

NIelsen ANNUAL MARKETING REPORT

ERA OF ADAPTATION

FUTURE-FORWARD STRATEGIES FOR BRANDS OF ALL SIZES



FOREWORD

Are we there yet? The short answer is, no. But, we are moving forward!

Like you, I've just experienced one of the most challenging years of my career as a CMO. Data has been a steady guide, but we all know that most marketing challenges also require a heavy dose of intuition. That has been particularly true of the pandemic period we are—hopefully—emerging from.

The economic, health and safety effects of the pandemic will affect consumers and businesses for years to come, but many brands are now thinking about reinvestment and growth strategies.

What do we know? Data and what it can tell us about individual and market behavior is more critical than ever. Our reliance on marketing technology increases as we face a future without cookies. Quality data and marketing technology solutions have historically been out of reach for many medium- and small-sized companies, yet these businesses are the ones that need the most help today. In fact, the Federal Reserve recently published [a report](#) that found that sales for 88% of the country's small businesses have not returned to pre-crisis levels.

That's why we surveyed marketers from small, medium **and** large businesses for this year's marketing report. It's also why Nielsen is introducing expansions of its core measurement and attribution solutions to bring them within reach for businesses that haven't been able to leverage them before.

I stepped into the CMCO role at Nielsen at a compelling time for the media industry and marketers. COVID-19 has tested us all, but now we are shifting from “what has been” to “what will be.” I hope you will find this report useful in providing insights on our industry and the implications of COVID. We are here to help as we let the reset begin.



JAMIE MOLDAFSKY

**Chief Marketing and Communications Officer
Nielsen**

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INTRODUCTION

THIRD EDITION 2020-2021

No one was prepared for what the world has experienced over the past year. The widespread disruption has meant something different for everyone, but businesses and households alike have responded similarly: do your best to adapt, and then continue adapting.

For businesses, the need for agility was clear, but uncertainty and disruption left most ill-equipped to know how and where to make adjustments—often while managing cutbacks, layoffs and curtailed (sometimes dramatically) marketing budgets.

Now, as marketing and advertising begin to rebound, brands need to be smart about their strategies and tactics if they want to reach a world of audiences whose habits and preferences have shifted. Media preferences are ever-changing, and new policies and regulations have triggered new identification and deduplication challenges across platforms and devices.

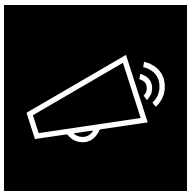
There is no more one-size-fits-all approach for businesses looking to engage with consumers. Some may opt to invest in addressable ads in linear TV programming, while others might lean into ad-supported video on demand platforms. For others, a mix of targeted email campaigns and paid social media spend might be more appropriate. The variations are seemingly endless.

Business size* and industry aside, ingenuity is a must for marketers today, but the stakes they face to validate their efforts have never been higher. Thankfully, the tools available to help marketers reach consumers are well-designed to meet the escalating pressure to drive return on investment. And importantly, many modern marketing tools are no longer out of reach for small- and mid-sized companies. That’s a key change, notable for two reasons: enterprise solutions have historically been too expensive for smaller companies, and smaller

companies feel the pinch of budget cutbacks more severely than larger ones.

While the world is far from putting the pandemic in the rearview mirror, the companies that we surveyed for this year’s report, regardless of size, are focused on charting their paths forward, slicing through looming uncertainty to drive revenue. That said, awareness around which channels and platforms to consider, as well as which approaches to take, vary greatly.

There is no universal silver bullet to guarantee success and growth, but granular data and scalable marketing solutions can provide brands of all sizes with the insights and direction to approach any and all decisions with precision and reliable outcomes—even during the most unprecedented of times.



MANY MODERN MARKETING TOOLS ARE NO LONGER OUT OF REACH FOR SMALL- AND MID-SIZED COMPANIES.

*For this report, we have designated company size as follows:

SMALL	MEDIUM	LARGE
Marketing budgets of less than \$1 million	Marketing budgets of \$1 million to \$10 million	Marketing budgets of \$10 million or more

FINDINGS SUMMARY

1 RESIST THE URGE TO STOP MARKETING

When budgets get tight, brands often retreat and pull back on marketing, which can have negative ramifications in both the short- and long term. The pandemic remains a significant obstacle for many brands, but as recovery optimism grows, businesses of all sizes need to position themselves for future growth, and that includes engaging with new consumer groups.

2 REALLOCATION RESPONSE TIMES ARE CRITICAL

Adaptability has always been critical for marketers, but not like it is today. Change is constant, but during a pandemic, change is a daily consideration. And when change goes unnoticed, marketing mix can go awry, which leads to inefficiencies and waste. While large scale would seem like a hindrance to staying nimble, smaller businesses actually had more trouble adjusting their marketing spend in response to the pandemic last year.

3 IT'S TIME TO RE-THINK OMNICHANNEL

Omnichannel business and marketing strategies have become critical in recent years as consumers have adopted e-commerce as a complement to their traditional shopping behaviors. But consumers use digital channels for more than just making purchases, and it's important for marketers to modify their omnichannel strategies to focus on the individual touch points along the customer journey rather than just the point of purchase.

4 CTV AND ADDRESSABLE ARE BUDDING, YET LARGELY UNCHARTED, OPPORTUNITIES

Few areas of the media industry have pivoted as significantly over the past year as the way consumers interact with video content. While total TV consumption has fallen from historic highs in mid-2020, connected TV (CTV) usage has become a staple of our daily media diets, with video streaming accounting for nearly one-fourth of total streaming among streaming-capable homes as of year-end 2020. But personalized and targeted ads aren't limited to streaming platforms. Industry trends support the growing demand for addressable measurement at scale across publishers and advertisers as media buyers look to engage with viewers in live, linear, on-demand and streaming environments. More than three-fourths of U.S. homes have at least one enabled connected device¹, and [eMarketer estimates](#) that addressable TV advertising spend will reach \$3.5 billion by 2021.

¹August 2020 [Nielsen Total Audience Report](#)

FINDINGS SUMMARY

5

MEASUREMENT IS A UNIVERSAL CHALLENGE

The proliferation of new platforms and devices amplifies a shared pain point among companies of all sizes: cross-channel measurement. In fact, fewer than 20% of marketers surveyed for this year's report say they feel confident in their ability to measure their return on investment (ROI). This illuminates a significant disconnect between marketers' main objective for the year (customer acquisition) and their ability to measure the success of their core marketing tactics.

6

FIRST-PARTY DATA IS A GOOD START, BUT IT'S NOT ENOUGH

Few would question the need for high-quality data, but cookie-reliant marketers will soon be without a critical data source they've been leveraging since the start of Web 2.0. While the death of cookies doesn't mean first-party data disappears, it does mean that marketers will need to re-assess the sources and quality of their data to establish and maintain relevant relationships with consumers. And not all first-party data is created equal, especially when its quality and thoroughness depend on input from consumers. That's where second- and third-party data can help, yet large companies are 50% more likely to see the value of complementary datasets than smaller ones.



1. RESIST THE URGE TO STOP MARKETING

Nothing upends consumer behavior like a global pandemic, and businesses and brands will need to remain nimble and focused on behavior shifts throughout 2021, with a keen eye on new behaviors that may have become ingrained after a year of living with COVID-19. While marketing budgets and spend continue to increase after dropping in mid-2020, many businesses' budgets remain significantly constrained.

Brands, however, can't run the risks associated with going silent. In addition to reducing top-of-mind awareness, short-term decisions to stop advertising put long-term revenue at risk—both incremental revenue and base sales. Nielsen's database of long-term effect models suggests that brands that stopped advertising in the second half of last year could see revenue declines of up to 11% this year².

When budgets are constrained, not all brands are in a position to both maintain engagement with existing consumers and develop campaigns to gain new consumers. But the business of staying engaged with existing consumers isn't business as usual. Very little in our daily life resembles life in 2019, and marketers have just as much pivoting to do when it comes to acquiring new customers as they do with retaining existing consumers.

A year into the pandemic, all of the marketers we surveyed rank customer acquisition as their top objective for the year. Across marketing objectives, customer retention was the only real variance, as smaller companies rank this objective as more important than companies with larger budgets.

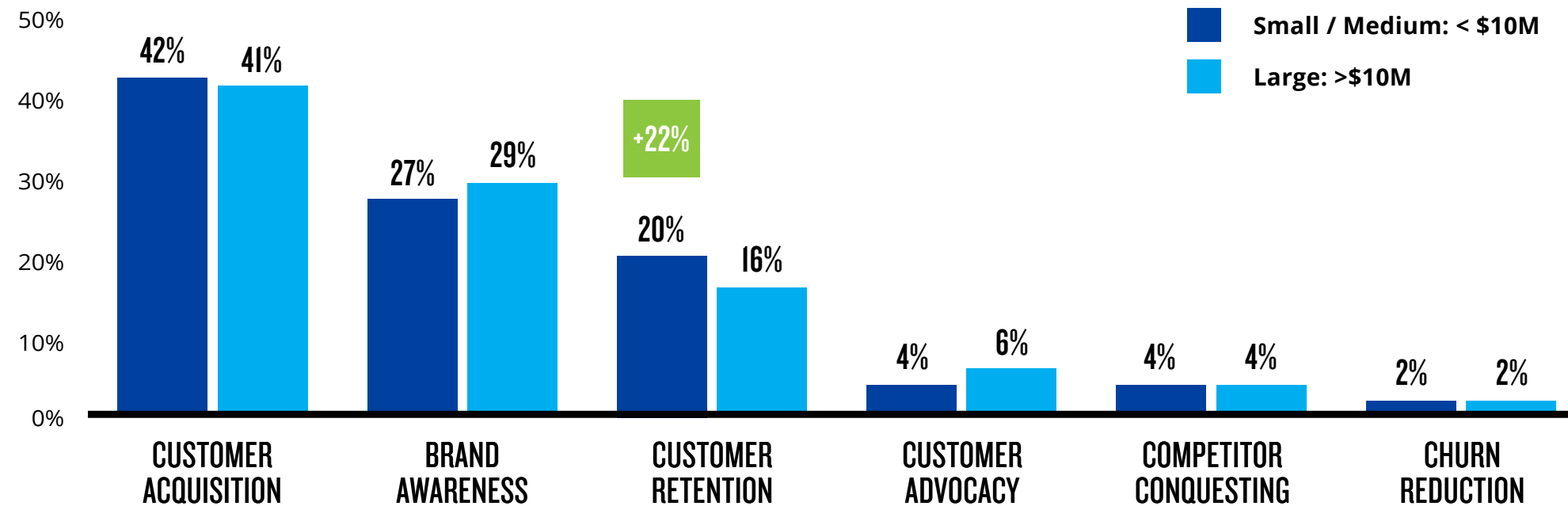


A YEAR INTO THE PANDEMIC, ALL OF THE MARKETERS WE SURVEYED RANK CUSTOMER ACQUISITION AS THEIR TOP OBJECTIVE FOR THE YEAR.

