New Research

Digital Display Advertising

From the Enterprise Perspective

Research Conducted in Partnership with Ascend2

OMI

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Conducted by Ascend2 and OMI
Published September 2023

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Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and marketing research subscribers. All survey responders work at companies with 500 or more employees.

Survey Respondents

N = 170 Enterprise Marketers

Role in the Company

Owner / Partner / C-Level	23%
Vice President / Director / Manager	43%
Non-Management Professional	34%

Primary Marketing Channel

B2B (Business-to-Business)	16%
B2C (Business-to-Consumer)	55%
B2B and B2C Equally	29%

Digital Display Advertising

New Research from the Enterprise Perspective

The landscape of digital display advertising is ever-evolving, with new technologies, changing audience preferences and habits, and beyond.

So, what is top-of-mind for enterprise marketers as they execute digital display advertising strategies today?

To help you answer this question, OMI, in partnership with Ascend2, fielded the Digital Display Advertising survey during the month of August 2023.

This report, titled *Digital Display Advertising from the Enterprise Perspective*, exclusively represents the opinions of the 170 marketers responding to the survey who work for companies with more than 500 employees.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.
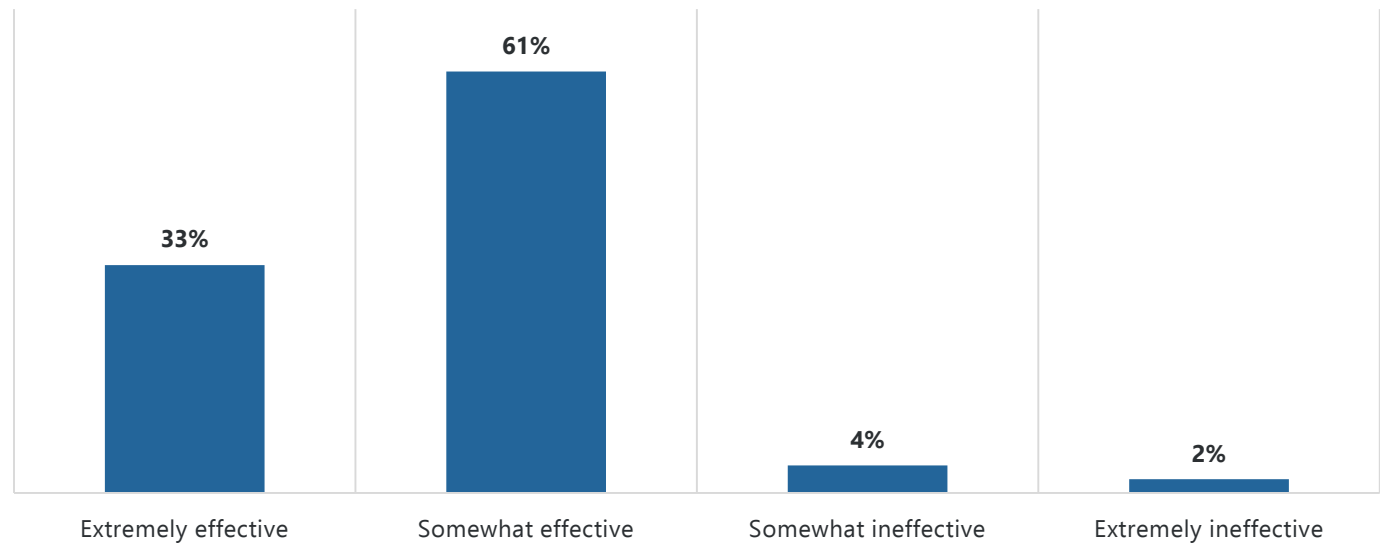
Effectiveness of Digital Display Advertising

When executed effectively, with the right data and strategy, digital display advertising can be a major driver of conversions and sales. One-third (33%) of enterprise marketers feel that their digital display advertising is extremely effective in driving conversions and sales, and another 61% report their strategies being somewhat effective. Only 6% would describe their display advertising as ineffective.

5 programmatic trends making an impact now. Read more here.

How effective do you find digital display advertising in driving conversions and sales?

