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Choozle's
2019 Key Findings
& Results

(And How You Can Apply Them to Your 2020 Strategy)

**DEVICE TYPES**   **TARGETING TACTICS**   **CREATIVE ASSETS**

2019

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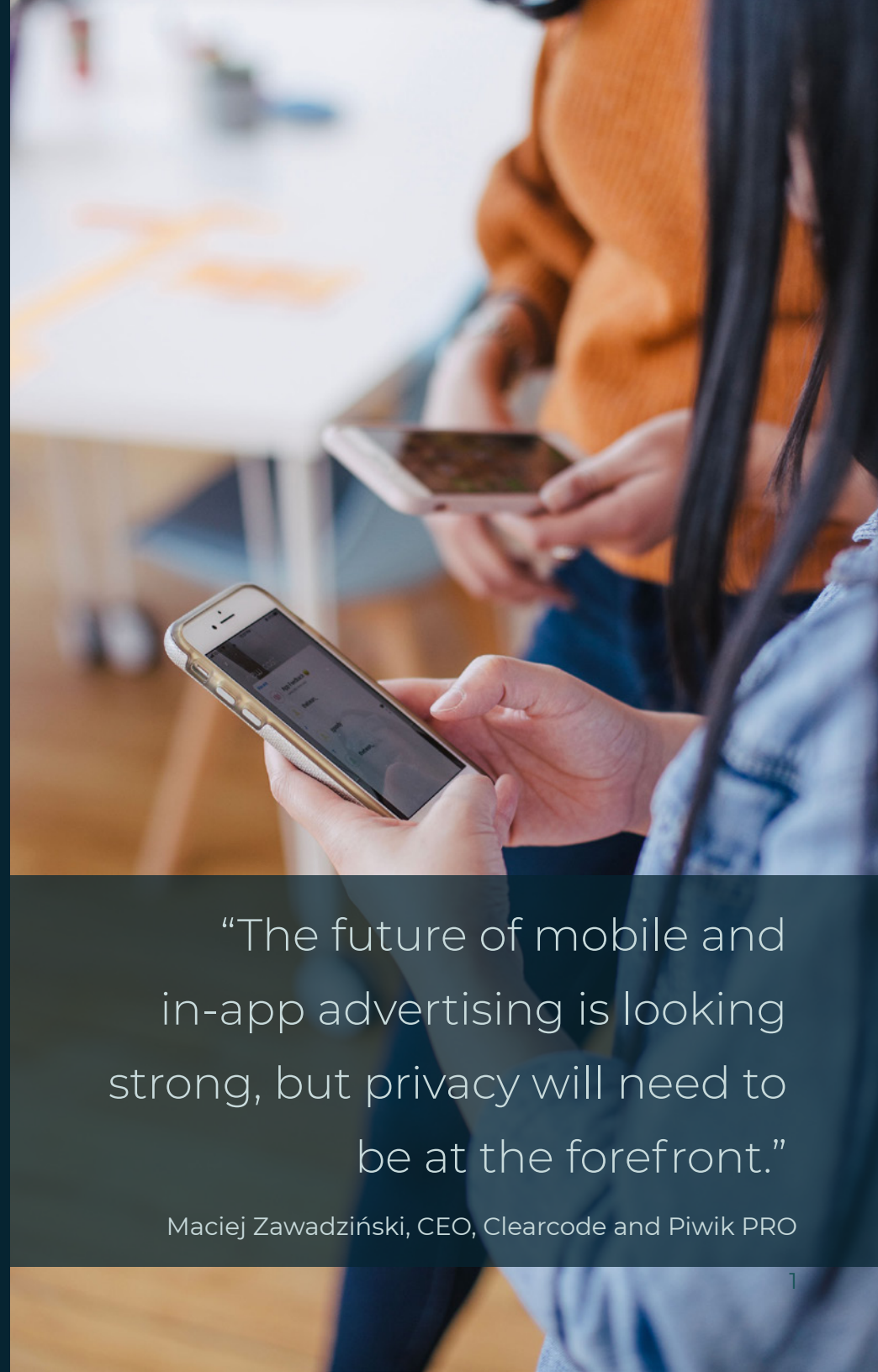
"The future of mobile and in-app advertising is looking strong, but privacy will need to be at the forefront."

