



The Outlook for Data 2016: A Snapshot Into Digital Media and the Evolving Role of Audience Insight

*Research from the IAB Data Center of Excellence
January 2016*



Research Objectives and Methodology

What is this report?

A new annual benchmarking study exploring how digital marketing and media practitioners are using audience data, and how they intend to evolve their data-centric practices in the year ahead

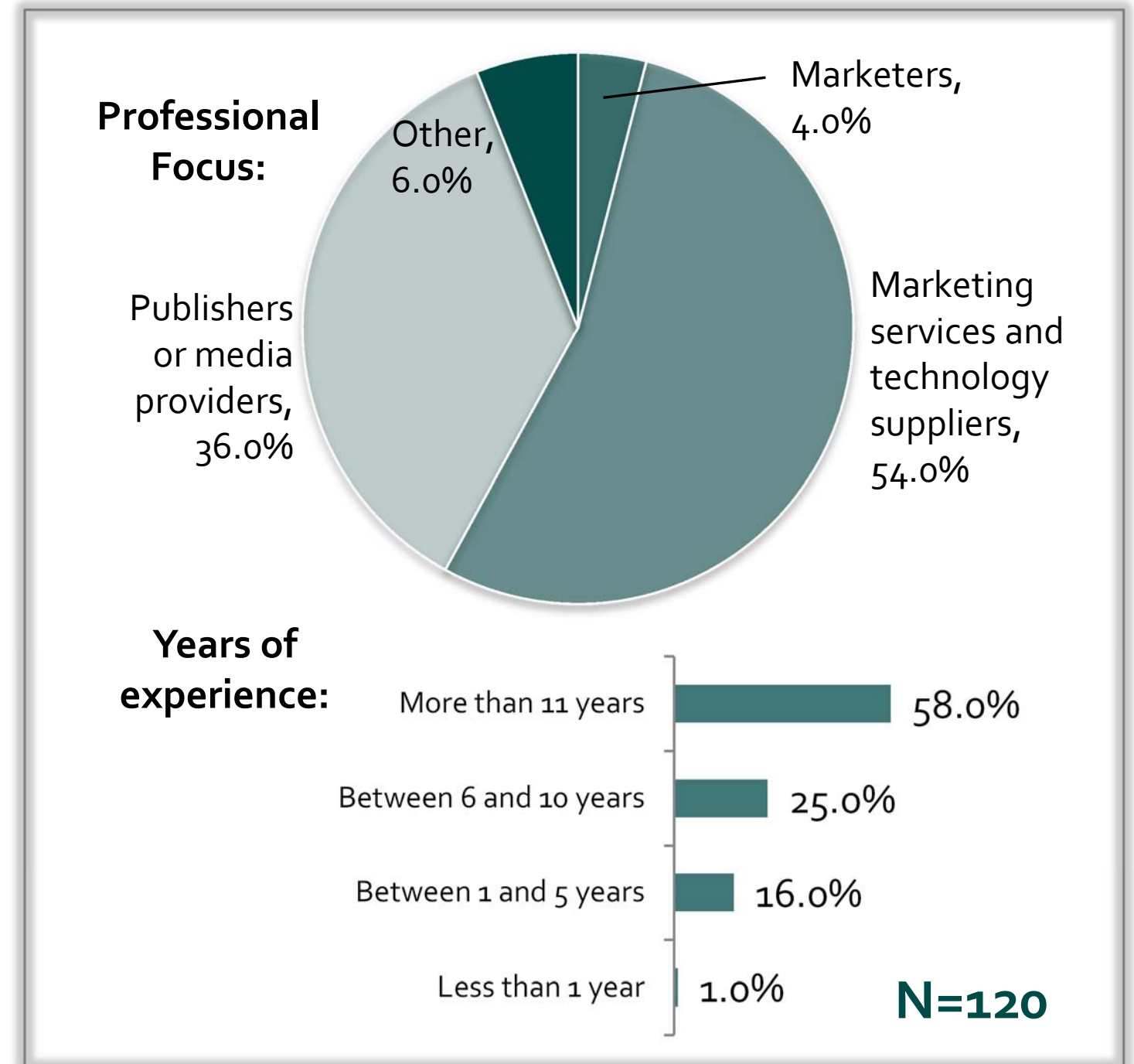
What is this research intended to do?

