

Frequency according to type of digital campaign

Sample

Frequency of use per type of campaign

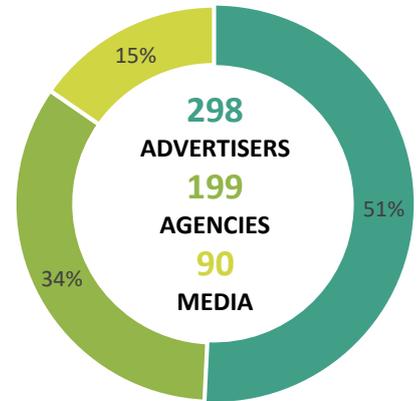
Advertisers (n=298)

- Always on (12 m/year)
- Intensively (6 to 11 m/year)
- Often (3 to 5 m/year)
- Occasionally (2 m/year or less)
- No campaign of this type



Sample profile

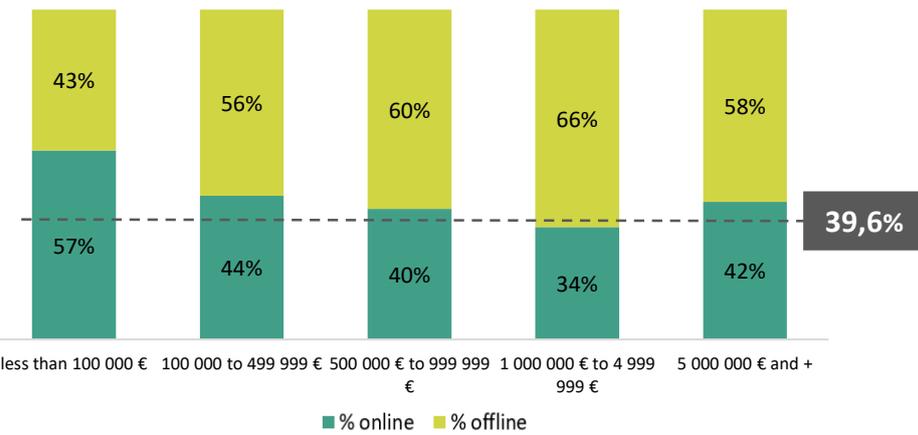
Total (n=587)



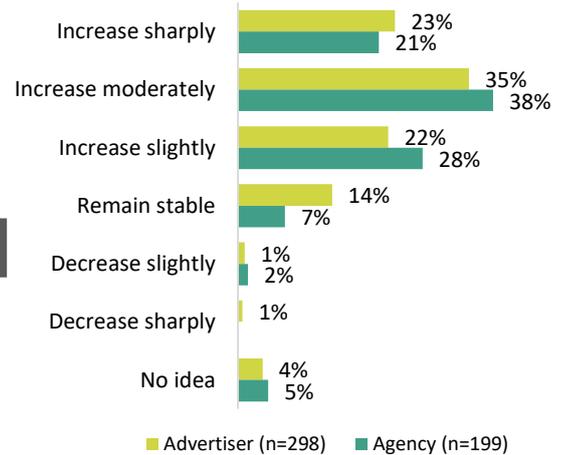
Investments in digital touchpoints : 39,6% of the mediamix

Online vs offline

Advertisers (n=298)



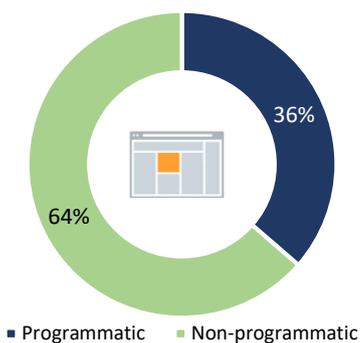
Digital budget evolution



Share of programmatic according to digital channel

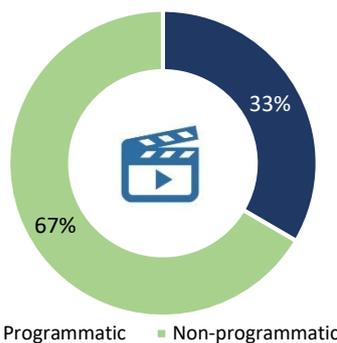
DISPLAY

Advertisers & Agencies knowing about programmatic & invested in display (n=192)



VIDEO

Advertisers & Agencies knowing about programmatic & invested in video (n=162)



NATIVE

Advertisers & Agencies knowing about programmatic & invested in native (n=145)

