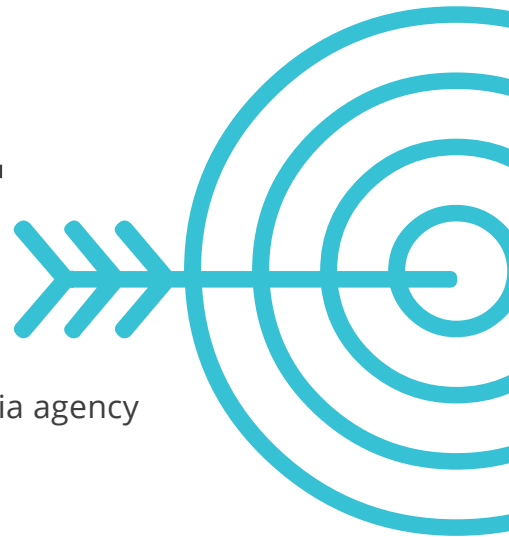


THE TRUST IMPACT

LEVERAGING TRUST FOR IMPACT



The AMAA has for the third- year surveyed marketers and media agency professionals about industry trust levels in digital ad trading.

Here are the highlights:

1 LACK OF TRANSPARENCY is a catalyst for marketers to take digital in-house

Marketers again indicated concern around industry transparency with 75% agreeing:

'poor industry transparency will lead to more marketers taking their media buying in-house'.

It's worth noting that the ANA, US study December 2017 indicated that 35% of marketers had reduced the roles of their media agency due to the level of transparency, up from 14% in 2016.

2 DIGITAL TRADING ISSUES affect the majority of marketers

6/10 of all respondents indicated experiencing issues such as misreporting of metrics, brand safety or ad fraud issues.

3 IT MEANS WASTED AD DOLLARS

7/10 marketers who have experienced digital issues say it means wasted funds.

4 MARKETERS ARE DISSATISFIED at the solutions

For every satisfied marketer, **four** are dissatisfied with current industry solutions.

5 TRUST = MONEY

86% agreed that where there is trust there is more willingness to spend.



AMAA Media Trust Study 2017 & 2018, focuses on trust levels in media trading and solutions to build trust. Respondents: 300+ industry professionals, split evenly marketers/media agency professionals. The study was conducted for the AMAA by an independent research company - The Insights Grill.

The AMAA is committed to working with the industry to advance Trust, Accountability and Best Practice in ad trading.

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