Help practitioners benchmark their own practices and provide perspective on rapidly evolving industry priorities and developments, helping stakeholders plan their future initiatives

How were these findings compiled?

Though an online survey of 120 IAB special-interest council members*, including some of the most senior and deeply engaged stakeholders in the digital media and marketing community. The survey was deployed in December 2015

Survey Panel Profile:



2015 Was About Programmatic; 2016 Focus Shifts to “Cross-Channel”

This inaugural edition of *The Outlook for Data* found that digital media practitioners focused their 2015 efforts predominately on the **continued expansion of their programmatic display media buying initiatives**. In the year ahead, these same stakeholders expect to **shift their attention and resources to programmatic approaches across emerging channels and formats**—as well as to **solving for audience recognition across devices**

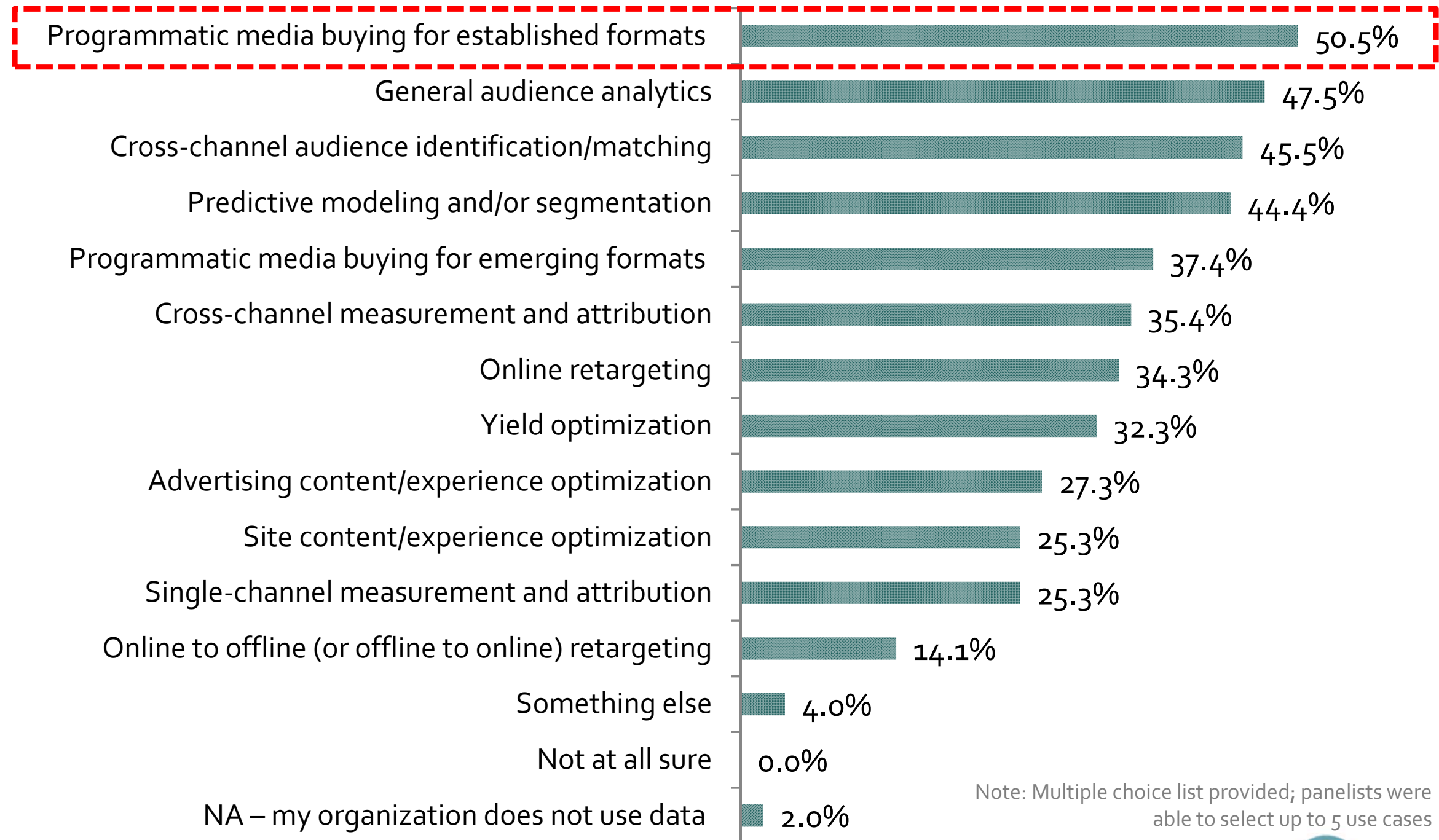
Research Highlights:

- Despite growing industry buzz around new formats and audience engagement approaches, panelists said that they’ve been focusing their data initiatives on an familiar practice: **Programmatic media buying for “established” digital formats—like display—represented the most common data-driven use case in 2015**, cited by 50.5% of panelists as a key area of focus last year
- That emphasis is likely to evolve in 2016, with more panelists expecting to **concentrate on programmatic buying for new formats, including video and mobile (52.5%)** than on traditional display buying (43.4%)
- In addition, **cross-channel audience management initiatives, such as campaign measurement and audience identification, will command substantial attention** in 2016; a large majority of panelists (69.9%) said that cross-device audience recognition is the priority likely to occupy the greatest proportion of their attention in the coming year
- What’s driving interest in these use cases and capabilities? **Growing volumes of first-party audience data** and heightened **emphasis on accountability and the demonstration of ROI** across marketing and media efforts

New Channels, Formats Command Industry Buzz—But Practitioners Devoted Their 2015 Efforts Toward Programmatic for *Established* Media

Use Cases
2015

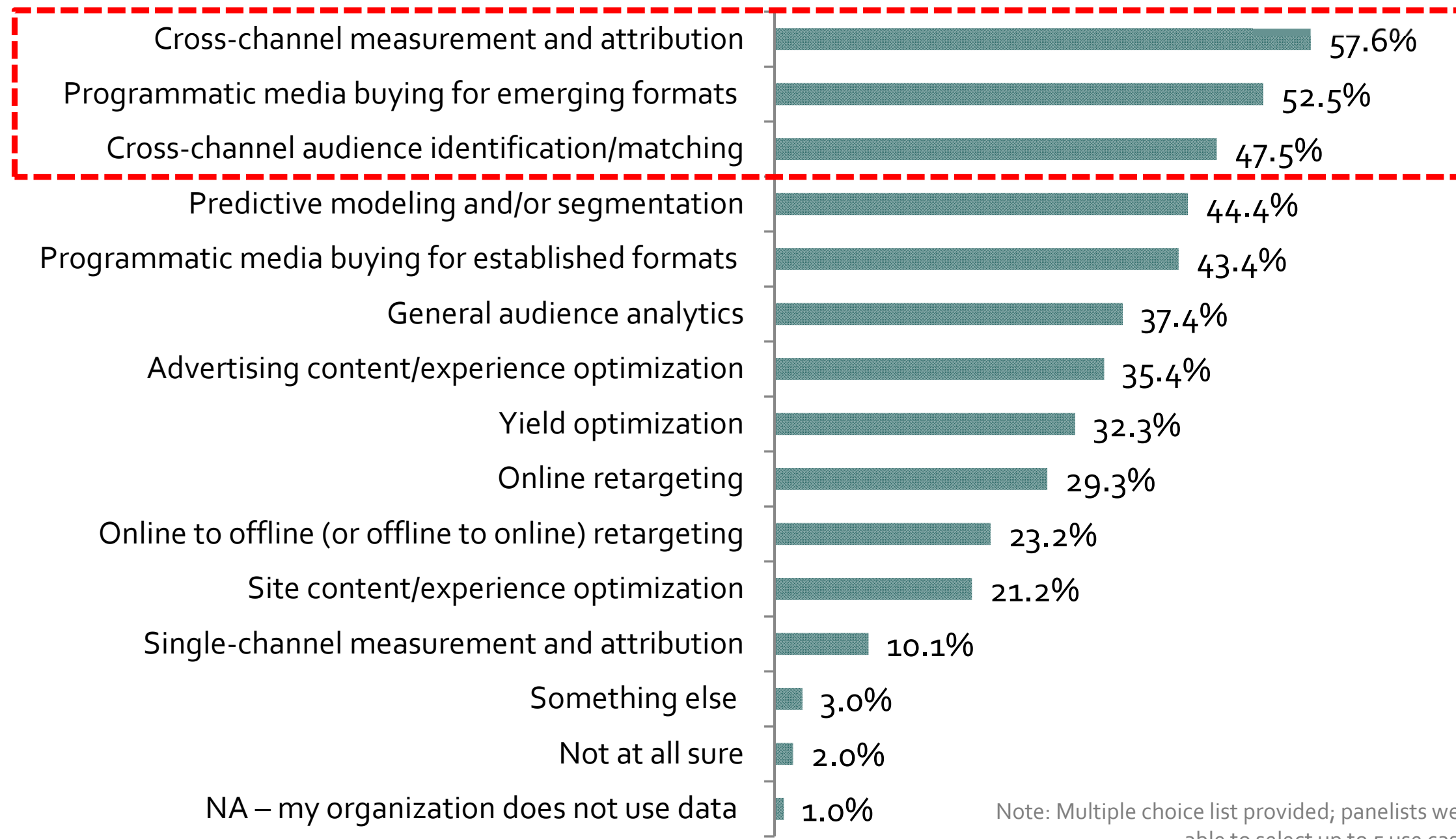
*Panelists:
“Which use cases most occupied your time, attention and resources during 2015?”*