Extremely effective	Somewhat effective	Somewhat ineffective	Extremely ineffective
33%	61%	4%	2%

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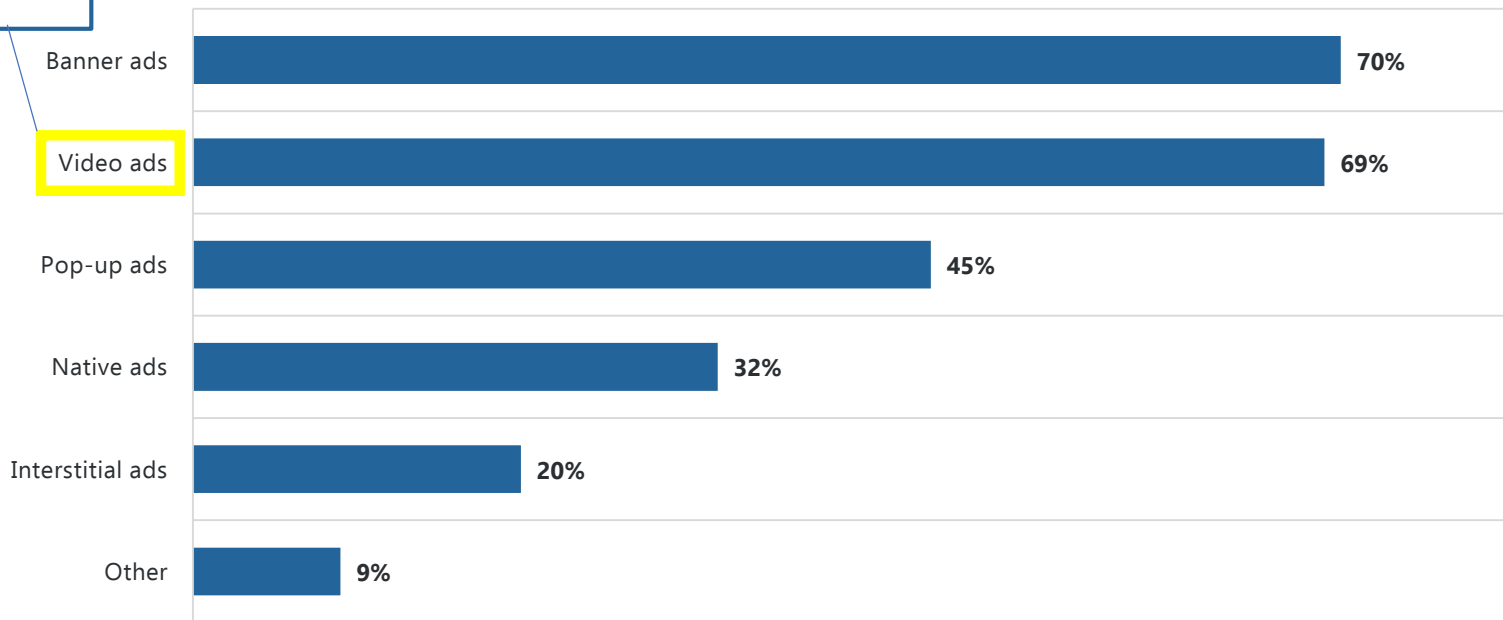
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Formats Used

70% of enterprise marketers report using banner ads and another 69% report using video ads as a part of their digital display advertising strategy. Pop-up ads and native ads are used by 45% and 32% of enterprise marketing professionals surveyed while interstitial ads are less common with about one-in-five enterprise marketers reporting their use.

TV and Connected TV spending forecast 2023
Read more here.

Which digital display ad formats do you commonly use?

Format	Percentage
Banner ads	70%
Video ads	69%
Pop-up ads	45%
Native ads	32%
Interstitial ads	20%
Other	9%

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Top Challenges

Measuring accurate ROI and performance metrics is listed as a most significant challenge regarding digital display advertising for 42% of enterprise marketers surveyed. Nearly as significant of a challenge is finding the right target audience for the ads (41%). Identifying and reaching an accurate and relevant target audience is critical to the success of digital display strategies.

What are the most significant challenge(s) regarding digital display advertising?

Challenge	Percentage
Measuring accurate ROI and performance metrics	42%
Finding the right target audience for the ads	41%
Budget constraints for effective campaigns	30%
Ad placement and contextual relevancy	29%
Ad viewability and visibility	29%
Ad blockers impacting ad reach	27%
Balancing creative elements with performance goals	26%
Optimizing for mobile and cross-device compatibility	24%
Ad fraud and invalid traffic	18%

Tips for building the right audience. Read more here.

OMI and our digital activation partner remove non-human activity BOTS from digital media campaigns, which reduces overall campaign spend and improves ROI.