Maciej Zawadziński, CEO, Clearcode and Piwik PRO

DEVICE TYPES

Desktop
Mobile
Tablet

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
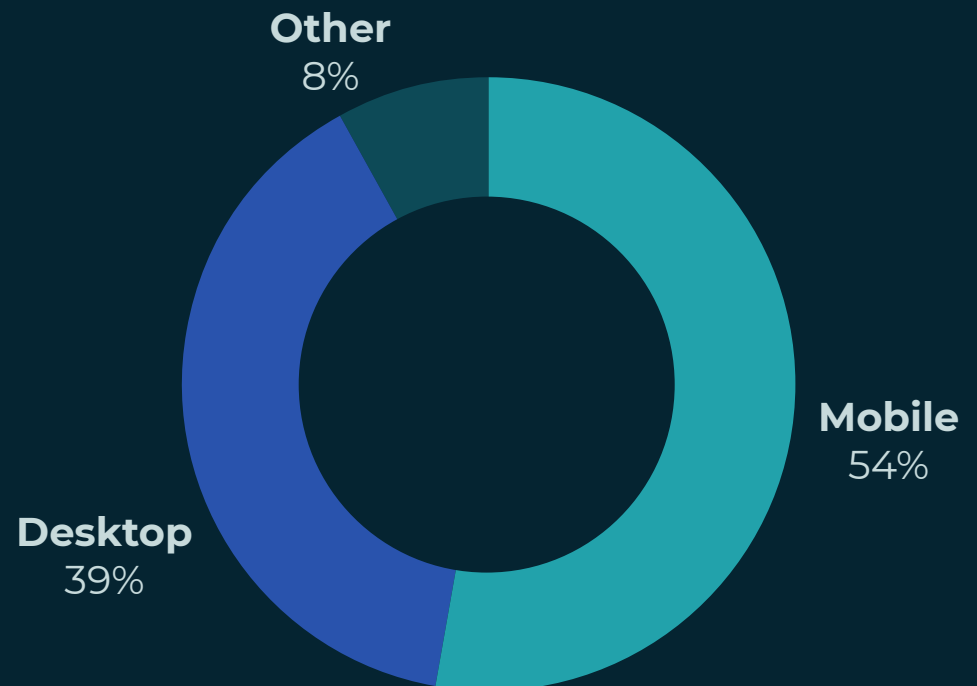• Look back at advertising trends to plan your budget.

Advertising delivered on a mobile device now makes up

69%

of total internet advertising revenues.