Note: Multiple choice list provided; panelists were able to select up to 5 use cases

In 2016, That Focus Is Expected to Shift to New Formats—and the Complex Work of Building Cross-Channel Insights

*Panelists:
“Which use cases do you expect will occupy your time, attention and resources during 2016?”*

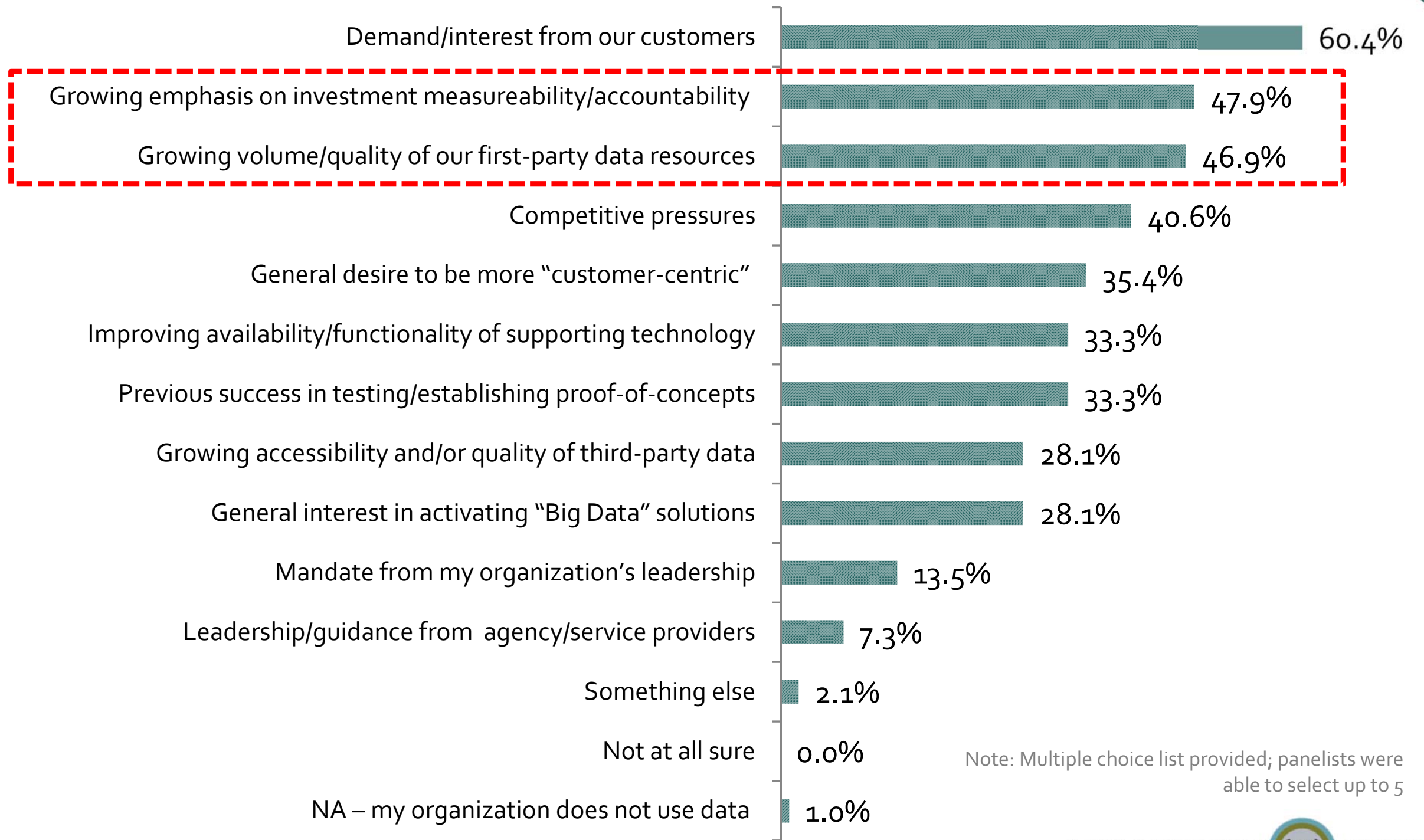


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What's Driving Investment in Data? The Growing Emphasis on Marketing Accountability (Plus the Sheer Volume of Available Data)