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Cross-Channel Integration

An 88% majority of enterprise marketers report that their digital display advertising efforts are currently integrated with other marketing channels to enable better campaign performance. 36% of those surveyed report extensive integration with another 52% reporting integration to some extent. Another one in every 10 enterprise marketers report planning to integrate if they haven't already.

Are you integrating your digital display advertising efforts with other marketing channels for better campaign performance?
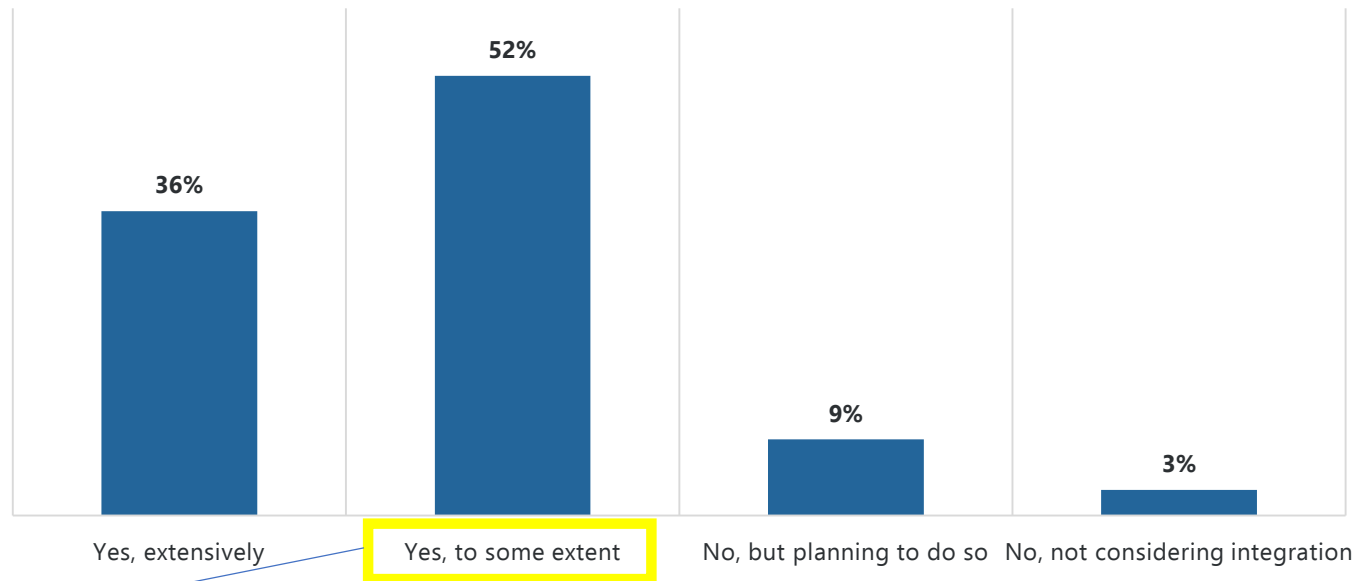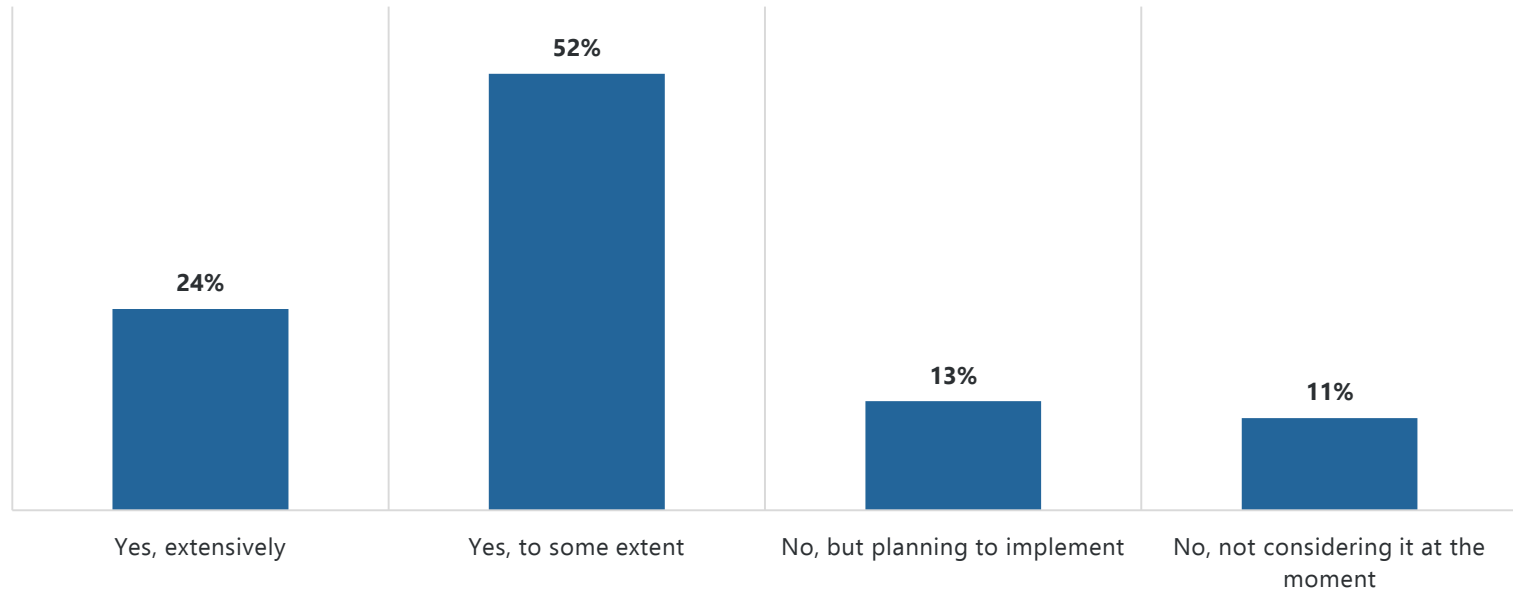
When an integrated omnichannel campaign – anchored by display ads and triggered emails -- drove fast results for a medical business sales, OMI documented the details behind our winning digital strategy. Read more here.

