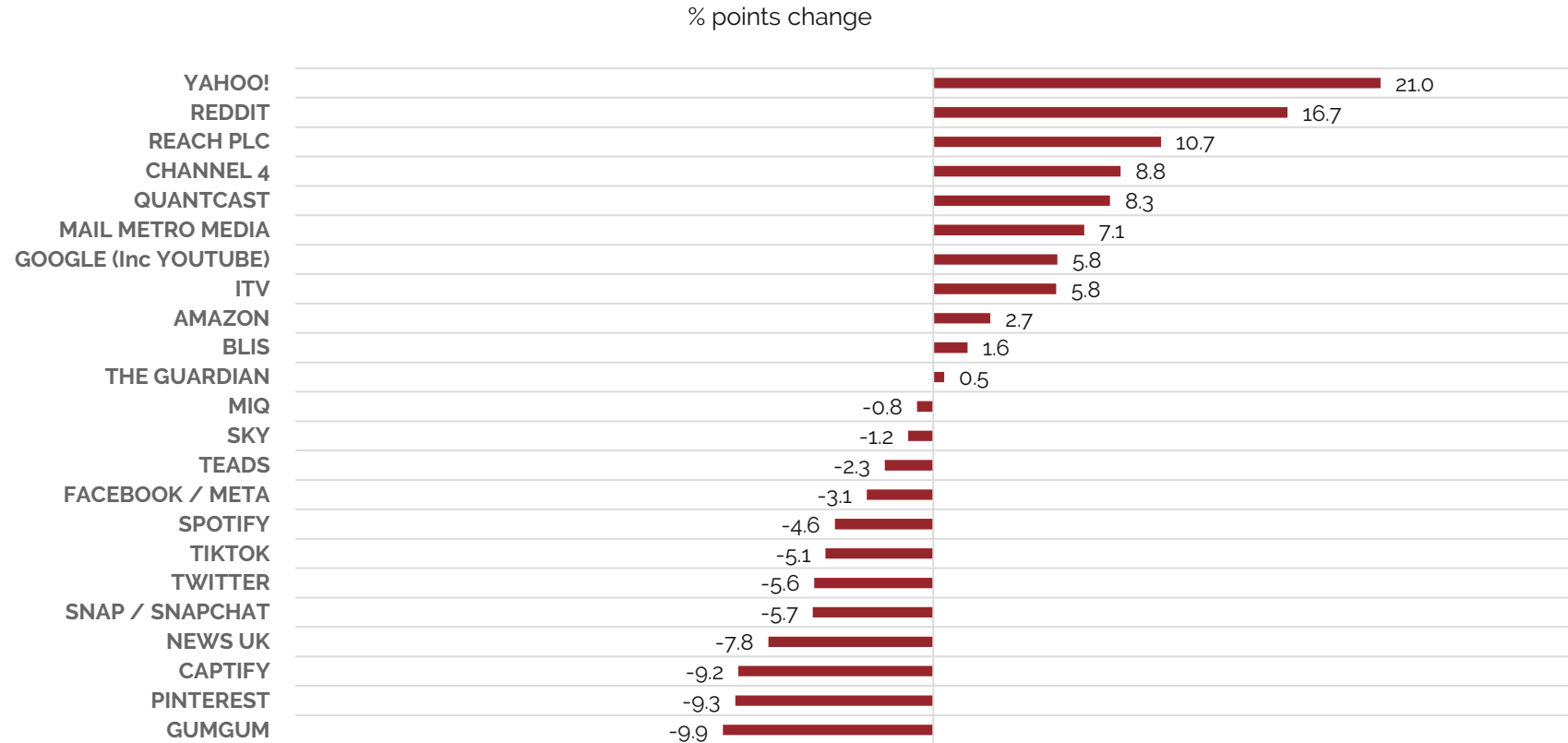
The sales team understand the context I operate in and how best to support me in achieving my objectives - Autumn 2023 vs Spring 2023



The media owner successfully communicates direct contact they have with clients - Autumn 2023

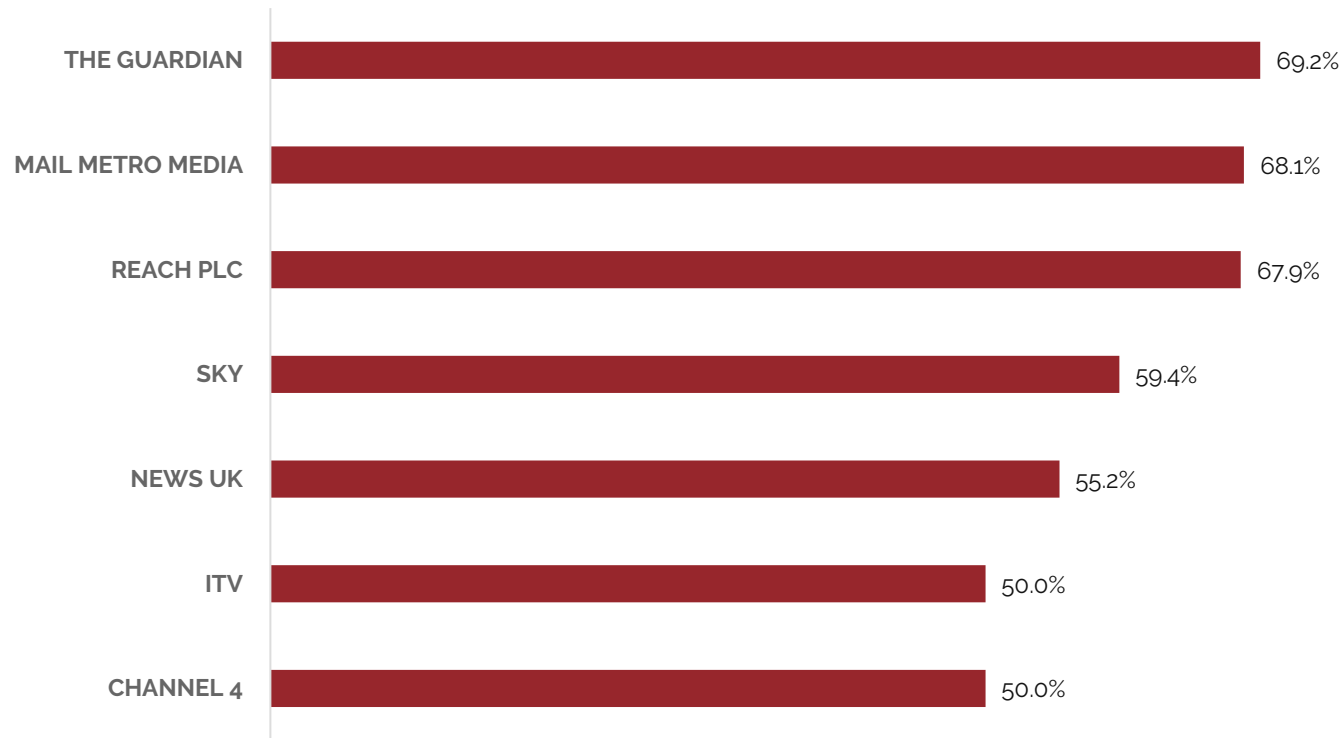


The media owner successfully communicates direct contact they have with clients - Autumn 2023 vs Spring 2023

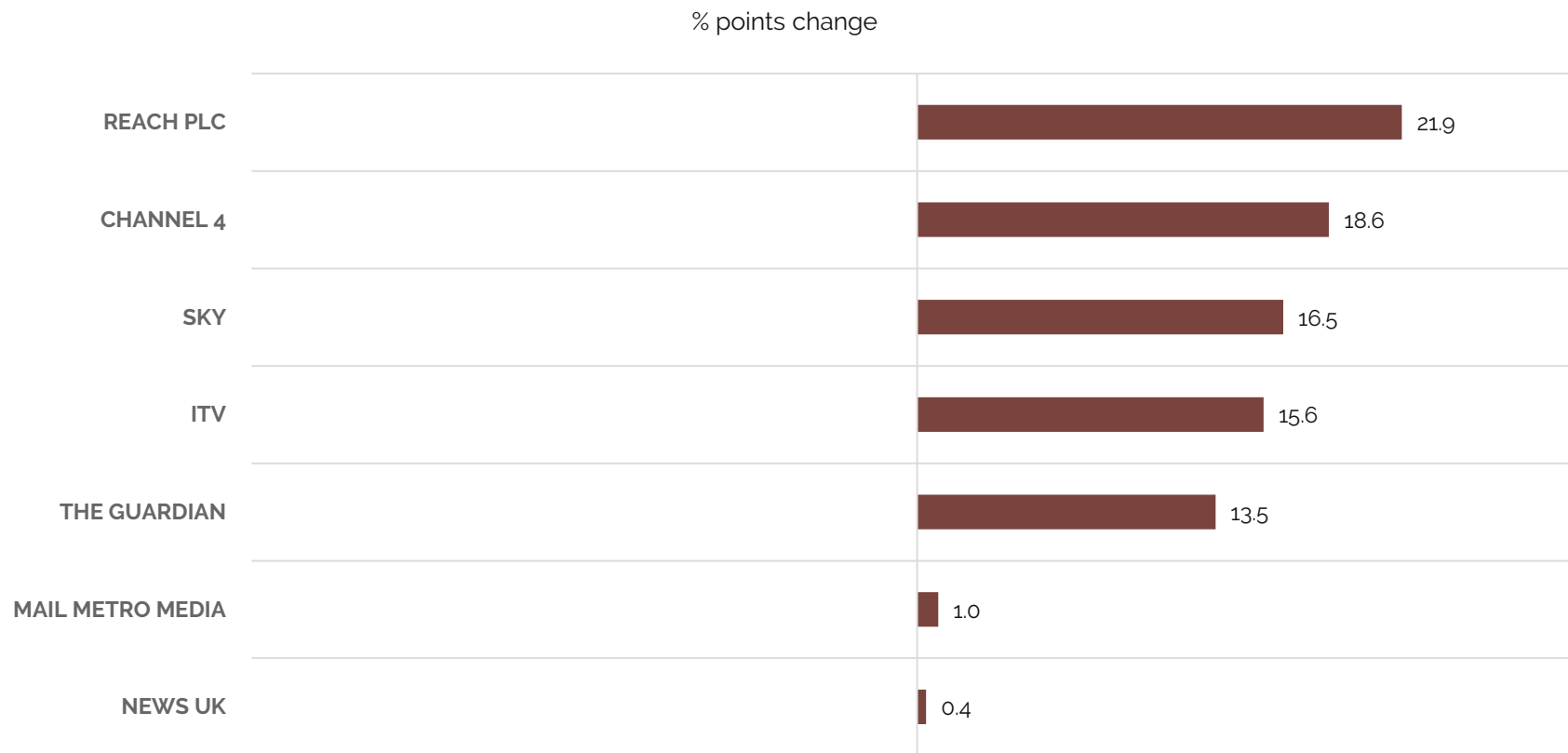


The media owner demonstrates a good understanding of how cross-media opportunities can be exploited - Spring 2023

% agree strongly/agree



The media owner demonstrates a good understanding of how cross-media opportunities can be exploited - Autumn 2023 vs Spring 2023