² May 2020 [Adapting Advertising to a New Normal Webinar](#)



TOP MARKETING OBJECTIVES



Q. Please rank each of the following marketing objectives for your business from most important to least important. Chart shows the percentage of respondents who picked that objective as their #1 priority

The 22% variance with respect to customer retention is interesting, particularly because larger companies should be well versed in knowing the cost of customer acquisition vs. retention. It's clear that all brands place a premium on acquisition and brand awareness, but it will be interesting to see if larger companies find themselves adjusting their strategies if consumer loyalty wanes and there is no dedicated effort to combat it.



COMPANIES WITH SMALLER MARKETING BUDGETS PLACE MORE IMPORTANCE ON CUSTOMER RETENTION THAN BRANDS WITH LARGER BUDGETS

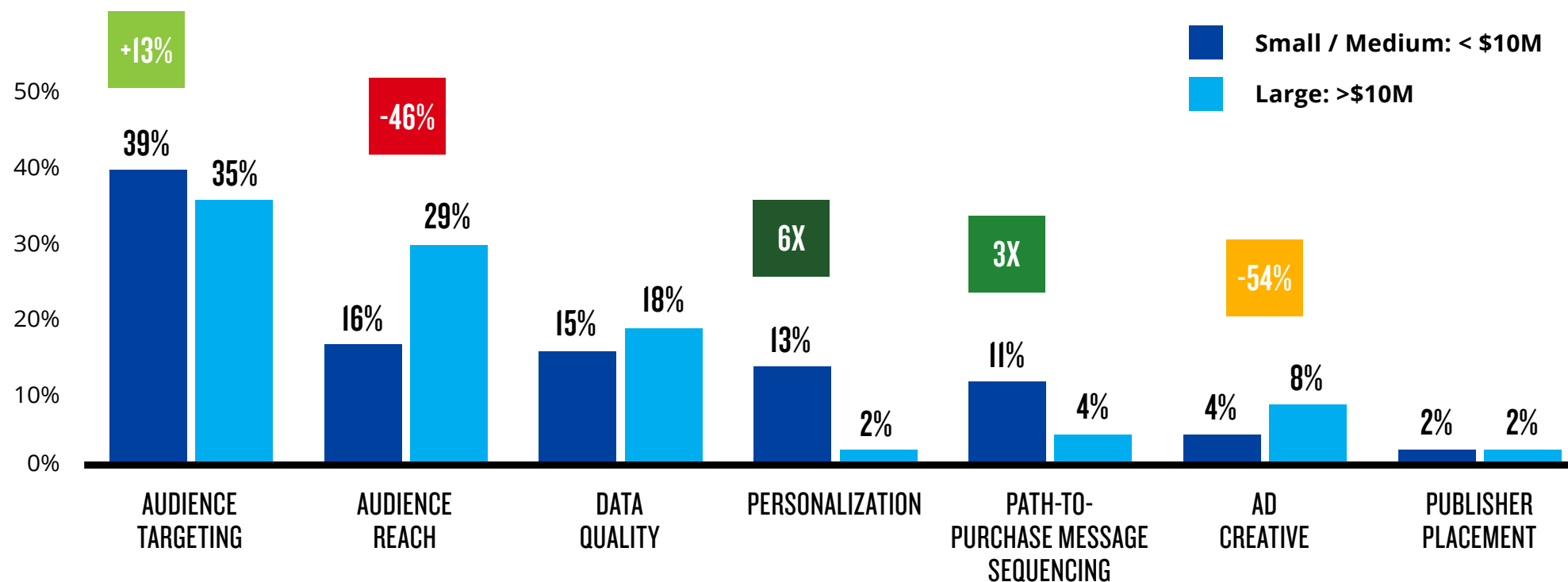


“We had to completely change our focus to talk about all things COVID. Without doing this, it looked like we were ignoring the problem. There was a lot of clutter to try to cut through as well, so we worked hard to find the right messaging that would resonate well with our customers.”

– MARKETING ASSOCIATE, FINANCIAL SERVICES FIRM

Generally speaking, the focus on retention among brands with small- and medium-sized marketing budgets is evident in the tactics they're using to meet their objectives. Companies of different sizes have different perspectives on reach, for example, while companies of all sizes view targeting and data quality similarly. Personalization and path-to-purchase message sequencing are also more important among brands with smaller marketing budgets, while businesses with larger budgets are mainly focused on audience targeting, reach and data quality.

TOP MARKETING TACTICS



Q. How important are each of the following tactics to your marketing strategy performance? Please rank from most important to least important. Chart shows the percentage of respondents who picked that tactic as their #1 priority

MARKETER'S TAKEAWAYS

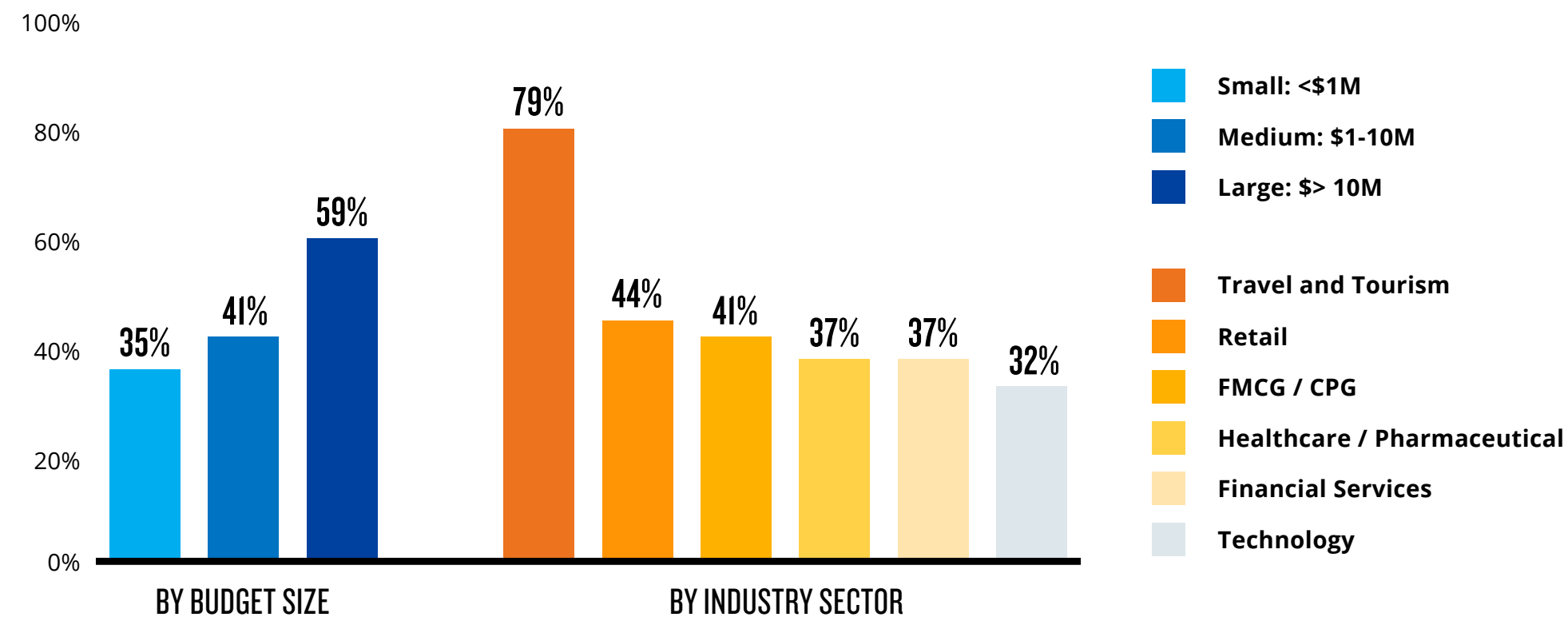
- Business strategies and marketing campaigns are unique to individual brands and companies. With that in mind, each brand must ensure that marketing success measurement aligns with its specific business objective.
- There is never a good time to stop advertising. When budgets are limited, marketers should focus on engaging with existing customers in the short term. As consumer behaviors shift, however, brands need to position themselves for future growth, which often provides an opportunity to engage with new consumer groups.