Data Drivers

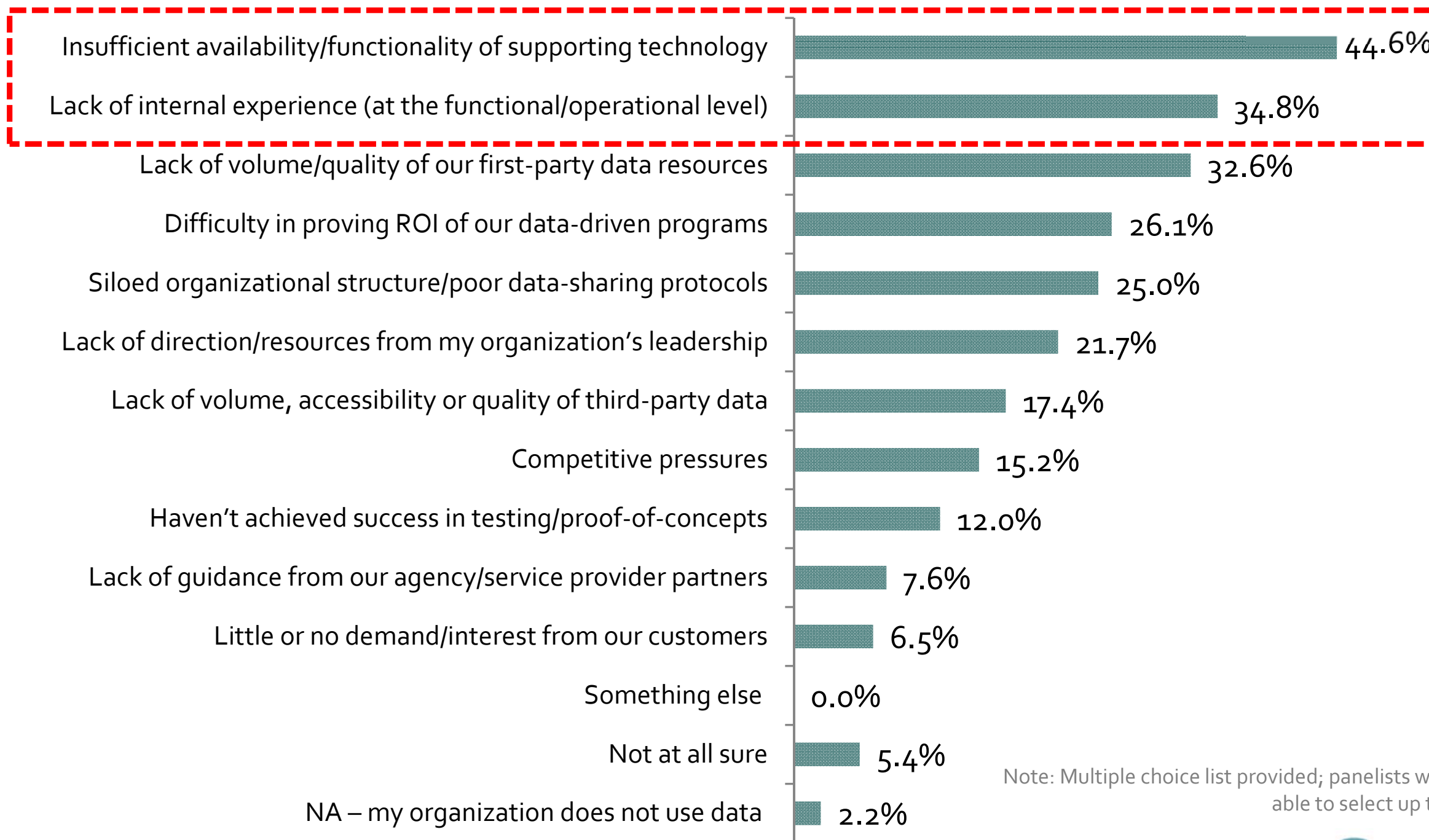
*Panelists:
"Which factors do you expect will be most important in driving your data-driven marketing and media initiatives in 2016?"*



Note: Multiple choice list provided; panelists were able to select up to 5

What's Standing in the Way? Panelists Say They're Looking to the Maturation of Technology (and People Who Know How to Use It)