Yes, extensively	Yes, to some extent	No, but planning to do so	No, not considering integration
36%	52%	9%	3%

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Programmatic Advertising Use

Programmatic advertising algorithms and automations continue to evolve, presenting more opportunity for enterprise companies to reach their target audience more efficiently. But less than one-quarter (24%) of enterprise marketing professionals surveyed report using programmatic advertising extensively while another 52% say they use it to some extent.

Are you currently leveraging programmatic advertising for your digital display campaigns?
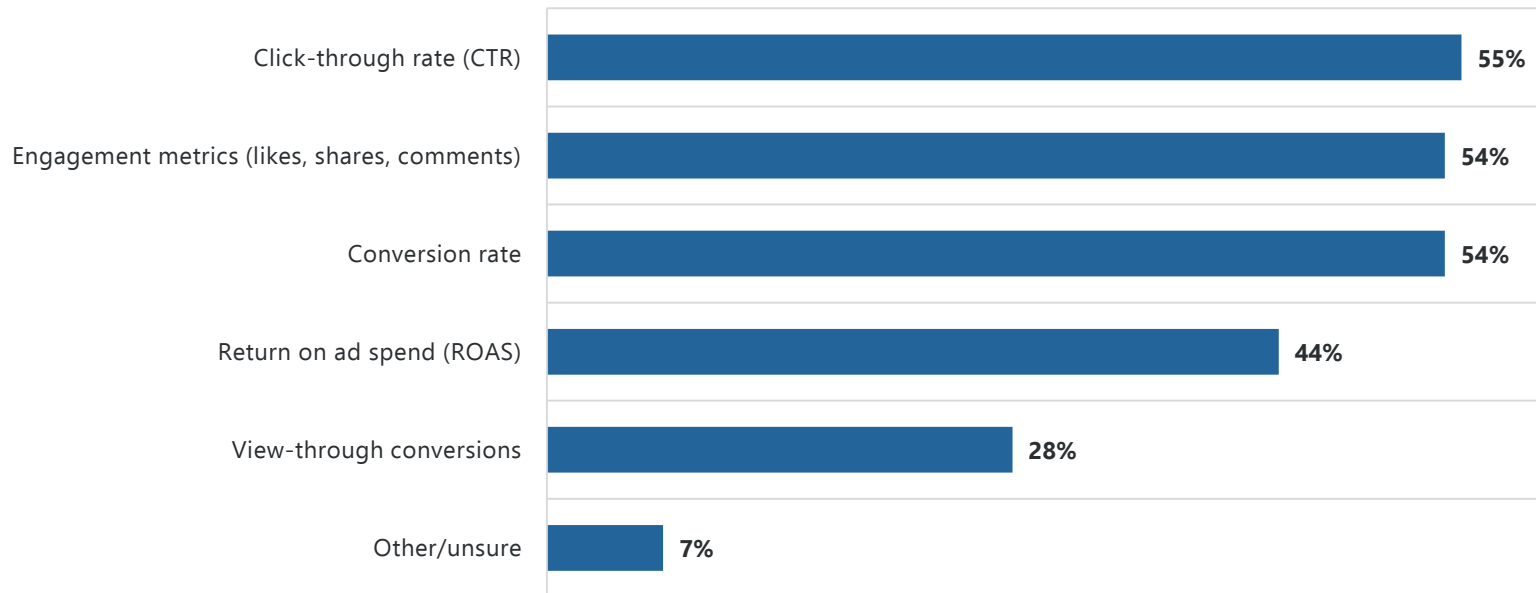
Yes, extensively	Yes, to some extent	No, but planning to implement	No, not considering it at the moment
24%	52%	13%	11%