2. REALLOCATION RESPONSE TIMES ARE CRITICAL

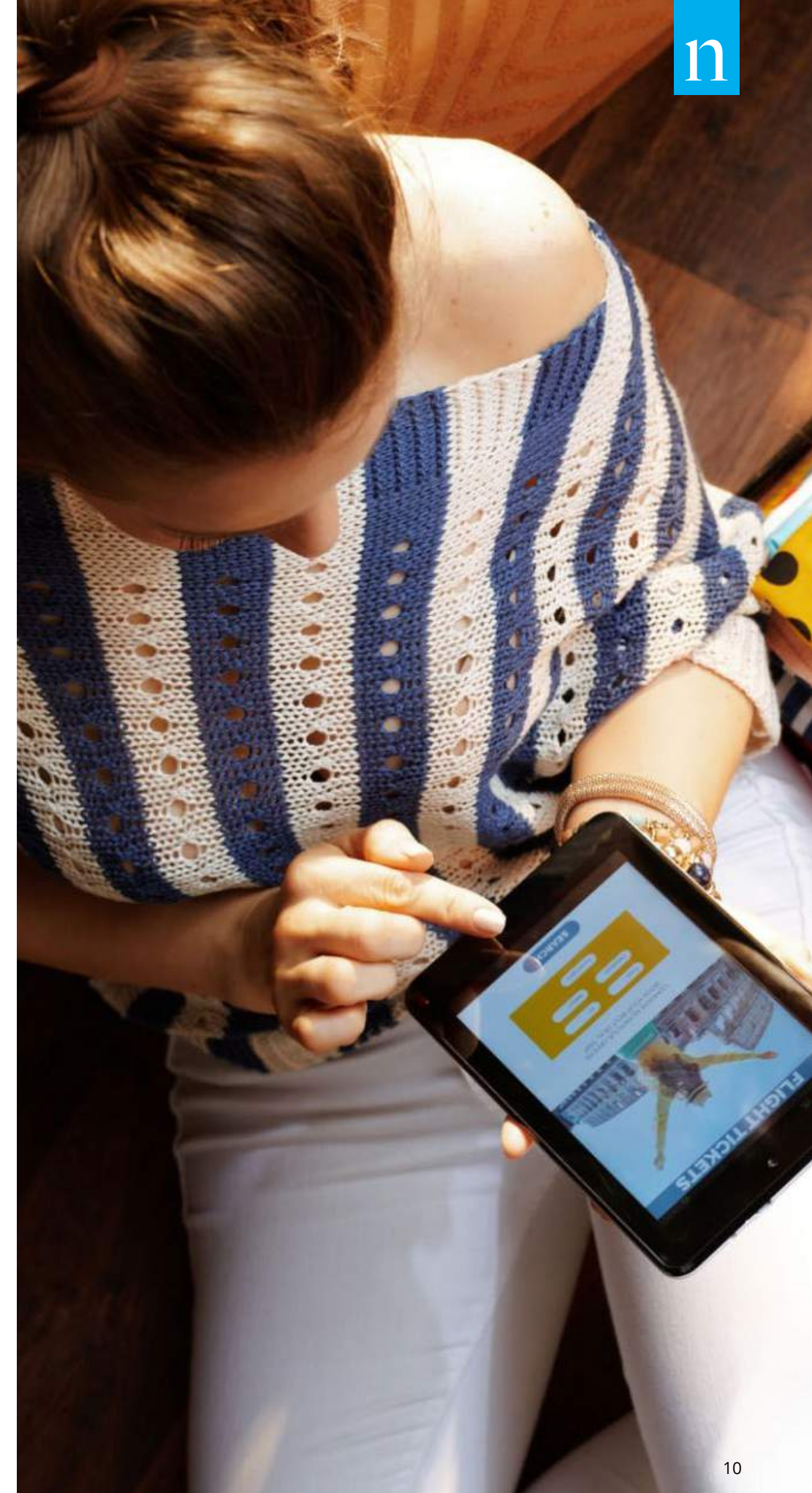
Large companies, particularly those with household names, spokespeople and widely recognized logos, have greater resources than smaller ones. That doesn't always mean, however, that they always allocate their spend efficiently, shift when they need to and capitalize on new trends or opportunities quickly.

That said, perhaps taking a lesson from their smaller counterparts, larger companies have grown increasingly nimble, allowing them to react more quickly to market demand and shifting consumer behaviors. By incorporating agile marketing principles and investing in modern marketing technologies, they're conquering inefficiencies and reacting dynamically. And as a result, companies with larger budgets were better able to adjust their marketing mix spending in 2020 as market conditions shifted.

MARKETING MIX SPENDING AGILITY BY BUDGET SIZE AND INDUSTRY



Q. How significantly did you have to adapt your marketing mix spend in 2020 as a result of COVID-19? Chart shows the percentage of respondents who had to adapt a lot or a significant amount (top-2 answers on a 5-point scale)



Budget is often the primary barrier to the adoption of marketing analytics and attribution solutions, and that barrier escalated among companies with small- and mid-sized budgets last year amid budget freezes, curtailments and staff layoffs. Unsurprisingly, brands with small budgets say expenditure limitations overshadow all other considerations, while companies with larger budgets say modern marketing technology solutions better position them for the future.

IMPEDIMENTS TO ADOPTING MARKETING ANALYTICS AND ATTRIBUTION SOLUTIONS



Q. What are your biggest challenges with marketing analytics / attribution? Please rank from most challenging to least challenging. Chart shows what percentage of respondents ranked each area as their #1 challenge.



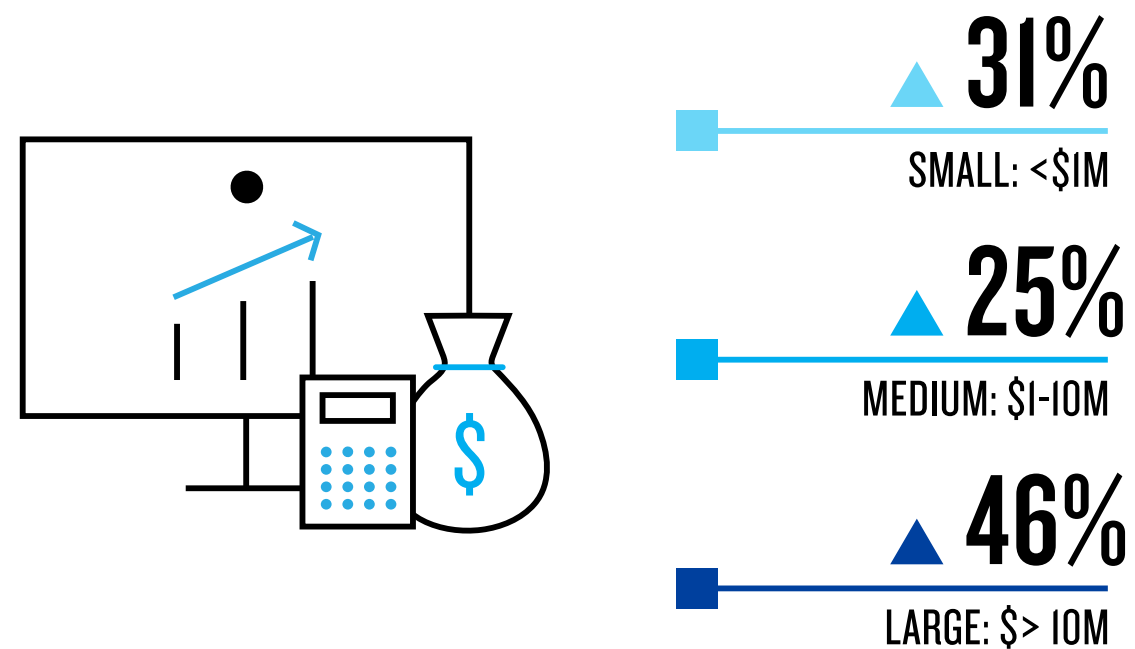
COMPANIES WITH LESS FUNDING FOR MARKETING EFFORTS SAY THAT BUDGET LIMITATIONS INHIBITED THEIR ABILITY TO ACCESS MARKETING TECHNOLOGY SOLUTIONS IN 2020



“We cut all programs that were not showing immediate benefit.”
– MARKETING DIRECTOR, TECHNOLOGY COMPANY

In response to growing client needs, the marketing technology industry has adapted, broadening the range of products they offer beyond one-size solutions that only the world's biggest corporations can afford. Truth be told, an array of solutions have been scaled for businesses of different sizes, and so have their pricing models. In looking at planned expenditures over the next year, it looks like many companies have gotten the memo. Those that have not, should heed the call.

ANTICIPATED CHANGE IN MARTECH INVESTMENT OVER THE NEXT 12 MONTHS



Q. How do you expect your investment in Marketing Technology Software to change over the next 12 months?

MARKETER'S TAKEAWAYS

- Marketing efforts will always face budgetary constraints, and future allocations often hinge on proven ROI. These are particularly relevant points for companies with smaller budgets. That's why marketing analytics tools are critical, as they work to ensure that your spend is well allocated and help you adjust when it's not.
- Identity resolution and cross-channel measurement are newer capabilities from a modern marketing perspective, which means many companies have yet to fully explore or consider them. As cookies go away and the need for marketers to stay focused on individual-level engagement elevates, brands of all sizes need the right tools to help them identify, allocate and adjust with precision and focus.

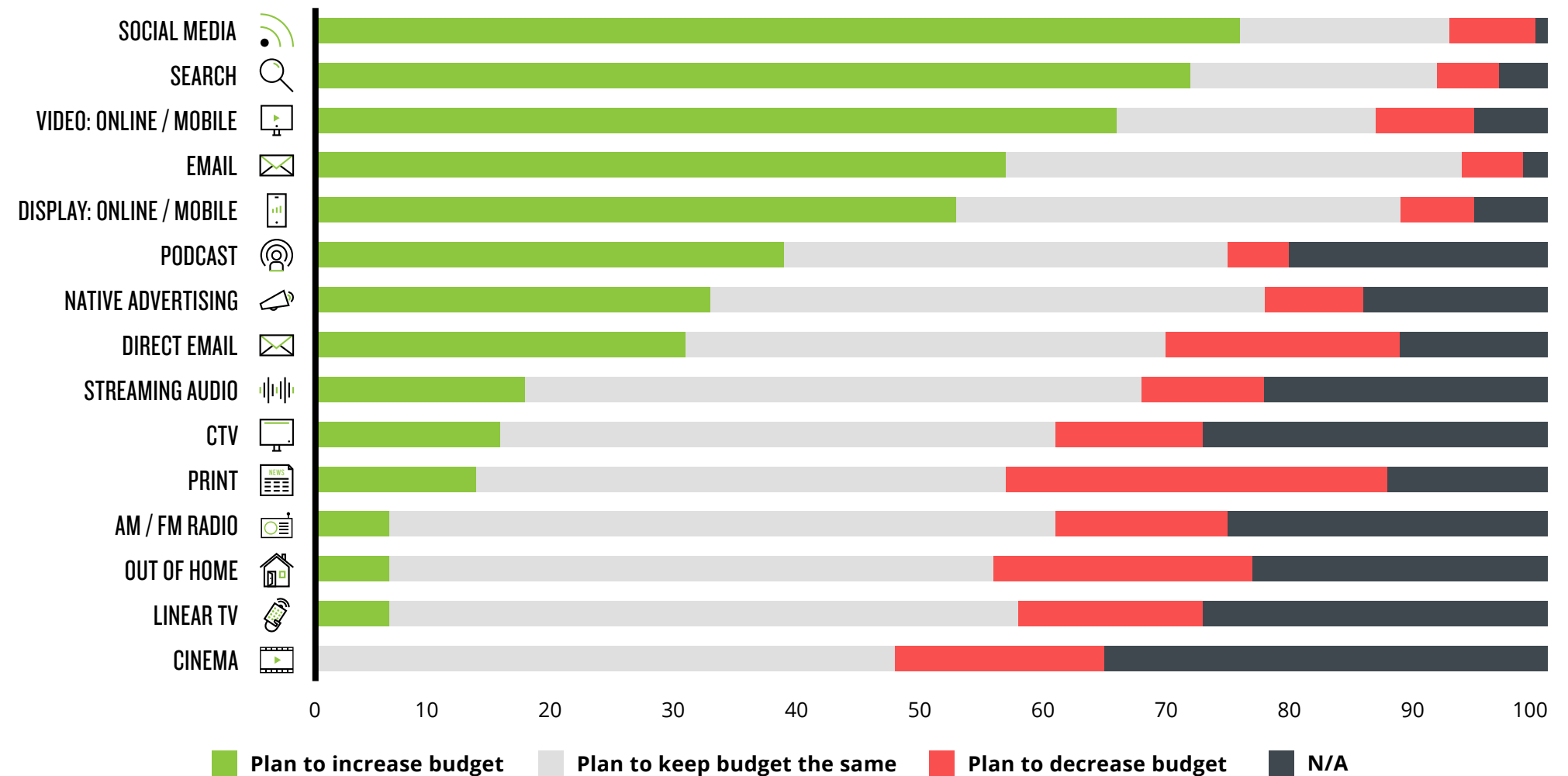
3. IT'S TIME TO RE-THINK OMNICHANNEL

Many marketers develop their omnichannel strategies to ensure that the customer buying experience is seamless across online and traditional store experiences. It's time for them to take that a step further so that they're thinking about creating seamless experiences for consumers from touch point to touch point—not just at the point of purchase. It's a slight, but critical nuance, but it involves an array of layers of data and insight into understanding the full consumer journey—even those that don't end in a sale.

Brands of all sizes say that customer acquisition is their top marketing objective, yet respondents in our survey plan to increase their marketing spend on a few select channels rather than focus on holistic experiences for consumers.

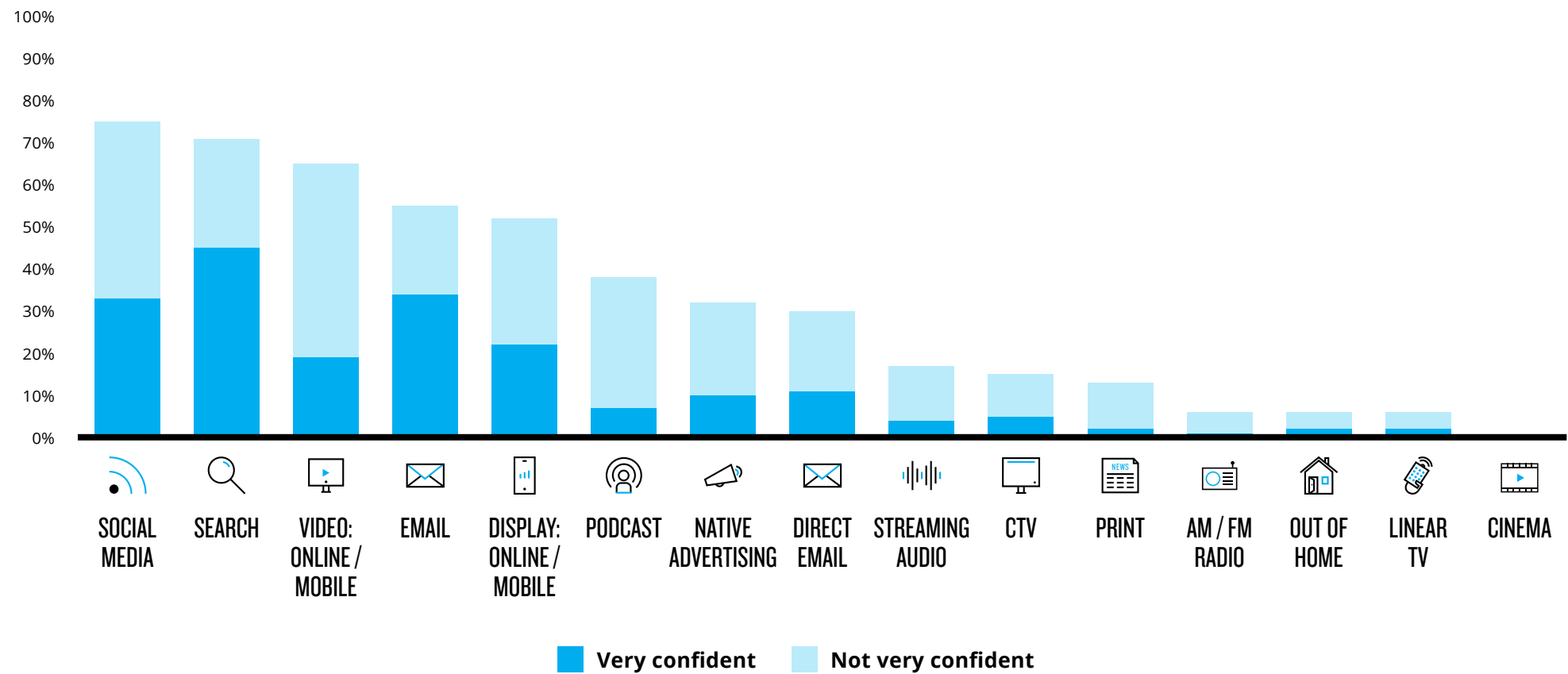
Brands shouldn't be solely focused on spending more on social media and search. They also need to think about the next step in the consumer journey—and invest in it. And given the heightened focus on ROI, marketers need to measure across all of the channels they allocate funding to, no matter how small the allocation. And as we will discuss more in depth later, the lack of confidence in measurement is widespread.

ANTICIPATED CHANGES IN ADVERTISING BUDGET OVER THE NEXT 12 MONTHS



Q. As COVID-19 continues to evolve, how do you expect your organization's advertising budget to change in the next 12 months for each of the following paid media channels?

AMONG THOSE PLANNING TO INCREASE BUDGET, WHO IS CONFIDENT THEY CAN MEASURE ROI?



Q. How confident are you in your ability to accurately measure return on investment (ROI) for each of the following paid digital and traditional media channels? 'Very confident' stands for the top-2 responses on a 5-point scale.



65% OF ADVERTISERS ARE PLANNING TO SPEND MORE ON ONLINE AND MOBILE VIDEOS THIS YEAR, BUT THREE OUT OF FOUR ARE UNSURE ABOUT HOW TO ACCURATELY MEASURE ROI



“We are focused on very specific audience building for targeted campaigns. Focus on the customer journey especially for online channels.”
– FINANCIAL SERVICES EXECUTIVE

The marketers we surveyed value owned and earned media tremendously, and they have a high interest in understanding cross-platform reach. Spend in digital channels will certainly increase going forward, particularly in a pandemic, but owned media (websites, email) need to be fundamental considerations as well. Given the reduced physical interaction between brands and consumers, each brand's digital presence needs to work that much harder.

If marketers are truly looking to improve customer acquisition, they need to ensure that every communication channel serves a purpose in the journey. To do this effectively, they need the right data to personalize tactics and the ability to measure the impact of their efforts in order to act quickly. And that means marketers need to invest in the right tech while considering privacy and identity as they iterate on their strategies.

MARKETER'S TAKEAWAYS

- True omnichannel marketing strategies span well beyond ensuring a seamless buying experience in on- and offline channels.
- In their customer acquisition plans, brands shouldn't solely focus on increasing their spending on select channels. They need to think about all of the touch points throughout the consumer journey.



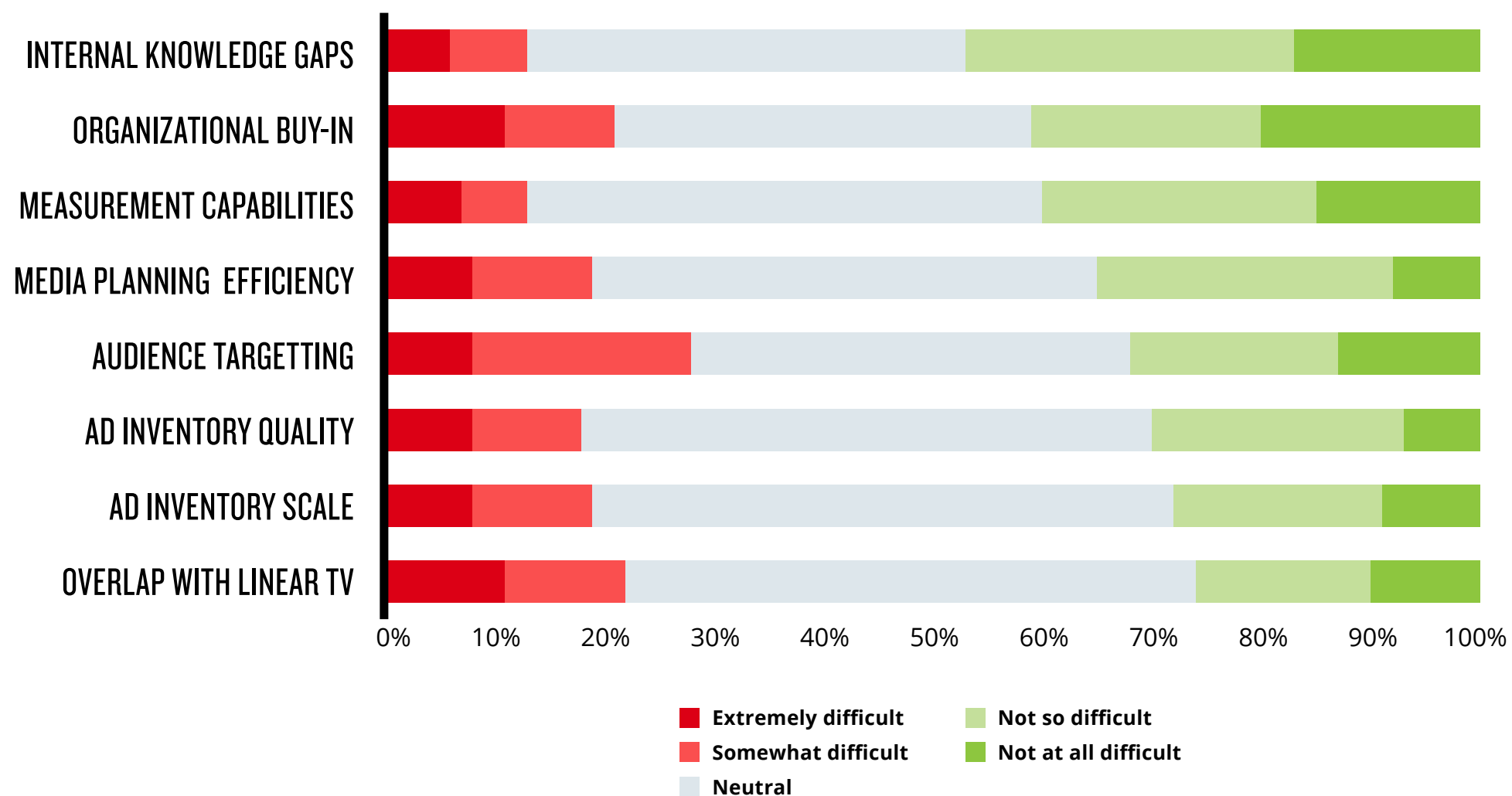
4. CTV AND ADDRESSABLE ARE BUDDING, YET LARGELY UNCHARTED, OPPORTUNITIES

CTV adoption has been increasing in recent years, but the pandemic served as a catalyst for widespread adoption during the early lockdown periods. For example, during the heavy CTV enablement period last year, older demographics in the U.S. grew their streaming usage to account for 26% of streaming minutes³ being viewed.

