

Complexity, Job Satisfaction and Automation in Digital Media

Media buying is complex — often involving multiple stages, dozens of teams, and several third-party vendors to manage the end-to-end process. In October 2021, Basis Technologies collaborated with Advertiser Perceptions on a study about complexity and automation in digital media by gathering opinions from 150 advertising professionals at agencies and brands.

Here are some highlights.

INCREASING COMPLEXITY

9 in 10

advertising professionals agree that the advertising industry has become significantly more complex



The no. 1 contributing factor to ad industry complexity is the increase in different transaction methods for buying media

Factors Contributing to Increased Complexity

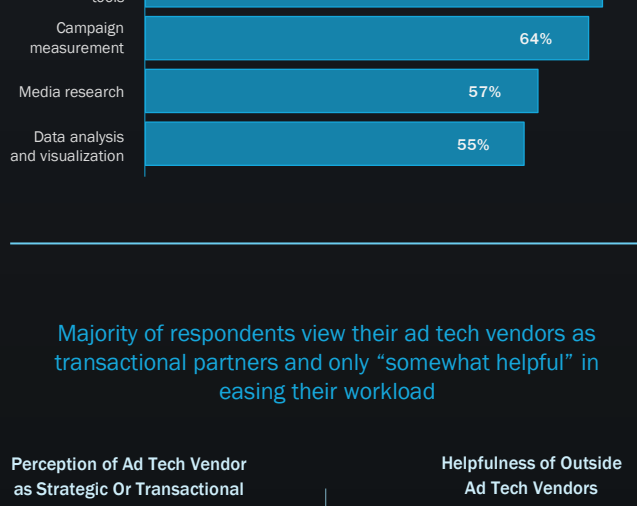


GROWTH OF POINT SOLUTIONS

PLATFORM PROLIFERATION

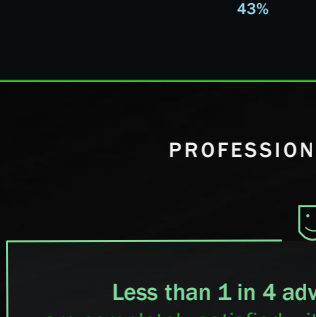
The majority of advertising professionals use **7 platforms** in a typical day and **9 platforms** for a typical ad campaign

Software/Platforms Used in a Typical Day

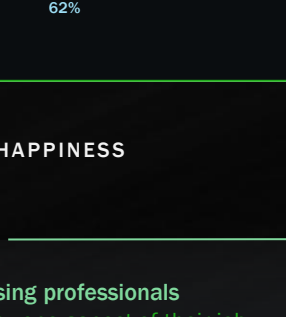


Majority of respondents view their ad tech vendors as transactional partners and only “somewhat helpful” in easing their workload

Perception of Ad Tech Vendor as Strategic Or Transactional



Helpfulness of Outside Ad Tech Vendors

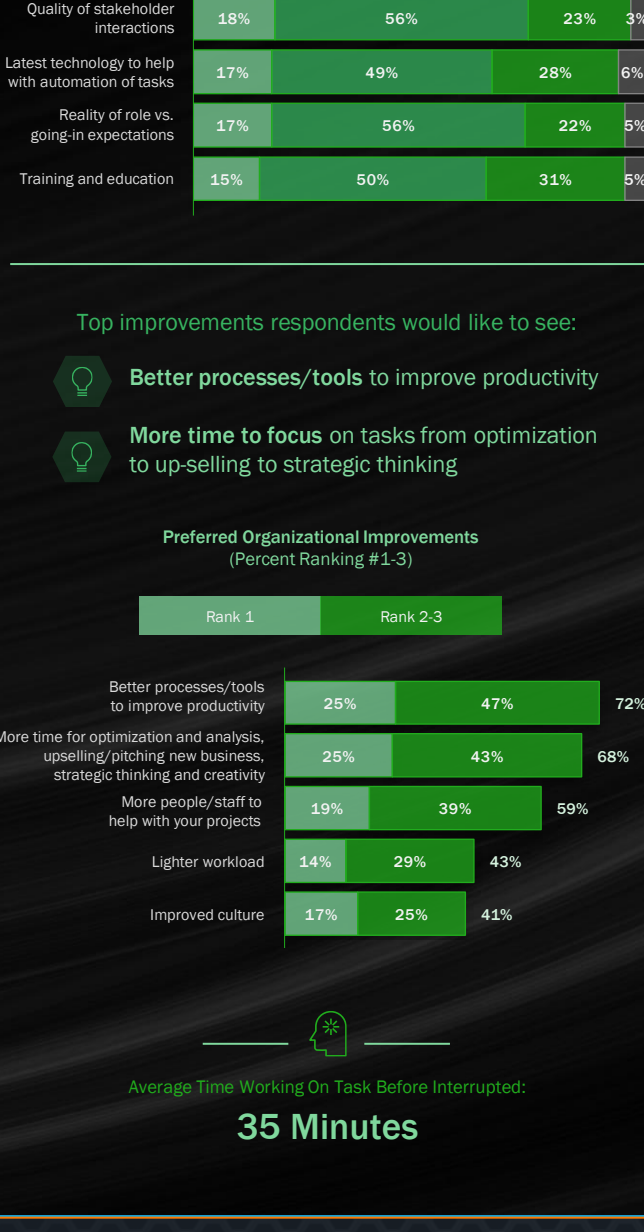


PROFESSIONAL HAPPINESS

Less than 1 in 4 advertising professionals are completely satisfied with any one aspect of their job

Training and education and automation of tasks receive some of the lowest satisfaction scores

Job Satisfaction (Sorted by completely satisfied)



Top improvements respondents would like to see:



Better processes/tools to improve productivity



More time to focus on tasks from optimization to up-selling to strategic thinking

Preferred Organizational Improvements (Percent Ranking #1-3)



Average Time Working On Task Before Interrupted:

35 Minutes

PROFESSIONAL COMMITMENT

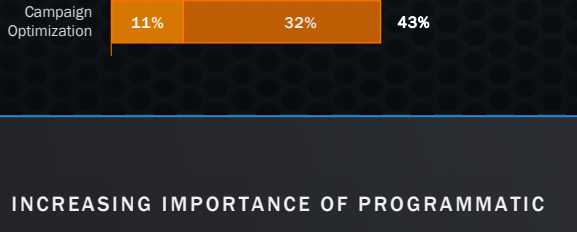
On average, advertising professionals plan to stay at their current job for **3.5 more years**

38%

looking to leave within **2 years** from now

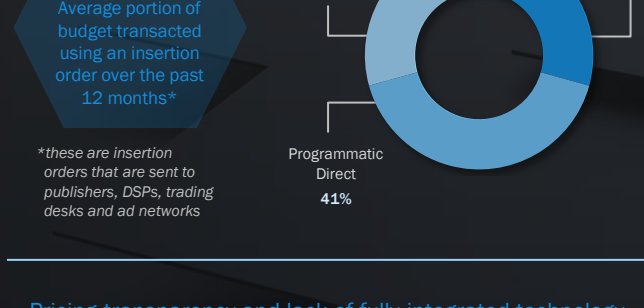
Respondents say training new employees and hiring quality employees are the top challenges when someone leaves their company

Challenges When Co-worker Leaves Company



Strategizing and programmatic media buying require the most training

Areas of the Media Buying Process that Require the Most Training (Percent Ranking #1-3 (Sorted by rank 1))

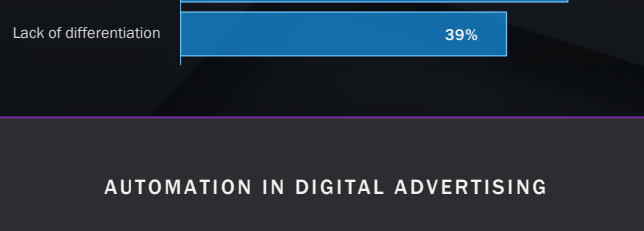


INCREASING IMPORTANCE OF PROGRAMMATIC

2 in 5 dollars are transacted via direct Insertion Orders

Ad dollars that are transacted programmatically are more likely to be private-type deals such as programmatic direct and PMPs

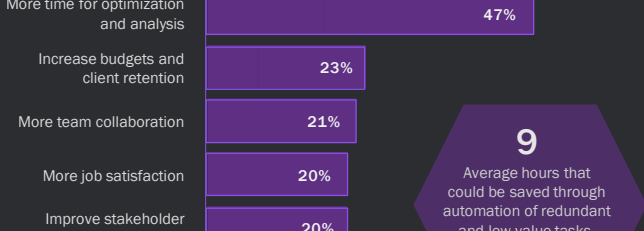
Allocation of Programmatic Digital Purchased through Buying Channels



*these are insertion orders that are sent to publishers, DSPs, trading desks and ad networks

Pricing transparency and lack of fully integrated technology are the biggest pain points in the selection process.

Pain Points in the Programmatic Partner Selection Process



AUTOMATION IN DIGITAL ADVERTISING

Advertisers would gain a full day through automation of redundant/low value tasks allowing more time for strategic thinking/creativity and overall increasing productivity

Top Benefits of Successful Workflow Automation (Percent Ranking #1-3)

9

Average hours that could be saved through automation of redundant and low value tasks, according to advertising professionals