Rankings by Media Owner

Supported by
 **TRUE &
NORTH**

Amazon

Autumn 2023



Amazon

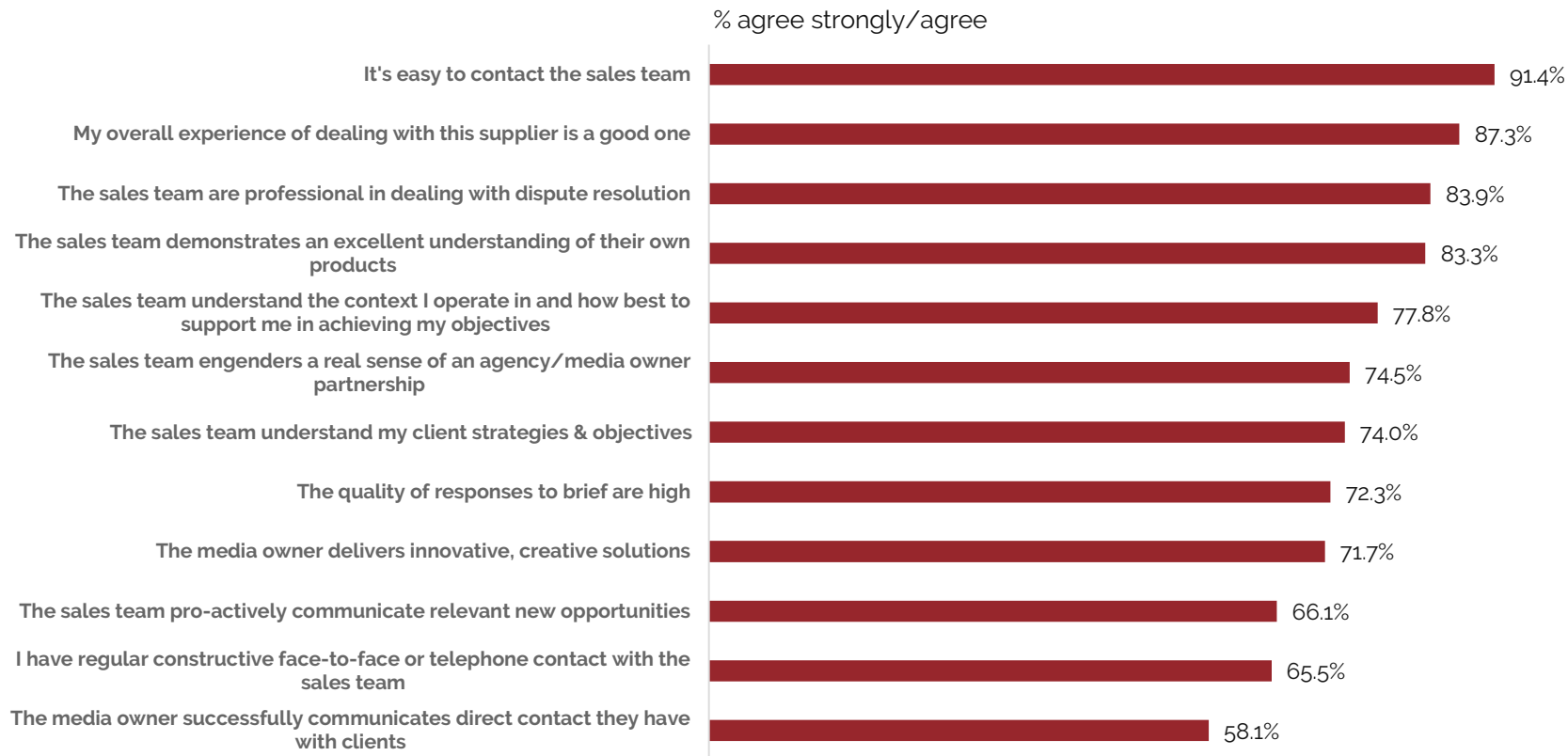
Autumn 2023 vs Spring 2023

% points change



Blis

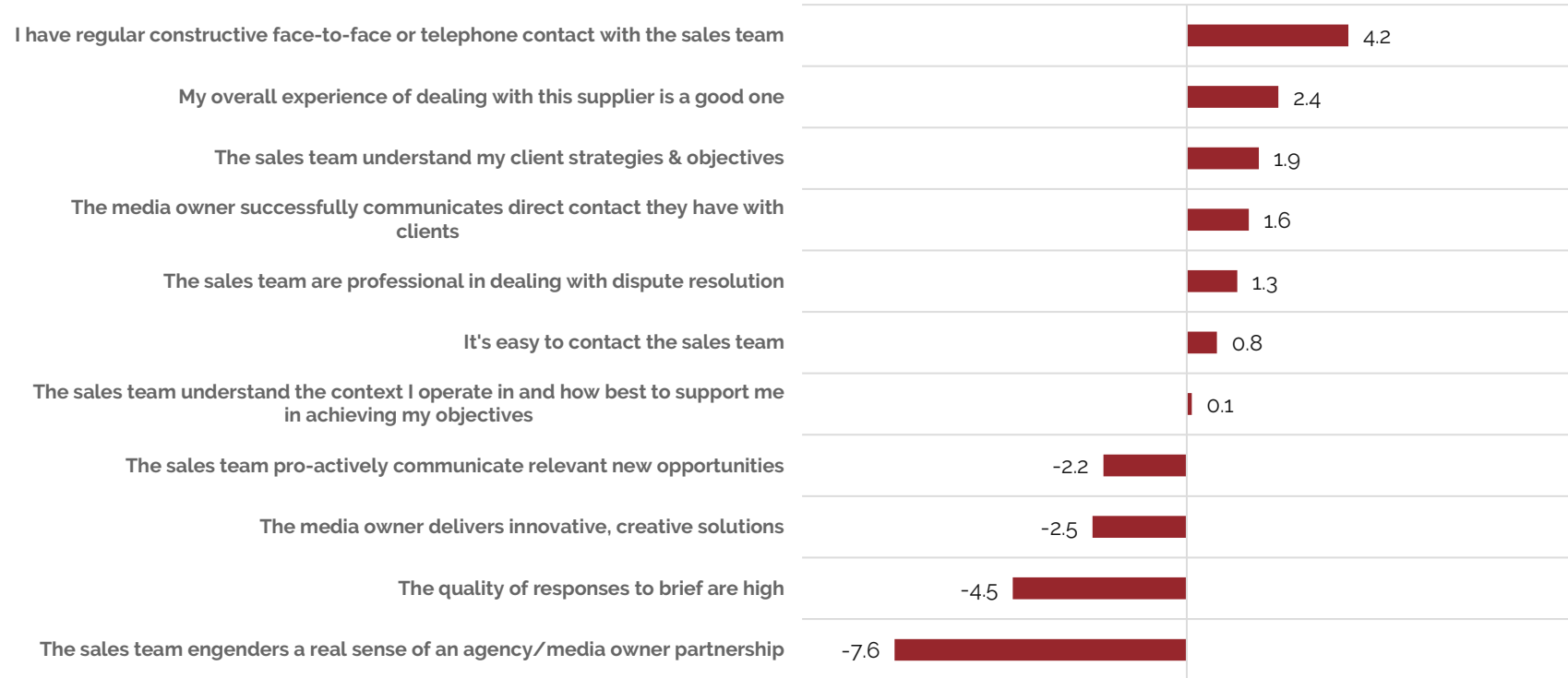
Autumn 2023



Blis

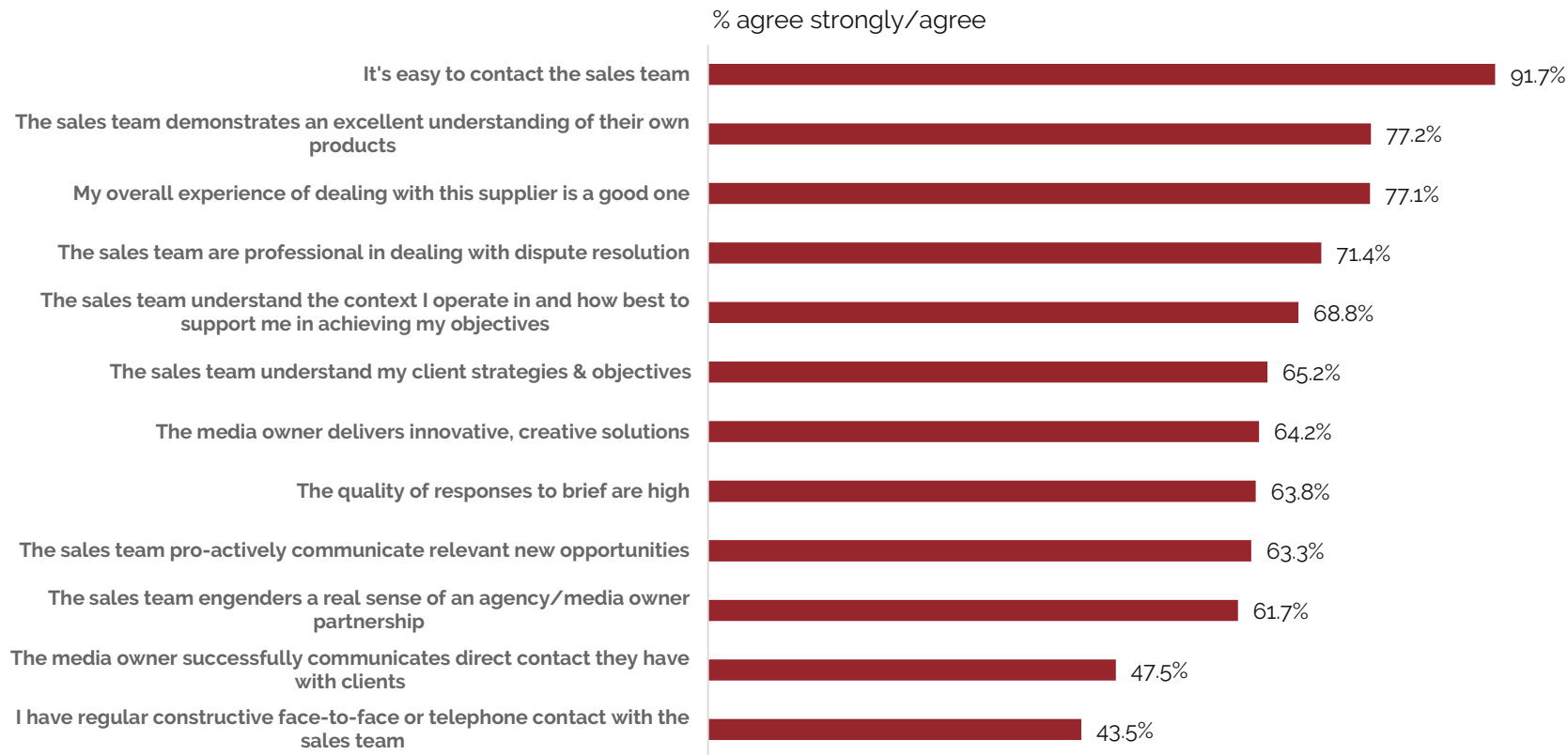
Autumn 2023 vs Spring 2023

% points change



Captify

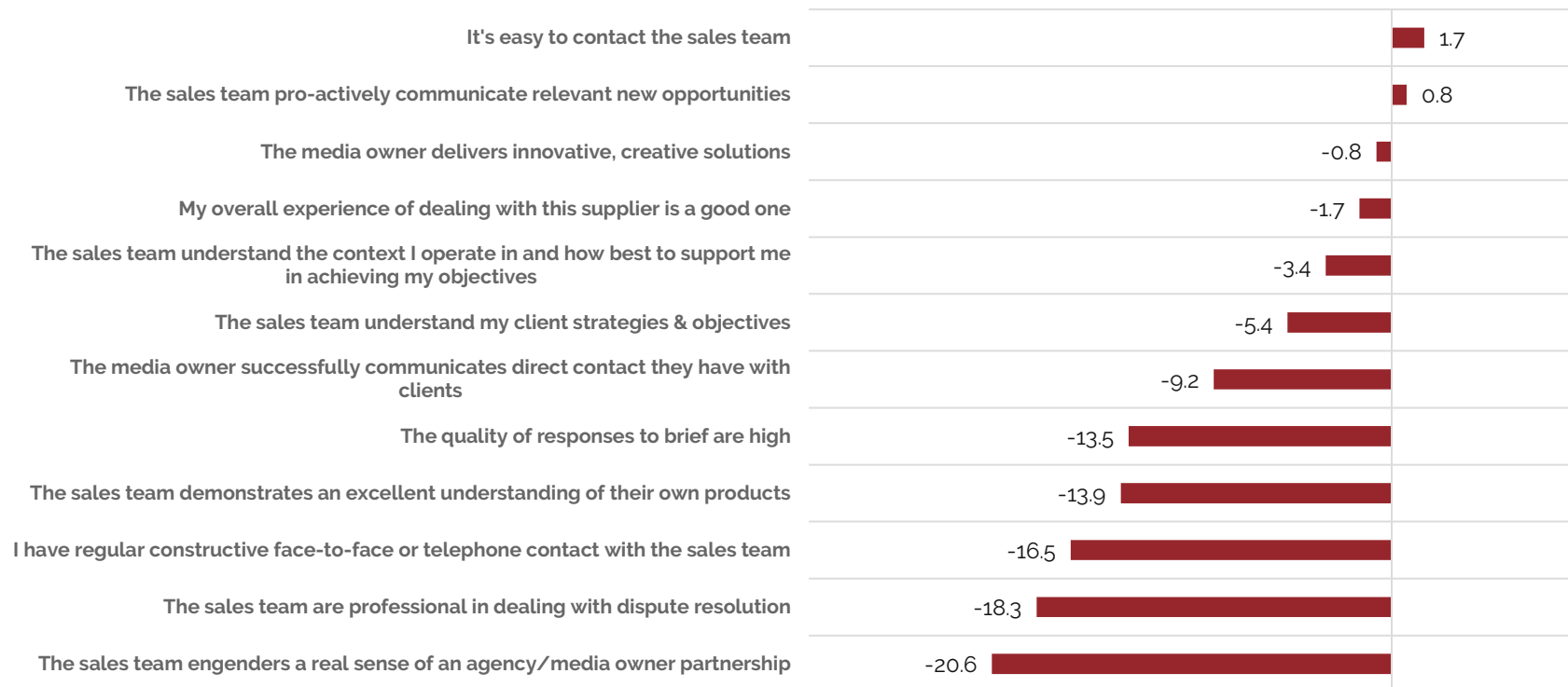