Marketers across industries know that CTV presents a wealth of new opportunities, but it is new territory for many. Understanding that smart TVs will facilitate the delivery of measurable ads in linear TV programming is one area of opportunity for marketers. The broadening expanse of ad-supported video streaming platforms presents yet another opportunity, particularly as 47% of the video streaming distribution in the U.S. at year-end 2020 came from players other than big-name subscription-based VOD platforms⁴.

The newness and nuanced nature of the CTV landscape is a hurdle for marketers, as knowledge gaps rank highest among the challenges they're facing. Organizational buy-in is another key challenge, yet that could be more manageable once marketers have clear insight into where the opportunities line up with their objectives and how CTV can help them achieve their goals.

CHALLENGES WITH CTV ADOPTION



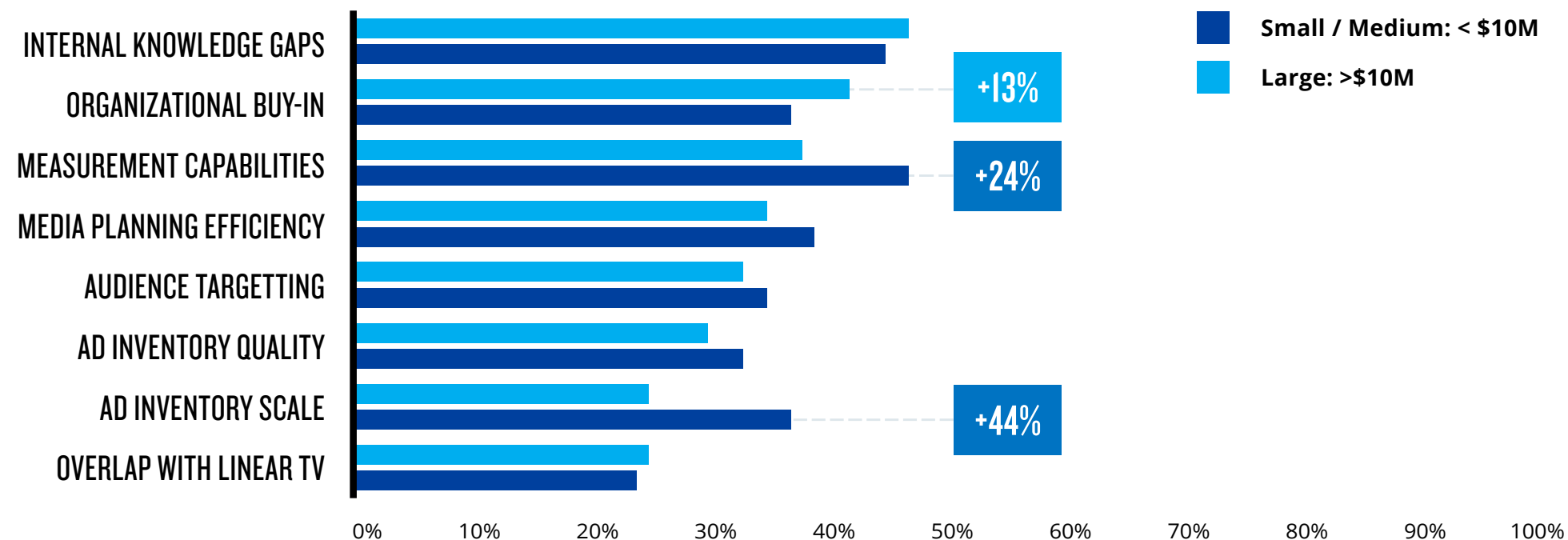
Q. What level of difficulty do you face, if any, with each of the following OTT / Connected-TV advertising areas?

³ August 2020 [Total Audience Report](#)

⁴ Nielsen Streaming Meter data, December 2020.

When new technologies come to market, larger companies are often quicker to explore how to leverage them than smaller organizations. As a result, it's not surprising that large companies face different challenges with CTV than smaller ones. Companies with larger budgets still have knowledge gaps, but they are farther along the learning curve and are more focused on measurement capabilities and understanding how to scale ad inventory.

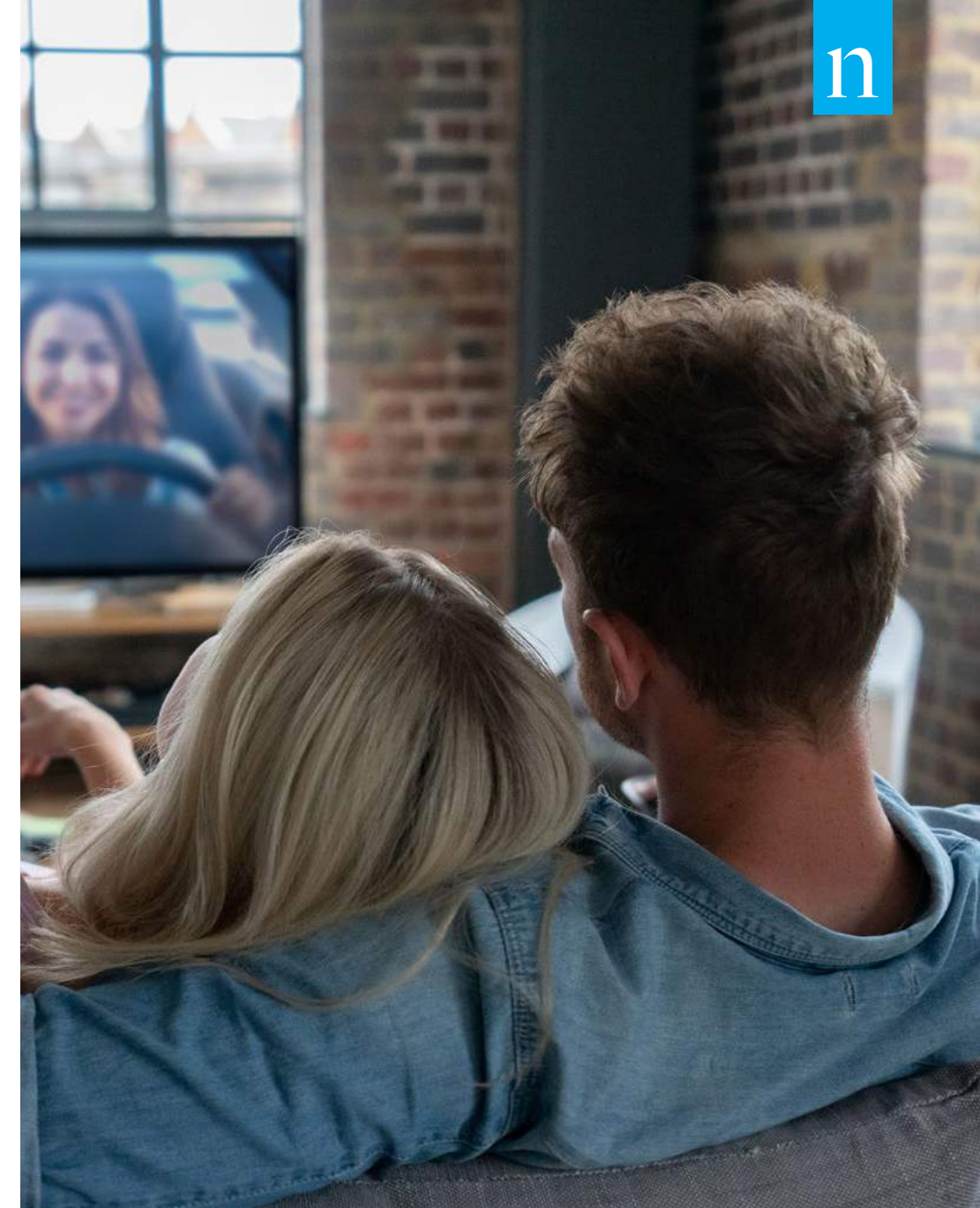
CTV CHALLENGES FOR COMPANES WITH DIFFERENT BUDGETS



Q: What level of difficulty do you face, if any, with each of the following OTT / Connected-TV advertising areas? Chart shows top-2 (somewhat or extremely difficult) on a 5-point scale



WHEN NEW TECHNOLOGIES COME TO MARKET, LARGER COMPANIES ARE OFTEN QUICKER TO EXPLORE HOW TO LEVERAGE THEM THAN SMALLER ORGANIZATIONS



