

# Choozle's **2020 Mid-Year Key Findings Report**

**MEDIA TYPE**

**DEVICE TYPE**

**TARGETING TACTIC**

**CREATIVE ASSETS**

2020

# Digital advertising got an *interesting* start to 2020.

Marketers and agencies came into the year with very different expectations of how things would pan out. In mid-March, the Coronavirus pandemic changed consumer spend with media will rise by more than one hour per day this year to 13 hours and 45 minutes.

With the change in consumer behavior and the opportunity it creates, marketers quickly pivoted to find the right strategies, tactics, and budgets that lead to more brand awareness, traffic, leads, and sales. We saw messages change fastbuying behavior adapt, and device habits adjust—all in a matter of a couple of weeks.

As you look into the rest of 2020 to stay on track with your marketing goals, look to our key findings and results to guide your digital advertising strategy into the second half of the year and beyond.

The metrics in this report were pulled from the Choozle platform and includes data from Jan. 1, 2020 to June 20, 2020.



Display

**MEDIA TYPE**

Video

Native

Audio

## Budget Allocation by Channel

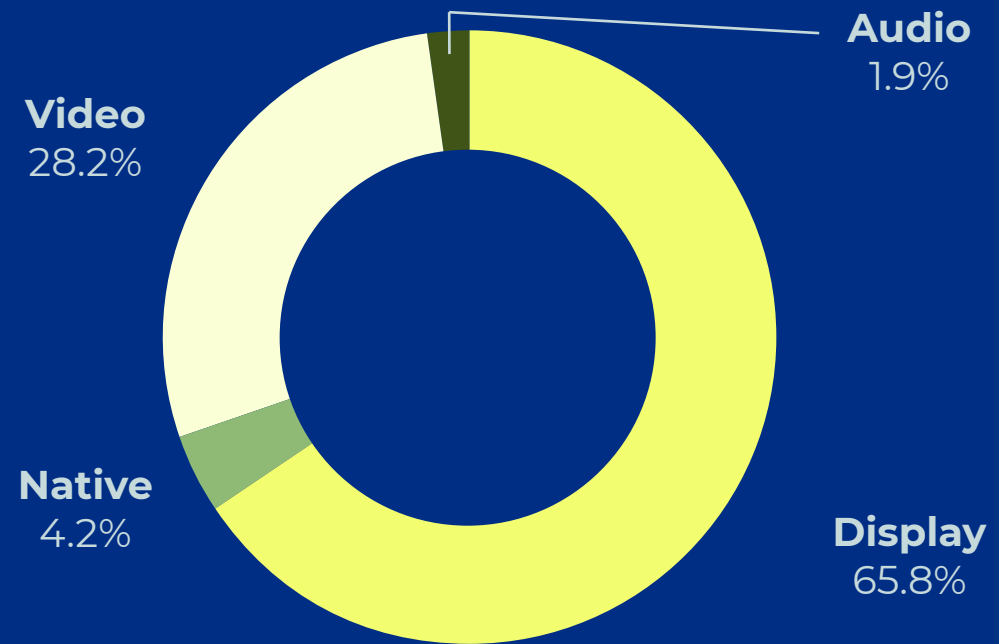
### What the 2020 Data Says so Far

- Marketers are mixing up their strategies by adding different media types to continue to drive engagement throughout the funnel.
- While display makes up the majority, video, which includes in-banner and in-stream video, will continue to grow.

### What You Can Do for the Rest of the Year

- Marketers should look at other media types, like audio and native, to hit their consumers at different points in the marketing funnel.

Budget Allocation by Media Type



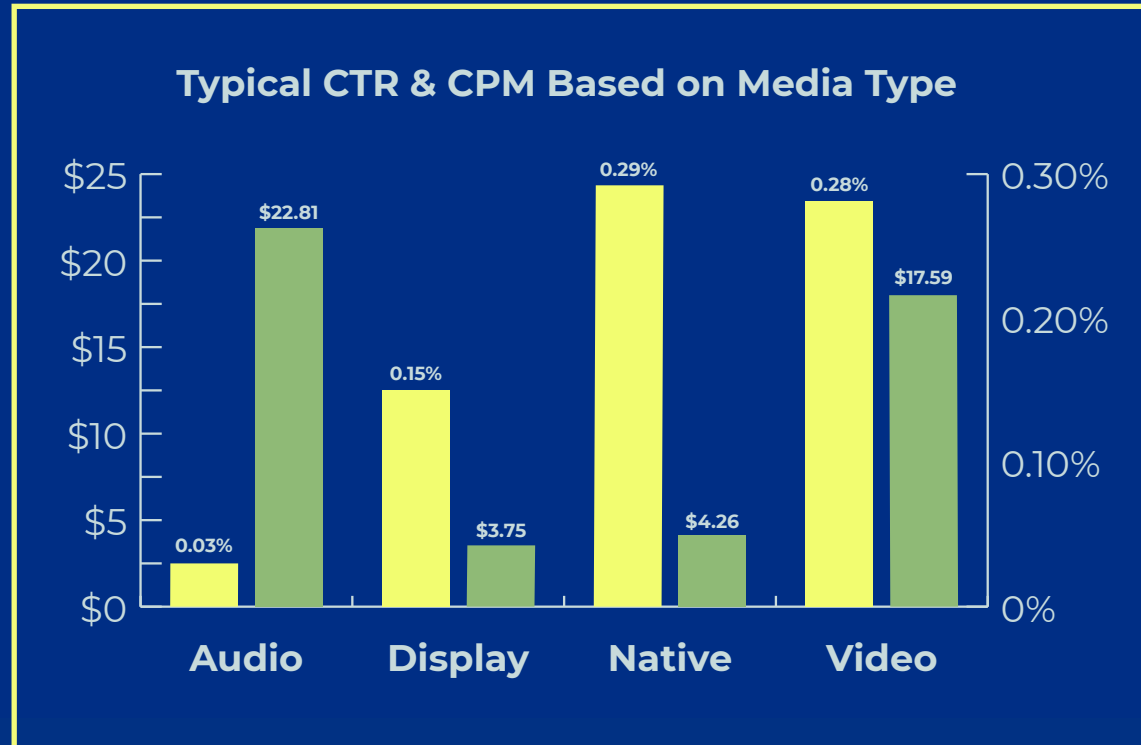
## Performance by Media Type

### What the 2020 Data Says so Far

- Display grabbed the largest earned impressions share for the start of the year at 83 percent.
- With the introduction of our self-serve audio advertising capabilities, we hope to see an increase in earned impressions and cost-effectiveness.

### What You Can Do for the Rest of the Year

- With native being extremely cost-effective, marketers should look to include it in their strategies to hit their consumers at different points in the marketing funnel.



