

# 2020 Key Findings & Results

(And How You Can Apply Them to Your 2021 Strategy)

**MEDIA  
TYPE**

**DEVICE  
TYPE**

**TARGETING  
TACTICS**

**CREATIVE  
ASSETS**

# The current state of digital advertising

As we look back at 2020, we'd say digital advertising won against all odds.

**W**ith the change in consumer behavior, spending, and media consumption as a result of the coronavirus pandemic, marketers quickly pivoted to find the right strategies, tactics, and channels that generate more brand awareness, traffic, leads, and sales. In this unprecedented new reality, the massive changes have forced businesses to adapt.

To chart a path forward, businesses and marketers must continually adjust marketing spend and track performance to be able to reallocate budgets quickly. With uncertain horizons in 2021, a shift between in-store and online is inevitable

as we emerge from the coronavirus pandemic. Marketers will need to be both committed and creative about how to use digital channels. It is too early to tell what that will look like—what behaviors will stick, what attitudes will have shifted permanently, and what technologies will have firmly taken root in our everyday lives.

As you look ahead to 2021 to plan and evaluate your performance, look to our key findings and results to guide your digital advertising strategy. The metrics in this report were pulled from the Choozle platform and includes data from Jan. 1, 2020, to December 18, 2020.

**4 MEDIA TYPE**

**7 DEVICE TYPE**

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**16 CREATIVE ASSETS**



“For some organizations, near-term survival is the only agenda item. Others are peering through the fog of uncertainty, thinking about how to position themselves once the crisis has passed and things return to normal. The question is, ‘What will normal look like?’ While no one can say how long the crisis will last, what we find on the other side will not look like the normal of recent years.”

Ian Davis, McKinsey & Company

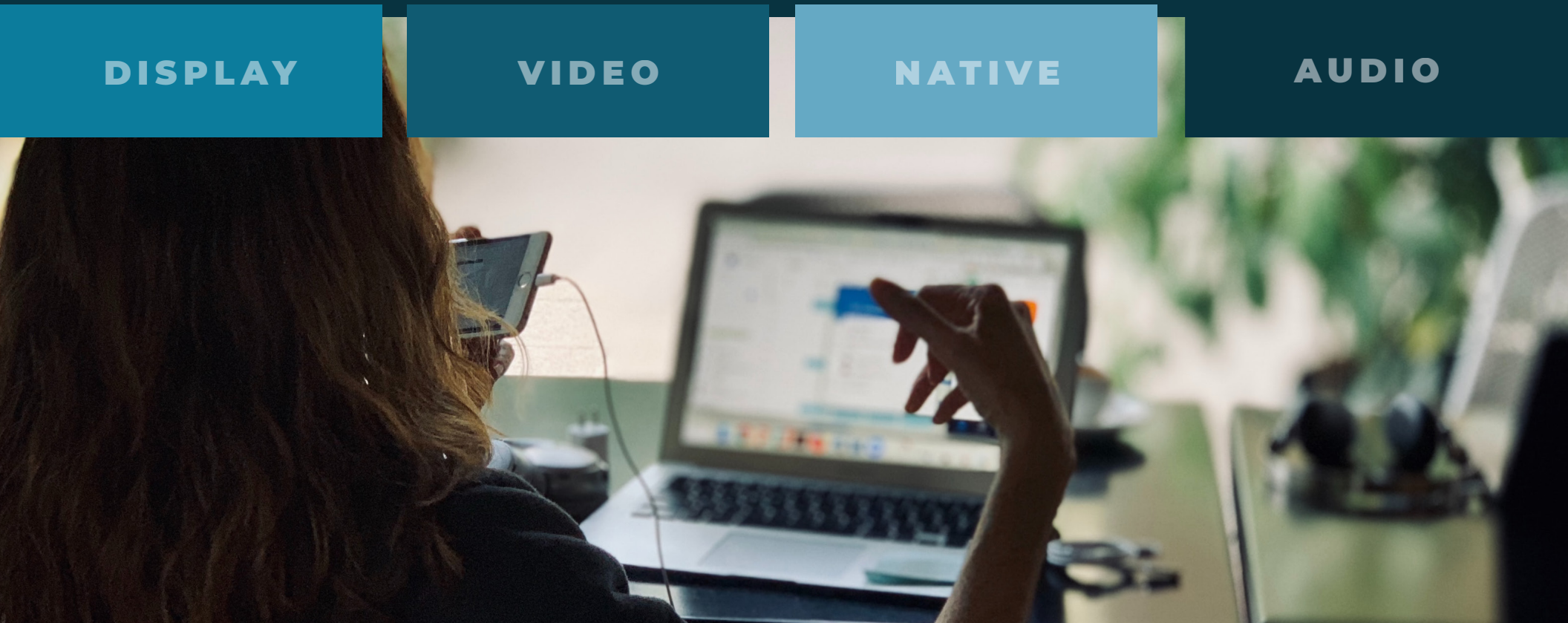
# MEDIA TYPE

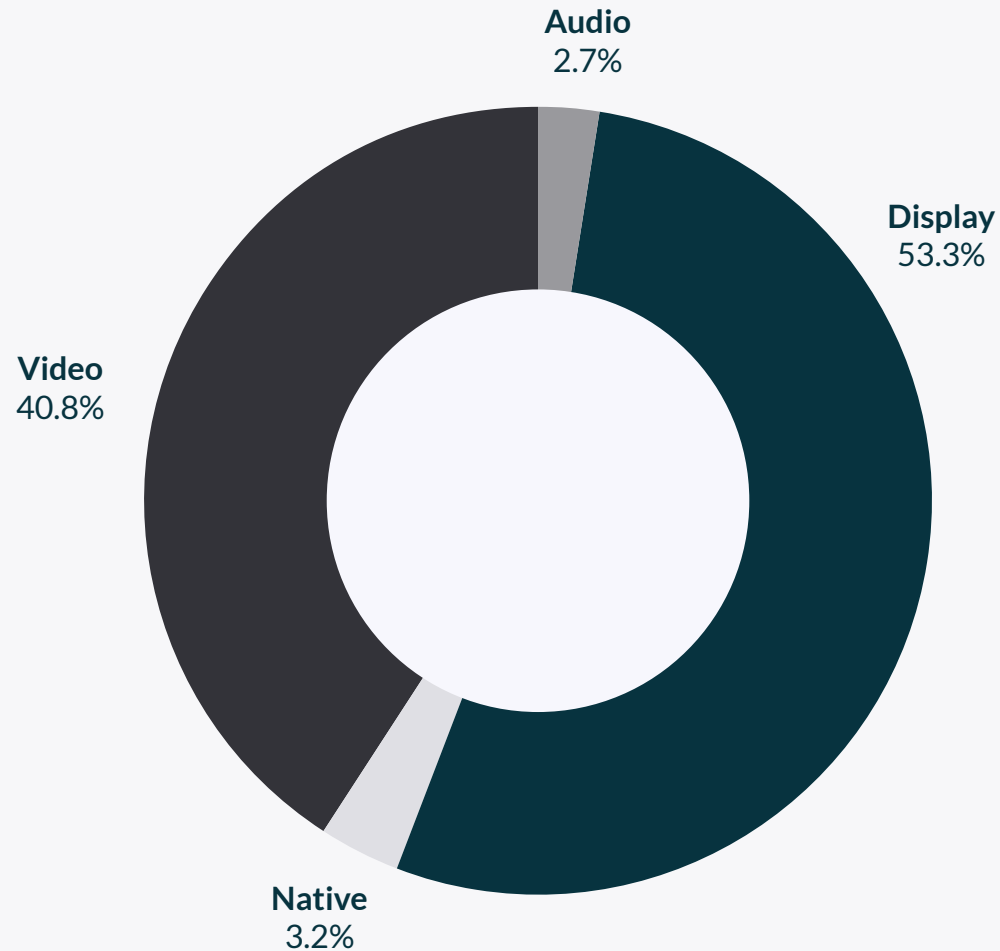
**DISPLAY**

**VIDEO**

**NATIVE**

**AUDIO**





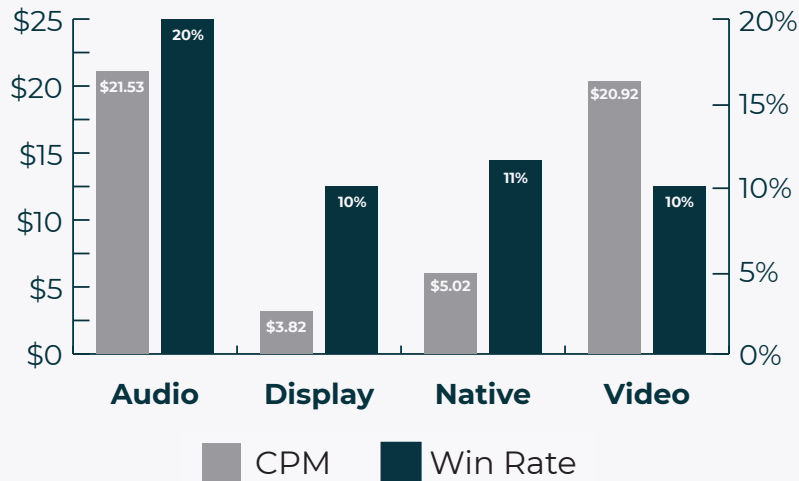
### What the 2020 Data Shows

- Display and video continue to be the preferred media types for most marketers.
- While display makes up the majority of spend, video saw huge growth over the year (from 28 percent in 2019 to 40 percent in 2020) as more marketers adopt connected TV targeting.

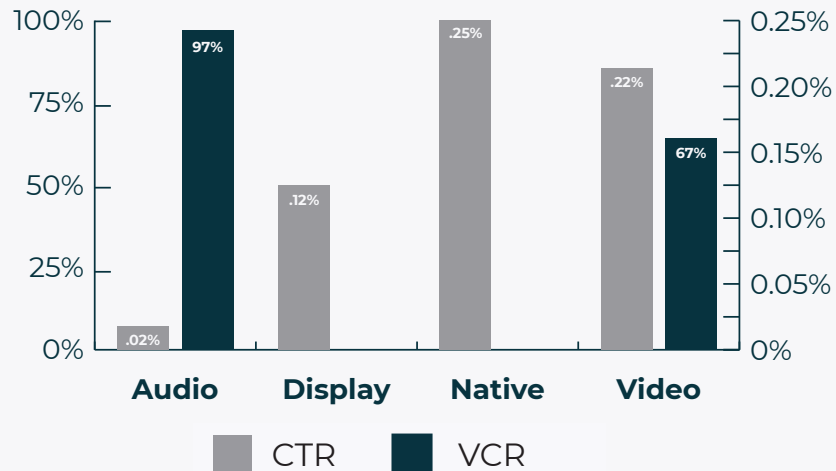
### What You Can Do In 2021

- Video is becoming a must-have for every strategy.
- Other media types, like audio and native, can offer a balance in CPMs as well as hit consumers at different points in the marketing funnel.

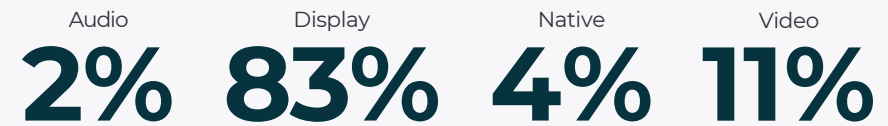
Typical CPMs & Win Rate Based on Device Type



Average CTR & VCR Based on Media Type



Earned Impressions by Media Type



### What the 2020 Data Shows

- Display saw the most earned impressions at 83 percent which shows just how much available display inventory there is compared to video and audio.
- With the introduction of our self-serve audio, connected TV, and private marketplace advertising capabilities, more marketers took advantage of highly-engaging media types.

### What You Can Do In 2021

- With higher CPMs for video and audio, marketers should balance their strategies with other cost-effective media types like native.
- Video and audio see high completion rates and low click-through rates, which aligns with them being top-of-funnel strategies that drive brand awareness.



# DEVICE TYPE

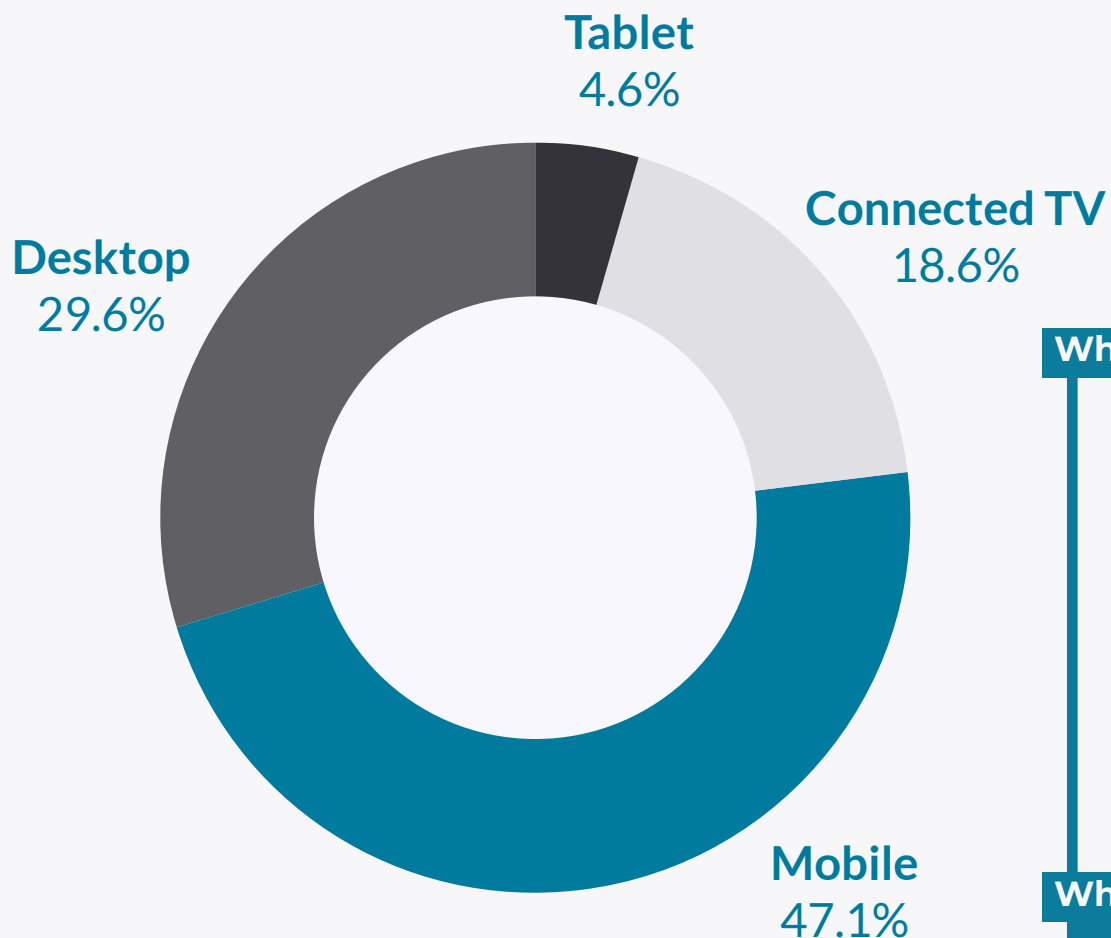
MOBILE

DESKTOP

CTV

TABLET





## What the 2020 Data Shows

- Despite stay-at-home orders and less commuting, consumers continue to use multiple devices as they engage with brands.
- Mobile budgets dropped by seven percent over the last year while connected TV (10 percent) budgets increased to take advantage of consumers moving to streaming services over the last year.

## What You Can Do In 2021

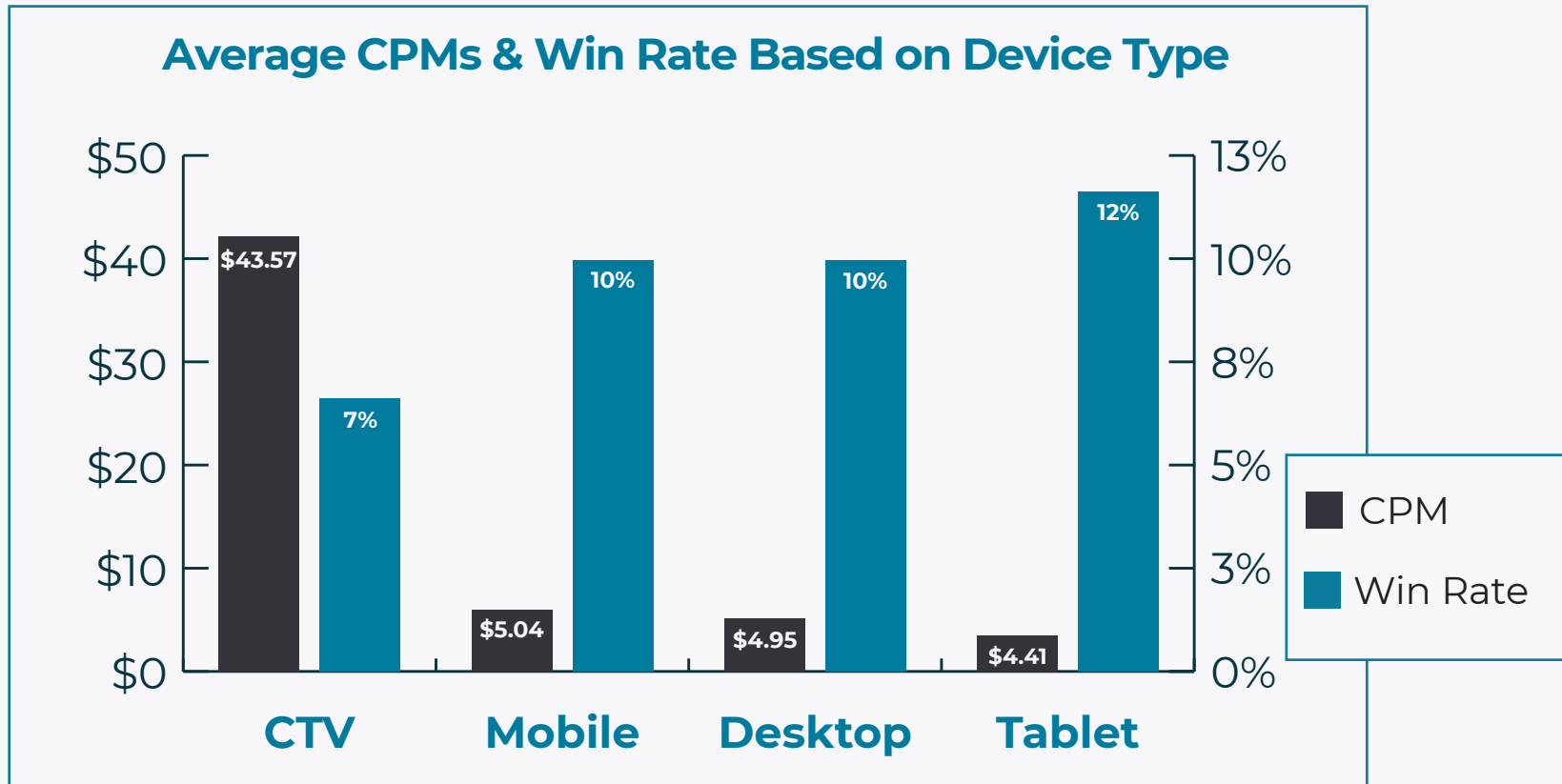
- Consumer behavior and media adoption will continue to fluctuate over the next year.
- Marketers should look to separate their mobile, desktop, and connected TV budgets into different ad groups to allow for easier optimization as consumer behavior shifts.



## DEVICE TYPE

## Average CPM Rate by Device Type

*CPMs for desktop, mobile, and tablet are fairly similar*



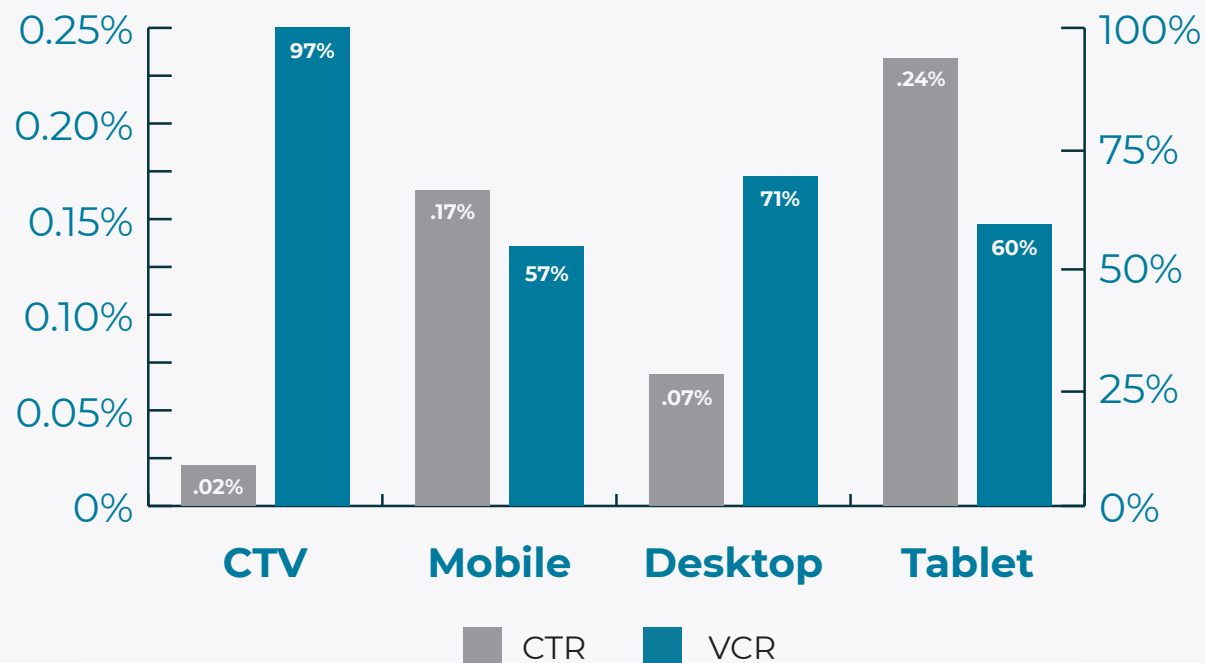
### What the 2020 Data Shows

- CPM costs across standard devices (mobile, desktop, and tablet) have become fairly close to one another.
- With CPMs for connected TV, marketers are targeting other device types to help keep overall costs down.

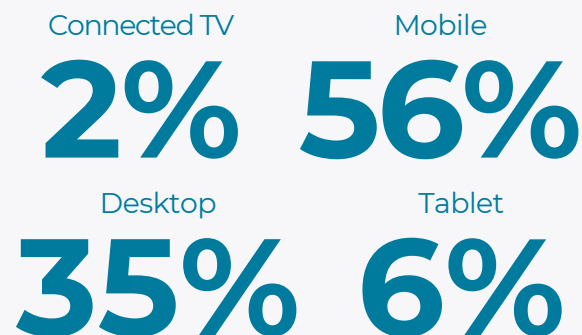
### What You Can Do In 2021

- Consumers are engaged on all their devices. Marketers need to connect with customers everywhere, across several screens.
- Marketers can look to improve win rates on standard devices (mobile, desktop, and tablet) to compensate for low win rates on connected TV devices.

### Average CTR & VCR Based on Device Type



### Earned Impressions by Device Type



## What the 2020 Data Shows

- Mobile saw the most earned impressions at 56 percent, which shows just how much available mobile inventory there is compared to tablets.
- Tablet continues to take the top spot for the highest click-through rate (CTR), showing that users are more willing to make in-the-moment purchases in a tablet and mobile environment.

## What You Can Do In 2021

- Think about delivering different messages across devices knowing that consumers are at different stages in the funnel.
- With the growth of tablet and mobile, be sure your creative assets ads and landing pages are responsive and mobile-ready.

# TARGETING TACTICS

FIRST-PARTY

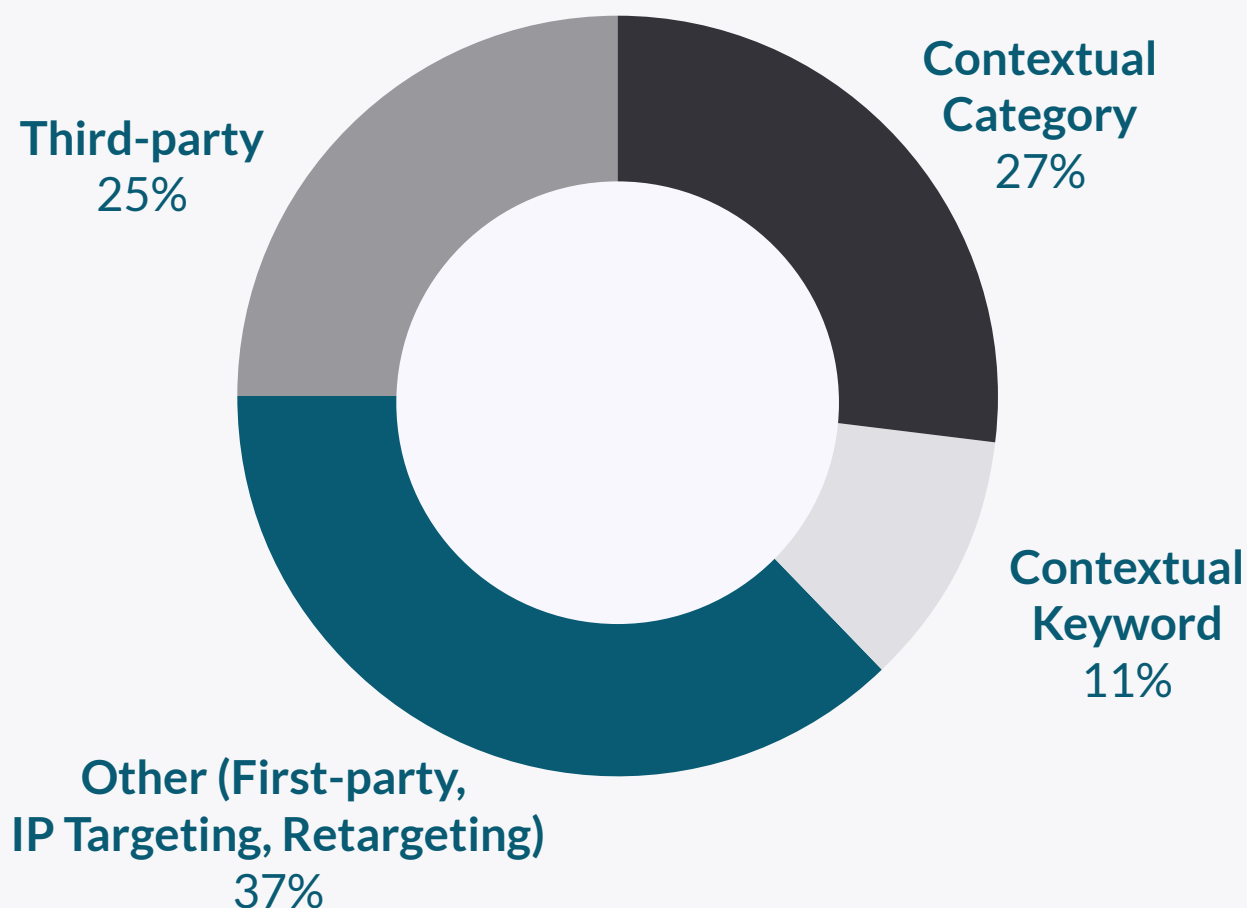
CONTEXTUAL

IP TARGETING

THIRD-PARTY



### Usage by Targeting Tactic



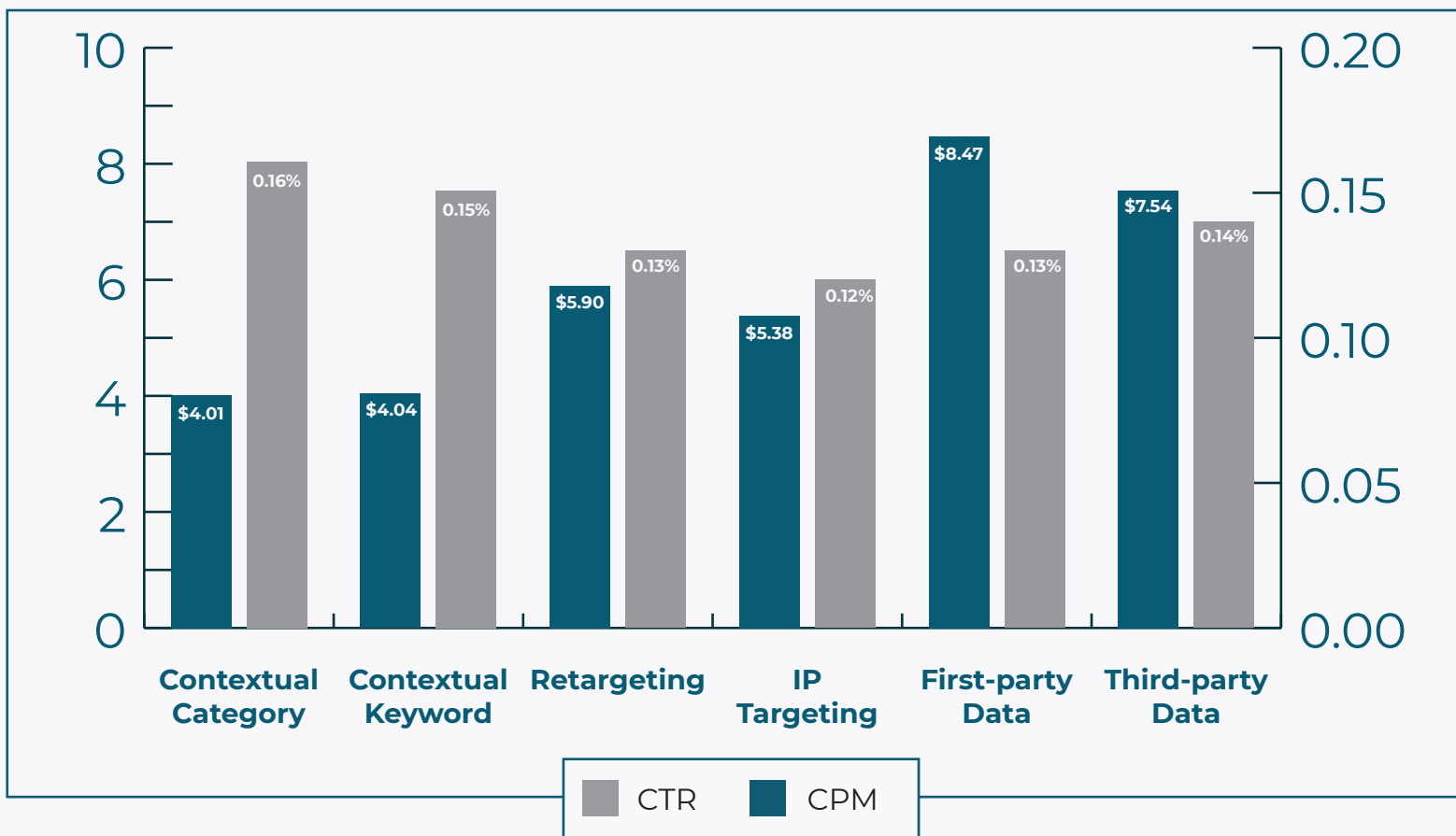
### What the 2020 Data Shows

- As we approach the end of the third-party cookie, more marketers are leveraging other targeting tactics that don't rely heavily on cookies.
- Retargeting and CRM data continue to be the most commonly used forms of first-party data.

### What You Can Do In 2021

- Contextual category and keyword targeting will continue to grow in adoption as the advertising industry continues to figure out how they use third-party cookies.
- First-party data such as emails, addresses, phone numbers, and device IDs will continue to be gold in the coming year. Marketers will look for more ways to use this data in their digital advertising efforts.





### What the 2020 Data Shows

- First-party data saw an increase in CPMs over the last year. However, keep in mind highly-valuable audiences come at a higher cost.
- Contextual category and contextual keyword continue to be cost-effective tactics that drive high click-through rates.
- The political & real estate industries saw high CPMs in the last year, likely due to increased demand. Across all industries and devices, the average CPM was \$7.75.



# TARGETING TACTICS

## Average CPM & CTR by Tactic and Industry

*Contextual targeting is on the rise*

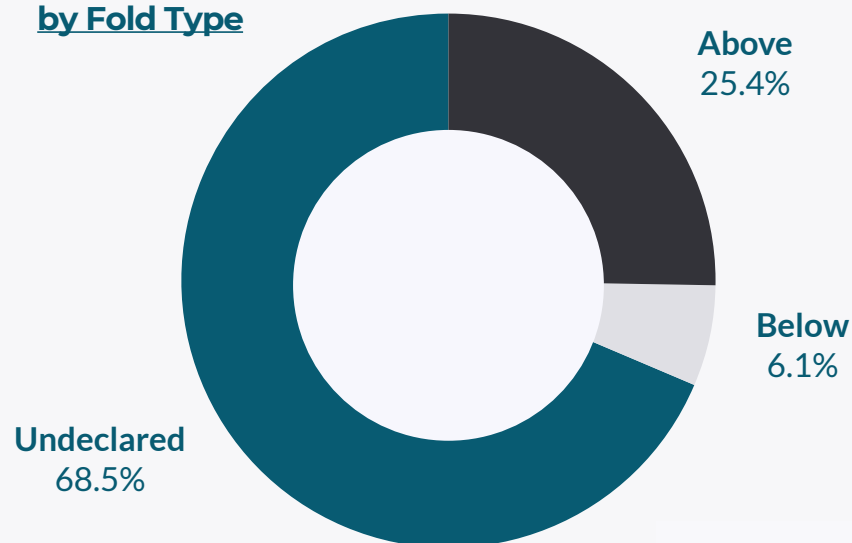
Industry	Avg CPM	Avg CTR	Avg Win Rate
Automotive	\$6.18	0.13%	38%
B2B	\$4.66	0.13%	16%
Consumer Discretionary	\$4.60	0.09%	24%
Consumer Goods	\$4.25	0.10%	22%
Consumer Staples	\$4.16	0.11%	24%
Financial Services	\$3.71	0.15%	38%
Food & Beverages	\$4.34	0.97%	14%
Health Care	\$3.73	0.19%	19%
Hospitality	\$4.18	0.26%	16%
Insurance	\$9.51	0.10%	39%
Software & Technology	\$4.85	0.17%	15%
Political	\$22.60	0.46%	37%
Real Estate	\$27.39	0.23%	34%
Retail	\$8.04	0.21%	23%
Specialized Consumer Services	\$7.90	0.17%	33%
Specialty Retail	\$3.95	0.16%	31%

\*All metrics are inclusive of multiple device and channel types. Including display, mobile, video, connected TV, audio, and more. Higher CPMs or CTRs could indicate the higher use of specific device and channel types such as video or connected tv.

### What You Can Do In 2021

- Marketers, regardless of what industry they serve, should continue their bidding strategies to drive performance and increase their win rates.
- Using a variety of targeting tactics can help reach consumers throughout their journey and provide cost-effective CPMs across strategies.

Budget Allocation  
by Fold Type



Average CTR & CPM Based on Fold Type



### What the 2020 Data Shows

- Marketers aren't taking advantage of fold adjustments to help drive higher engagement. Close to 68 percent of all impressions served in 2020 didn't have a fold preference declared.

### What You Can Do In 2021

- The perceived value of fold bid adjustments will pay off. Ad groups that used above the fold targeting saw a 72 percent better click-through rate and lower CPMs.

# CREATIVE ASSETS

160X600

300X250

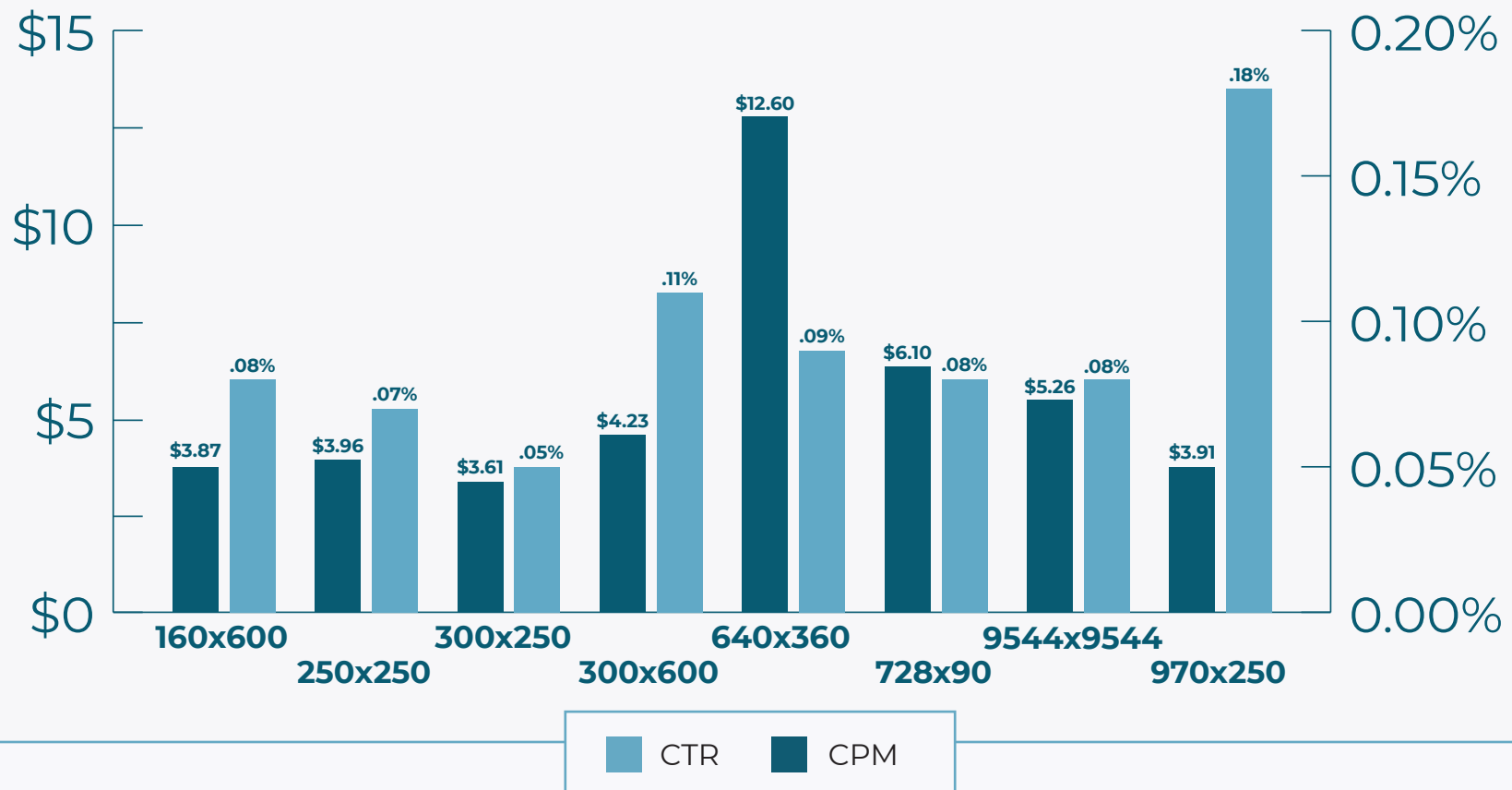
300X600

728X90

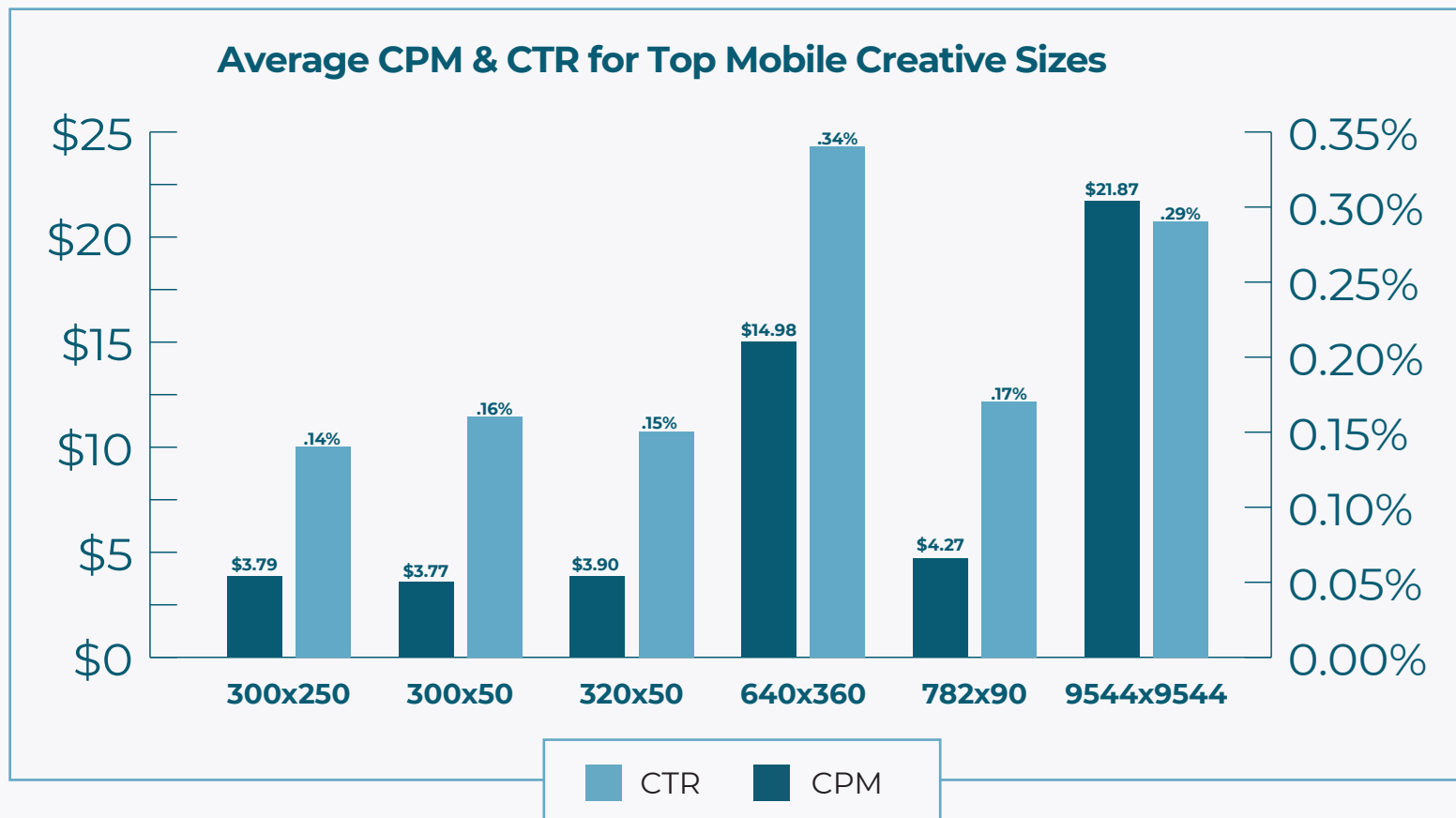


Desktop	Mobile	Tablet
160x600	300x250	160x600
250x250	300x50	250x250
300x250	320x50	300x250
300x600	640x360	300x50
640x360	728x90	300x600
728x90	9544x9544	320x50
9544x9544		336x280
		468x60
		640x360
		728x90
		9544x9544
		970x250

### Average CPM & CTR for Top Desktop Creative Sizes







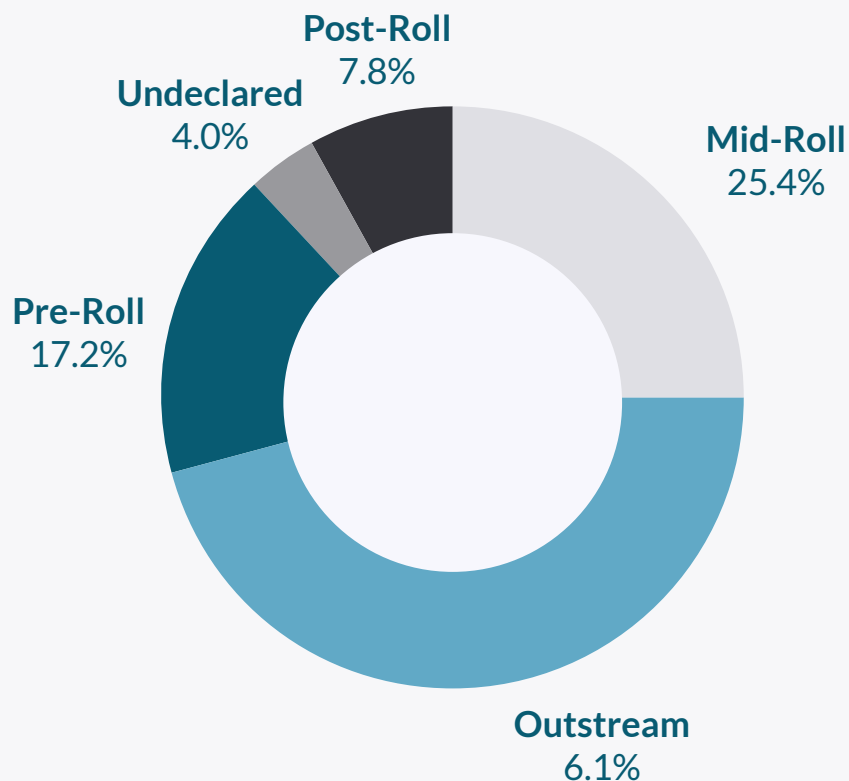
### What the 2020 Data Shows

- The long-standing top creative sizes (160x600, 300x250, 300x600, and 728x90) continue to be the most-used sizes across all device types.
- Video sizes (640x360) continue to see higher CPMs. Creative sizes that maximize the user experience (970x250) tend to see much higher click-through rates.

### What You Can Do In 2021

- Marketers should continue using the four top creative sizes (160x600, 300x250, 300x600, and 728x90) as there is a lot of available inventory with these specs.
- Look to bring in emerging creative sizes (250x250, 300x50, 320x50, 336x280, 468x60, or 970x250) to drive engagement and click-through rates as inventory becomes more available.

### Video Usage by Placement Type



### VIDEO COMPLETION RATE BY SIZE

Creative Size	Completion Rate
9545x9545	95%
360x640	68%
480x360	58%
640x360	54%
9546x9546	30%

### VIDEO COMPLETION RATE BY LENGTH

Length	Completion Rate
:15	63%
:30	55%
:60	42%
:90	35%

### What the 2020 Data Shows

- As marketers leverage more connected TV targeting, we will continue to see the shift from outstream video to pre-roll, mid-roll, and post-roll.
- Connected TV specific sizes (9545x9545) deliver higher completion rates at 95 percent, while length below 90-seconds doesn't impact completion rate as much.

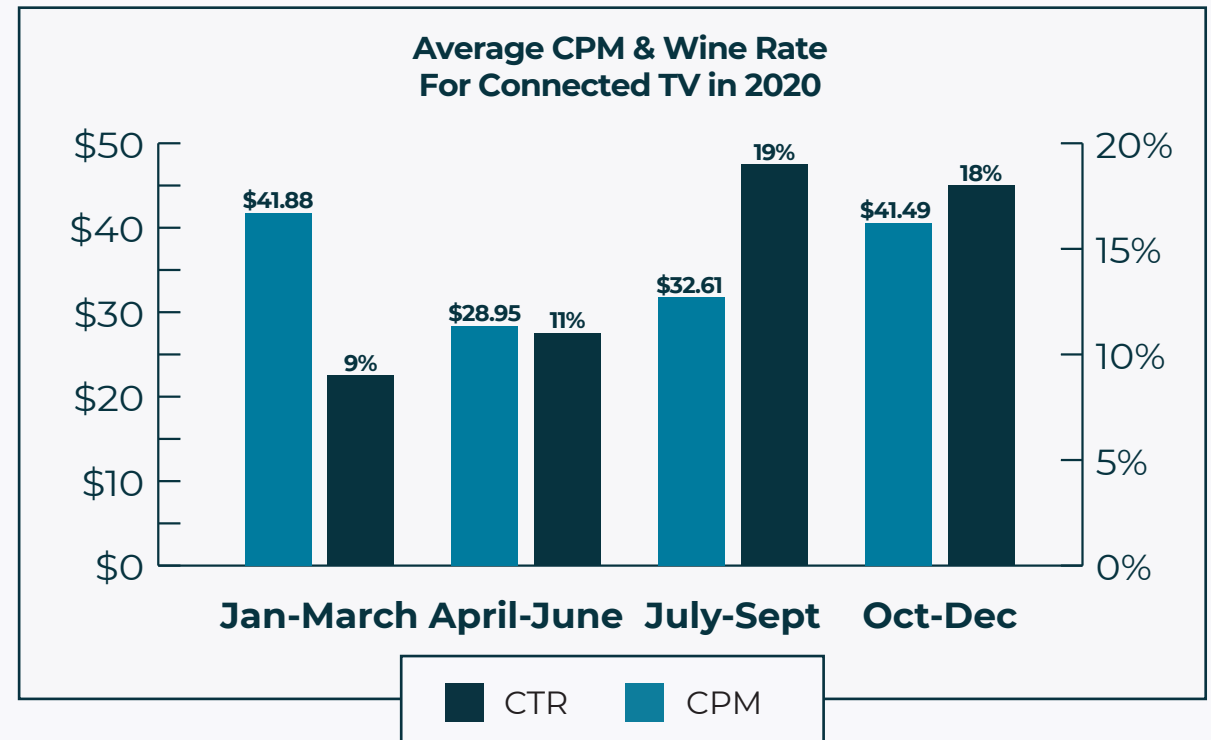
### What You Can Do In 2021

- Marketers should continue to refine their video-based strategies as consumer adoption and inventory availability changes over the next year.
- Marketers should look to separate their connected TV and outstream budgets into different ad groups to allow for easier optimization to maximize video completion rates.

# What the Future Holds for **Digital**

Digital advertising will continue to expand and adapt to consumer behaviors with video being a key driver in its growth. It's no surprise that connected TV will be a part of this growth as more consumers move to streaming services. Just look at how CPMs and win rates fluctuated over the last year.

Now the biggest thing marketers need to think about in 2021 will be around privacy. Privacy and third-party cookie changes will complicate targeting and attribution. As Apple, Microsoft, Bing, Google, Facebook, and other platforms come out with new privacy announcements, it often reduces the ability to attribute marketing efforts to their sources or leverage some types of data targeting.



What we can continue to do in 2021 is improve the multi-channel digital strategies we're using to reach consumers throughout the marketing funnel.

**Curious about where we were last year?**  
**Download our 2019 year-end report.**

