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Adobe Digital Insights: Disconnect between brand advertising and consumer expectation

SYDNEY —24 May 2017 — New research from Adobe Digital Insights has revealed that while Australian brands are embracing digital transformation, the experiences they are delivering in advertising are currently not meeting consumer expectations. The 2017 State of Digital Advertising Report for Asia-Pacific was released today at Adobe Symposium 2017, the leading industry conference for digital experience and business transformation, attracting over 2,000 industry leaders, digital marketing experts and inspirational speakers.

"More than half of Australian marketers surveyed believe they're doing a better job at delivering valuable, personalised ads compared to two years ago, however, only 38% of consumers agree," said Tamara Gaffney, Principal Analyst, Adobe Digital Insights. "Even with the great strides already taken to provide more relevant advertising, consumers are expecting even more, underscoring the opportunity for marketers to leverage the data they have to better understand the needs of their customers.

"Australia is among the top countries with consumers switching from internet browsers over to smartphones. Success in advertising absolutely requires brands to engage these mobile consumers, but our report found that 78% of brands underinvest on smartphone advertising. Marketers cannot keep up with the complex multi-device, multi-channel digital advertising landscape. The best way to target across all the options is to use technology optimisers to 'programmatically' select the most relevant placements," continued Gaffney.

Other key findings for Australia in the report include:

- Sixty-six percent of Australian brand marketers claim accurately measuring return on ad spend is the biggest challenge to media buying

- Older Australian consumers (35+) are most likely to be engaged by funny ads (40%), while consumers in India (49%) and Korea (43%) prefer ads to focus on product benefits

Key findings for Asia Pacific (APAC) include:

- Total visits to APAC websites have grown 36% in the last 36 months, but growth is slowing; total website visits in the US is stagnant

- The opening seconds of a video ad are crucial; 22% of APAC consumers move on after a video ad has played for just five seconds, higher than US consumers at 19%

"Marketers looking for growth in visits or revenue are faced with increased costs with declining results. The integrated data platform combined with programmatic media buying solution, is an absolute necessity. said Sam Smith, Head of Adobe Advertising Cloud for Adobe Australia and New Zealand. "With consumer expectations rising and advertising channels becoming more complex, advertising and data must go hand in hand. The opportunity for marketers to bridge the martech and adtech divide is the only way to enable marketers to understand what's working best for their customers, and take action."

Adobe Advertising Cloud, part of the Adobe Experience Cloud, is the first end-to-end platform to manage advertising across traditional TV and digital formats, helping marketers to more effectively navigate the landscape, reach consumers and drive business results. The integration between Adobe Experience Cloud, Adobe Creative Cloud and Adobe Document Cloud provides a complete platform for brands to design and deliver exceptional experiences.

To view the 2017 State of Digital Advertising Report for Asia Pacific in full, please visit https://www.slideshare.net/adobe/adis-state-of-digital-advertising-asiapacific.

About Adobe Digital Insights

Adobe Digital Insights publishes research on digital marketing and other topics of interest to senior marketing and e-commerce executives across industries. Research is based on the analysis of select, anonymous and aggregated data from more than 5,000 companies worldwide that use the Adobe Experience Cloud to obtain real-time data and analysis of activity on websites, social, media and advertising.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform integrating with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, a robust partner ecosystem delivering an unmatched expertise on experience delivery.

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