

— 2018 YEAR-END — BENCHMARK REPORT

Use the data included in this report to back your digital advertising strategies going into 2019 and beyond.

In their December 2018 U.S. digital advertising snapshot, eMarketer estimates that more than four of every five digital display ad dollars in the U.S. transact programmatically. In addition, more than four-fifths of mobile display and video ad dollars flow through programmatic channels.

With all that cash flowing into the digital ad stream, it can be hard to know exactly where and how to best place your advertisements. The Choozle Year-end Benchmark infographic serves as guidance for individual campaign efficiency compared to marketplace averages.

TERMS TO KNOW

Cost-per-mille (CPM):

The price of 1,000 advertisement impressions.

Target audience (targeting):

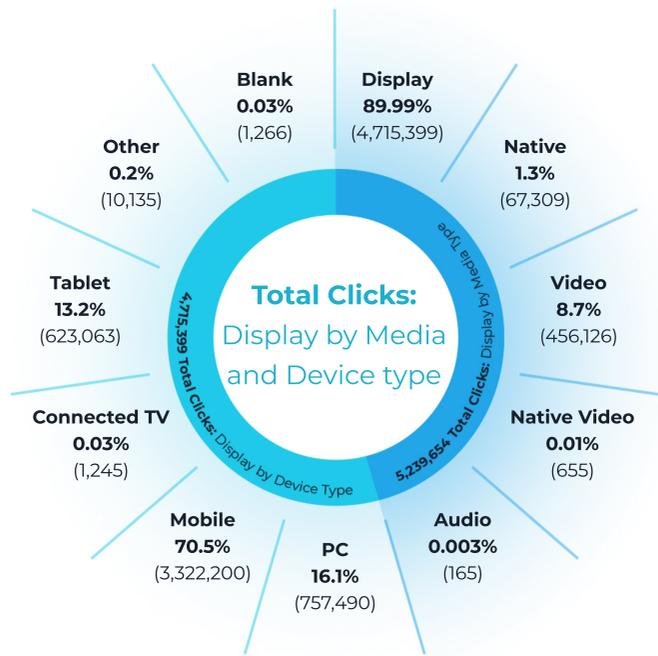
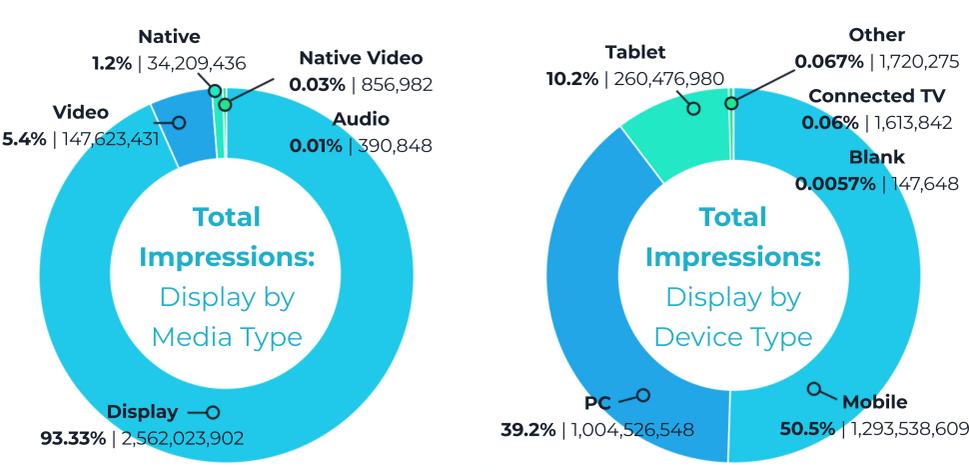
The intended audience or readership of a publication, advertisement, or other messages.

Click-through rate (CTR):

The number of clicks your ad has received divided by the number of times your ad is shown.

The metrics featured in this year-end report were pulled from data in the Choozle platform from 6/01/18 to 11/30/18.

MEDIA & DEVICE TYPES



Today, display advertising pretty much equates to programmatic advertising. Programmatic display ad spend hit **~\$48 billion in 2018** and is expected to increase to **\$69B by 2020**.

CREATIVE SIZES & FORMATS

Average CPM & CTR: Display on Mobile



Meet your customers where they are: on their mobile devices. Mobile display ad spend hit **~\$76.17 billion in 2018** and is expected to increase to **\$141.36 billion by 2022**.

Average CPM & CTR: Display on Desktop



Average CPM & CTR: Video on Desktop

Video on Desktop

480x360

\$13.713 CPM | 0.112% CTR

640x360

\$10.740 CPM | 0.110% CTR

Average CPM & CTR: Video on Mobile

Video on Mobile

480x360

\$11.071 CPM | 0.302% CTR

640x360

\$10.314 CPM | 0.323% CTR

Digital video ad spend hit **~\$27.82 billion in 2018** and is expected to **nearly double by 2022**.

Although only accountable for 8.7 percent of total clicks and 5.4 percent of total impressions in the Choozle platform, video is still second behind display ads and continues to rise—up 33.6 percent in impressions and 23 percent in clicks year-over-year.

Average CPM & CTR: Native on Desktop

Native on Desktop

Sizes Vary

\$4.729 CPM | 0.083% CTR

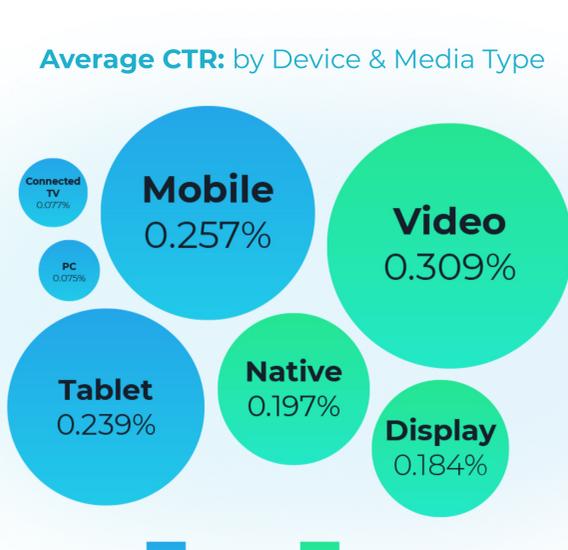
Average CPM & CTR: Native on Mobile

Native on Mobile

Sizes Vary

\$4.473 CPM | 0.242% CTR

Average CTR: by Device & Media Type



*Keep in mind: Native and video CTRs come from a much smaller amount of clicks/impressions than display.