IAB Internet Advertising Revenue Report 2019

Allocation of Budgets by Device

Other
8%

Mobile
54%

Desktop
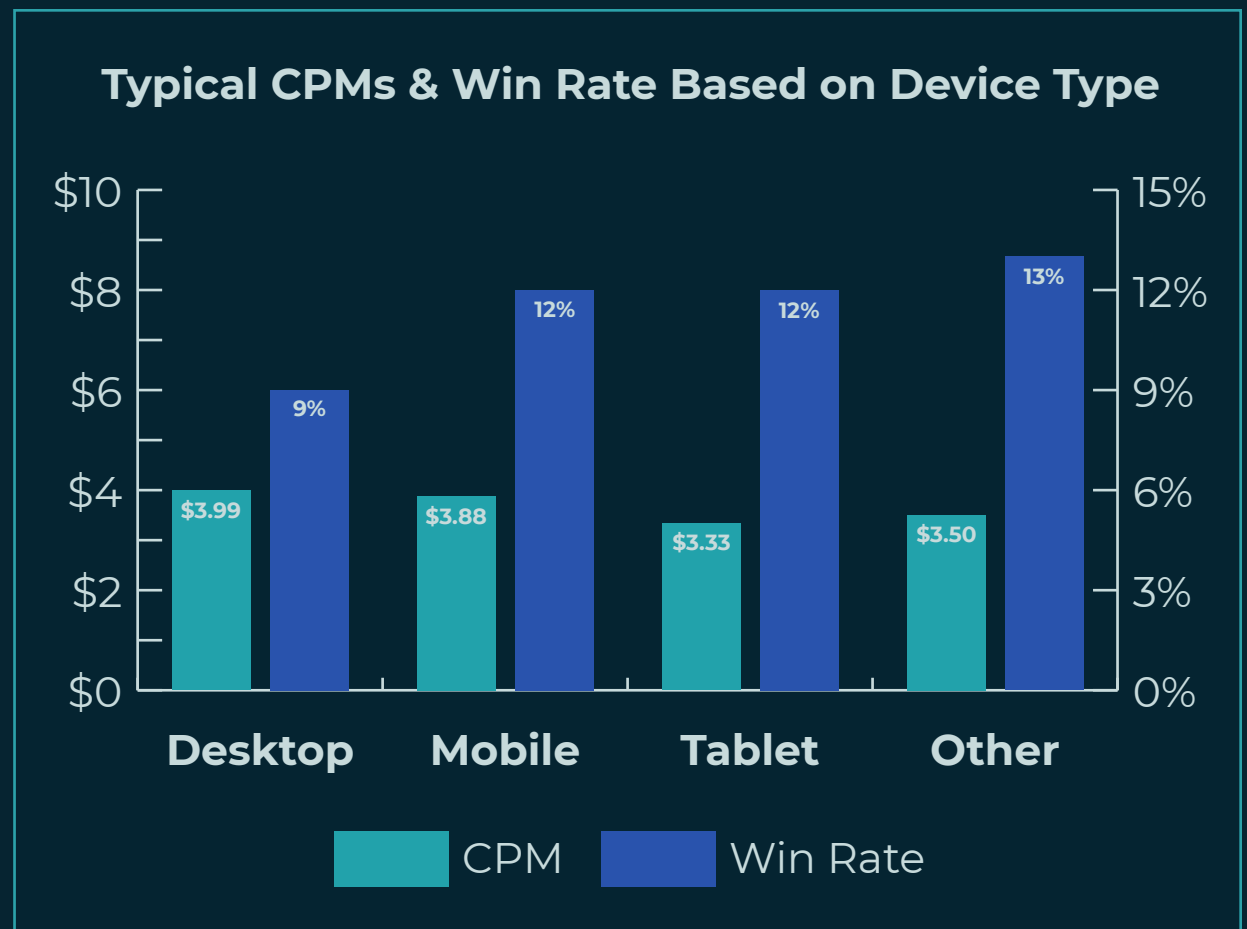39%

Typical CPM Rate by Device Type
The gaps between CPM rates are closing across device types

What the 2019 Data Says
· While <u>CPM rates</u> 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.