Autumn 2023



Captify

Autumn 2023 vs Spring 2023

% points change



Channel 4

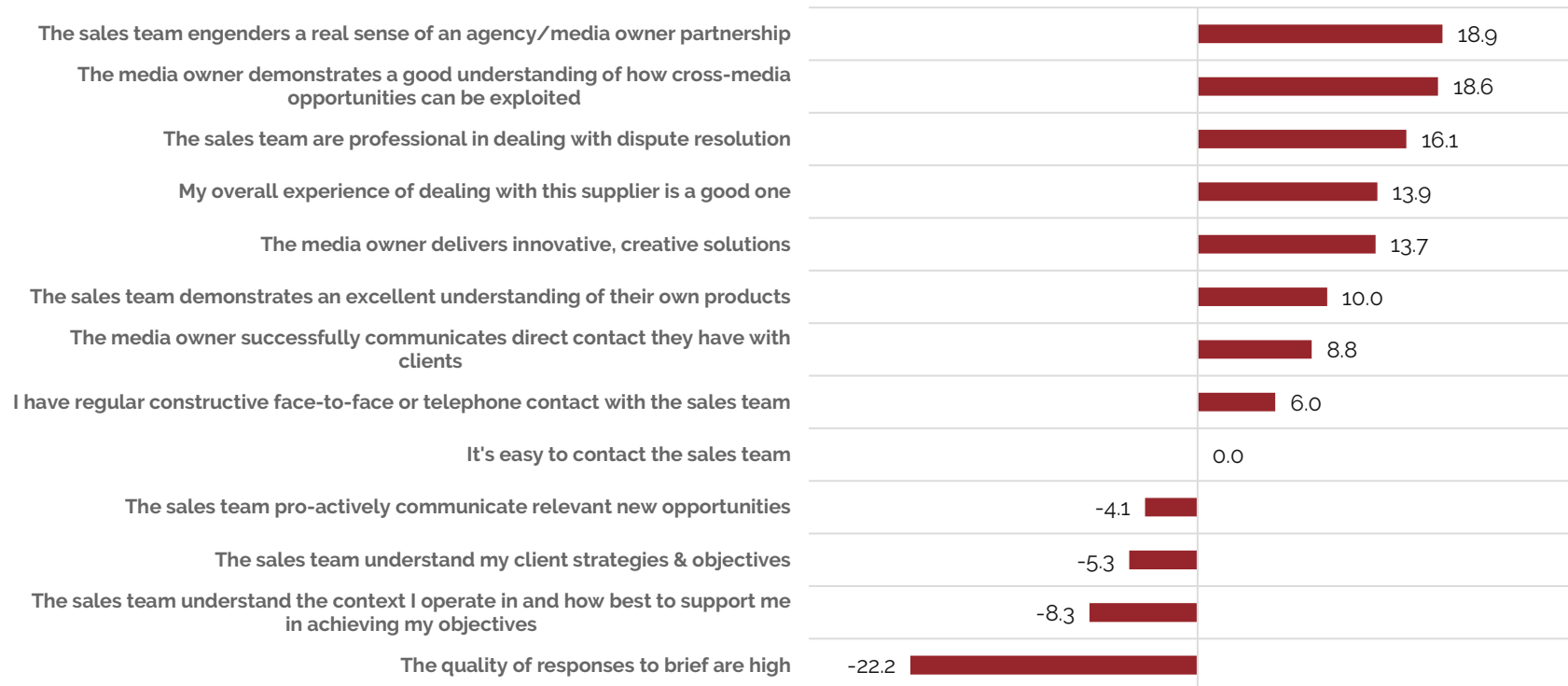
Autumn 2023



Channel 4

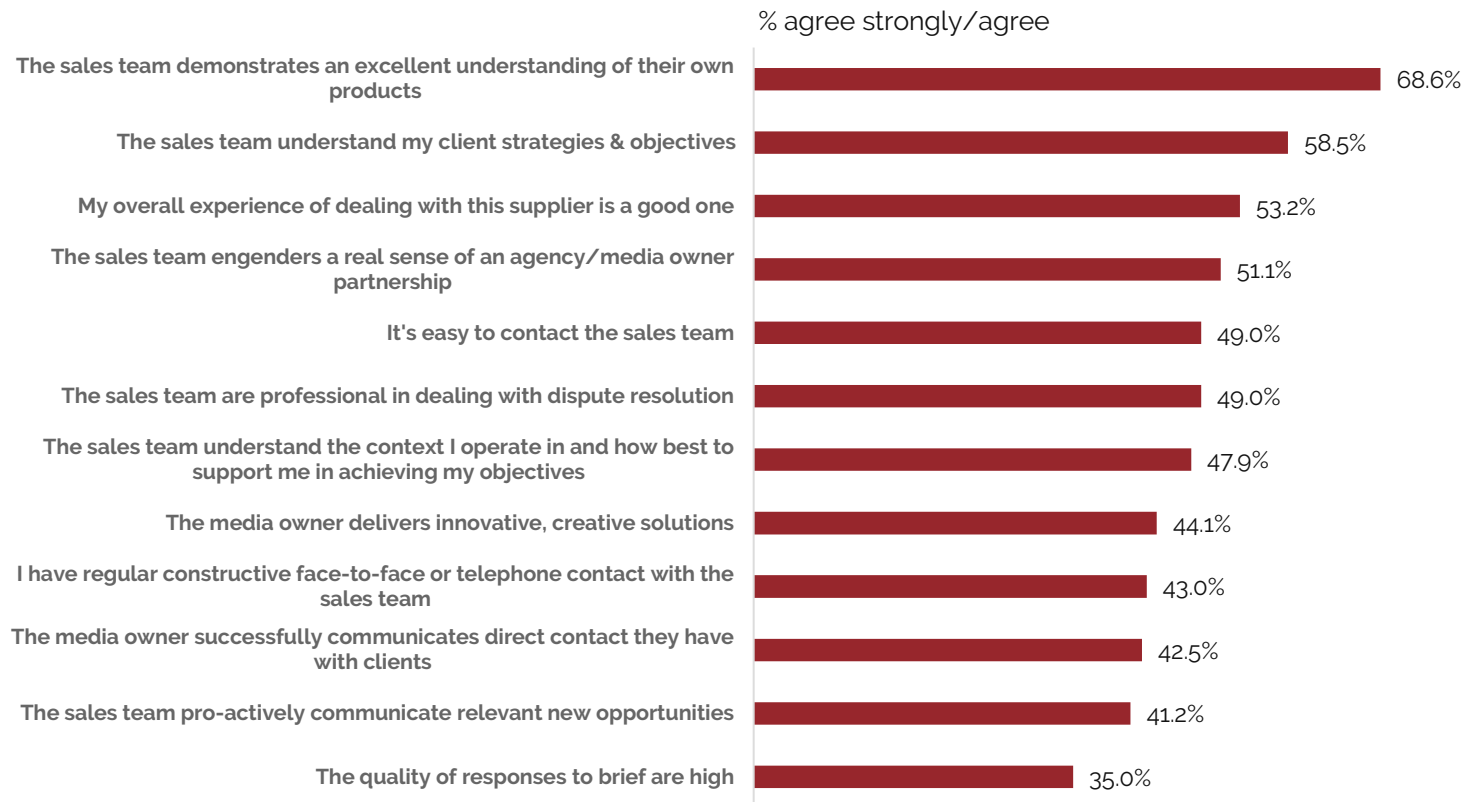
Autumn 2023 vs Spring 2023

% points change



Facebook / Meta

Autumn 2023



Facebook / Meta

Autumn 2023 vs Spring 2023

% points change



Google (Inc. YouTube)

Autumn 2023



Google (Inc. YouTube)