### Earned Impressions by Media Type



**DEVICE TYPE**

Mobile

Desktop

Connected TV

Tablet

## Budget Allocation by Device Type

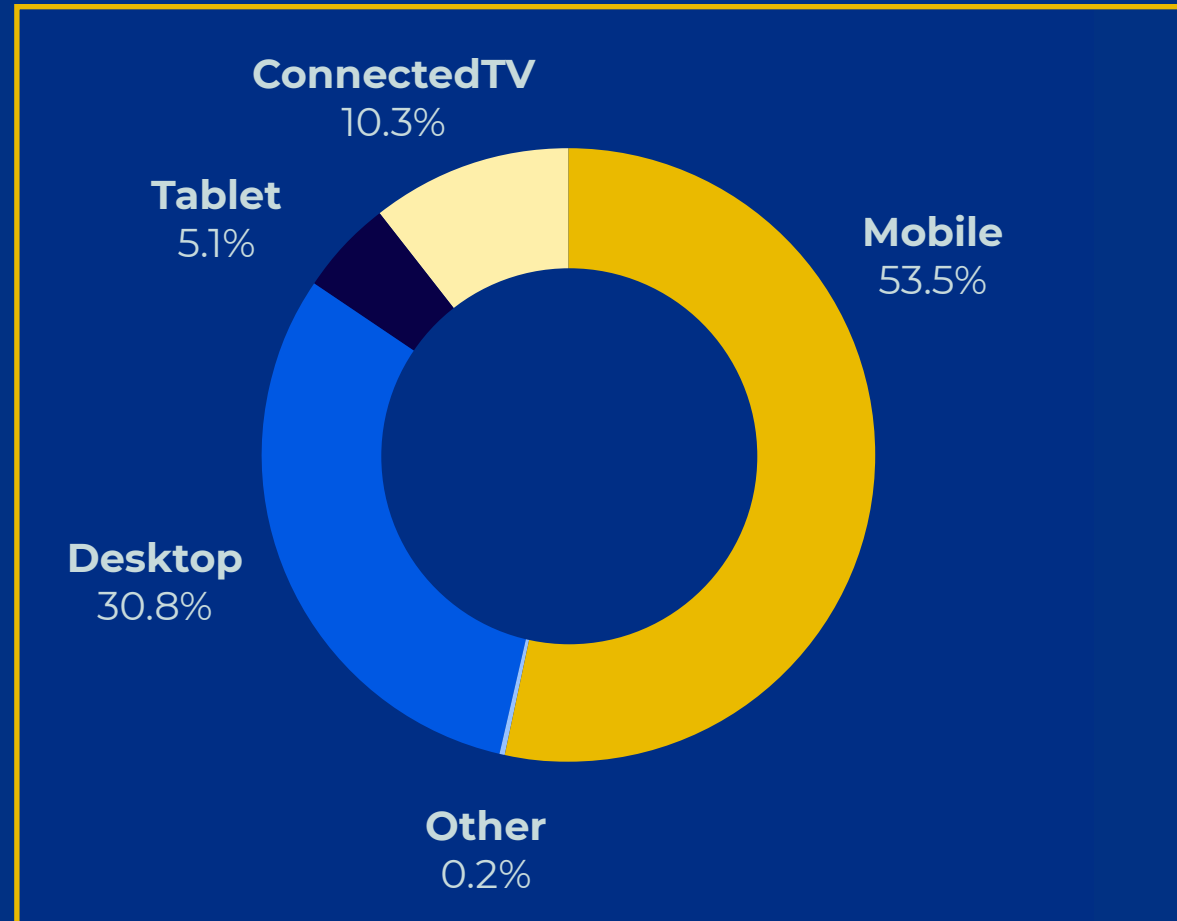
*Device usage had an impact*

### What the 2020 Data Says so Far

- Marketers quickly reevaluated their budget allocation based on consumer behaviors adjusting to COVID-19 stay-at-home orders
- Mobile budgets dropped by 1 percent from the start of the year, while connected TV (2 percent) and tablet (5 percent) budgets increased to take advantage of consumer behaviors.

### What You Can Do for the Rest of the Year

- Expect consumer behavior to adjust throughout the rest of the year.
- As we look towards the end of the year and holiday spending, we should see consumers continue shifting a higher share of their spending to ecommerce vs physical stores.



## Typical CPM Rate by Device Type

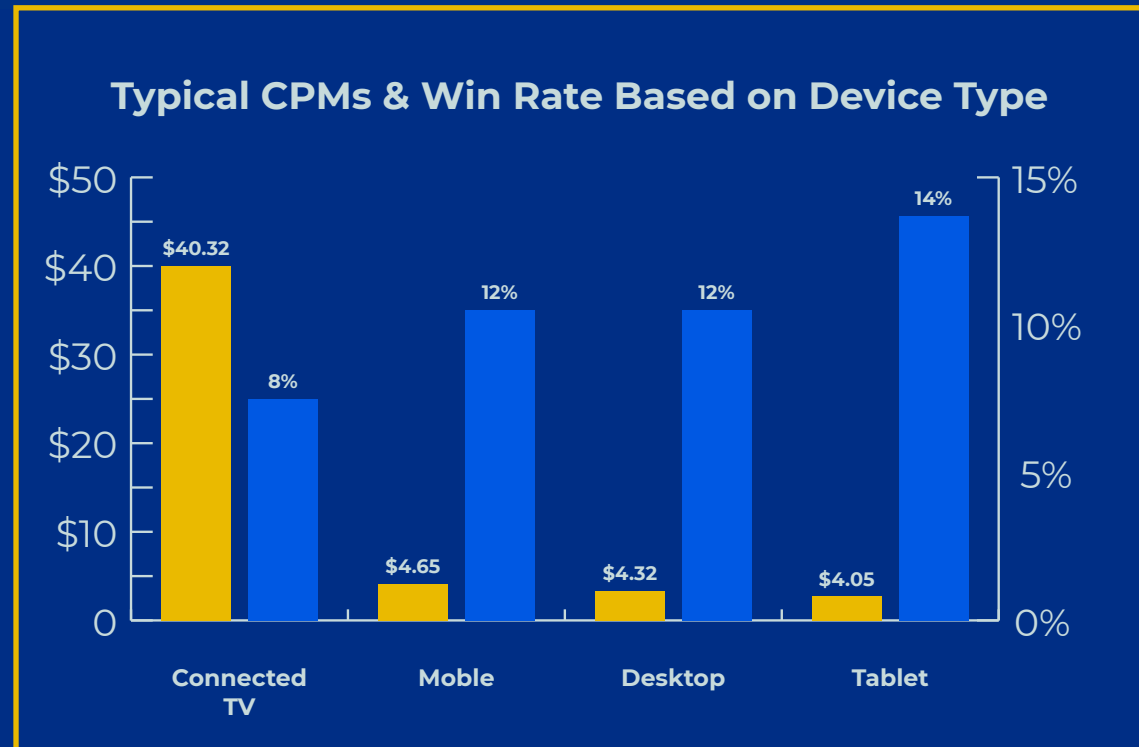
*The gaps between CPM rates are closing across device types.*

### What the 2020 Data says so Far

- CPM costs across standard devices (mobile, desktop, and tablet) have begun to level out to where prices started in the year.
- Connected TV CPMs have been the biggest area of opportunity for marketers with costs dropping well below a \$60 CPM for premium placements.