Typical CPMs & Win Rate Based on Device Type

Device	CPM	Win Rate
Desktop	$3.99	9%
Mobile	$3.88	12%
Tablet	$3.33	12%
Other	$3.50	13%

Legend: CPM, Win Rate

Performance by Device Type
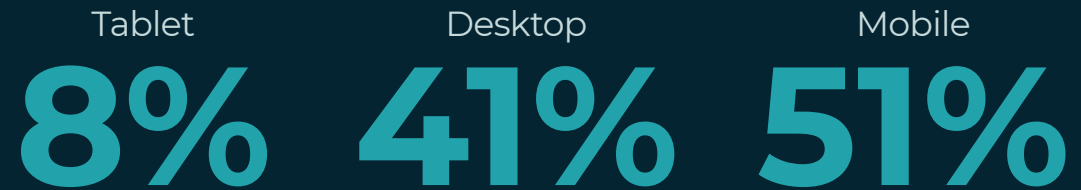
More users are buying on mobile

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.
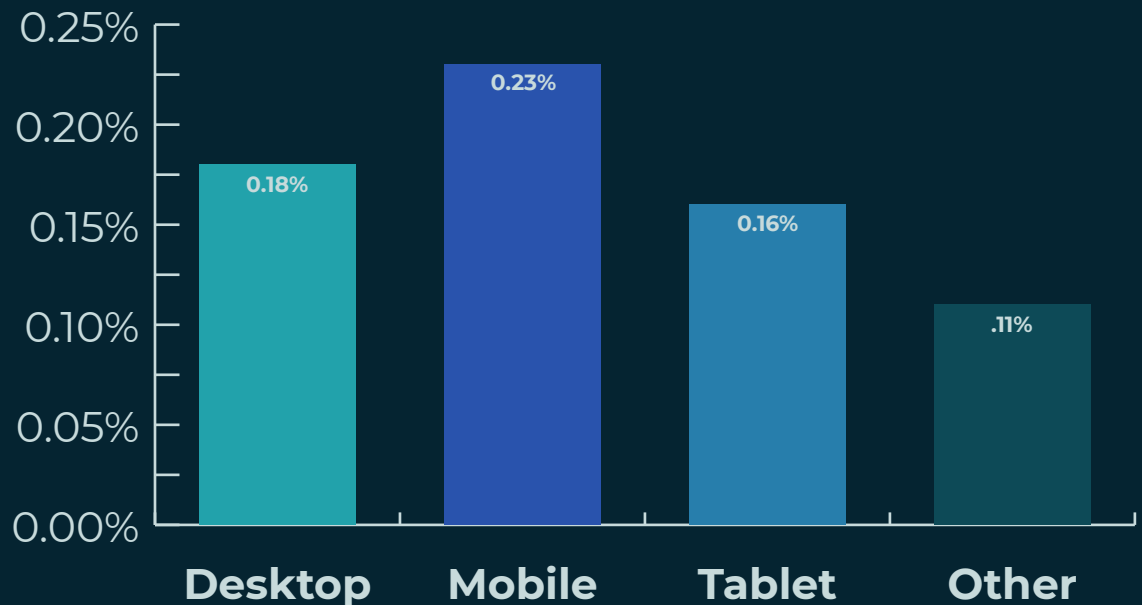
What You Can Do in 2020