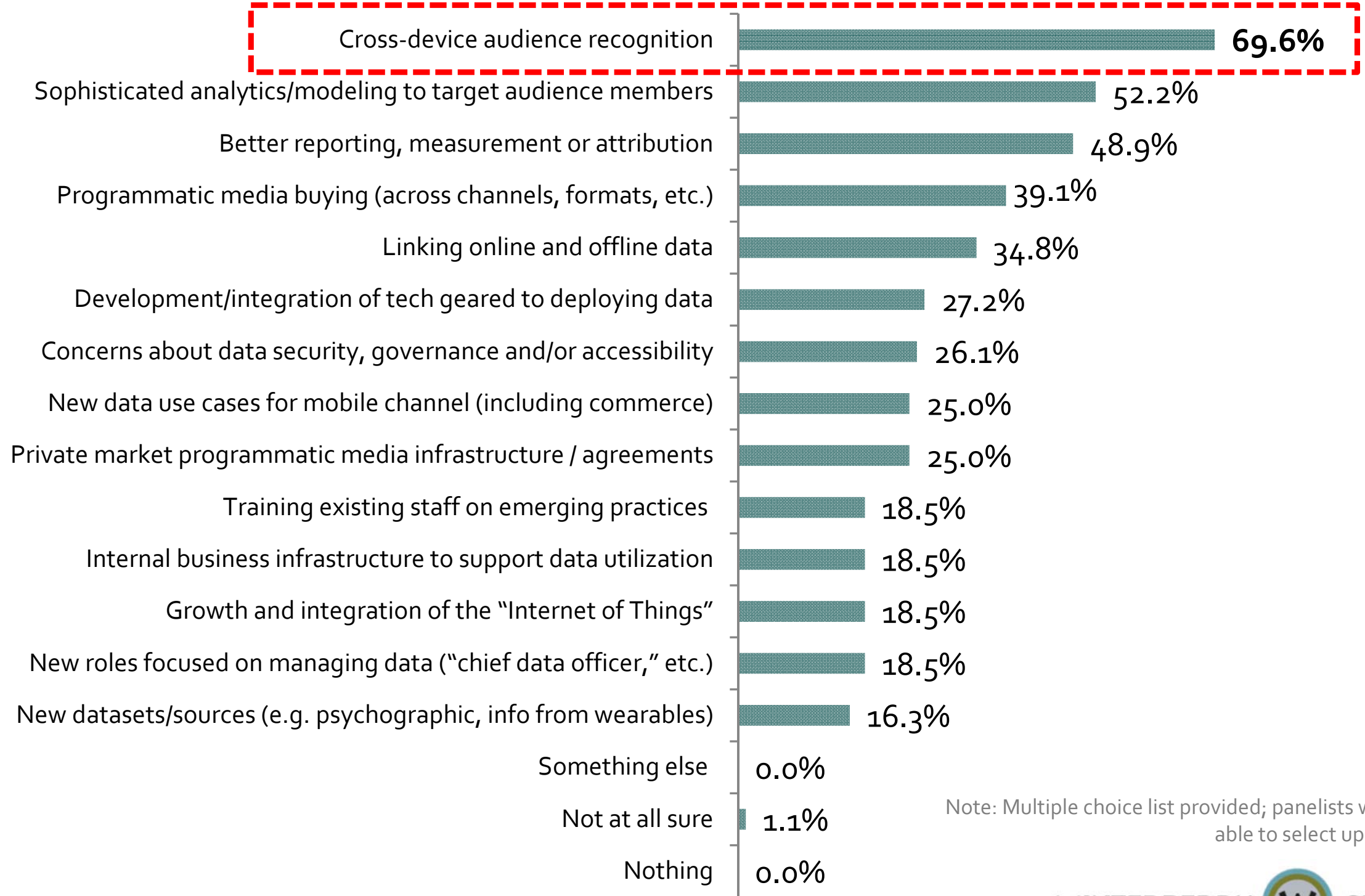
Panelists:
"What obstacles or challenges may impede your ability to deploy or derive value from your data-driven marketing and media initiatives in 2016?"



Note: Multiple choice list provided; panelists were able to select up to 5

The Hot Topic for Data in 2016? *Cross-Channel Audience Recognition*

Panelists:
"What general topics or industry developments do you anticipate will command most of your attention in 2016?"



Note: Multiple choice list provided; panelists were able to select up to 5

About the IAB Data Center of Excellence

The IAB Data Center of Excellence is an independently-funded unit within IAB, founded to enhance existing IAB resources and drive the "data agenda" for the digital media, marketing and advertising industries. The Data Center's mission is to help advertisers and marketers operationalize their data assets while maintaining quality, transparency, accountability and consumer protection. Charter members include:





The **Interactive Advertising Bureau (IAB)** is comprised of more than 500 leading media and technology companies that are responsible for selling 86 percent of online advertising in the United States.

On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C.

For more information, please visit www.iab.net or contact [Patrick Dolan](#), EVP and COO: [@patrickdolan](#)



Winterberry Group (WG) is a unique strategic consulting firm that supports the growth of advertising, marketing, media, information and technology organizations. Primary competencies include corporate strategy, transaction diligence, marketing and data transformation and market intelligence services.

Affiliated with Petsky Prunier LLC—a leading investment bank providing merger and acquisition advisory services to companies in the same sectors—the Firm offers its clients strategic perspective that is unparalleled in its addressable industries, while PPLLC maintains exceptional relationships with industry executives and business owners. This combination of market perspective, research and strategic operating experience provides an educated outside perspective that we bring to each engagement.

For more information, please visit www.winterberrygroup.com or contact [Jonathan Margulies](#), Managing Director: [@jcmargulies](#)

Over the past five years, IAB and WG have collaborated on the publication of numerous white papers exploring the ongoing integration of data, technology and media functions.

Recent published research includes:

