

# The Role of Digital Across the Advertising Funnel

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Digital advertising's rapid global growth<sup>1</sup> has democratised the space. Display and video options are now wide-ranging, data-based targeting with geofencing and sequential solutions for different parties are available and campaigns of all budget levels are impacting brand salience<sup>2</sup>. However, this opening up is not without its challenges. With a lower cost required to run an effective campaign, the number of ads vying for consumer attention is significant<sup>3</sup>, while advertisers now have an array of campaign solutions to choose from. To achieve cut through in this landscape, having a great campaign strategy is essential.

To help advertisers understand how their strategy could look, we've worked with our partners at On Device Research (ODR) to analyse 516 ad campaigns globally that made use of digital from 2018-2021<sup>4</sup>. We found that campaigns that utilised the full funnel effects of digital achieved the best results, with the top performing campaigns for both awareness and consideration driving greater purchase intent<sup>5</sup>. In line with these findings, we have developed 10 best practice principles to help advertisers maximise digital's effectiveness across the funnel.

Please note, the following abbreviations are used throughout

- TSBA: Total Spontaneous Brand Awareness
- SAFM: Spontaneous Awareness First Mentions

<sup>1</sup> In the UK alone, from 2018-2021, digital advertising revenues increased from 13.6bn to 23.5bn (IAB UK Adspend)

<sup>2</sup> Low investment campaigns (<5m) - 6.5% Total Spontaneous Brand Awareness (TSBA), Medium investment campaigns (5m-10m) - 4.8% TSBA, High investment campaigns (>10m) - 5.4% TSBA (ODR Database)

<sup>3</sup> There is a general consensus around consumers being exposed to between 6-10k ads a day (*Forbes/Lunio/PMLive*)

<sup>4</sup> Three different types of analysis have been used in the study: meta analysis, qualitative campaign-based analysis and de-branded case study analysis

<sup>5</sup> Top performing awareness campaigns delivered 4.2% purchase intent, versus 0.2% purchase intent for the lowest campaigns. The top consideration campaigns delivered 6.3% purchase intent, versus -2.2% for low (both tested at 95% confidence interval)

## 1 Display is more impactful than video at driving awareness

At the top of the funnel, we found display (140 projects) to be more impactful than video (140 projects) in driving awareness, with display driving 6.1% spontaneous brand awareness (TSBA) and 3.2% spontaneous awareness: first mentions (SAFM), compared with 5.2% and 2.9% for video, respectively\*

## 2 To drive awareness, 'noticeability' of creative is important - especially when it comes to ad recall

If a campaign's creative was noticeable, it drove greater scores across TSBA, SAFM and ad recall\*. This relationship was clearest with ad recall, as campaigns with noticeable creative drove 4.9% ad recall (152 projects), compared to -0.1% for campaigns with less noticeable creative (131 projects)

## 3 Multiple brand cues in terms of colours, imagery, & context heighten awareness

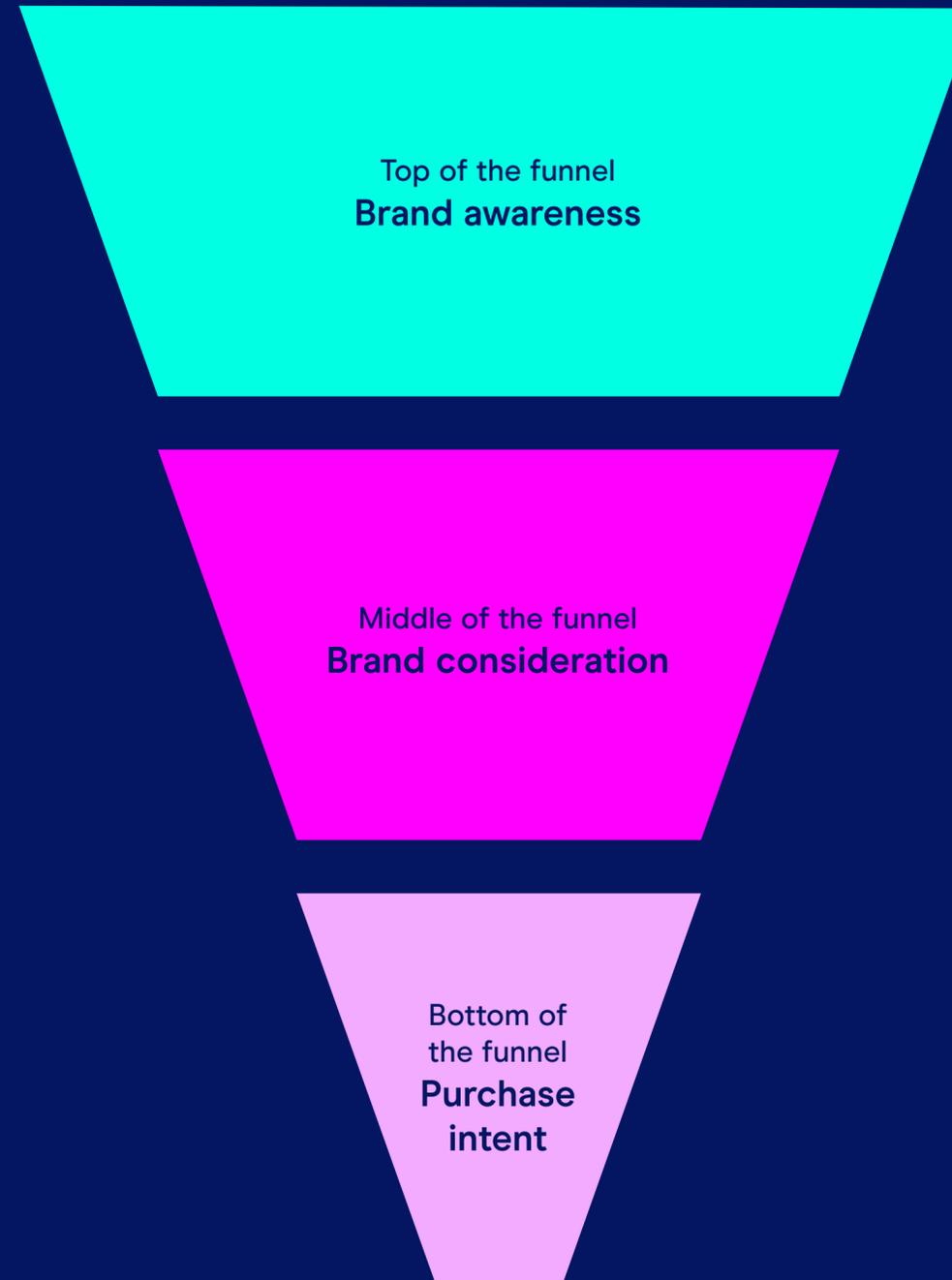
The top performing awareness campaigns tended to make use of 360 degree branding cues, including colours, imagery and settings. Advertisers may therefore want to prioritise in-house branding cues that they have spent the most time establishing