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

Earned Impressions by Device Type

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

Typical CTR Based on Device Type

Bar chart with y-axis from 0.00% to 0.25%:
- Desktop: 0.18%
- Mobile: 0.23%
- Tablet: 0.16%
- Other: .11%

Contextual

Third-party Data

Retargeting

First-party Data

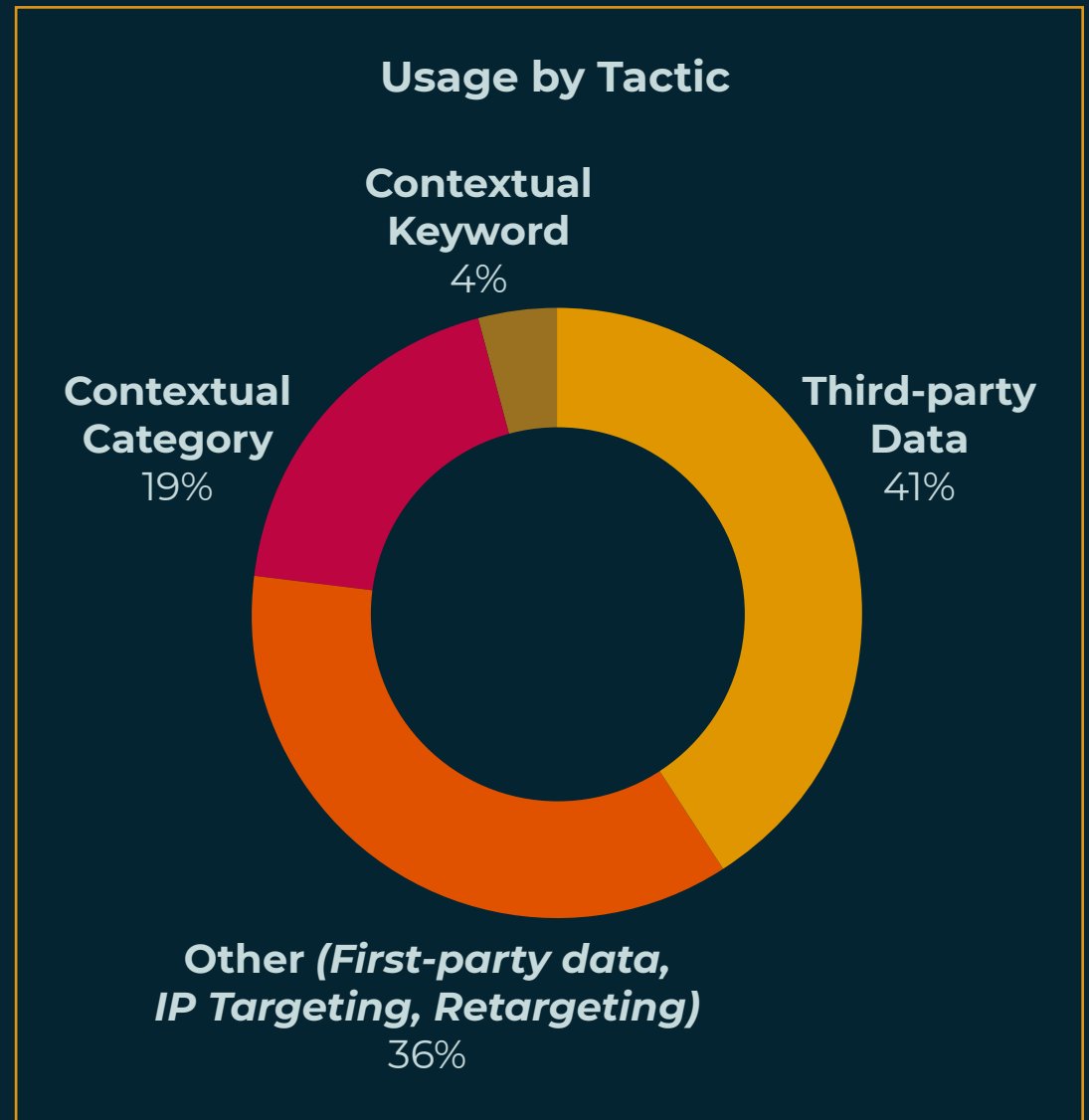IP Targeting

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.

Usage by Tactic

**Contextual
Keyword**
4%

**Contextual
Category**
19%

**Third-party
Data**
41%

**Other *(First-party data,
IP Targeting, Retargeting)***
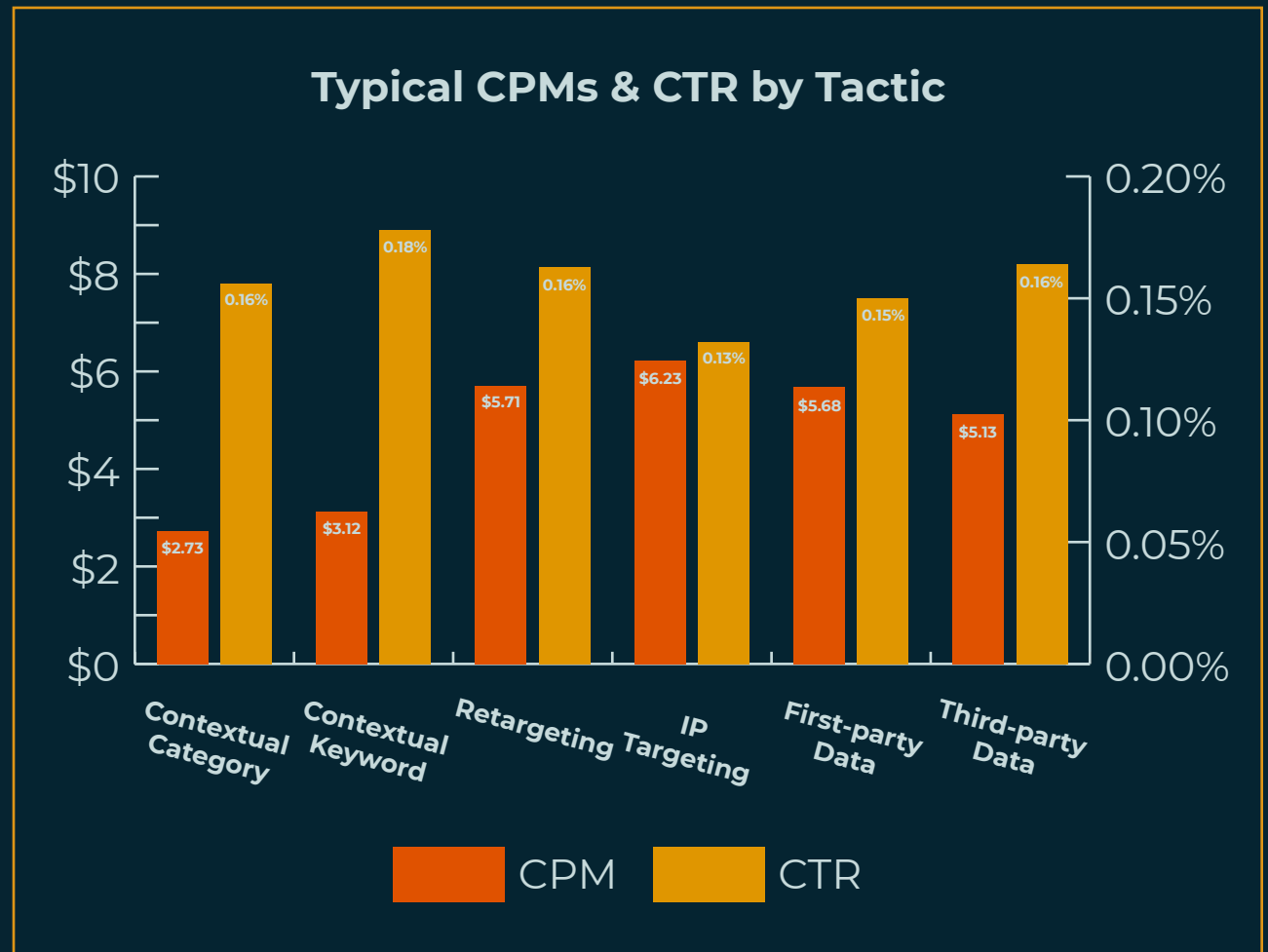36%

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 <u>contextual targeting</u>, which have proven to perform better and with a smaller investment.

Typical CPMs & CTR by Tactic

Tactic	CPM	CTR
Contextual Category	$2.73	0.16%
Contextual Keyword	$3.12	0.18%
Retargeting	$5.71	0.16%
IP Targeting	$6.23	0.13%
First-party Data	$5.68	0.15%
Third-party Data	$5.13	0.16%