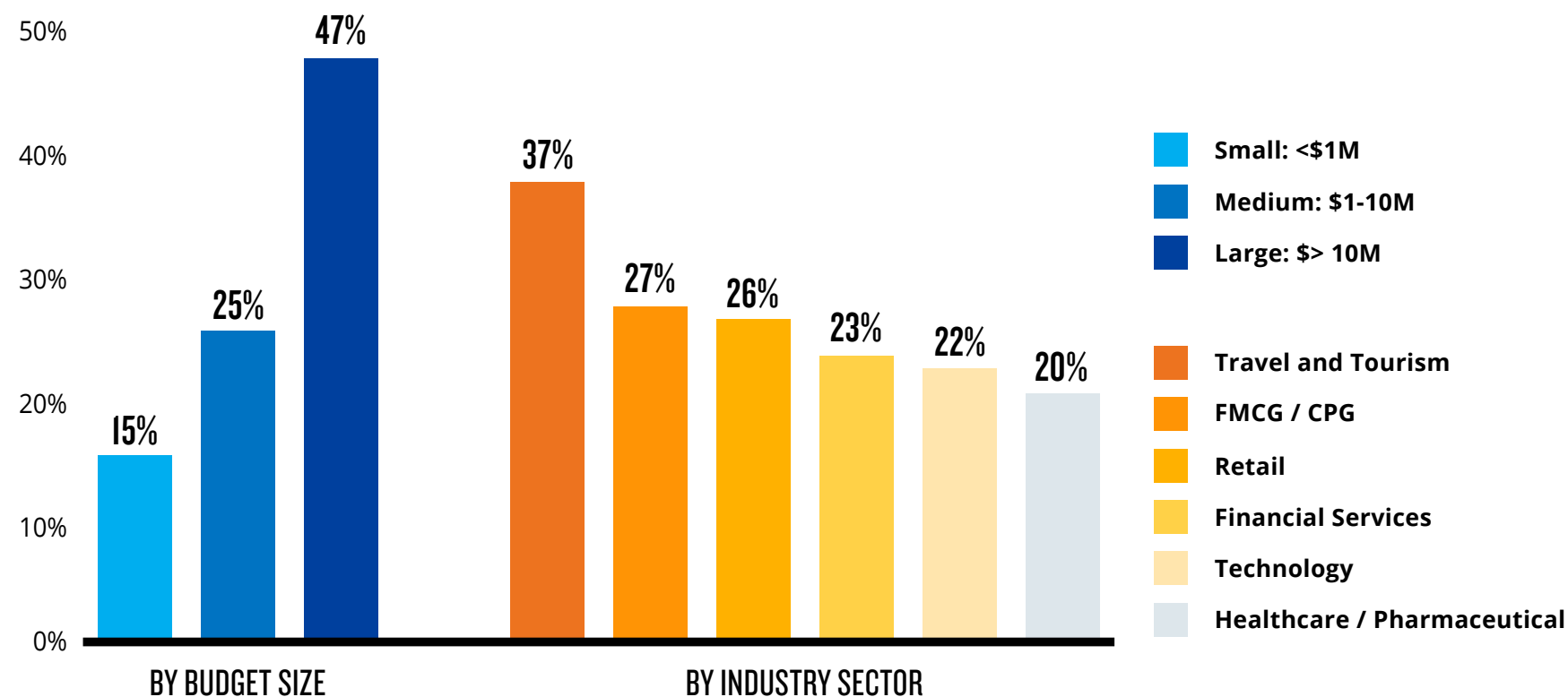
“CTV is a big priority for our company. We want people to keep up with their health care needs despite the pandemic, and we plan to increase CTV and messaging rotation this year to get the word out.”

– MARKETING MANAGER, HEALTHCARE COMPANY

Despite the growth of streaming services and over-the-top (OTT) options, marketers shouldn't discount the value of traditional TV. Importantly, adults 18+, on average, still spend more than four hours each day watching live and time-shifted TV programming⁵, and advancements in addressable advertising now facilitate personalized, targeted experiences in programming that was traditionally focused on mass reach.

Across media types, television comes with the highest price tag per CPM, which makes it less viable for brands with smaller budgets. The benefits of personalization and targeting through addressable ads, however, may broaden the appeal over time, as we're already seeing in certain industries looking to overcome the disruptions caused by COVID-19.

ARE REAL-TIME TARGETED ADS ON LIVE LINEAR TV ON THE RADAR?



Q. How important are real-time targeted ad placements in live, linear TV to your future marketing strategy?

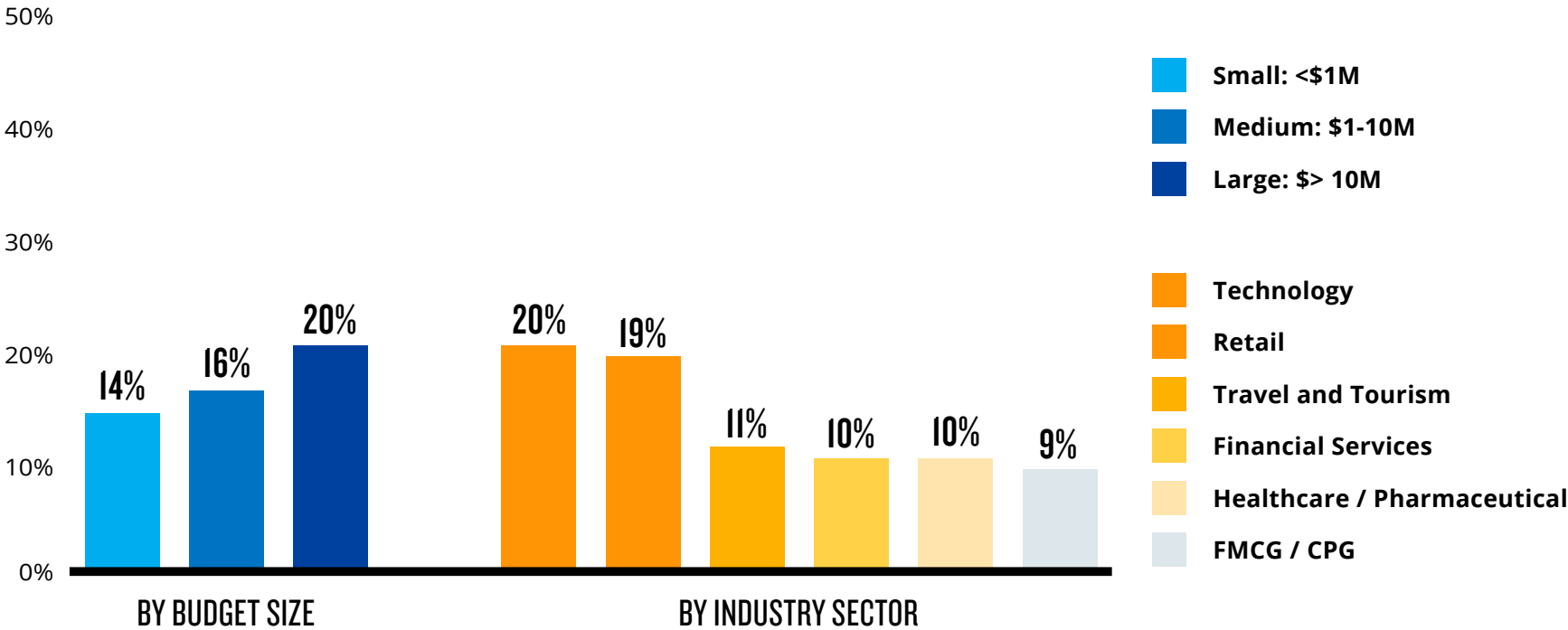
MARKETER'S TAKEAWAYS

- Amid the rise in smart TV ownership and increasing video streaming consumption, savvy marketers are leveraging data and technology to deliver personalized messages across an array of technologies and platforms—even linear television programming.
- TV is no longer just a tool for mass reach, and addressable advertising is no longer limited to web and app experiences. The future of marketing is personal, and CTV (in all variants) is bringing personalization to household living rooms across the country.

5. MEASUREMENT REMAINS A UNIVERSAL CHALLENGE

Marketing budgets and spend allocation are always scrutinized. In a pandemic, that scrutiny intensifies—and measurement, optimization and re-allocation become paramount. The demise of cookies, combined with the erosion of data and ongoing fragmentation, only amplify the need for effective, future-forward martech. Given the landscape, brands of all sizes and industries have very little confidence in their existing martech capabilities.

CONFIDENCE IN YOUR EXISTING MARTECH SOLUTIONS

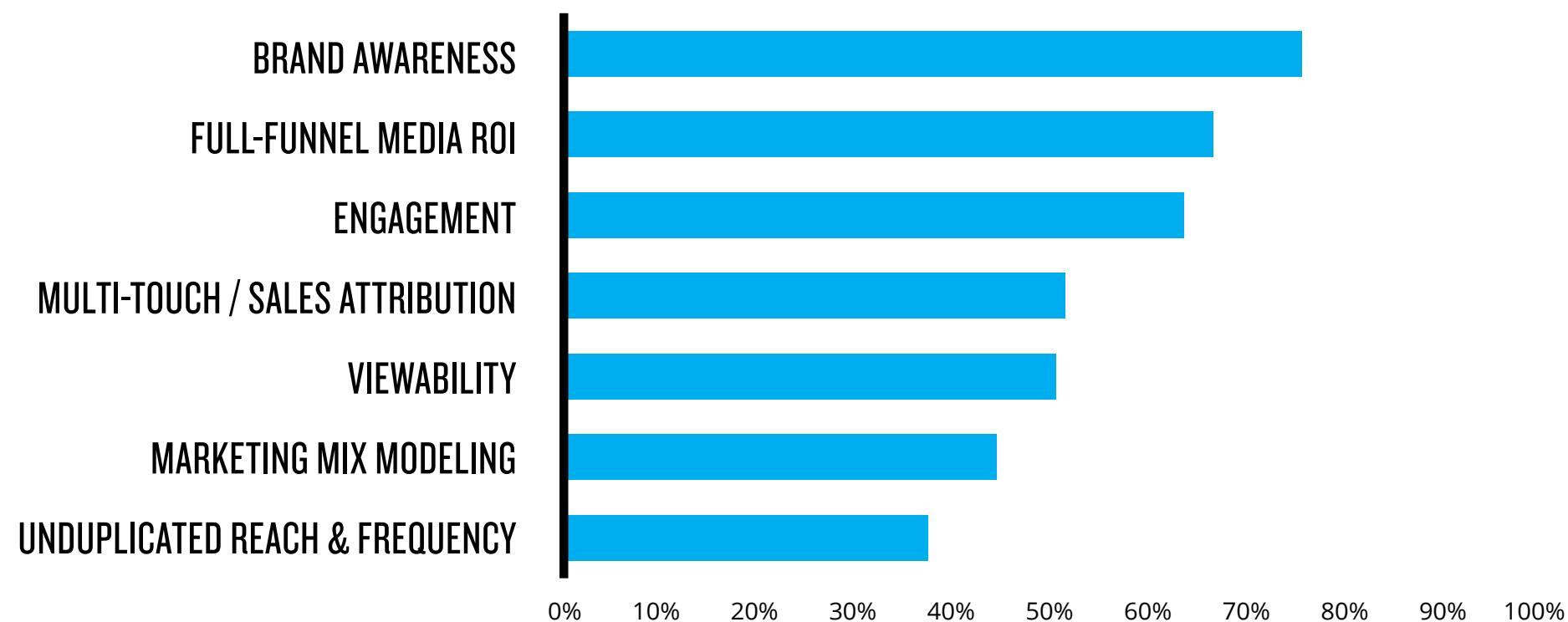


Q. How confident are you that you have the right marketing technology in place to measure return on investment (ROI)?
Chart shows percentage of respondents with top-2 answers (very confident and extremely confident) on a 5-point scale



While brands always view over-arching capabilities like brand awareness and engagement as critical, an increasingly fragmented media landscape dense with platforms and devices will likely soon shine a light on more focused capabilities like deduplication, multi-touch attribution and marketing mix modeling. And when it comes to these technical capabilities, brands of all sizes aren't very confident in their solutions.

