Choozle’s 2019 Key Findings & Results
(And How You Can Apply Them to Your 2020 Strategy)
Programmatic saw a lot of growth in 2019.

Data privacy became top of mind for consumers and marketers alike. Mobile drove the majority of digital ad spending, while newer targeting strategies like connected TV advertising ramped up. In a report from MediaPost, programmatic trading exceeded $100 billion for the first time ever.

To stay on track with 2020 marketing goals, look to our key findings and results to guide your digital advertising strategy into the new year and beyond.

The metrics in this report were pulled from the Choozle platform and includes data from Jan. 1, 2019 to Nov. 1, 2019.

“The future of mobile and in-app advertising is looking strong, but privacy will need to be at the forefront.”

Maciej Zawadziński, CEO, Clearcode and Piwik PRO
Budget Allocation by Device Type

Mobile advertising continues to grow

What the 2019 Data Says

- Marketers spent the most on mobile, with desktop a close second. According to IAB, mobile advertising reached $40 billion during the first half of 2019—a 29 percent increase from the same period in 2018.

What You Can Do in 2020

- Look back at advertising trends to plan your budget.

Allocation of Budgets by Device

- **Mobile** 54%
- **Desktop** 39%
- **Other** 8%

Advertising delivered on a mobile device now makes up 69% of total internet advertising revenues.

IAB Internet Advertising Revenue Report 2019
Typical CPM Rate by Device Type
The gaps between CPM rates are closing across device types

What the 2019 Data Says
• While CPM rates for desktop and mobile remained the highest, overall, CPM costs didn’t vary dramatically across device types.

What You Can Do in 2020
• It’s no longer enough to target your audience on just one device. Marketers need to connect with customers everywhere, across several screens.
• Mobile is taking over. Optimize your campaigns for desktop and mobile so that you can reach the people searching on their phones, in the discovery phase, but converting later on desktop.
**Performance by Device Type**

*More users are buying on mobile*

**What the 2019 Data Says**

- Mobile grabbed the largest share this year with desktop in second.
- Mobile has a high click-through rate (CTR), showing that users are more willing to make in-the-moment purchases in a mobile environment.

**What You Can Do in 2020**

- With the growth of mobile, try adopting a *mobile-first strategy* and creating mobile-specific content.

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**Earned Impressions by Device Type**

- **Tablet**: 8%
- **Desktop**: 41%
- **Mobile**: 51%

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**Typical CTR Based on Device Type**

- **Desktop**: 0.18%
- **Mobile**: 0.23%
- **Tablet**: 0.16%
- **Other**: 0.01%
TARGETING TACTICS

Contextual
Third-party Data
Retargeting
First-party Data
IP Targeting
Budget Allocation by Targeting Tactic

More marketers adopted a first-party data approach

What the 2019 Data Says

- More marketers used first-party data in their digital advertising campaigns, likely in response to the General Data Protection Regulation (GDPR) implemented in May 2018.

- Retargeting and CRM data were the most commonly used forms of first-party data. IP targeting was used the least.

- More marketers also leveraged contextual targeting in their digital advertising campaigns.

What You Can Do in 2020

- As data privacy laws emerge, use only trustworthy and validated sources of third-party data.

- For brands looking for an alternative to third-party data, consider contextual targeting—it’s cost-effective and allows you to extend your reach to new audiences without using data.
Typical CPM & CTR by Tactic

Contextual targeting is on the rise

What the 2019 Data Says
• Despite high CPMs, the click-through rate for IP targeting was low.

What You Can Do in 2020
• If you have a large prospecting audience, try targeting tactics like contextual targeting, which have proven to perform better and with a smaller investment.
640x360 (16:9) is a common video ad size. In general, video ad CPMs are much higher than non-video ads, as seen in the graph above.
Although 120x600 (skyscraper) is a top-performing mobile size, the CPM is exceptionally high. 120x600 is a now-defunct IAB standard ad unit that has generally been replaced with 160x600 on most sites, although it’s still in use.
CREATIVE ASSETS

Top Creative Sizes for Tablet with Average CPM & CTR

160x600 (wide skyscraper) continues to dominate with a high CTR and average CPM. It should be considered when targeting cross-device, as it is a top performer across various device types.
### Video Completion Rate by Size

<table>
<thead>
<tr>
<th>Creative Size</th>
<th>Completion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>9545x9545</td>
<td>94.73%</td>
</tr>
<tr>
<td>360x640</td>
<td>67.58%</td>
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<tr>
<td>480x360</td>
<td>57.92%</td>
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<tr>
<td>640x360</td>
<td>53.56%</td>
</tr>
<tr>
<td>9546x9546</td>
<td>30.38%</td>
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</table>

### Video Completion Rate by Length

<table>
<thead>
<tr>
<th>Length</th>
<th>Completion Rate</th>
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<tbody>
<tr>
<td>:15</td>
<td>62.95%</td>
</tr>
<tr>
<td>:30</td>
<td>54.86%</td>
</tr>
<tr>
<td>:60</td>
<td>42.12%</td>
</tr>
<tr>
<td>:90</td>
<td>35.40%</td>
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</tbody>
</table>

While the video completion rate (VCR) varied across creative size, overall, it didn't differ dramatically across video length or video type (in-banner or in-stream).
What the Future Holds for Programmatic

Bottom line, programmatic advertising will continue to expand, with mobile being a key driver in its growth. In the same article, MediaPost projects programmatic trading will reach $147 billion by 2021. Marketers need to focus on adopting a mobile-first mindset and getting high-quality, first-party data—especially as the California Consumer Privacy Act (CCPA), the U.S. equivalent of the GDPR, goes into effect starting in 2020.

Curious about last year’s findings? Download our 2018 year-end report.

“High-quality, first-party data is more vital to the success of programmatic marketing than ever before.”

Matt James, global brand president, Zenith