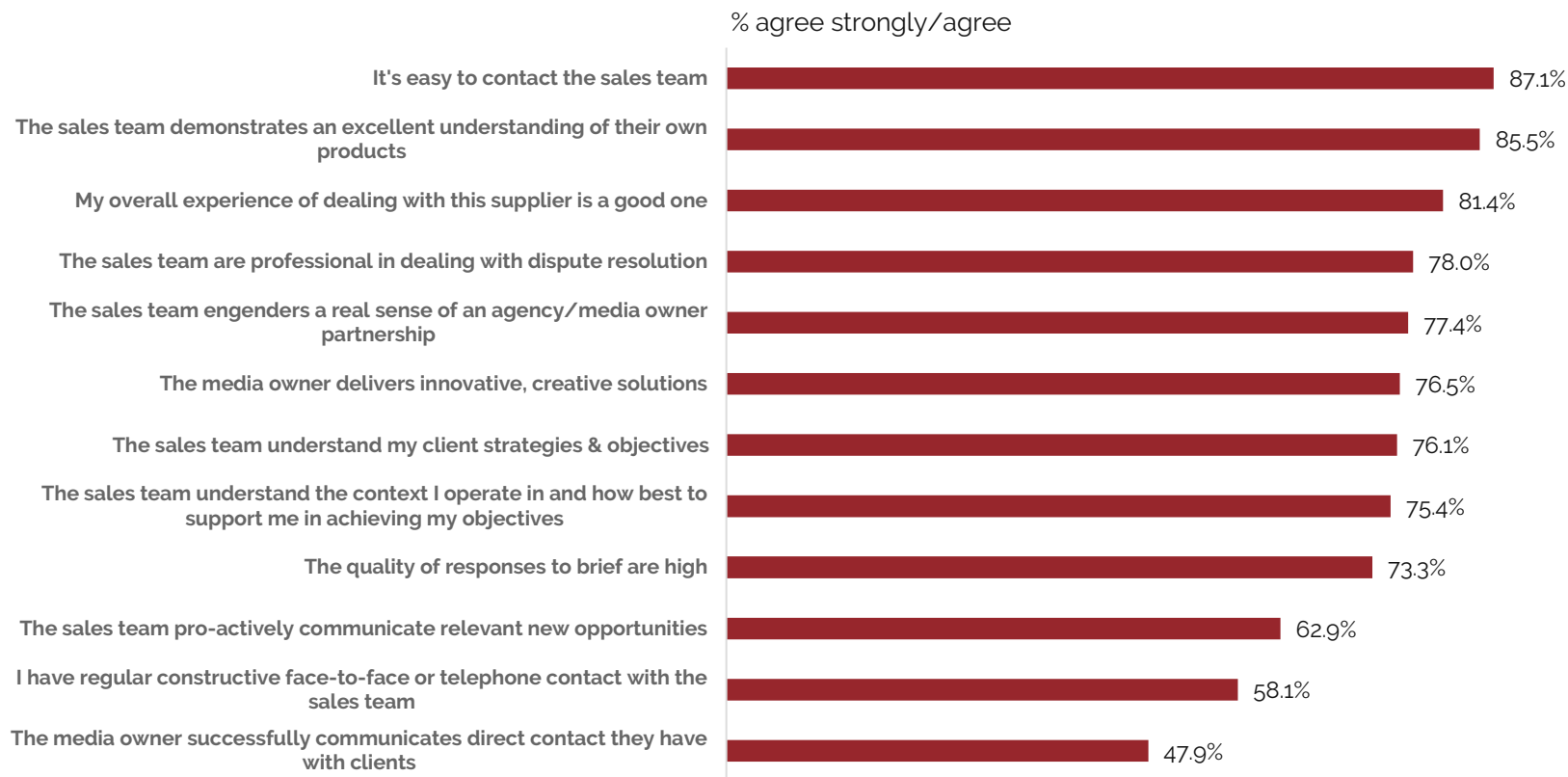
Autumn 2023 vs Spring 2023

% points change



GumGum

Autumn 2023



GumGum

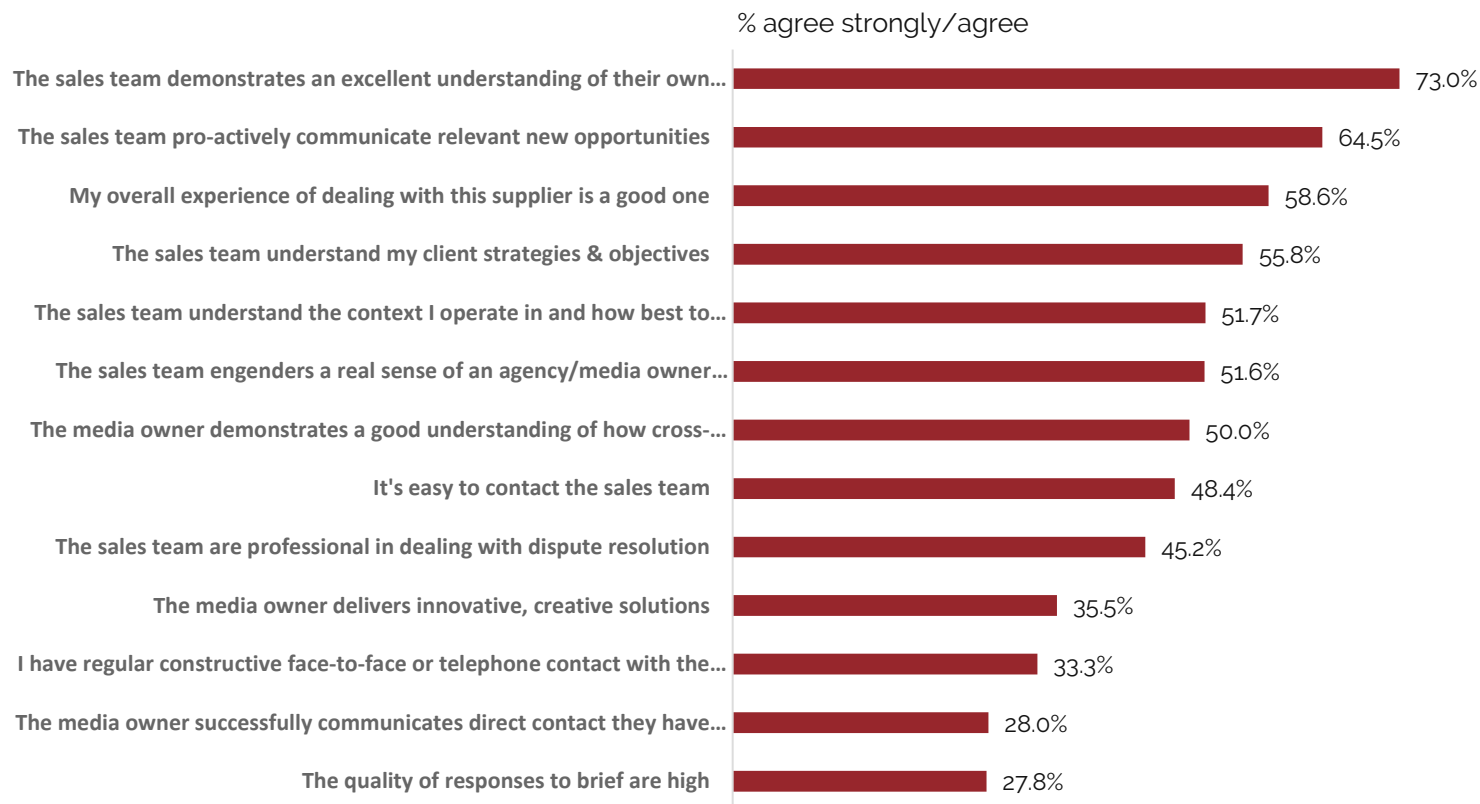
Autumn 2023 vs Spring 2023

% points change



ITV

Autumn 2023



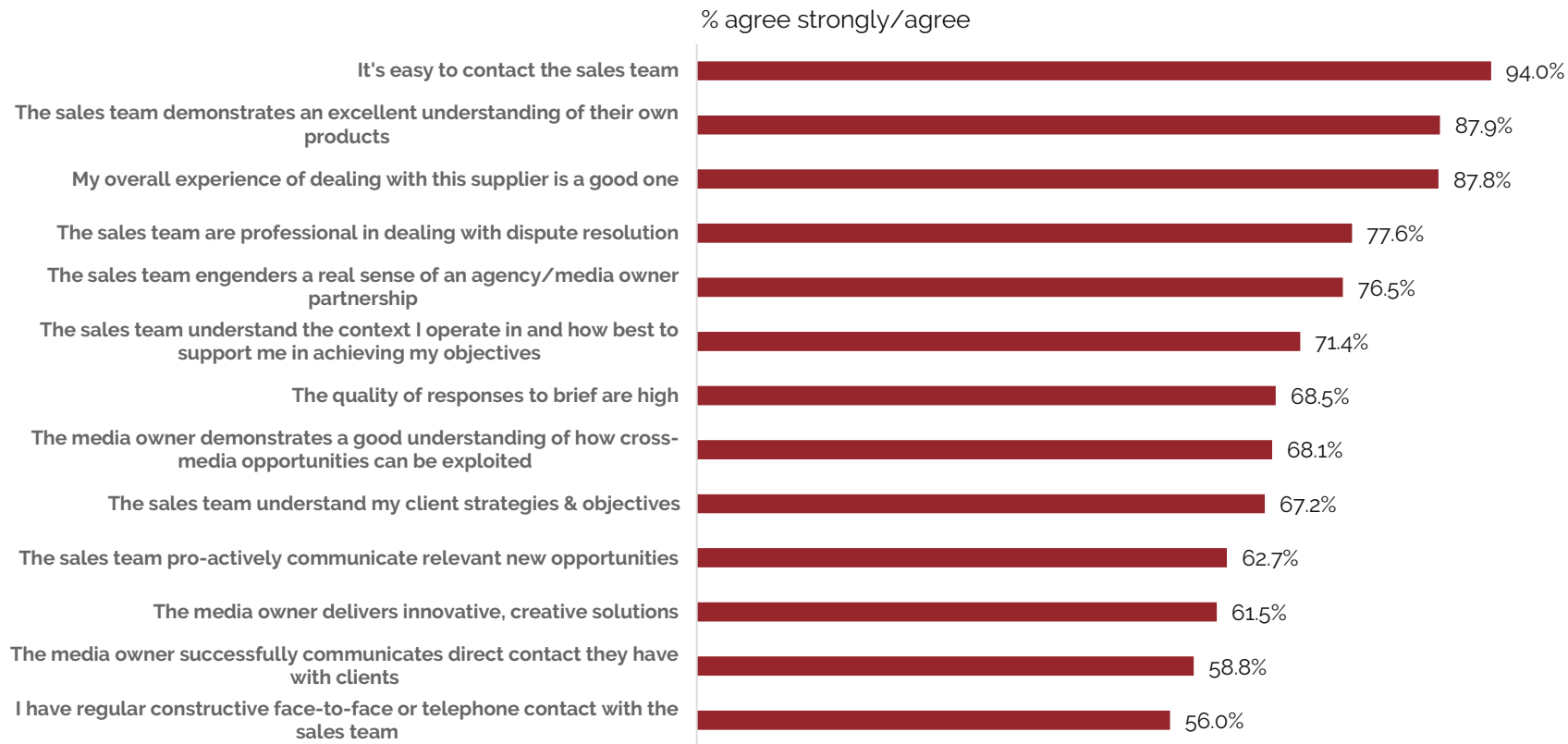
Autumn 2023 vs Spring 2023

% points change



Mail Metro Media

Autumn 2023



Mail Metro Media

Autumn 2023 vs Spring 2023

% points change



