



MARKETER'S PULSE

EXECUTIVE SUMMARY

The Marketer's Pulse panel has tracked three key indicators since February 2012. Results of the April/May 2014 survey indicate an optimistic outlook for business expectations to the highest level ever reported. However, this level of optimism is *not* reflected in perspectives of consumer confidence and MarCom budget changes.

This report provides a special focus on media transparency which has been receiving much attention in the U.S. and abroad. Media transparency can impact marketers' top priorities of maximizing MarCom ROI and improving digital marketing efforts, for without it ROI metrics become muddled and digital online advertising dollars can be wasted.

The following summarizes the Canadian perspective. Overall, results indicate that **media transparency is of considerable concern, and marketers realize there is much they need to understand about the issues.**

- Media transparency is considered important by marketers, with an average importance rating of almost 8 out of 10. Areas of primary concern centre on their inability to see into the digital eco-system to confirm where their digital online ad dollars are going both in placement and fees.
- Agency Volume Bonuses (AVB's) are deals that typically take the form of cash rebates offered by media owners to incent media buyers to spend more on their properties. Surprisingly, while half of marketers are aware of this practice in Canada even fewer (13.5%) receive a portion of AVBs from their media agency.
- Arbitrage is the process of buying something for one price and immediately reselling it at a higher price, thereby realizing a financial gain in the process. Almost three-quarters of marketers do not know if their agency trading desks practice arbitrage.
- Marketers were asked what they believe is the biggest barrier to creating or maintaining an optimal level of transparency with their media agency. Overwhelmingly, they stated that they do not know enough about the issue to know what questions to ask.

ACA is pleased to provide you with the eighth report from the ACA Marketer's Pulse panel.

This report contains results of what Canadian marketers are thinking, planning and experiencing at their workplaces, and with their suppliers and consumers.

Thank you to the panelists who agreed to provide their perspectives and insights. The ACA will continue to monitor the pulse of the changing dynamics in the Canadian marketing environment, and to provide you with current results and trend lines as they develop.

To learn more about this report and how you can realize additional value from your ACA membership, contact Susan Charles, Vice President, Member Services at (416) 964-1538 or scharles@ACAweb.ca.