Measuring Performance

Measuring performance is the most commonly reported strategic challenge among enterprise marketers according to our research. So how are enterprises currently measuring the success of their digital display campaigns? Click-through rate (CTR), engagement metrics, and conversion rate all top the list for 55%, 54%, and 54% of those surveyed, respectively.

How do you measure the success of your digital display performance advertising campaigns?

| Metric	Percentage
Click-through rate (CTR)	55%
Engagement metrics (likes, shares, comments)	54%
Conversion rate	54%
Return on ad spend (ROAS)	44%
View-through conversions	28%
Other/unsure	7%

Digital Ad Fraud Concerns

An 84% majority of enterprise marketers report concern over digital ad fraud or bots wasting advertising spend or impacting their ROI. Nearly one-quarter (23%) of those surveyed say they are very concerned while 61% say they are somewhat concerned. Another 14% are not at all concerned about the potential challenge of ad fraud impacting their digital display advertising.

Dr. Augustine Fou estimates 30-35% of digital marketing campaign activity is due to fake bot activity.
Read more here.

Navigating ad fraud and waste: According to Association of National Advertisers, 23% of the $88 billion spent on programmatic advertising was "wasted."
Read more here.

Rank your concern about digital ad fraud/bots wasting advertising spending and/or impacting your ROI.