Legend: CPM, CTR

CREATIVE ASSETS

160x600

300x250

320x50

728x90

Top Creative Sizes for Desktop with Average CPM & CTR

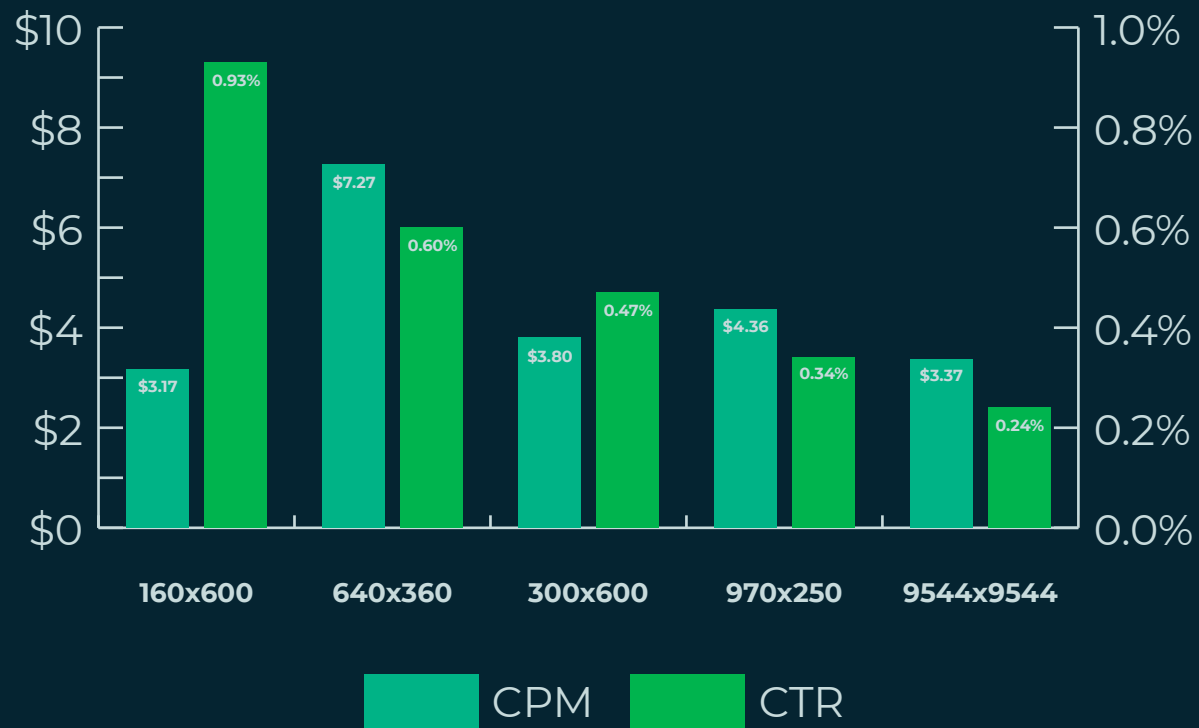|	CPM	CTR
300x250	$2.73	0.49%
728x90	$2.81	1.26%
160x600	$4.64	0.27%
300x600	$3.42	0.21%
640x360	$16.59	0.35%
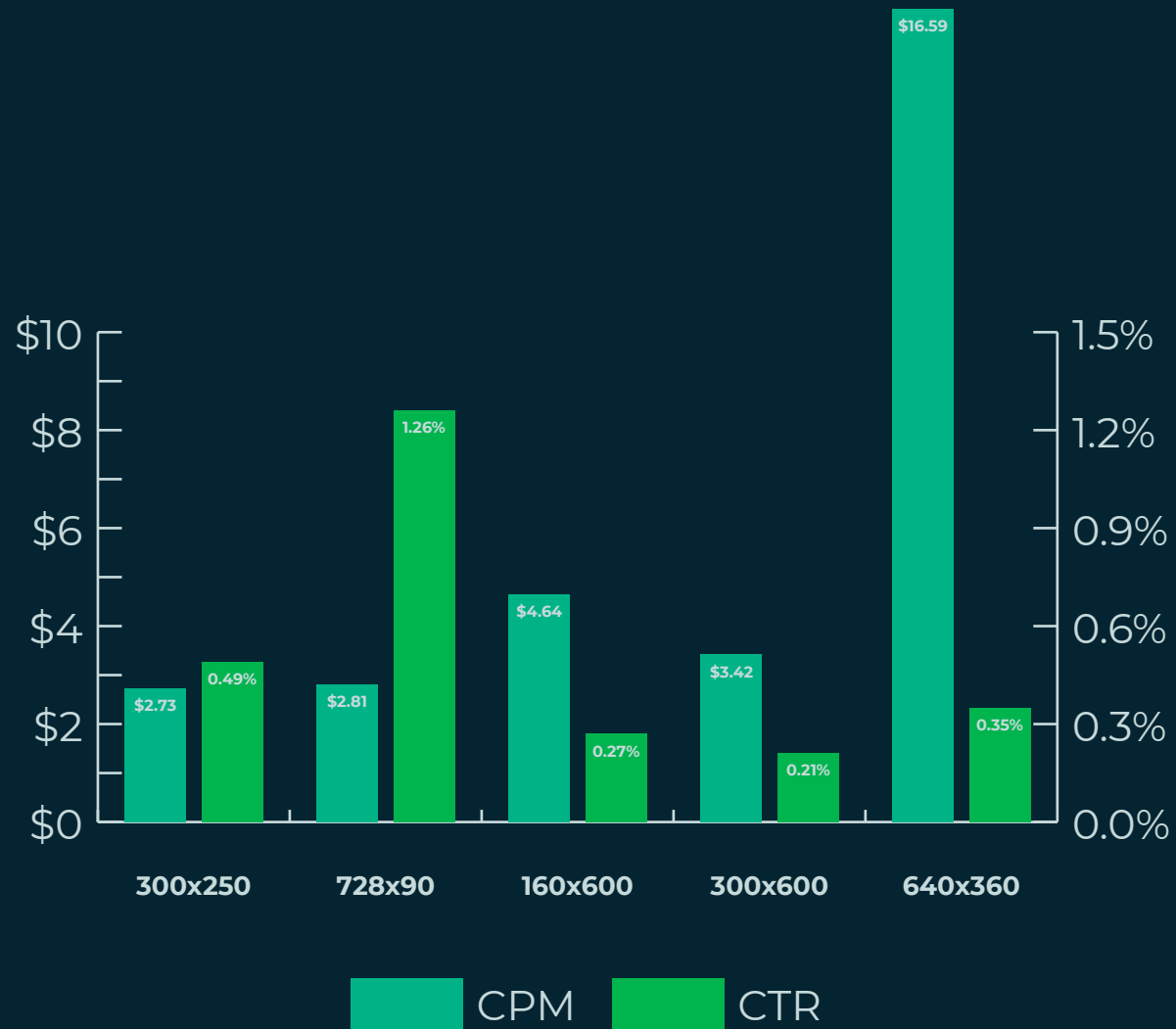
640x360 (16:9) is a common video ad size. In general, video ad CPMs are much higher than non-video ads, as seen in the graph above.

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Top Creative Sizes for Mobile with Average CPM & CTR
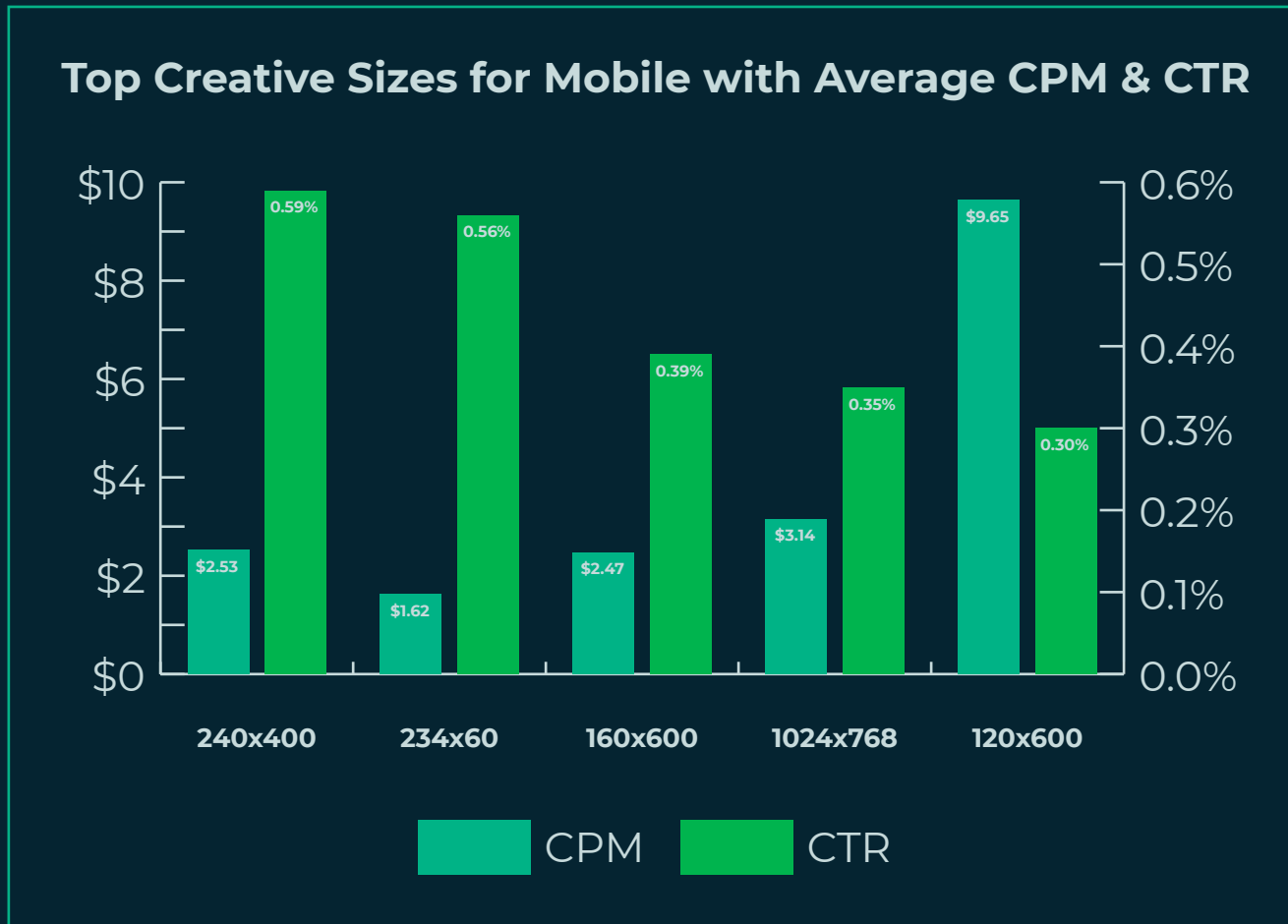
Although 120x600 (skyscraper) is a top-performing mobile size, the CPM is exceptionally high. 120x600 is a now-defunct IAB standard ad unit that has generally been replaced with 160x600 on most sites, although it's still in use.

Top Creative Sizes for Tablet with Average CPM & CTR

	160x600	640x360	300x600	970x250	9544x9544
CPM	$3.17	$7.27	$3.80	$4.36	$3.37
CTR	0.93%	0.60%	0.47%	0.34%	0.24%

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

Creative Size	Completion Rate
9545x9545	94.73%
360x640	67.58%
480x360	57.92%
640x360	53.56%
9546x9546	30.38%

Video Completion Rate by Length

Length	Completion Rate
:15	62.95%
:30	54.86%
:60	42.12%
:90	35.40%

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