MOST IMPORTANT MEASUREMENT CAPABILITIES

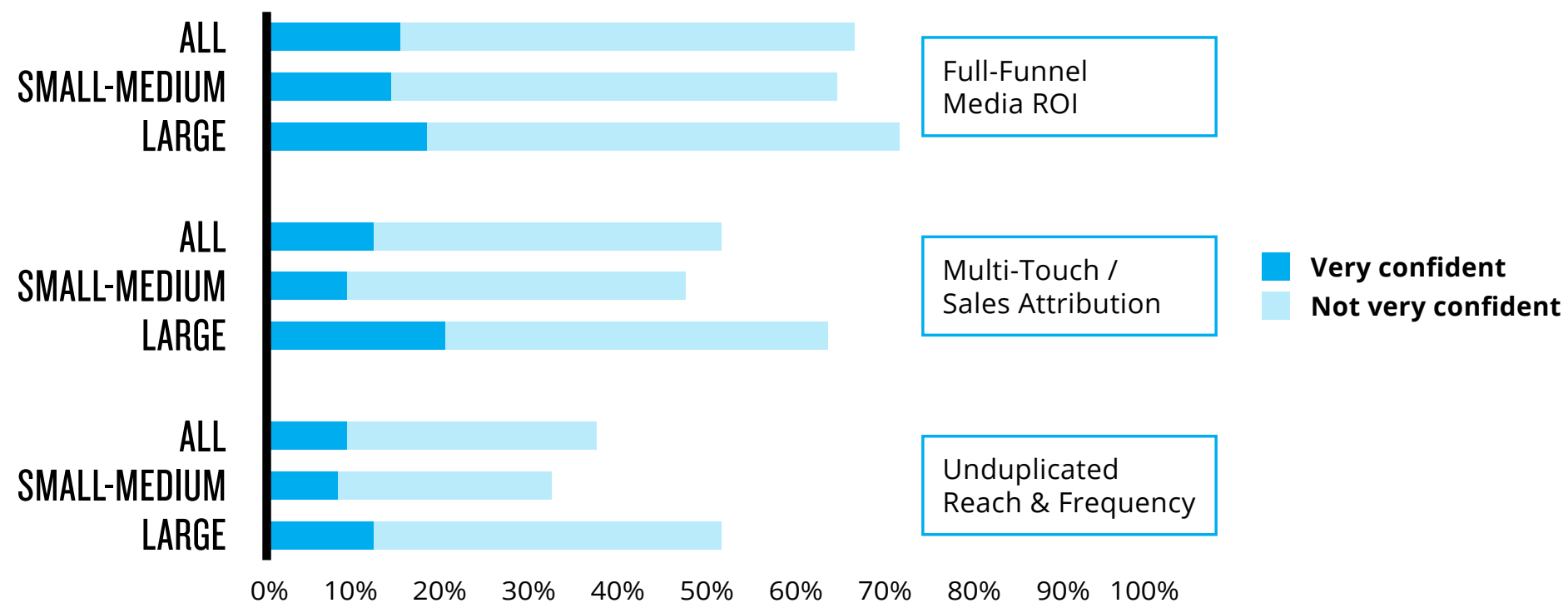


Q. Please rate the importance of each of the following metrics / measurement capabilities to your organization. Chart shows top-2 (very important and extremely important) on a 5-point scale

“This year, we want to revisit all our messaging, our targeting, our personas. It’s time we find and leverage all the tools and techniques that work and discard those that don’t yield results.”

– MARKETING EXECUTIVE, FMCG COMPANY

AMONG THOSE WHO HAVE IT AS TOP PRIORITY, WHO IS CONFIDENT IN MEASUREMENT?



Q. How confident are you in your organization's (or your media agency's) ability to accurately measure each of the following? 'Very confident' stands for top-2 responses on a 5-point scale

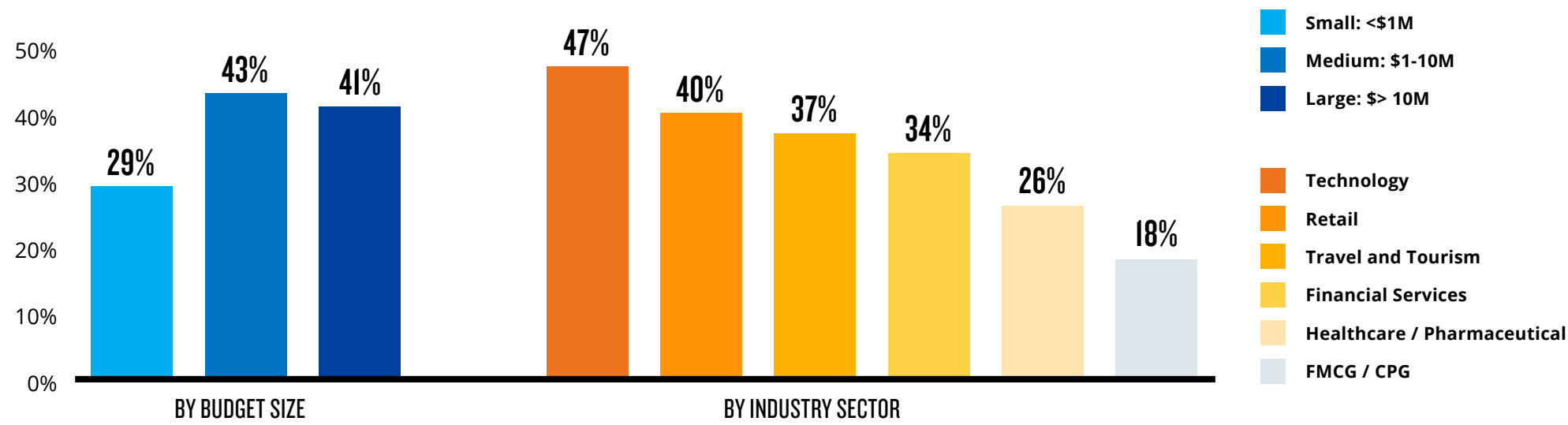
MARKETER'S TAKEAWAYS

- COVID-19 notwithstanding, measurement and proving ROI remain universal challenges across brands and industries. That's why having the right marketing technology, especially as the world moves away from cookies, is critical in any situation where brands want true visibility into the full customer journey.
- Without cookies, marketers will increasingly need to rely on their first-party data and create solutions that help develop and maintain meaningful relationships with real people, not devices.

6. FIRST-PARTY DATA IS A GOOD START, BUT IT'S NOT ENOUGH

The importance of data quality can't be overstated, yet it's an obstacle for marketers regardless of budget size. Companies with smaller budgets find it less problematic, but at a time when the importance of person-level connections is rising, all brands should have maximum confidence in their data quality.

TO WHAT EXTENT IS DATA QUALITY / ACCURACY AN OBSTACLE?



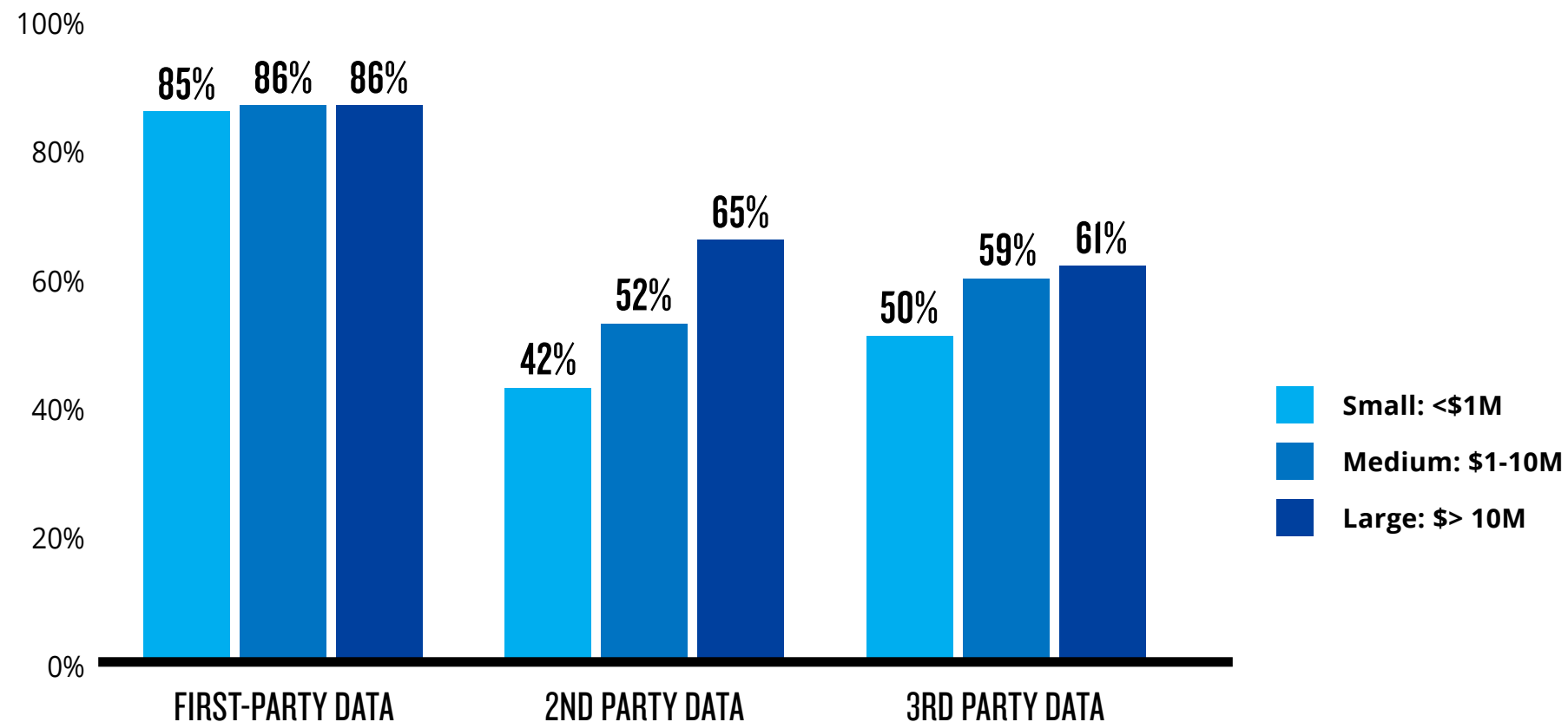
Q. What level of difficulty do you face, if any, with each of the following audience data topics? Chart shows percentage of respondents with top-2 answers (very difficult or extremely difficult) on a 5-point scale



