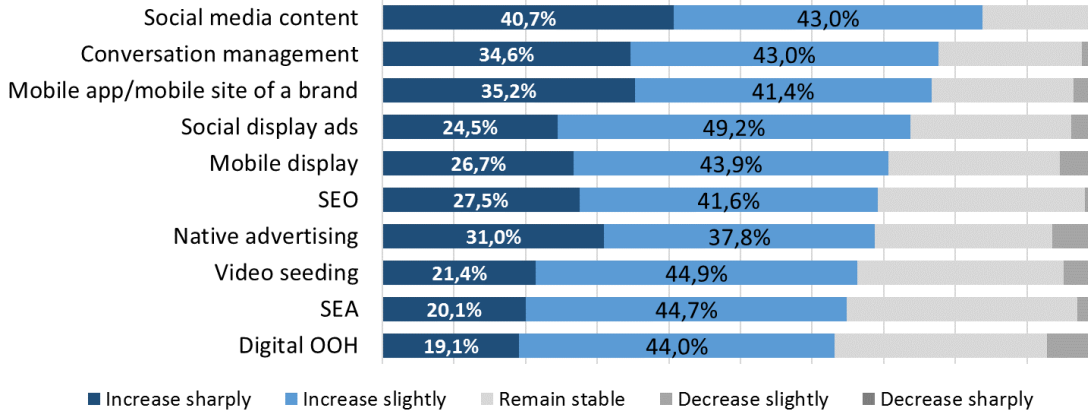


iab Matrix survey - wave 5

The first Belgian barometer on digital touchpoints

The use of social media content, conversation management and mobile apps/websites of a brand will continue to grow in the next 6 months

Evolution touchpoints - TOP 10



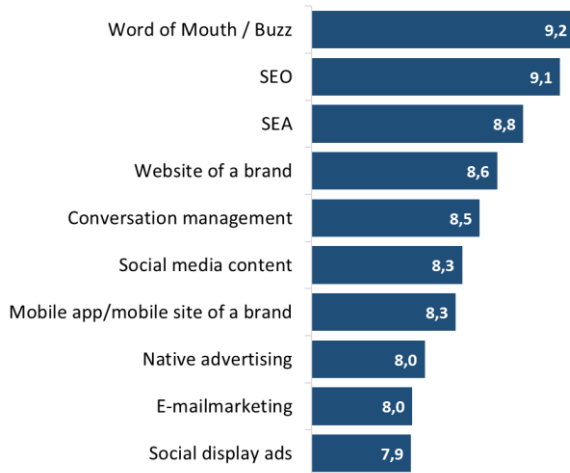
Sample size - wave 5



Efficiency of the used touchpoints (TOP 10 most efficient according to advertisers and agencies)

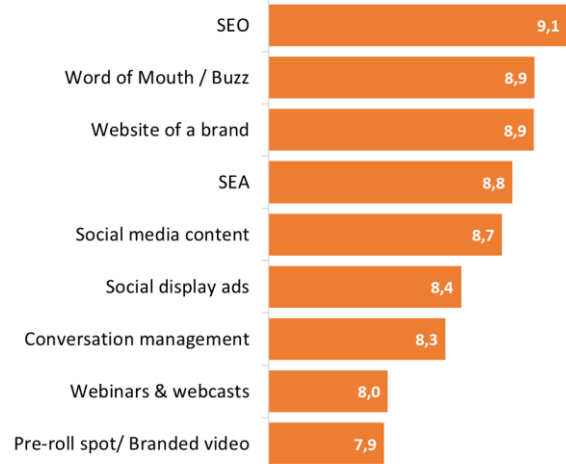
Advertisers

Base : involved in budget decision process
Efficiency score on 10 pts (Top 10)



Agencies

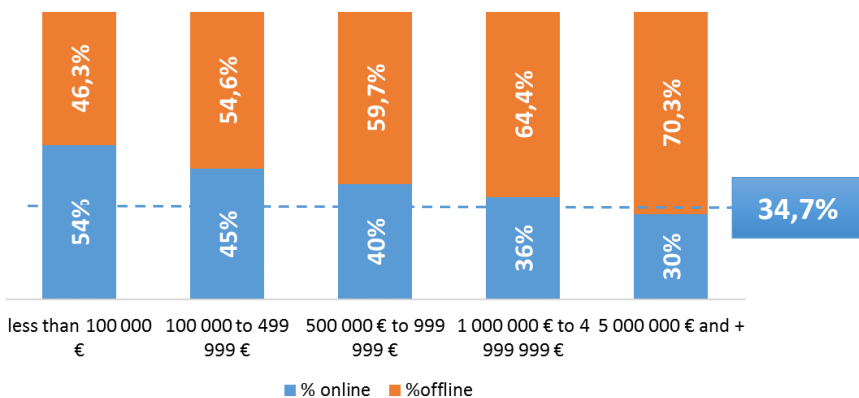
Base : involved in budget decision process
Efficiency score on 10 pts (Top 10)



34,7% of the above the line media budget is spent on digital touchpoints

Online vs offline WAVE 5

Advertiser (n=350)



Digital budget evolution

Total