### What You Can Do for the Rest of the Year

- It still holds true that it's no longer enough to target your audience on just one device. Marketers need to connect with customers everywhere, across several screens.
- As we approach the holiday season, marketers should be prepared to see an increase in CPMs as more brands will look to capitalize on digital spending habits.





## Performance by Device Type

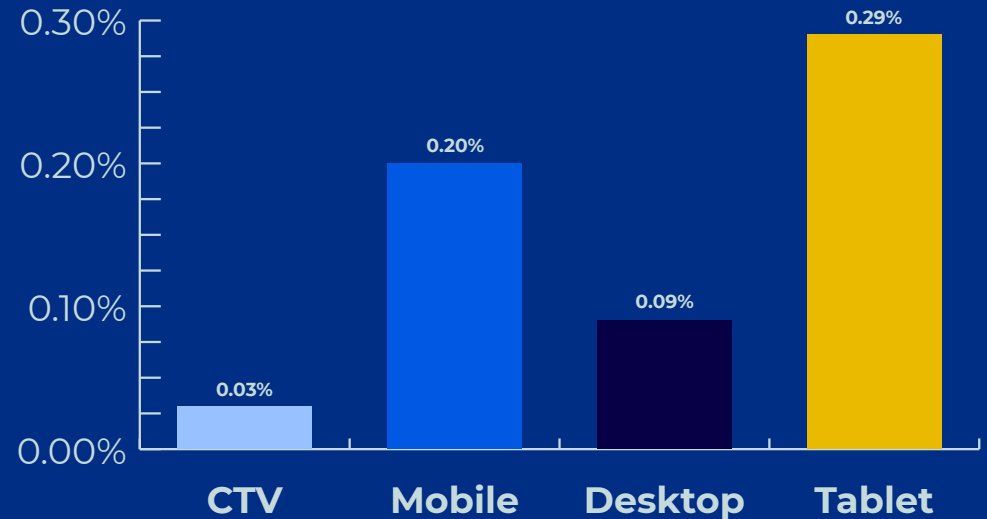
### What the 2020 Data Says so Far

- Mobile grabbed the largest share for the start of the year, with desktop not far behind.
- Tablet has pushed mobile out of 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 for the Rest of the Year

- With the growth of tablet and mobile, be sure your creative assets ads and landing pages are responsive and mobile-ready.

Typical CTR Based on Device Type



Earned Impressions by Device Type



**TARGETING TACTICS**

Third-party  
Contextual  
First-party  
Retargeting

## Budget Allocation by Targeting Tactic

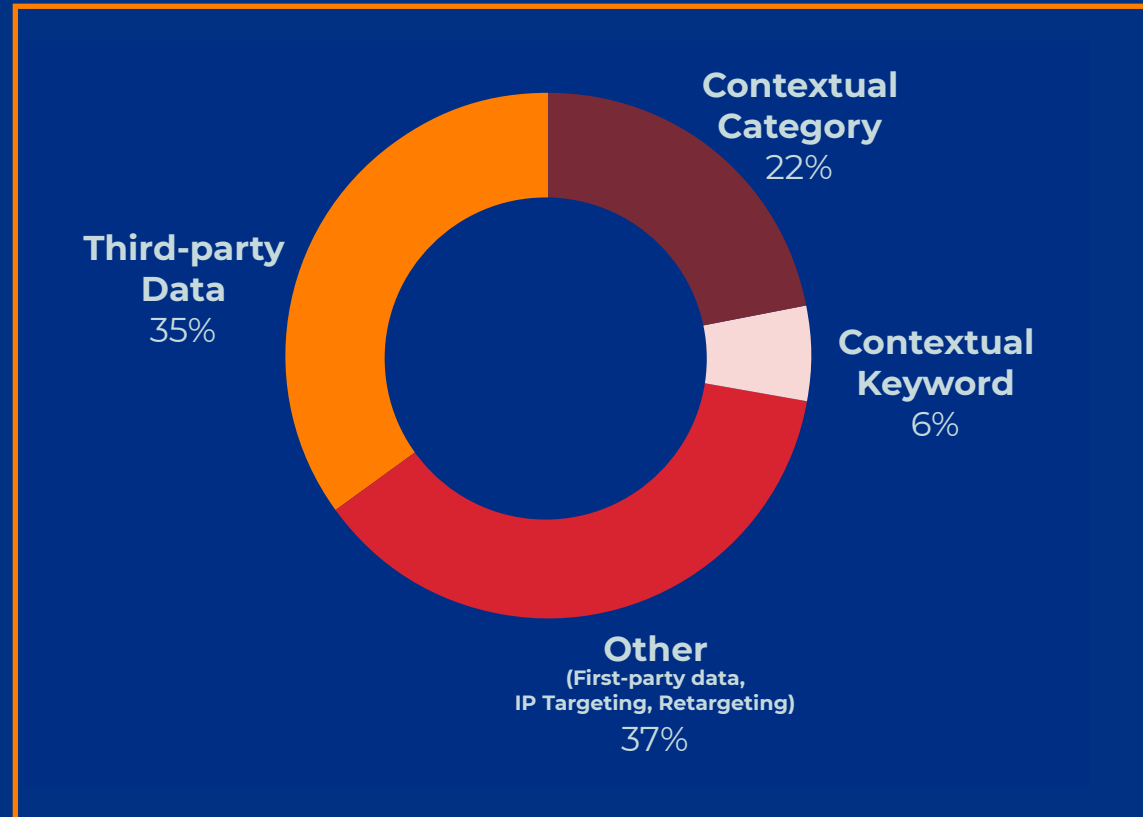
*More marketers adopted a first-party data approach*