MiQ

Autumn 2023



MiQ

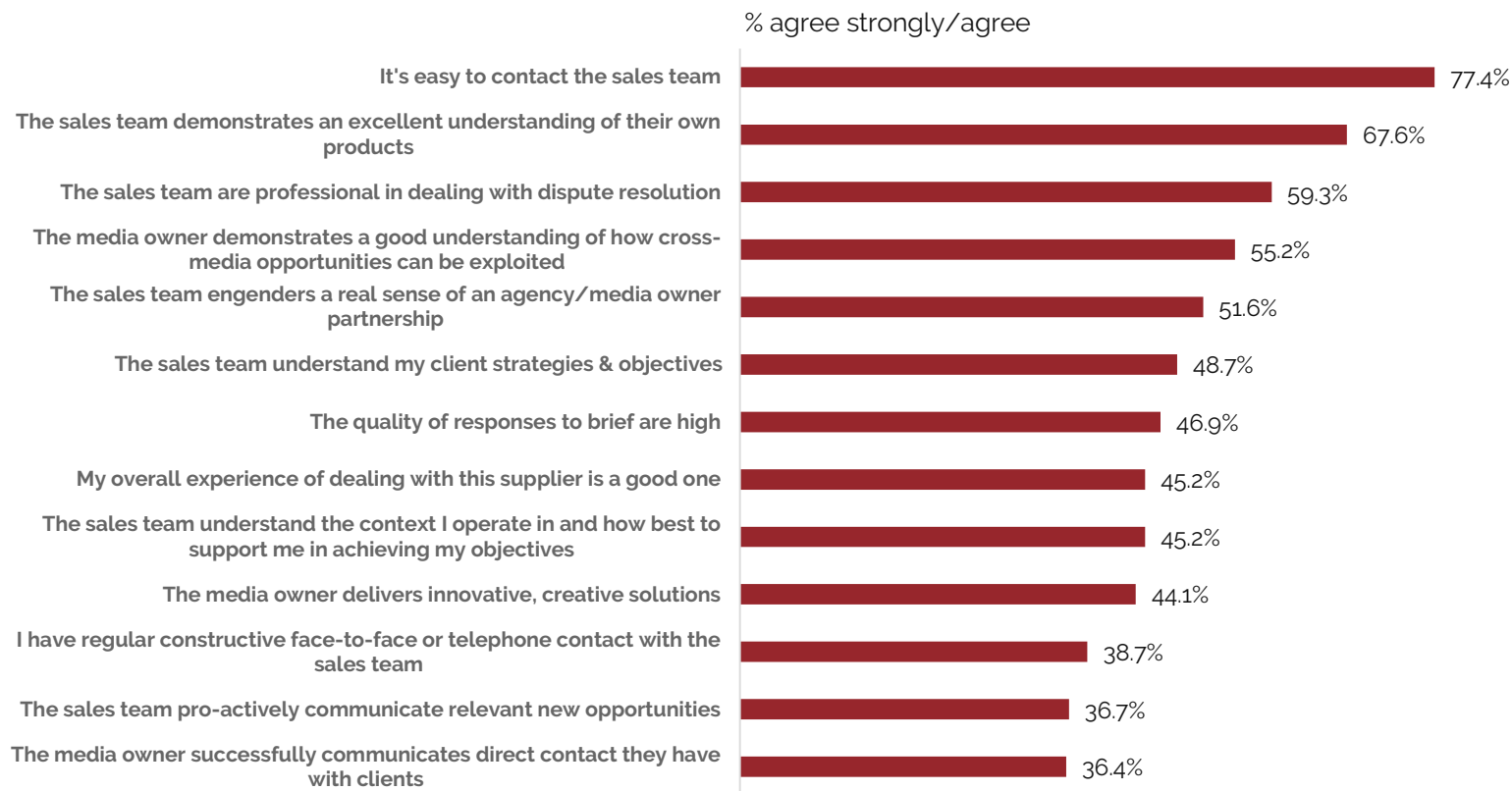
Autumn 2023 vs Spring 2023

% points change



News UK

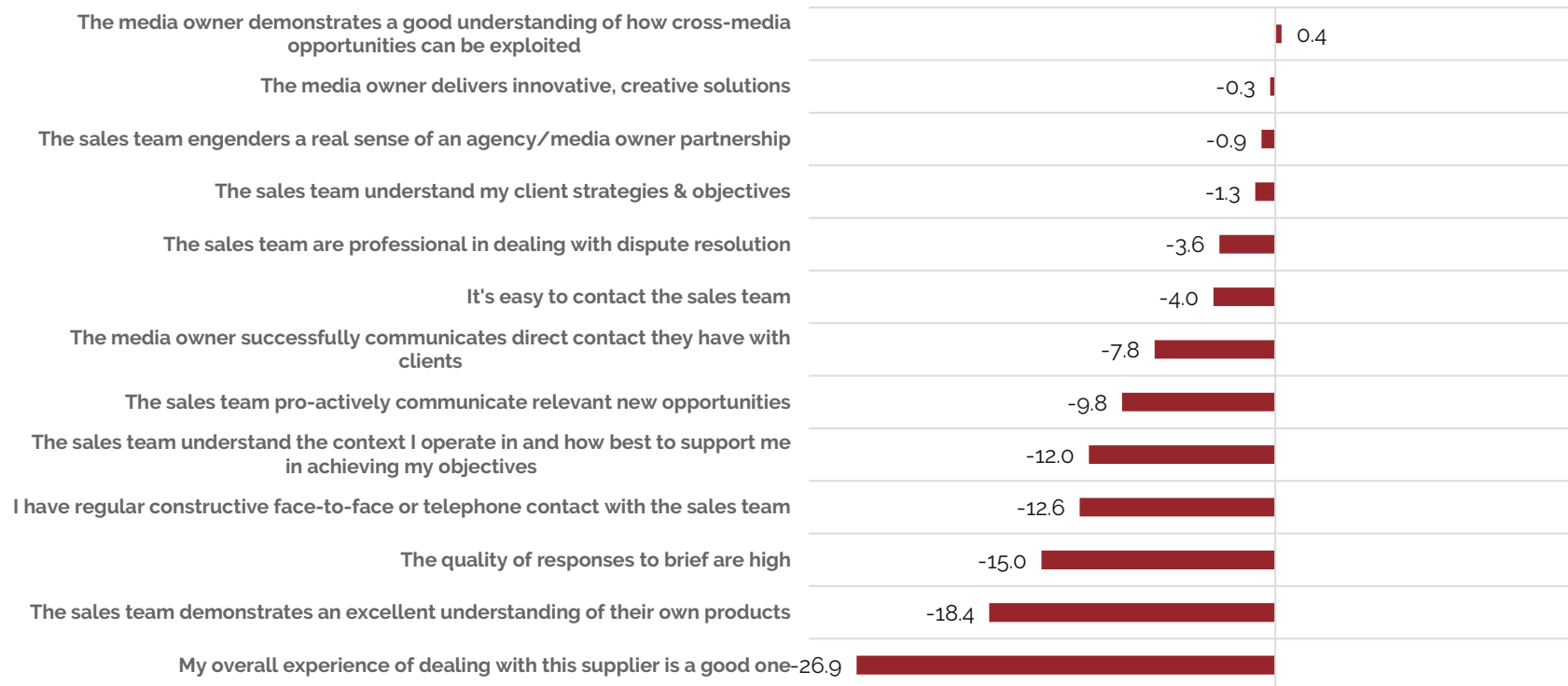
Autumn 2023



News UK

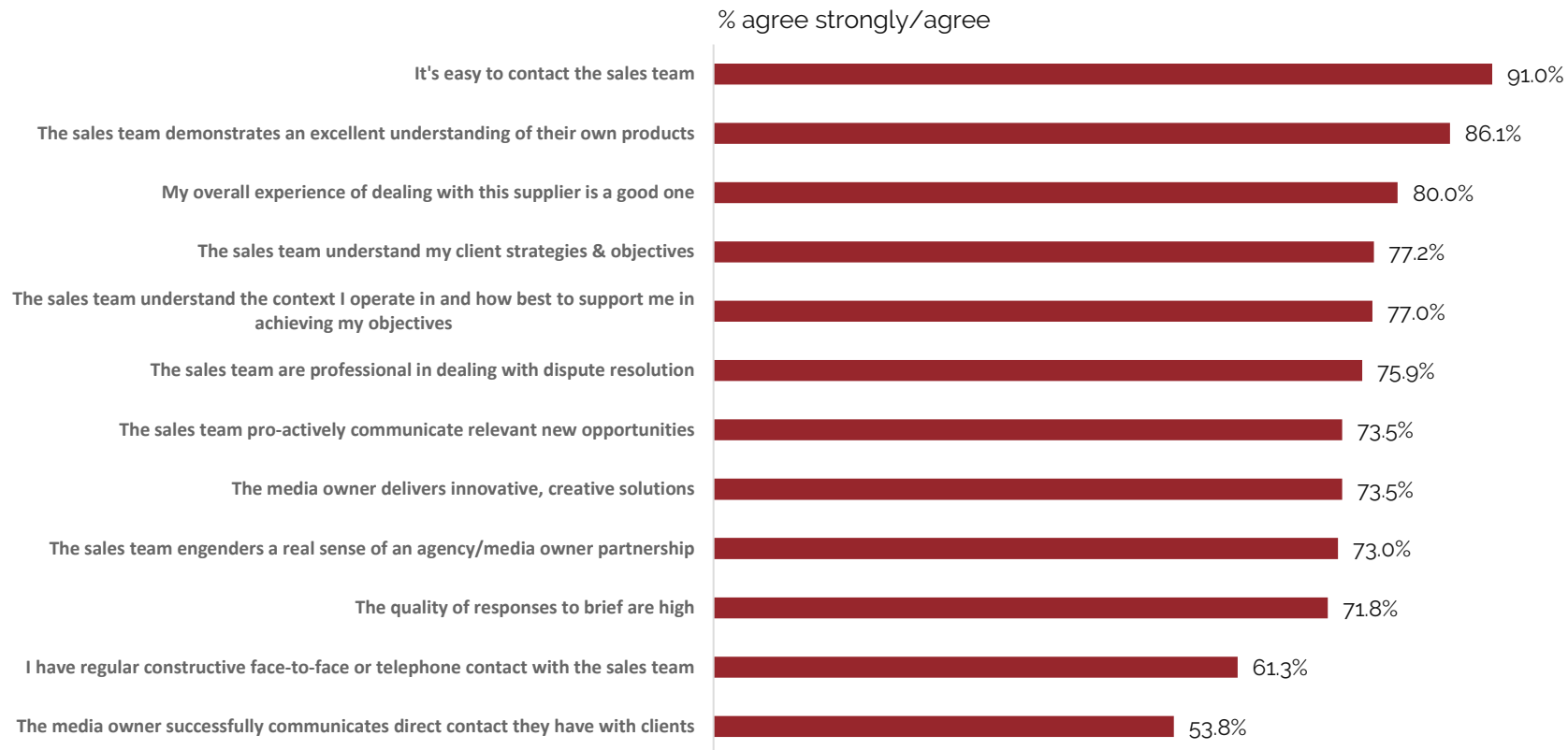
Autumn 2023 vs Spring 2023

% points change



Pinterest

Autumn 2023



Pinterest

Autumn 2023 vs Spring 2023

% points change



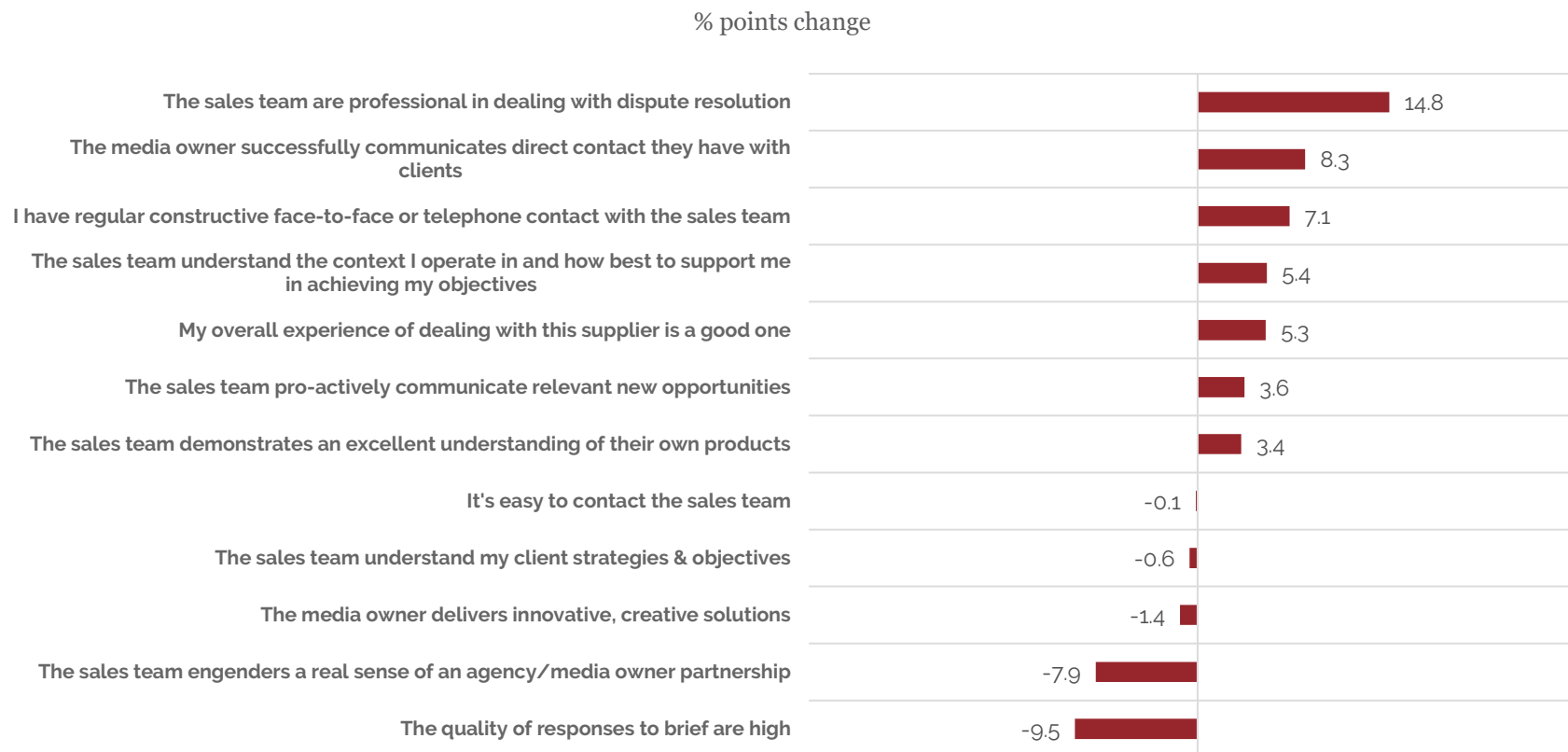
Quantcast

