

PERCEPTIONS, IMPLICATIONS AND THE FUTURE OF ONLINE MARKETPLACE QUALITY IN PROGRAMMATIC ADVERTISING

Does programmatic advertising offer good value for money?



Is programmatic advertising more at risk to fraud than other channels?

65% NO



Is marketplace quality a serious concern to marketers?



95% YES

Is marketplace quality a serious issue for Mobile, Video and Display advertising?

DESKTOP DISPLAY



54% YES

DESKTOP VIDEO



44% YES

MOBILE DISPLAY



51% YES

MOBILE VIDEO



45% YES

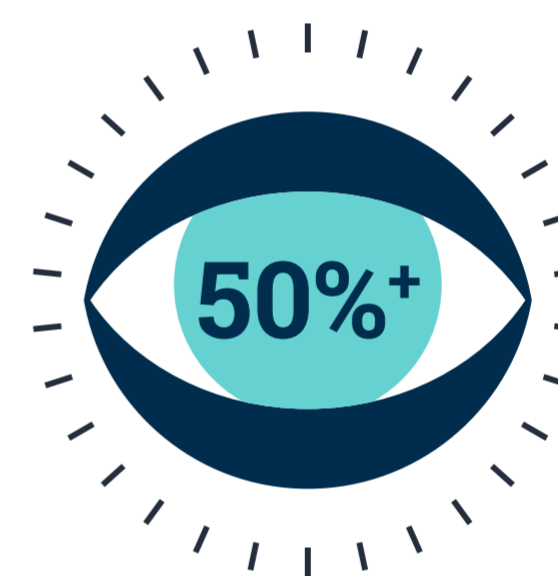
What is an acceptable level of viewability?



36% AGREE

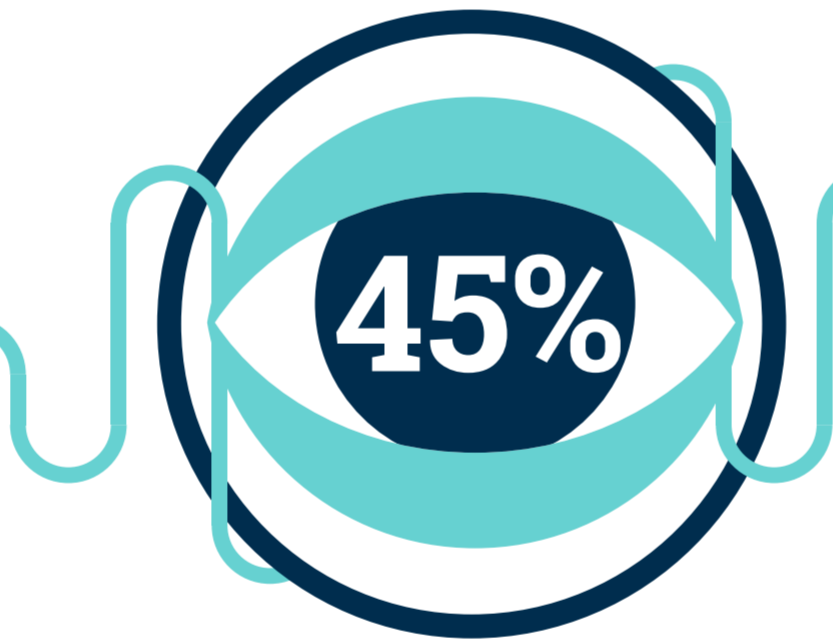


39% AGREE



40% AGREE

What do you think is the current level of perceived viewability?



Fraud

44% of respondents reported that they considered up to



fraudulent traffic to be acceptable

Would you invest more in programmatic if marketplace quality was no longer a concern?



of respondents said yes

Who should take responsibility for Marketplace Quality?



METHODOLOGY

This report was created in partnership with ExchangeWire. The findings are based on a survey of 183 digital marketing professionals from around the world. Information about the online survey was emailed to ExchangeWire's subscriber base of digital technology and marketing professionals in April 2015.

Of the 183 respondents who took part in the survey, 35% work for advertising technology companies, 24% work for media agencies, 15% work for publishers or media owners, 11% work for Trading Desks, 5% for a Brand and 9% for other. 27% of respondents reported that their company operates globally.