### What the 2020 Data Says so Far

- As we started the year, more marketers adopted the use of first-party data in their digital advertising campaigns.
- Retargeting and CRM data continue to be the most commonly used forms of first-party data.

### What You Can Do for the Rest of the Year

- Search retargeting as a third-party data solution has been growing in popularity as marketers are looking for new ways to reach consumers while they are in-market.
- Political season is approaching. More advertisers mean increased inventory demands and higher CPMs.



## Typical CPM & CTR by Tactic

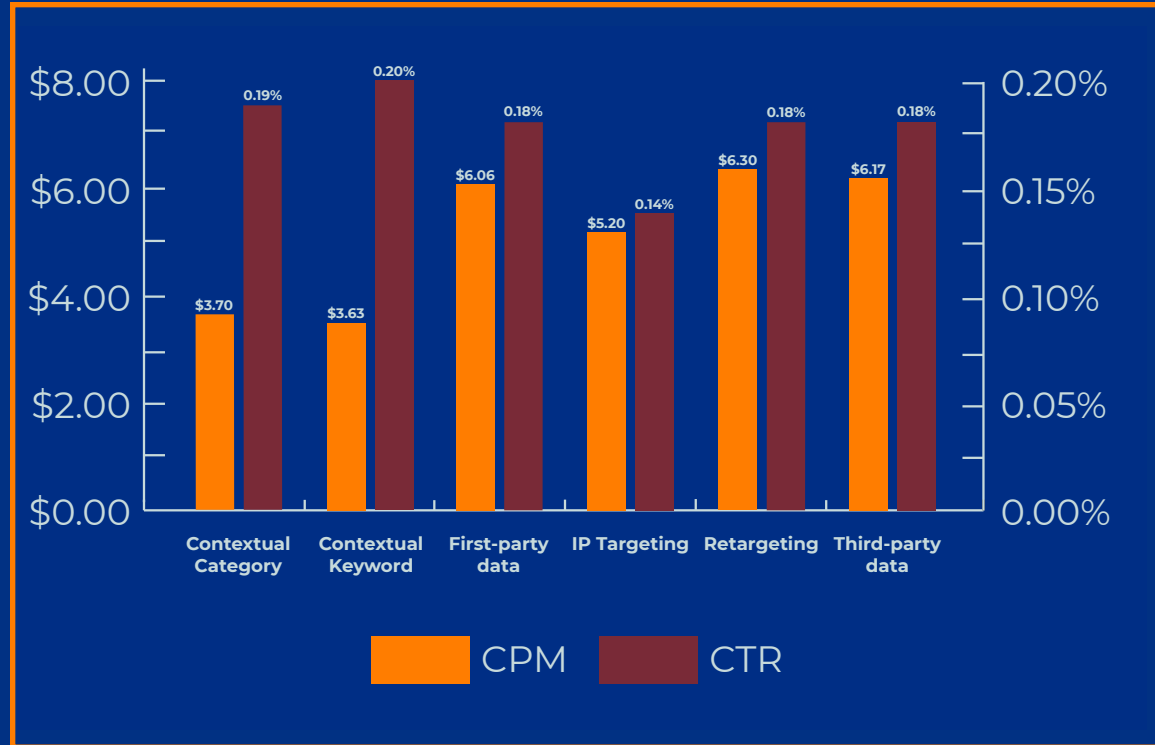
*Contextual targeting is on the rise*

### What the 2020 Data Says so Far

- Contextual keyword and contextual category saw an increase in CTRs. They continue to be promising tactics to drive consumers to landing pages while being cost-effective.
- Retargeting continues to be a highly used tactic as it drives clicks to highly valuable audiences.