Autumn 2023



Quantcast

Autumn 2023 vs Spring 2023



Reach plc

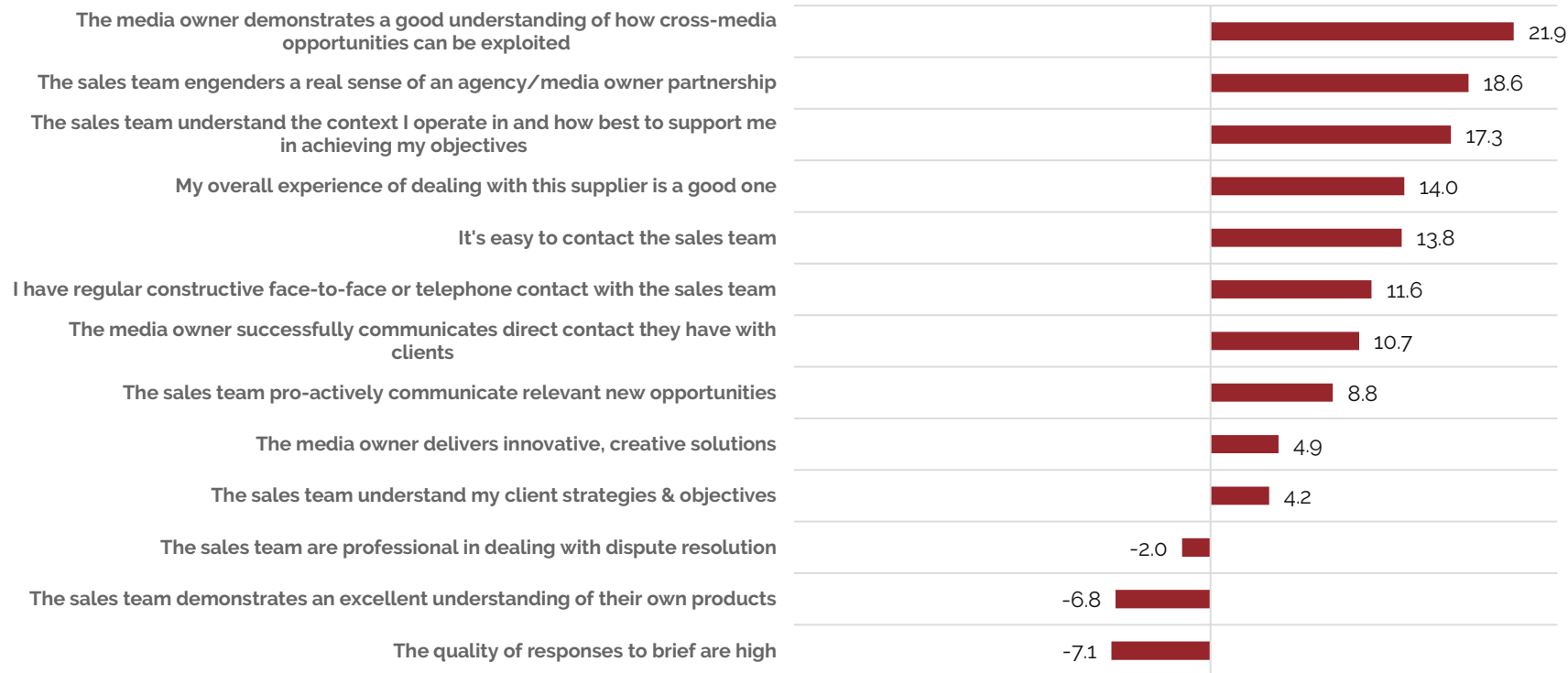
Autumn 2023



Reach plc

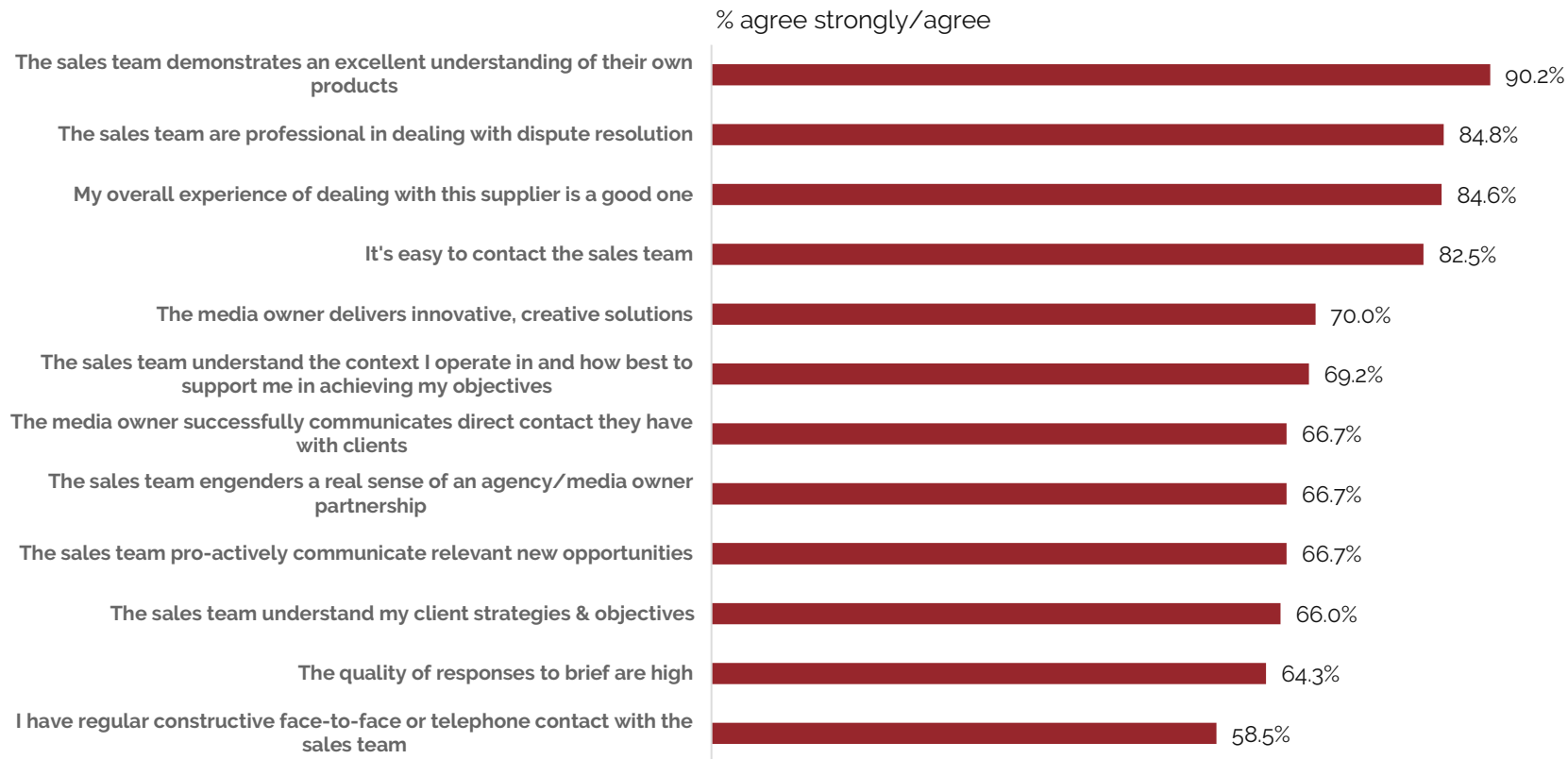
Autumn 2023 vs Spring 2023

% points change



Reddit

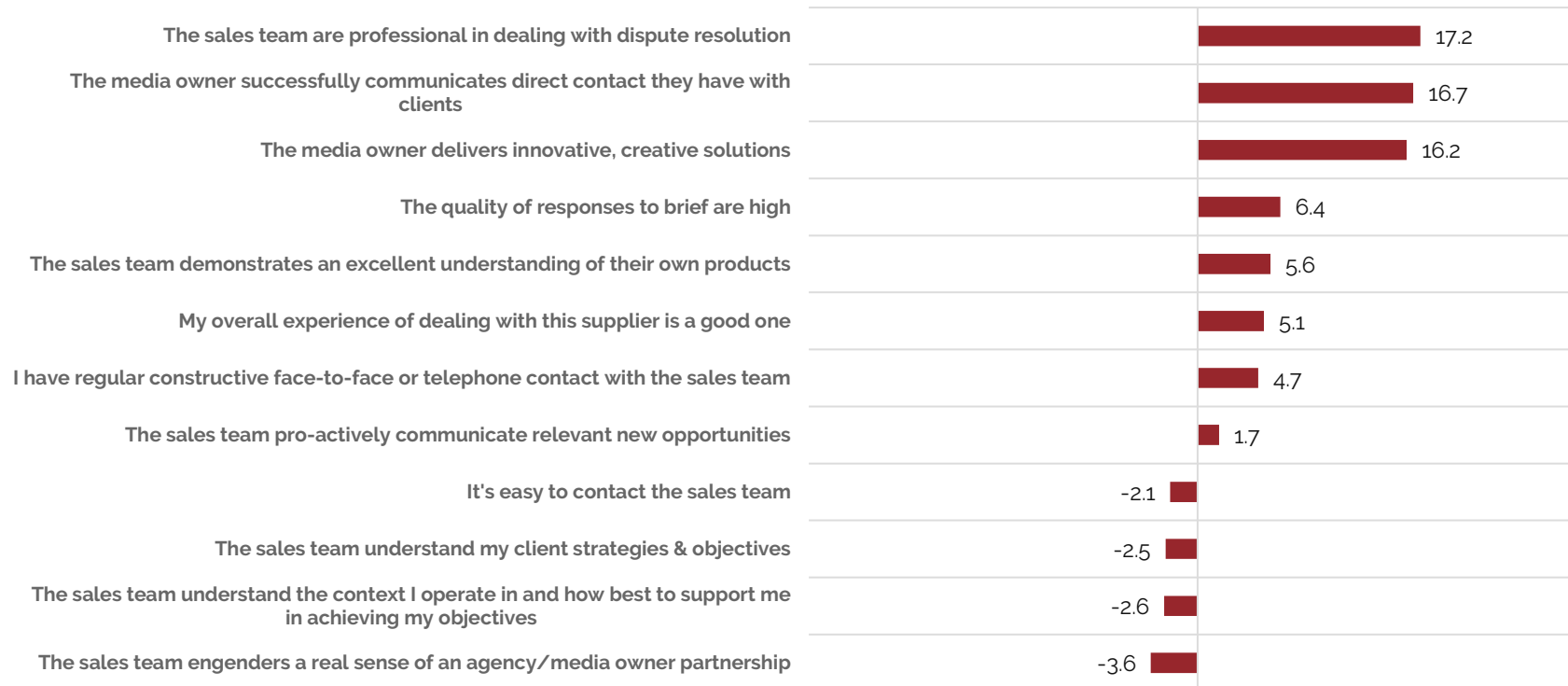
Autumn 2023



Reddit

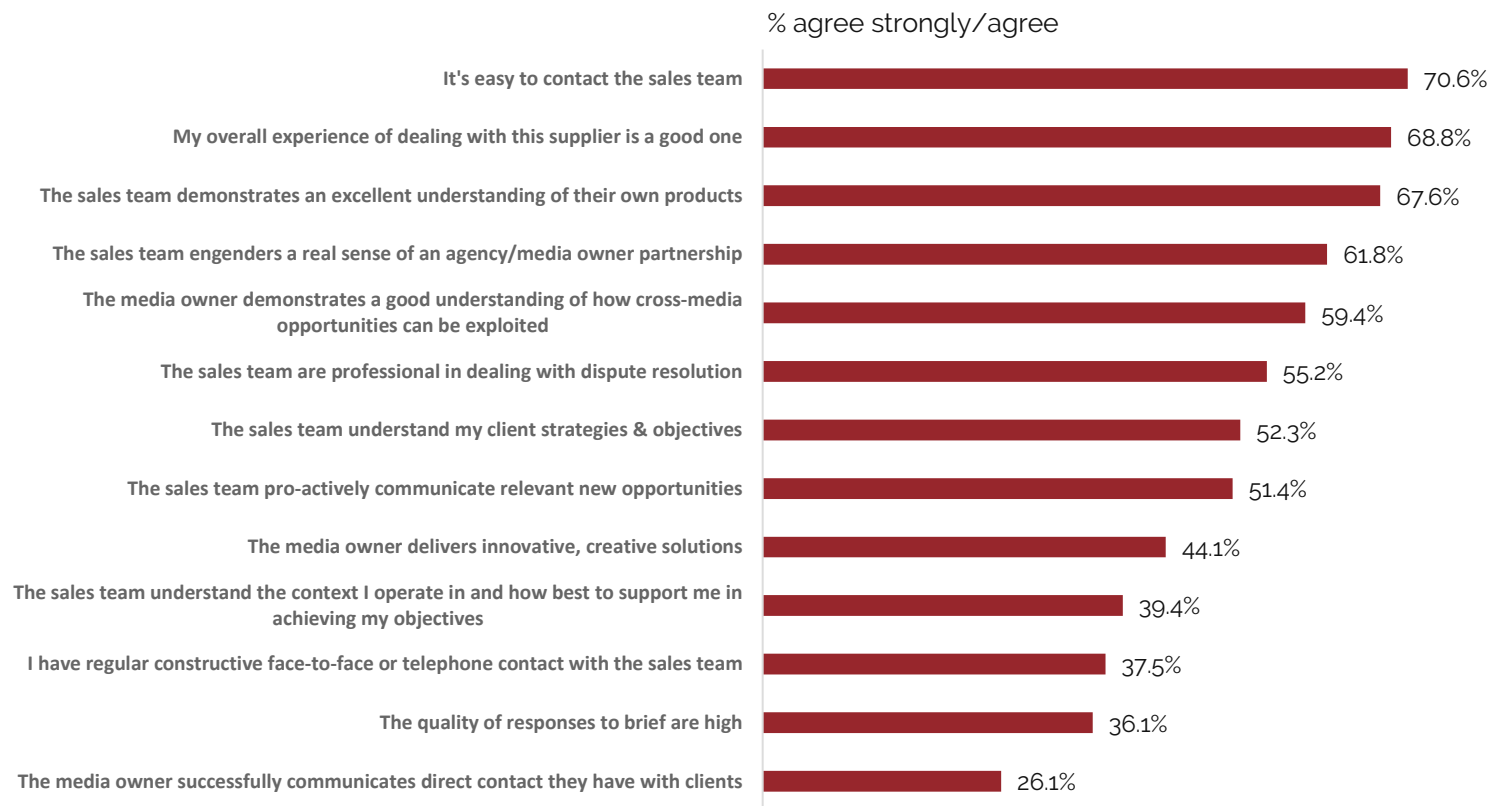
Autumn 2023 vs Spring 2023

% points change



Sky

Autumn 2023



Sky