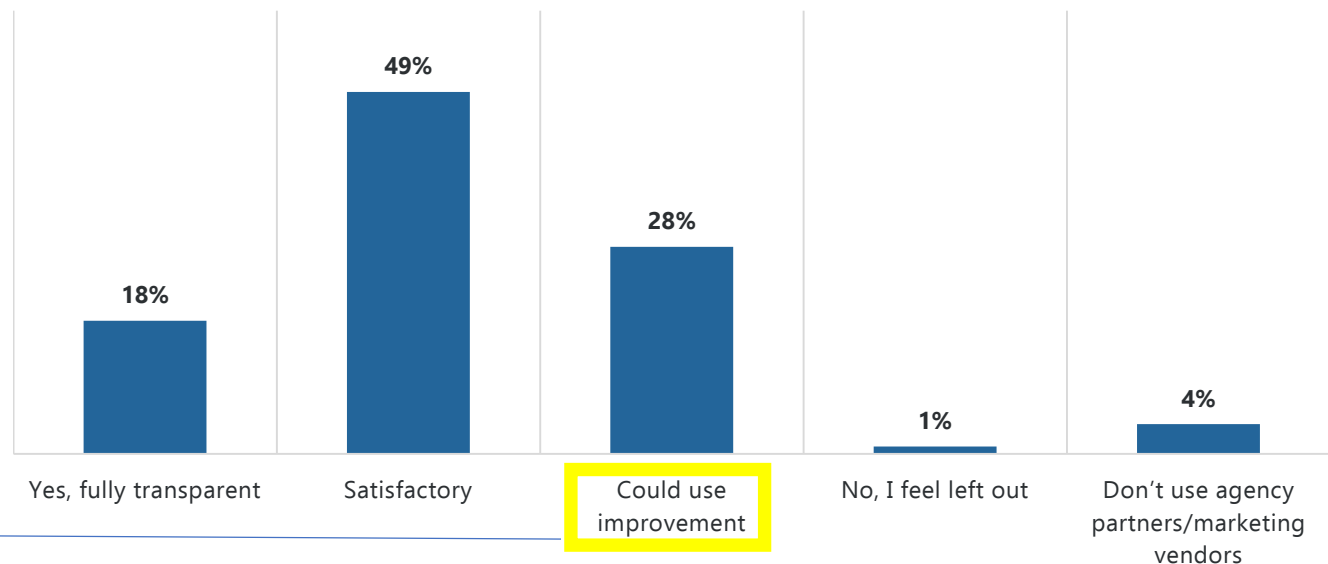|	
Very concerned	23%
Somewhat concerned	61%
Not concerned	14%
Unsure	2%
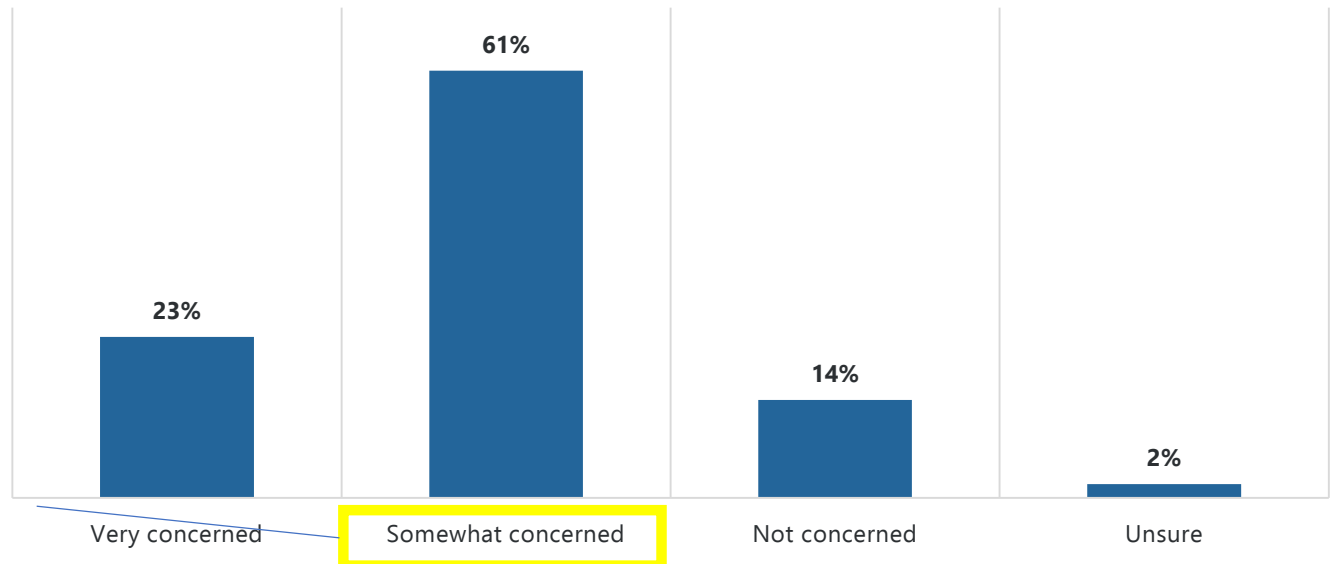
Marketing Vendor Transparency

96% of those surveyed are outsourcing some or all of their digital display advertising initiatives. When it comes to how agency partners or marketing vendors are executing these strategies, only 18% of enterprise marketers report full transparency from their vendor. Nearly half (49%) would rate transparency with their agency as satisfactory leaving 29% almost or entirely in the dark.

Transparency in the media activation and buying process is needed more than ever today. Brands need to know the right channels are selected and that audiences are accurately targeted. They also need reliable performance measurement to make data-driven decisions and optimize their campaigns for maximum ROI. It all comes down to trusted partnerships! [Read more here](#).

Are your agency partners and/or marketing vendors fully transparent when it comes to critical campaign elements (e.g., audience building, attribution models, KPIs, pricing, budget allocation, ad fraud, bot impact)?

Yes, fully transparent	Satisfactory	Could use improvement	No, I feel left out	Don't use agency partners/marketing vendors
18%	49%	28%	1%	4%

About the Research Partners

OMI is a trusted data partner that empowers Fortune 2000 businesses and startups alike with the highest quality, most accurate audience data to fuel engaged, integrated, omnichannel campaigns. Combining our massive B2B2C database with innovative deterministic data and media activation services, OMI delivers *real* data, *real* results, and invaluable reach to *real* people, ensuring optimal digital marketing campaign ROI. Learn more.

Marketing technology companies and digital marketing agencies trust Ascend2 to create credible, engaging research. Ascend2 provides media-trusted original research backed by a custom strategy to build brand awareness, generate media coverage, and drive demand through the middle of the funnel.

Receive research in as little as two weeks! Learn more.