### What You Can Do for the Rest of the Year

- Marketers should continue to refine their first-party targeting tactics. Choozle has introduced expanded CRM onboarding that allows you to target users based not only on email address but also on addresses and phone numbers.



250x250

**CREATIVE ASSETS**

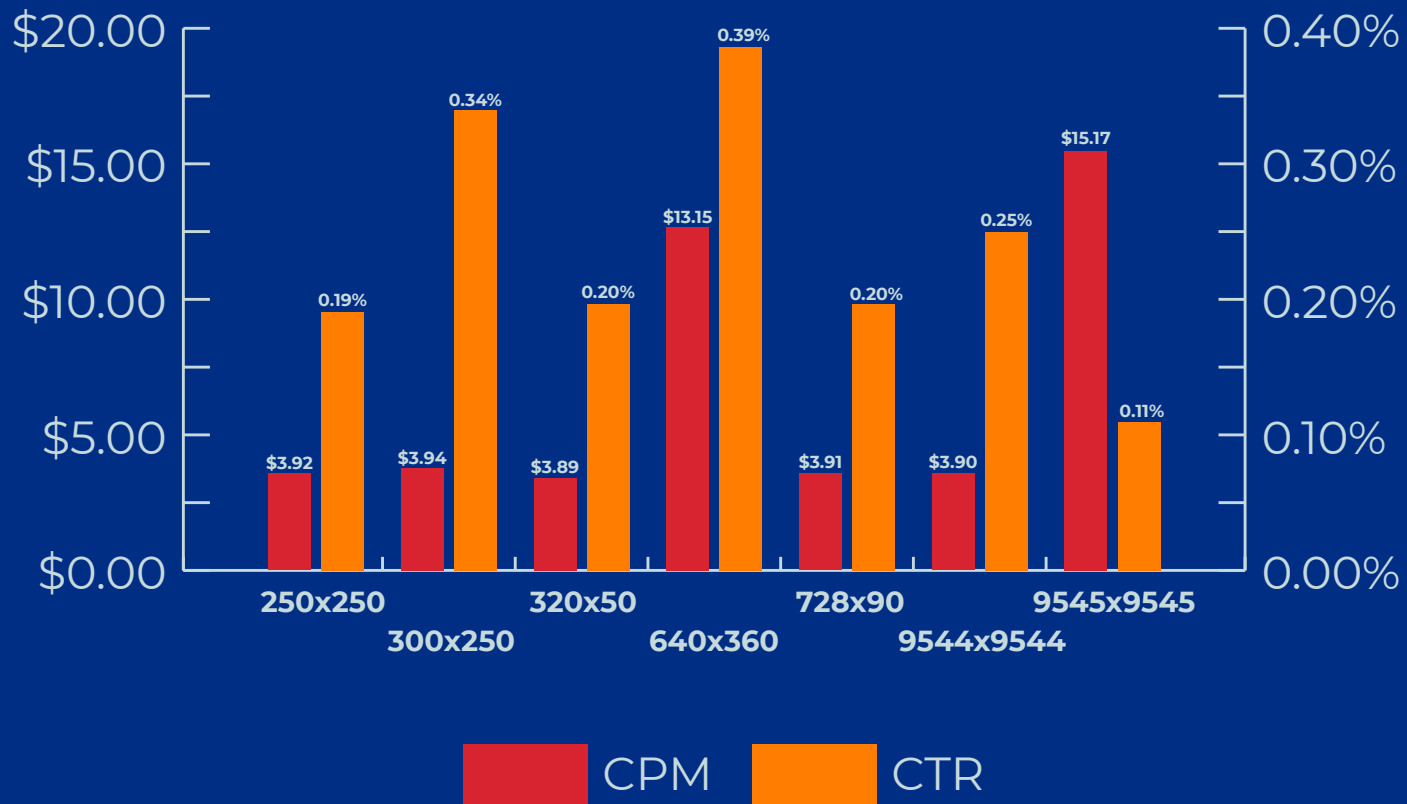
300x600

728x90

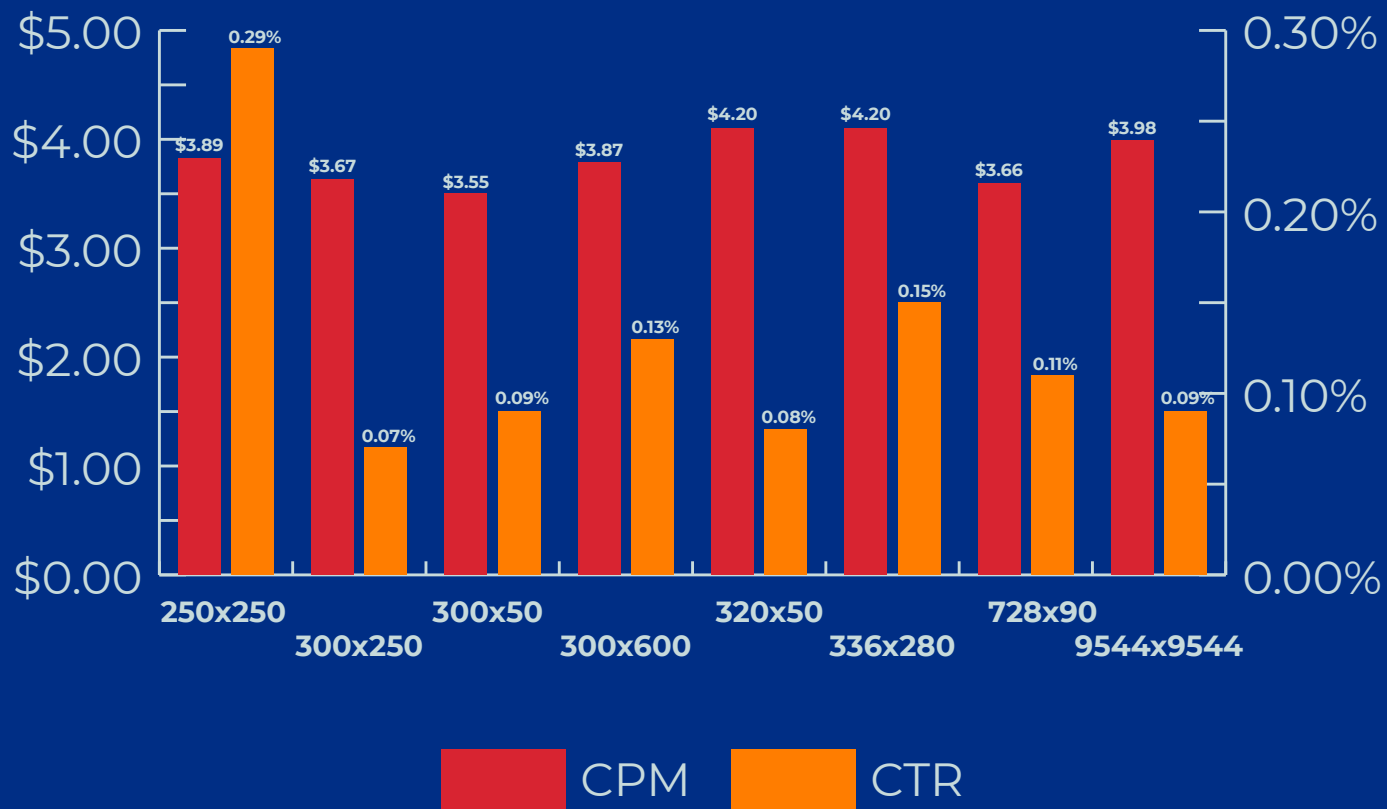
9544x9544

## Creative Asset Cost & Performance

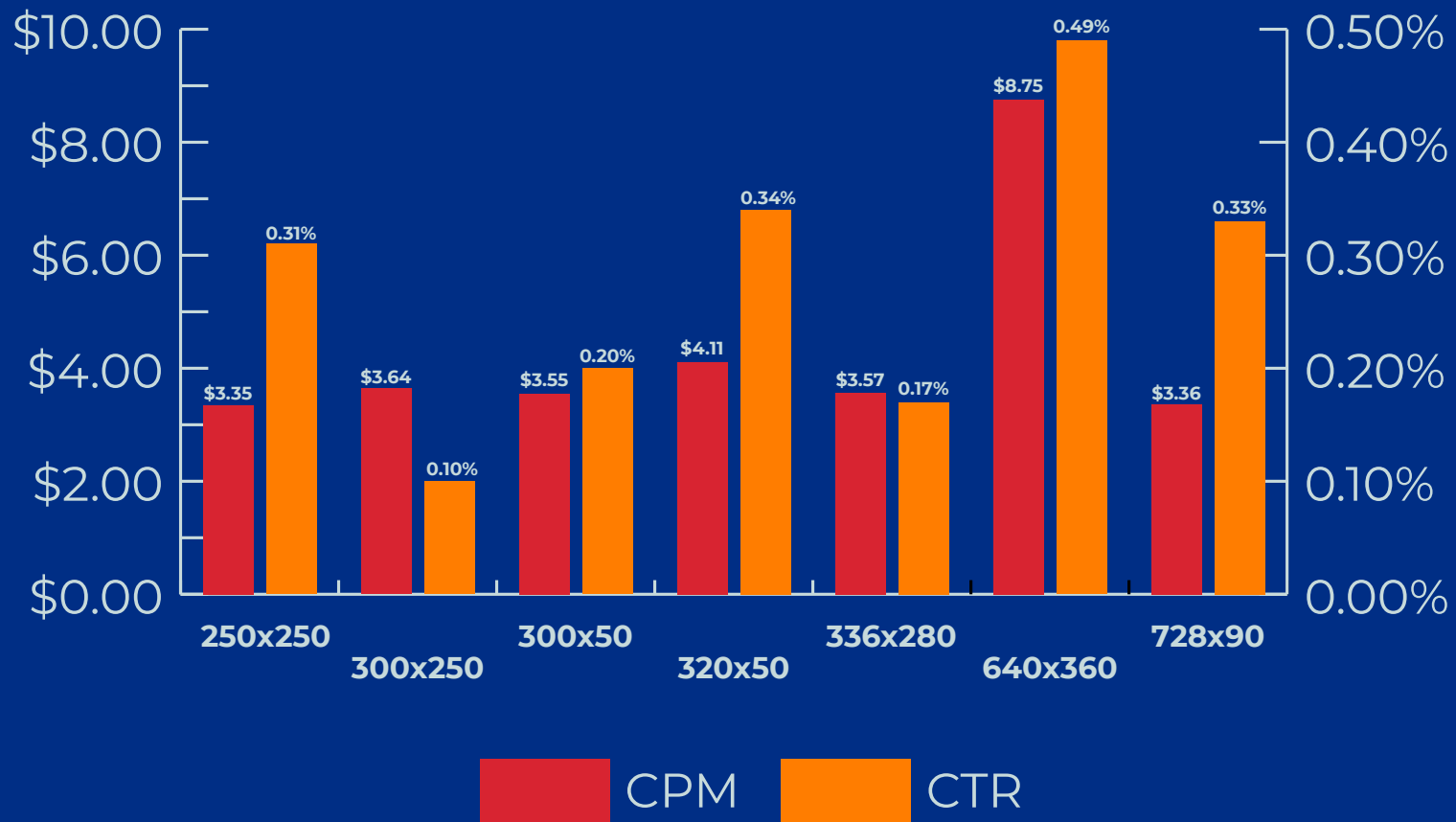
Top Creative Sizes for Mobile with Average CPM & CTR



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



## Top Creative Sizes for Tablet with Average CPM & CTR





**Video Completion Rate by Size**

<b>Creative Size</b>	<b>Completion Rate</b>