Autumn 2023 vs Spring 2023

% points change



Snap / Snapchat

Autumn 2023



Snap / Snapchat

Autumn 2023 vs Spring 2023

% points change



Spotify

Autumn 2023



Spotify

Autumn 2023 vs Spring 2023

% points change



Teads

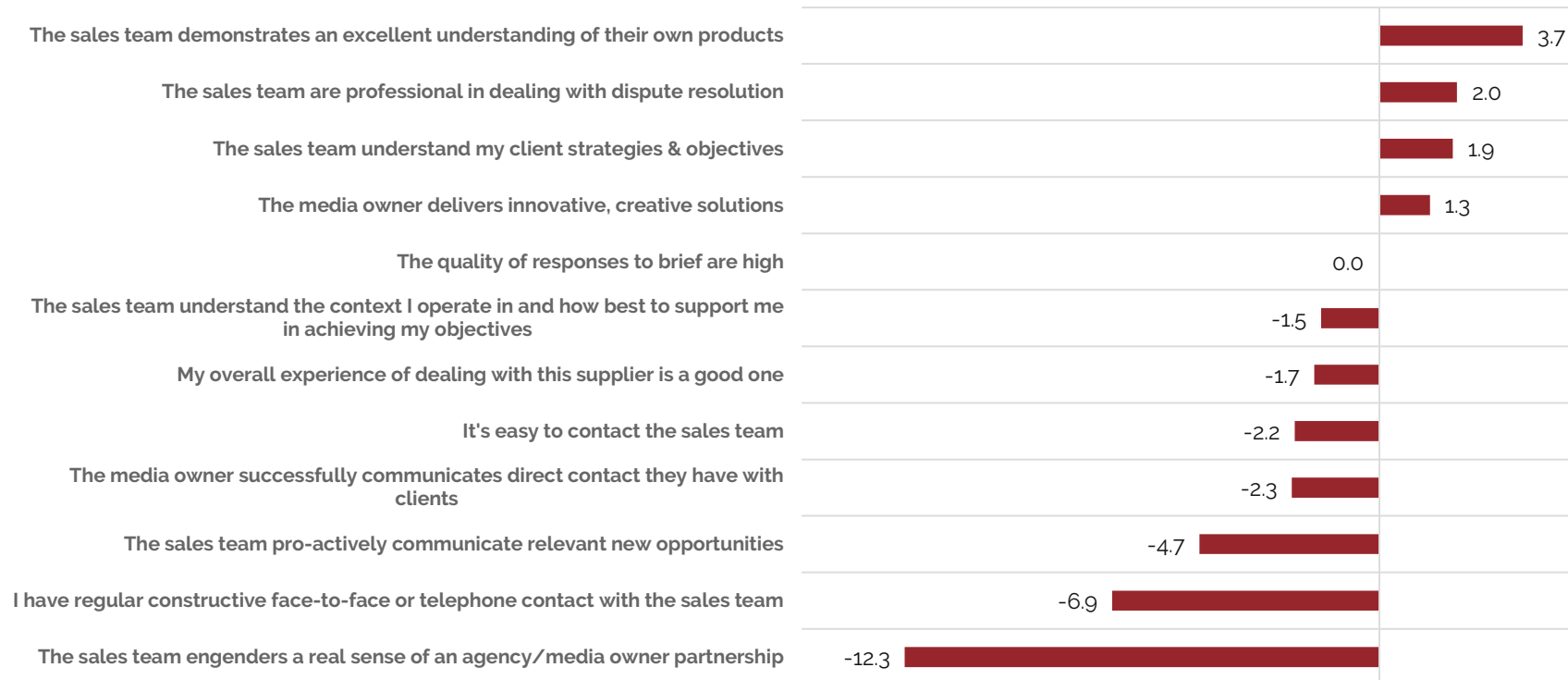
Autumn 2023



Teads

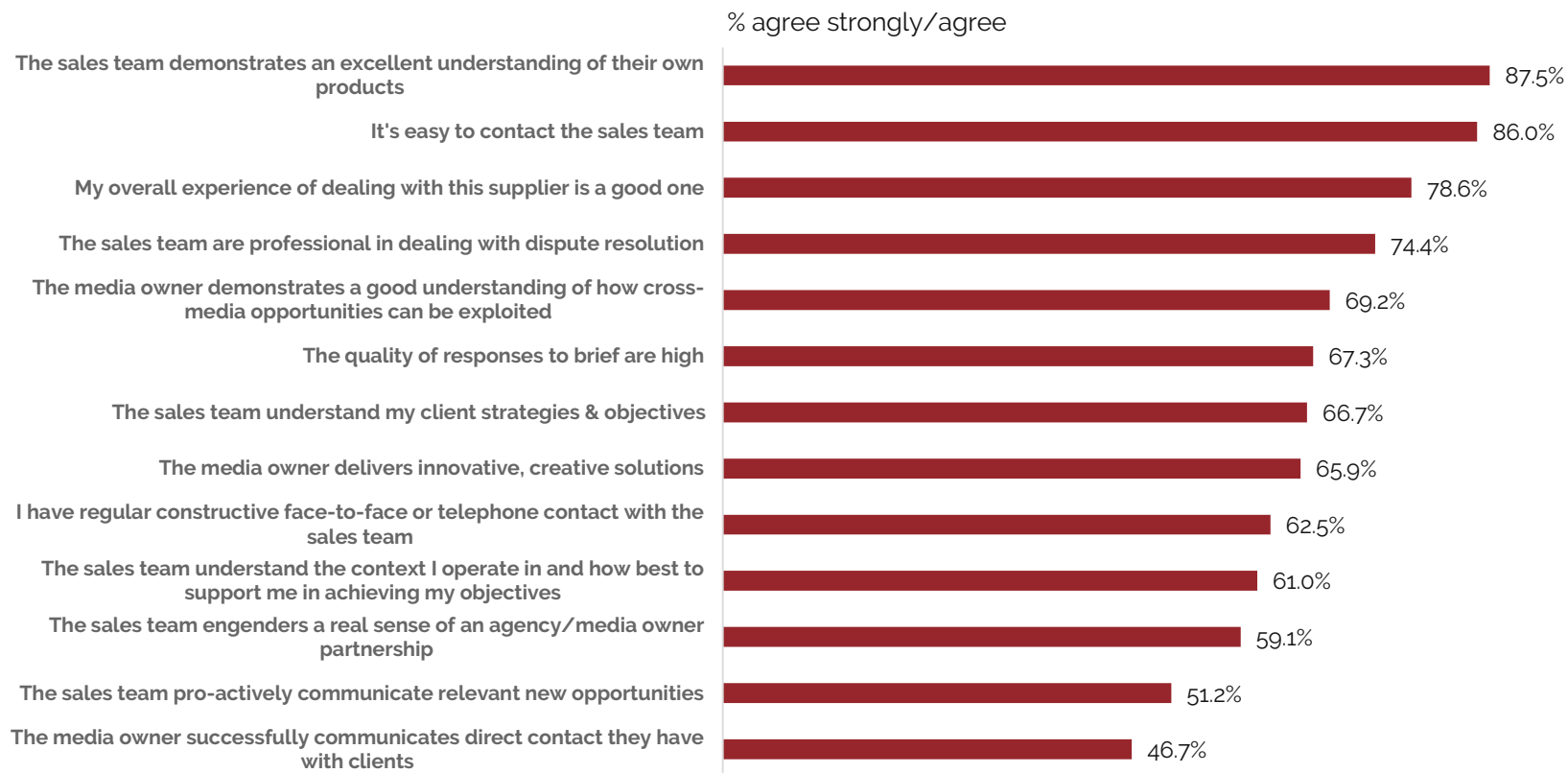
Autumn 2023 vs Spring 2023

% points change



The Guardian

