



MARKETER'S PULSE

EXECUTIVE SUMMARY

This report provides a special focus on how marketers are protecting their online advertising investments.

The topic continues to dominate the industry headlines. There has been much progress by the leading industry organizations to address the concerns around campaign validation and protection from fraud. ACA held two executive forums recently to ensure that marketers are fully versed on the issues of transparency and verification in online advertising, and to provide guidance on how they can protect their online investments. This report provides an insightful Canadian perspective, which has been summarized below.

Overall there is limited experience with the issues regarding the protection of online advertising investments.

1. Given the vast amount of coverage in the industry regarding click fraud and inappropriate ad placement outside website guidelines, there is a surprisingly moderate level of concern from advertisers at 5.9 on a 10 point scale. However, an increase in level of concern correlates with a higher portion of budget executed programmatically.
2. Coincident with the moderate level of concern, only one-third of respondents indicated that they had at least sometimes used an auditing service to validate the accuracy of their online campaign delivery.
3. When asked about their organization's experience with click fraud or delivery of ads to websites outside campaign guidelines, **known** experience was only 10.6% with almost 30% indicating they did not know.
4. There is a corresponding low level of list development for suspect or fraudulent websites, with only 21% aware of this practice.

It is important for client marketers to become aware and to understand the implications of many of the issues within the online advertising ecosystem. This will ultimately lead to better protection for their online advertising investments.

ACA is pleased to provide you with the ninth 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.