<b>9545X9545</b>	95%
<b>360X640</b>	68%
<b>480X360</b>	58%
<b>640X360</b>	54%
<b>9546X9546</b>	30%

**Video Completion Rate by Length**

<b>Length</b>	<b>Completion Rate</b>
<b>:15</b>	63%
<b>:30</b>	55%
<b>:60</b>	42%
<b>:90</b>	35%

# Summary

Bottom line, digital advertising is going to continue in 2020. The second half of the year could see a significant upswing in digital advertising campaigns with the U.S. election cycle and holiday season approaching, which creates huge opportunities for marketers.

The IAB released its [“Coronavirus Ad Revenue Impact” survey](#) results and noted around 70 percent of publishers are already decreasing their forecasts for 2020 both in the news and non-news segments. Surprisingly, however, many keep their expectations up for H2'20, hoping the conditions will improve. This continues to produce increased ad inventory at lower costs for marketers.

The most significant opportunity for marketers continues to be around connected TV. Media consumption is up, and video is seeing the highest increase in use. Based on a [survey](#) from GlobalWebIndex, consumers have increased viewership by 40 percent for broadcast TV, streaming services, and news coverage. As media consumption increases, CPM prices will follow suit.

Curious about where we started this year? Download our 2019 year-end report.

## Typical CPMs For Connected TV in 2020