## 4 Clear copy style delivers on awareness & consideration

Campaigns that had clear and concise copy performed the strongest across the funnel\*, posting 3.7% for SAFM and 2.0% for consideration (162 projects), versus 2.5% and 0.9%, respectively, when this message was excluded (219 projects)

## 5 Logo presence on every frame is crucial for delivering awareness & consideration

The top performing campaigns typically drove awareness and consideration by ensuring logo presence on every frame of an ad. Whether a consumer saw an ad for half a second or 30 seconds, they knew who it was for



## 6 Adapting and targeting relevant creative to distinct audience groups drives even stronger consideration & purchase intent

By tailoring their campaign creative towards different family audiences, one brand saw a 5% uplift in consideration and a 9% uplift in purchase intent\*. When this campaign used a standard creative, these metrics registered as -5% and -7%

## 7 Deploying sequential targeting to reinforce a message impacts memory & recall to improve consideration

For one brand, sequential consumer exposure to two creative formats - pre roll and then native - increased consideration by 16% and purchase intent by 8%\*. However, when one format was used in isolation, this made no more than a 1% difference at either funnel stage

## 8 Using first or third-party data can improve relevance & engagement with your audiences

Consideration for one brand increased significantly (92% vs 82% for exposed and control groups) and positively impacted purchase intent when they relaunched a product feature using first-party data sources. This benefit was also seen for consideration when using third-party data\*

## 9 Video is more impactful than display in driving consideration & purchase intent

At the bottom of the funnel, we found video (140 projects) to be more impactful than display (140 projects), with video driving 2.5% for consideration and 1.5% for purchase intent, compared with 1.5% and 1.0% for display, respectively\*

## 10 Provoking positive sentiment from your audience improves consideration & purchase intent

Campaigns that provoked a strong positive response from their audience (165 projects) registered 2.6% for consideration and 2.4% for purchase intent\*. By contrast, campaigns that provoked a low positive response (214 projects) registered as 0.5% and 0.0%, respectively

Best practice principle	Top of the funnel (Brand awareness)	Middle of the funnel (Brand consideration)	Bottom of the funnel (Purchase intent)
1 Display is more impactful than video in driving awareness	X		
2 To drive awareness, 'noticeability' of creative is important, especially when it comes to ad recall	X		
3 Multiple brand cues in terms of colours, imagery, and context heighten awareness	X		
4 Clear copy style delivers on awareness and consideration	X	X	
5 Logo presence on every frame is crucial for delivering awareness and consideration	X	X	
6 Adapting and targeting relevant creative to distinct audience groups drives even stronger consideration and purchase intent		X	X
7 Deploying sequential targeting to reinforce a message impacts memory and recall to improve consideration		X	X
8 Using first-party or third-party data improves relevance and engagement with your audiences		X	X
9 Video is more impactful than display in driving consideration and purchase intent		X	X
10 Provoking positive sentiment from your audience improves consideration and purchase intent		X	X