WHEN IT COMES TO STRATEGY EXECUTION, 86% OF MARKETERS FROM COMPANIES OF ALL SIZES RECOGNIZE THE IMPORTANCE OF FIRST-PARTY, DESPITE THEIR LACK OF CONFIDENCE IN THEIR DATA OVERALL



IMPORTANCE OF VARIOUS DATA TYPES BY BUDGET SIZE



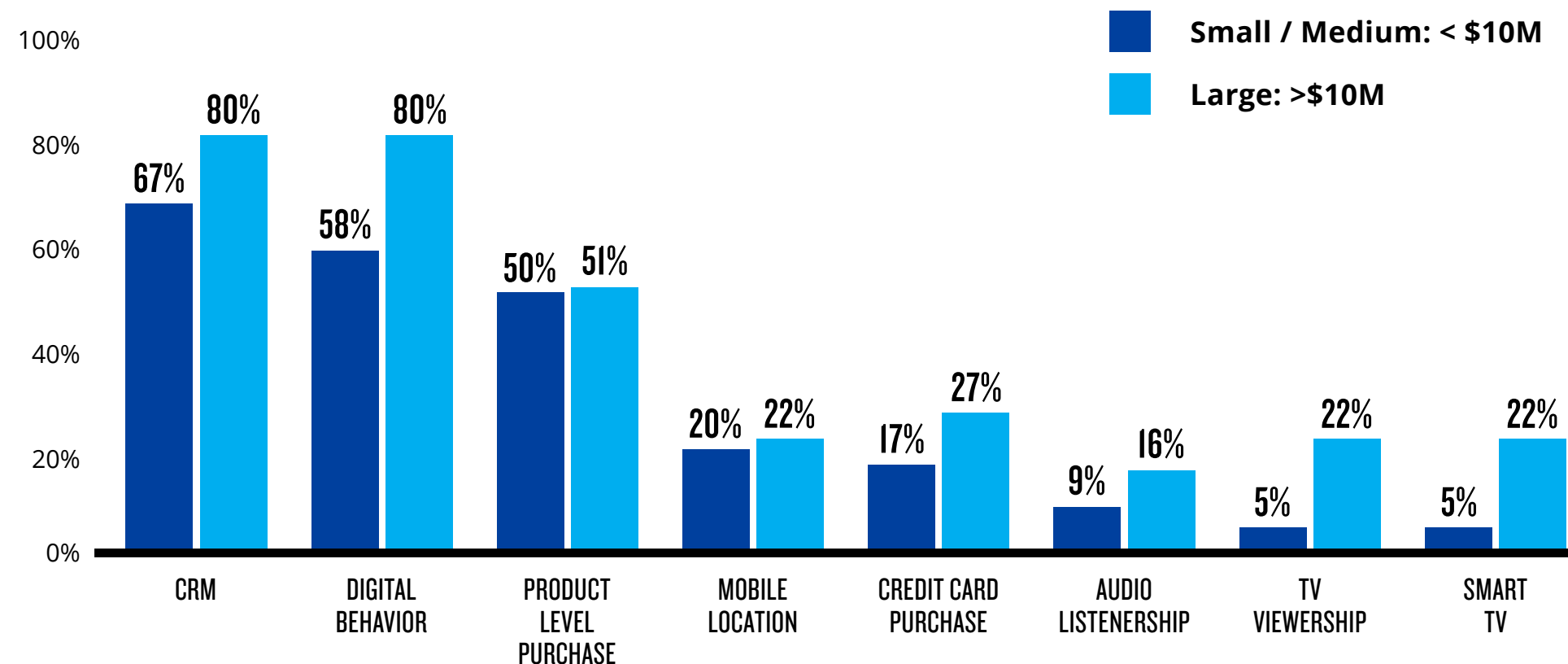
Q. Please rate the importance of each of the following audience data types as it applies to your addressable / digital media strategy. Chart shows percentage of respondents with top-2 answers (very important or extremely important) on a 5-point scale

Importantly, data is available from myriad sources. And as connectivity and digital interactions increase, new sources will continue coming online. Somewhat surprisingly, brands of all sizes are primarily focused on data sources that highlight an action at the end of a customer journey, such as an actual purchase, credit card charge or an interaction with a web page. As marketers begin focusing on the entire consumer journey rather than just an end point, multi-touch attribution solutions will become critical in identifying all touch points rather than just the last one.

“We plan to expand our data partnerships to support the growth of e-commerce, D2C, B2B, and improve customer experience throughout.”

– MARKETING EXECUTIVE, FMCG COMPANY

IMPORTANCE OF VARIOUS DATA SOURCES FOR COMPANIES OF DIFFERENT SIZES



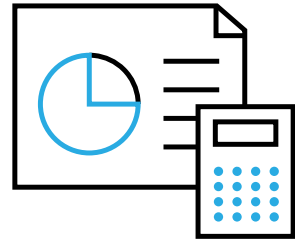
Q. How important are each of the following audience data sources to your organization? Chart shows percentage of respondents with top-2 answers (very important or extremely important) on a 5-point scale

It goes without saying that the widespread effects of the pandemic will extend into the foreseeable future and that consumer behavior will continue to shift accordingly. Now that the world has more than 12 months of pandemic learning in hand, businesses should continue collecting data to know how to engage with consumers amid continuing disruption and change. And as data erosion continues, data partnerships should be a top priority. Data and person-level engagement are the keys to marketing success going forward, and many tools and solutions have been scaled to benefit brands and budgets of all sizes.

MARKETER'S TAKEAWAYS

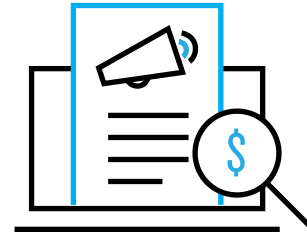
- First-party data is the lifeblood of your marketing efforts. Be sure to collect it properly, regularly and in full compliance with privacy regulations.
- Not all data are created equal. Some are used to enrich first-party data, such as information from consumers themselves and information from data partners, and some sources will become obsolete, including third-party web cookies.
- Data partnerships are no longer out of reach for smaller businesses, and they're not overly time consuming to develop. Premium data marketplaces can help brands of all sizes develop meaningful relationships with real people even in an era of data erosion and heightened privacy regulations.

KEY RECOMMENDATIONS FOR MARKETERS



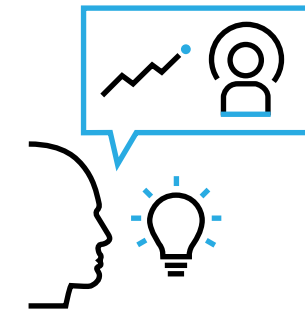
FOR COMPANIES WITH SMALL BUDGETS

- Focus on customer retention to manage cash during and beyond the pandemic.
- Use data to target and personalize your interactions with your customers.
- Conduct due diligence and find martech solutions to help you optimize spending.
- Use martech to measure your marketing efforts and diversify your marketing mix accordingly.
- Prioritize spending in proven channels.
- Begin experimenting in CTV this year, and learn from the experience.
- Look for data partnerships to boost the value of your first-party data.



FOR COMPANIES WITH MID-SIZE BUDGETS

- Customer retention is key during and beyond the pandemic.
- Analyze emerging trends to identify new consumer segments.
- Adapt ad creatives to the times and to the audiences you want to reach.
- Work with an identity resolution partner to improve your first-party data.
- Get up to speed on industry initiatives for cross-channel measurement.
- Run campaigns on both linear TV and CTV to compare performance.
- Connect to external data sources to add new insights to your customer data.



FOR COMPANIES WITH LARGE BUDGETS

- Keep brand awareness high during and beyond the pandemic.
- Optimize your ad spending; don't cut it.
- Adapt your creatives to communicate your brand's values.
- Support standards initiatives related to cross-channel measurement.
- Engage with channels that can help you achieve your business outcomes.
- Think about the personalization options in CTV.
- Embrace identity resolution and connect with data partners.

ABOUT THIS REPORT

The data used in this report comes from Nielsen’s Annual Marketing Survey. A total of 260 marketing professionals were recruited and completed the survey online between October and December 2020, while 485 other respondents screened out or led to incomplete responses.

In terms of seniority level, 75% of all respondents were at the manager position or above, and 72% worked directly in marketing or analytics departments, with the balance in executive or operations roles with direct visibility into marketing decisions.

Many of the analyses in this report relate to the size of the marketing budget at the respondent’s company, or to the sector of the economy in which the business operates. Here are the corresponding sample distributions for these two important reporting dimensions. Please keep those sample sizes in mind when reading and interpreting the charts in this report.

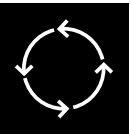
CONTACT US

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MARKETING BUDGET

SMALL (UNDER \$1M)	117
MEDIUM (\$1M-10M)	44
LARGE (OVER \$10M)	50
BLANK	50
TOTAL	260



ECONOMIC SECTOR

FINANCIAL SERVICES	30
FMCG / CPG	22
HEALTH CARE / PHARMACEUTICAL	30
RETAIL	27
TECHNOLOGY	103
TRAVEL AND TOURISM	19
OTHER ⁶	29
TOTAL	260

⁶ Sample size for other industries too small for reporting (politics, telecommunications, automotive, restaurant)

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a leading global data and analytics company that provides a holistic and objective understanding of the media industry. With offerings spanning audience measurement, audience outcomes and content, Nielsen offers its clients and partners simple solutions to complex questions and optimizes the value of their investments and growth strategies. It is the only company that can offer de-duplicated cross-media audience measurement. Audience is Everything™ to Nielsen and its clients, and Nielsen is committed to ensuring that every voice counts.

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