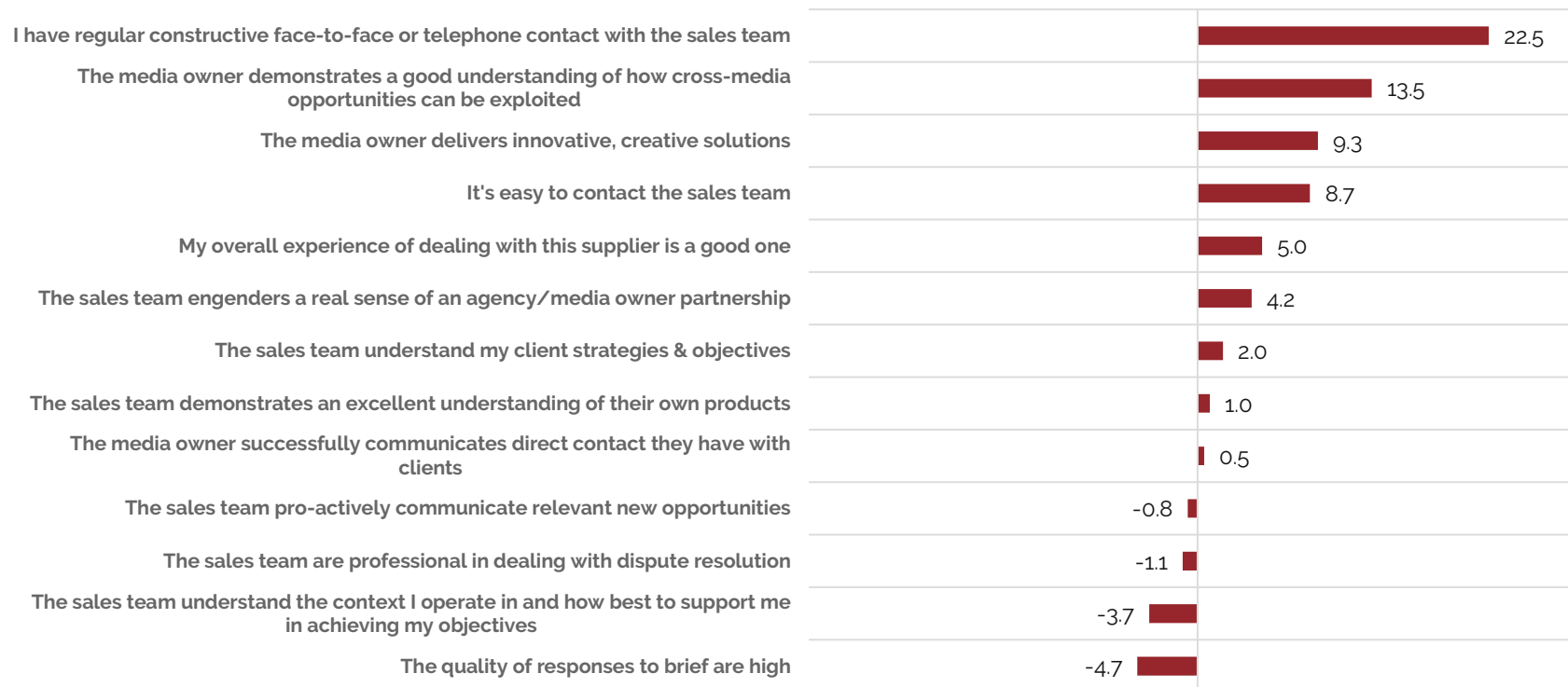
Autumn 2023



The Guardian

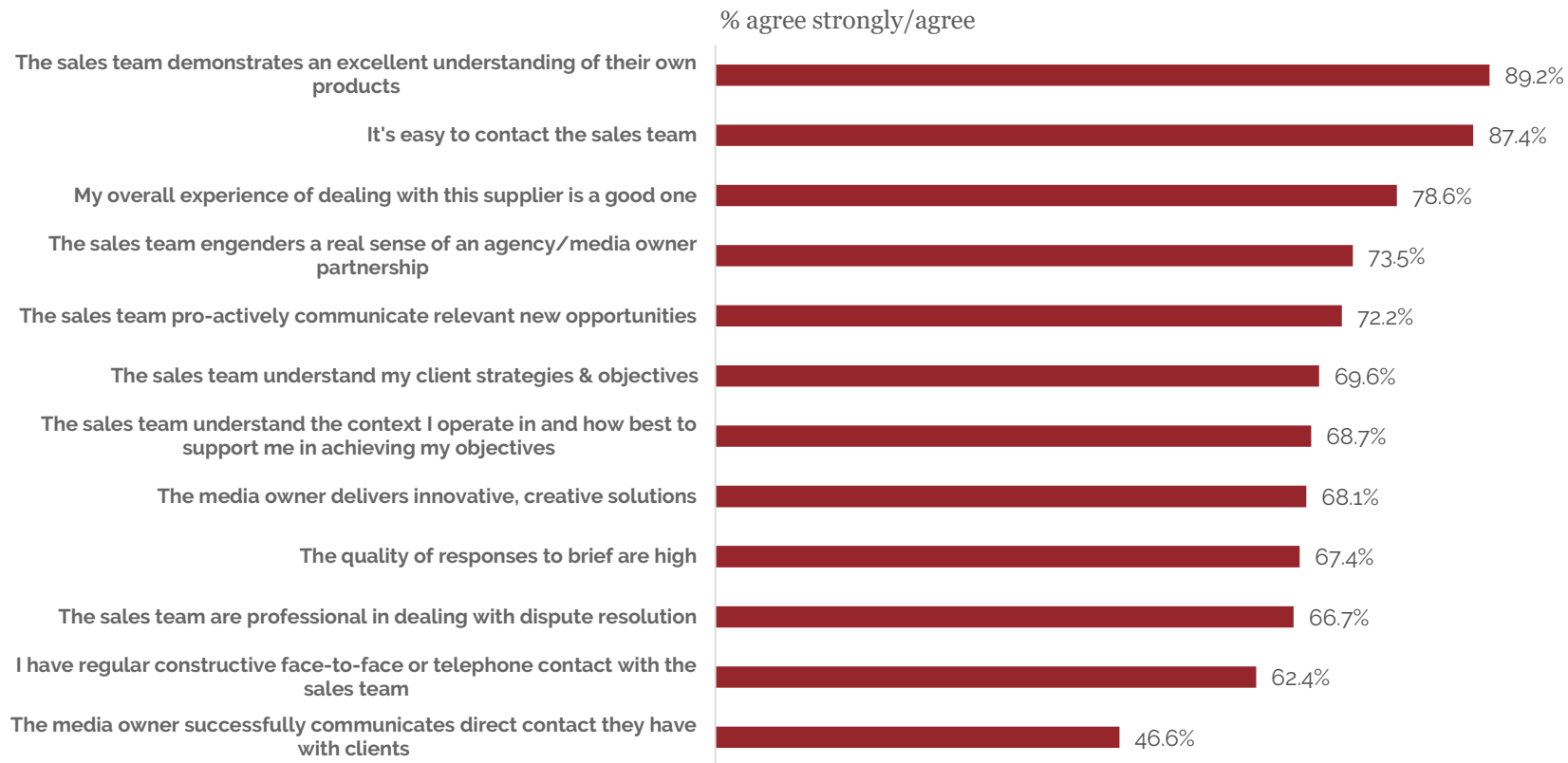
Autumn 2023 vs Spring 2023

% points change



TikTok

Autumn 2023



TikTok

Autumn 2023 vs Spring 2023

% points change



Twitter

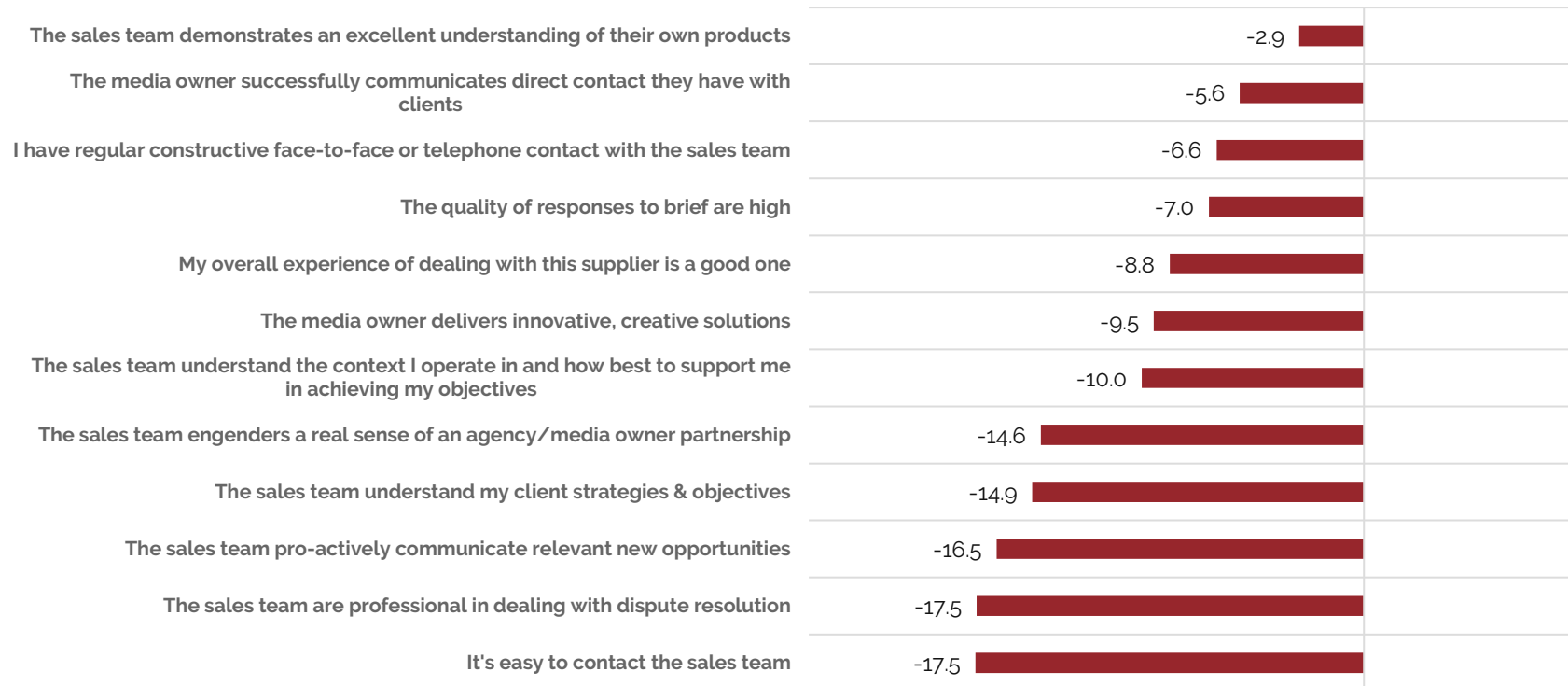
Autumn 2023



Twitter

Autumn 2023 vs Spring 2023

% points change



Yahoo

Autumn 2023



Yahoo

Autumn 2023 vs Spring 2023

% points change

