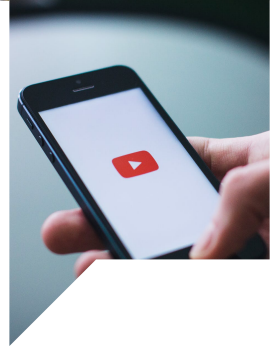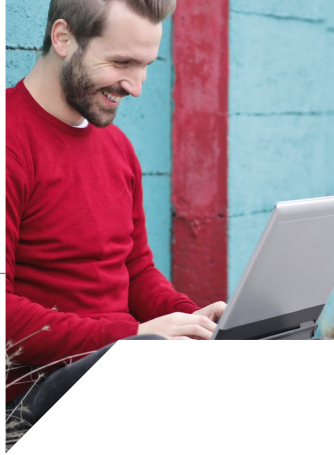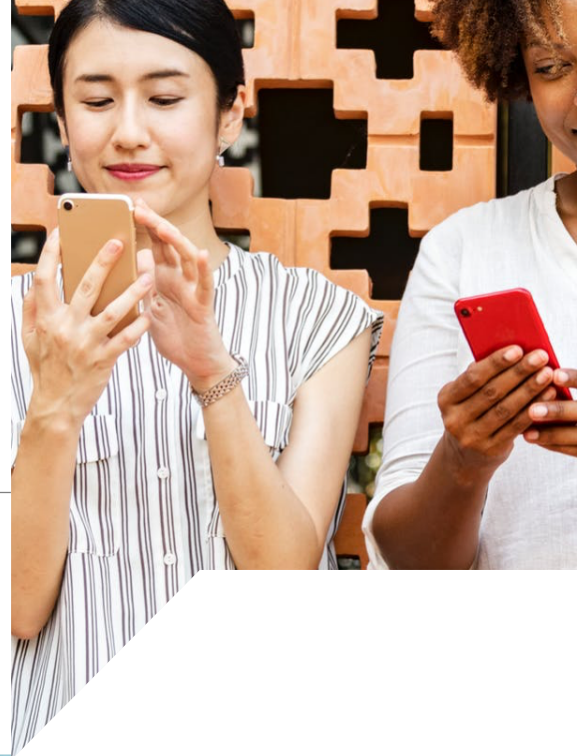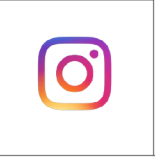# PIXABILITY

VIDEO ADVERTISING SURVEY 2019

A LOOK INTO THE STRATEGIES OF 59 AD AGENCY LEADERS

JULY 2019

YouTube

CTV

METHODOLOGY

In June 2019, Pixability's research team conducted a study of 59 respondents from independent and Big 6 ad agencies across the U.S. The survey was delivered using Jebbit which made for a smoother respondent experience. The following report details results of the survey.

Survey Base: 59 Respondents

Qualifications: Involved in Running Video Ad
                                      Campaigns for Clients

Company Type: Big 6 and Independent
                                      Ad Agencies in the U.S.
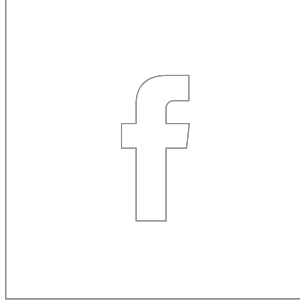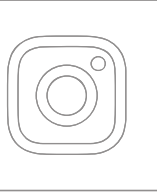
PERCENT OF CLIENT DIGITAL AD BUDGETS THAT ARE USED FOR VIDEO: ROUGHLY 1/3 OF OVERALL BUDGETS

Question

Thinking of the ad budgets for your clients, what percent of their 2019 advertising budget on average would you estimate will be spent on digital video advertising (on platforms like YouTube, Facebook, Instagram, Connected TV and others)?

63%

of agency respondents say their client budgets for video represent between **10%-39%** of their overall digital budget, with an average video budget representing **34%** of the digital ad budget.

Bar chart:
- 1%-9%: 10%
- 10%-19%: 16%
- 20%-29%: 28%
- 30-39%: 19%
- 40%-49%: 7%
- 50%+: 24%
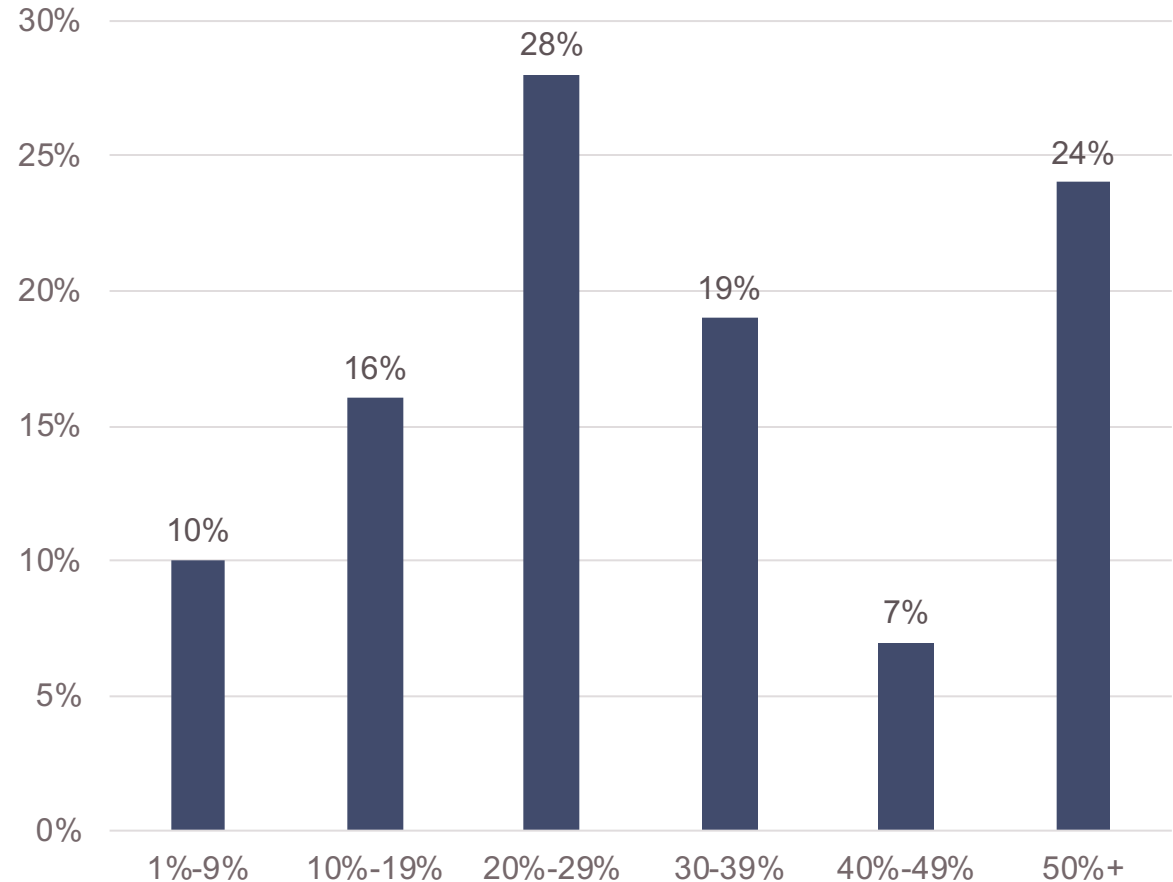
CHANGE IN VIDEO AD BUDGETS IN 2020:
MOST WILL INCREASE AND NONE EXPECT TO DECREASE

Question
How do you estimate the video advertising budgets for your clients will change from 2019 to 2020?

85%

of agency respondents say their client budgets for video will increase in 2020 with none expecting to see a decrease.

70%			64%
60%			
50%			
40%			
30%			
20%		17%	21%
10%			
0%	0% 0%		

Decrease by a lot (over 10%) | Decrease by a little (1%-10%) | Stay the Same | Increase by a little (1%-10%) | Increase by a lot (over 10%)
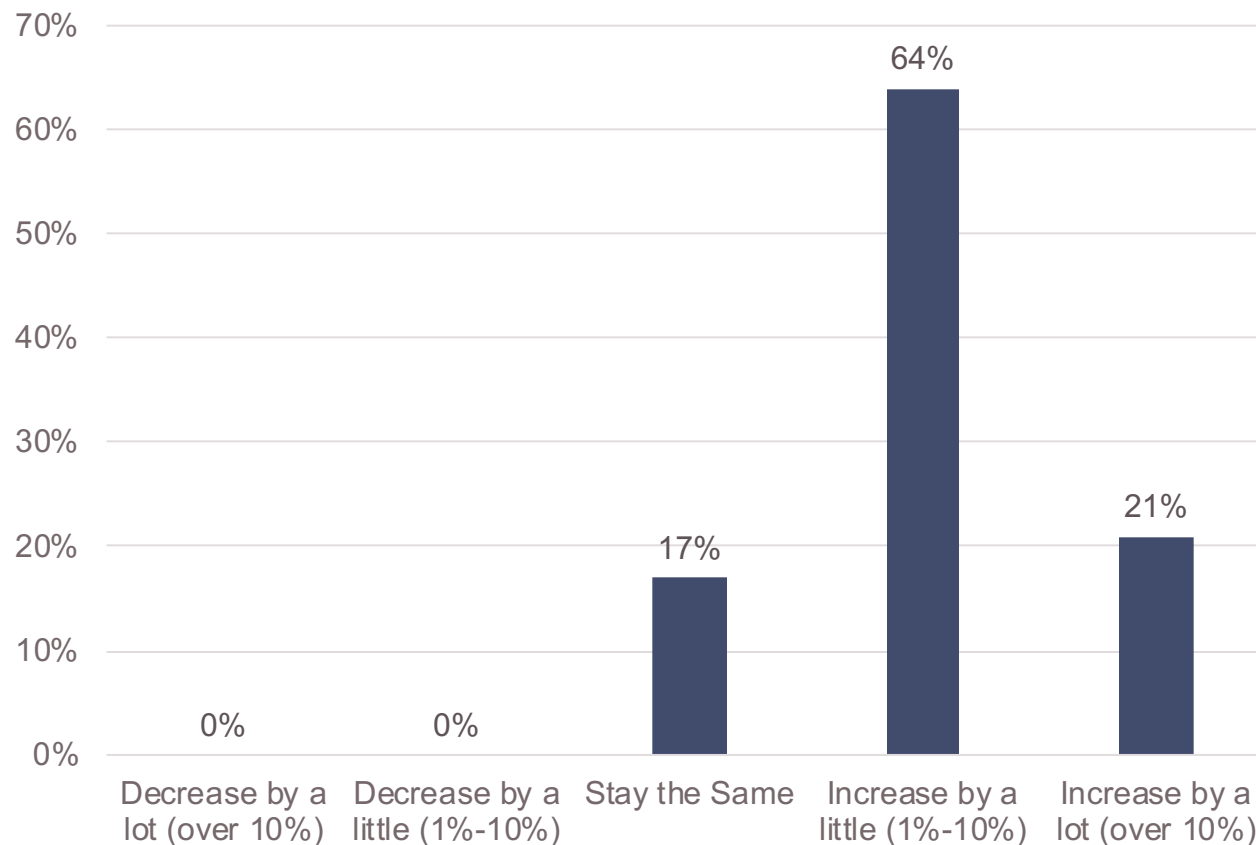
WHERE THE AGENCIES ARE RUNNING VIDEO CAMPAIGNS: FACEBOOK, YOUTUBE, & INSTAGRAM STILL LEAD THE PACK
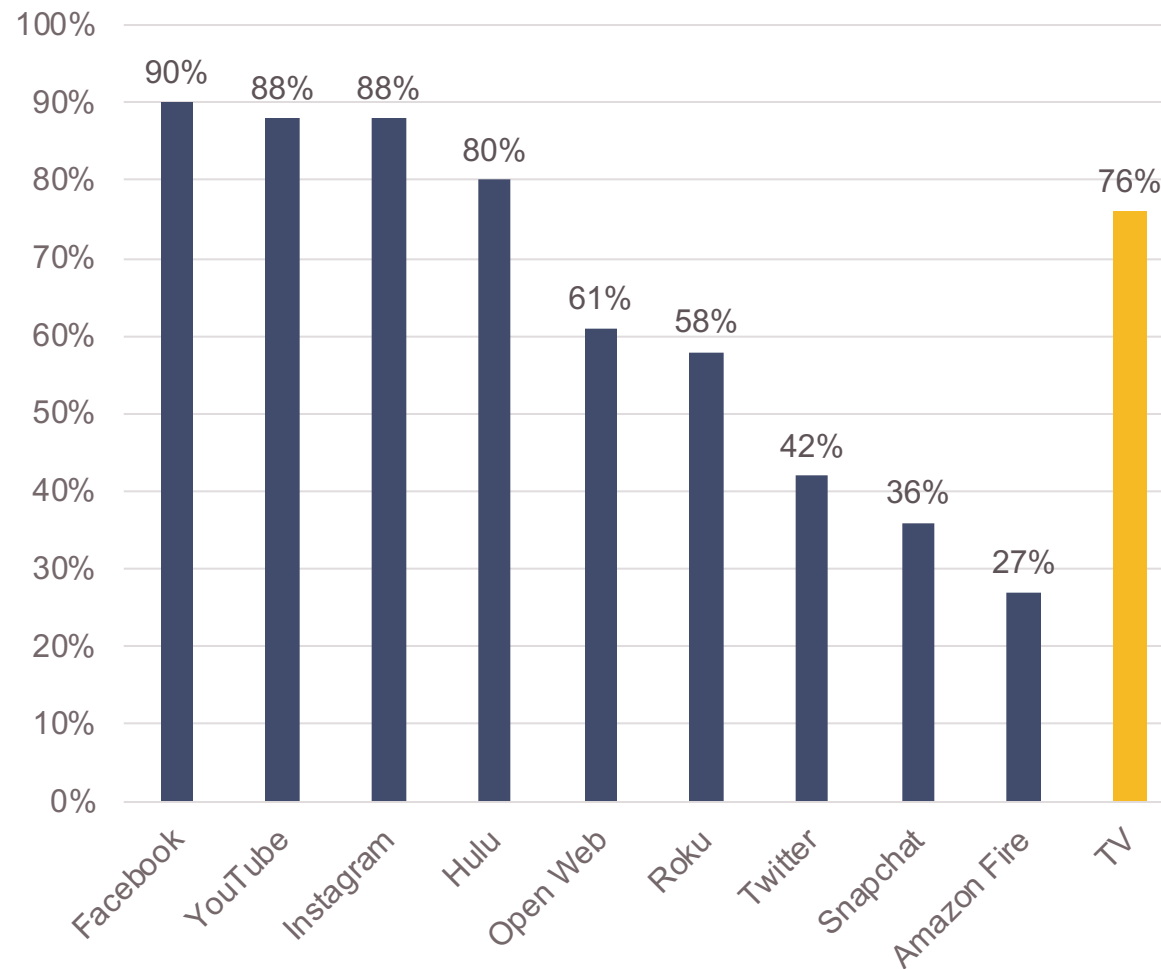
Question

Where does your agency run video ad campaigns for clients?

90%

of agency respondents are using Facebook, with 88% using YouTube and Instagram each.

85%

are running on at least one CTV platform (Hulu, Roku, or Amazon Fire).

Bar chart — Where does your agency run video ad campaigns for clients?

Platform	Percentage
Facebook	90%
YouTube	88%
Instagram	88%
Hulu	80%
Open Web	61%
Roku	58%
Twitter	42%
Snapchat	36%
Amazon Fire	27%
TV	76%

WHERE THE AGENCIES ARE RUNNING VIDEO CAMPAIGNS: AGENCIES ARE RUNNING CTV WITH YOUTUBE AND FACEBOOK

Question

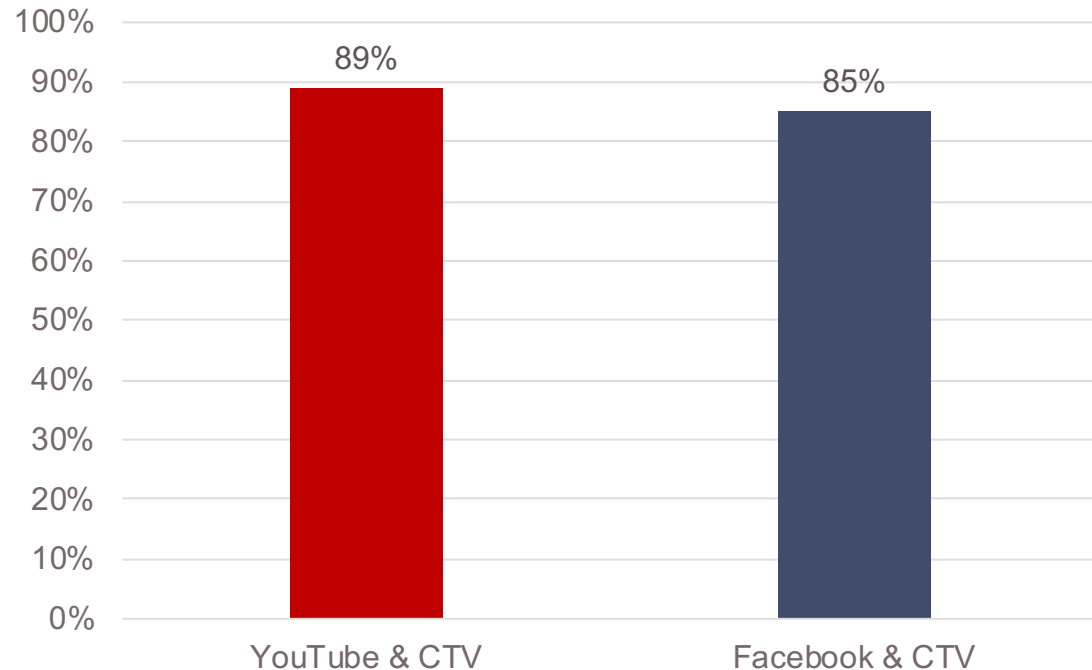*Where does your agency run video ad campaigns for clients?*

89%

agency respondents are running YouTube with CTV

85%

of agency respondents are running Facebook with CTV

Percent of Agency Respondents Who Are Running YouTube or Facebook Along With CTV (Hulu, Roku, or Amazon Fire)

	YouTube & CTV	Facebook & CTV
	89%	85%

WHERE THE AGENCIES ARE RUNNING VIDEO CAMPAIGNS:
BIG 6 AGENCIES ARE MORE LIKELY TO BE RUNNING CTV FOR CLIENTS

Question
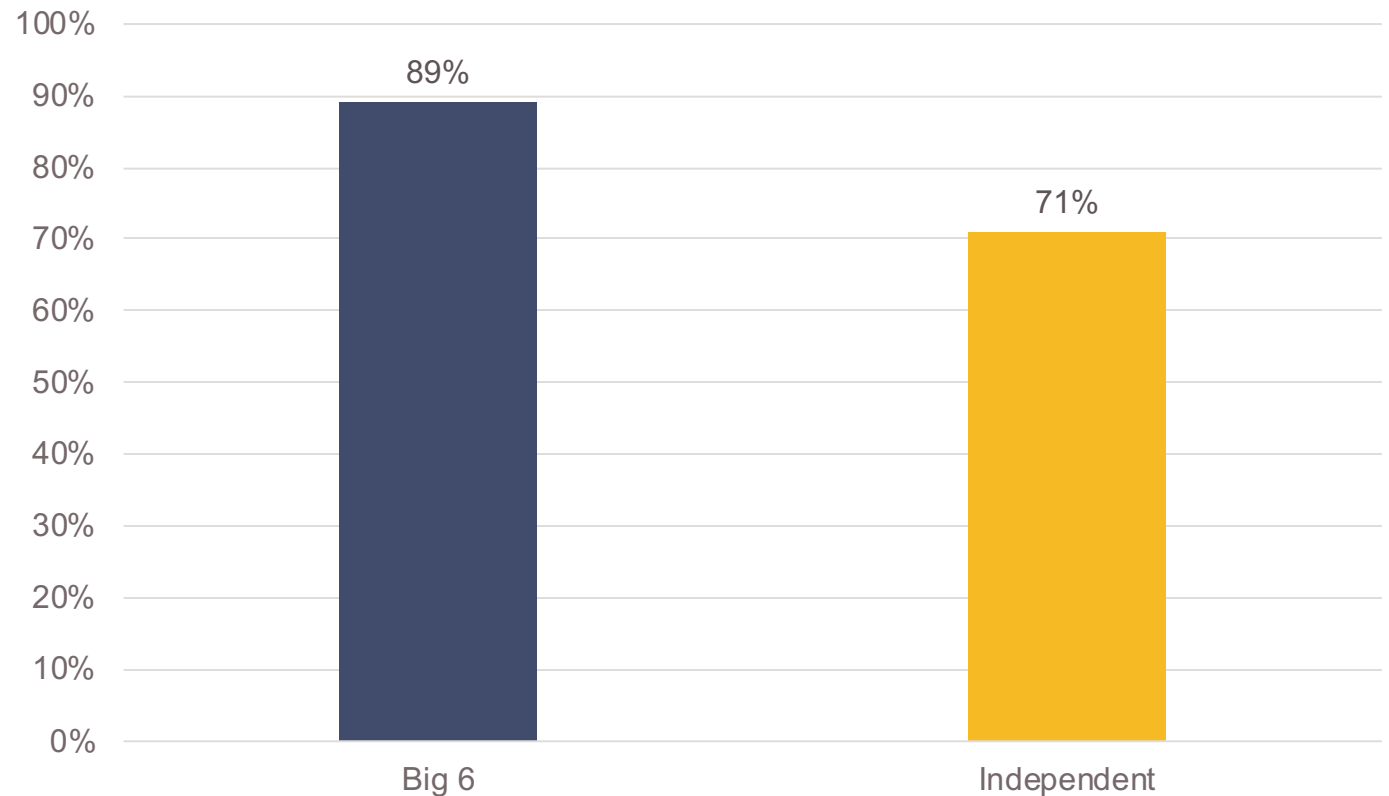*Where does your agency run video ad campaigns for clients?*

89%

of Big 6 agency respondents are running CTV campaigns for their clients vs.

71%

of Independent agency respondents

Percent of Agency Respondents Who Are Running Some Form of Connected TV (CTV) Campaign for Their Clients

Bar chart showing Big 6 at 89% and Independent at 71%.

PLANNING TOOL FOR VIDEO SPEND ON YOUTUBE & FACEBOOK: ALMOST ALL RESPONDENTS NEED SUCH A TOOL

Question
How valuable would it be for you to have an online planning tool that showed you how well YouTube and Facebook reaches your clients' target video audience so you could plan how much spend to allocate to each for video campaigns?

78%

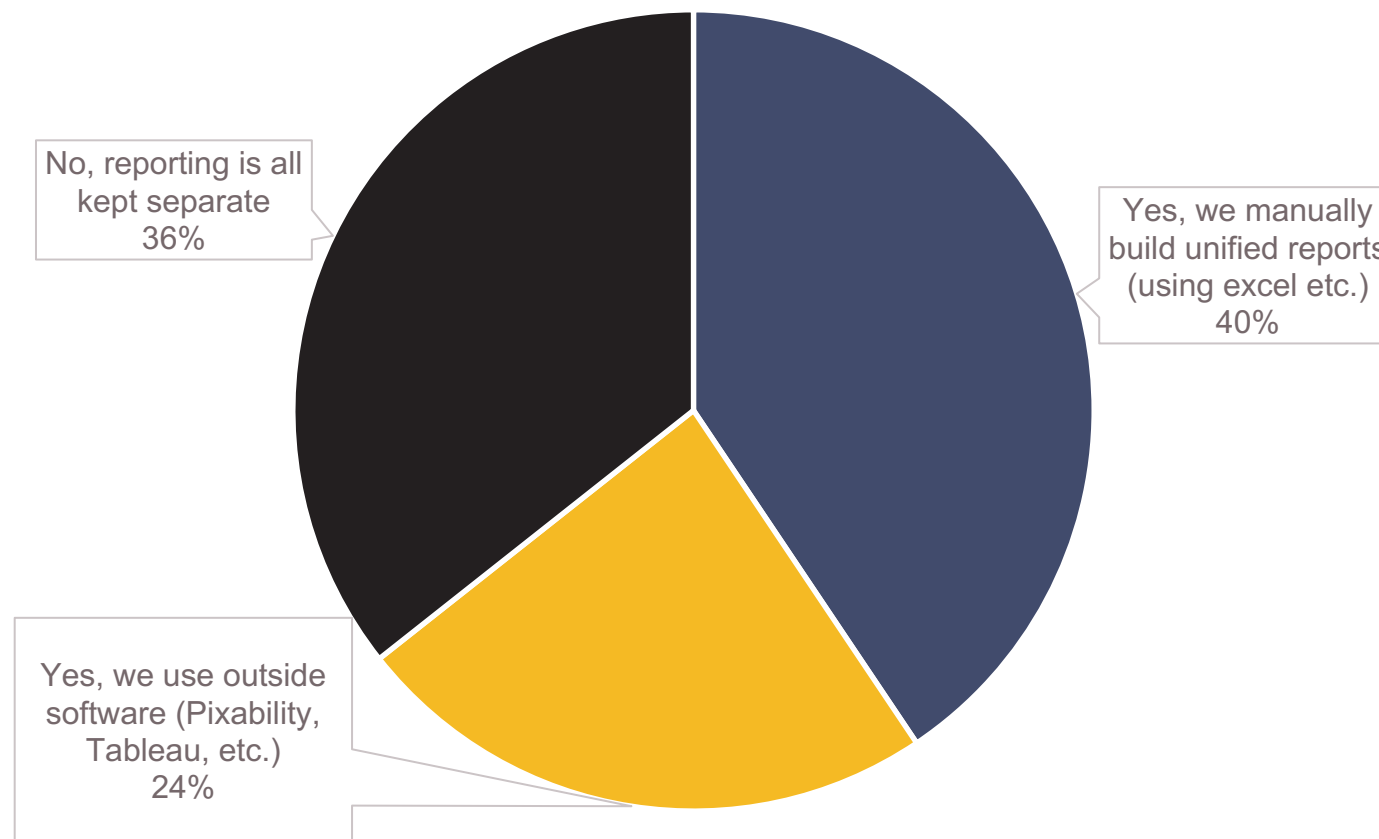of agency respondents say they would find a planning tool for YouTube and Facebook valuable or very valuable.

Bar chart:
- Not at all valuable: 0%
- Somewhat valuable: 22%
- Valuable: 42%
- Very Valuable: 36%
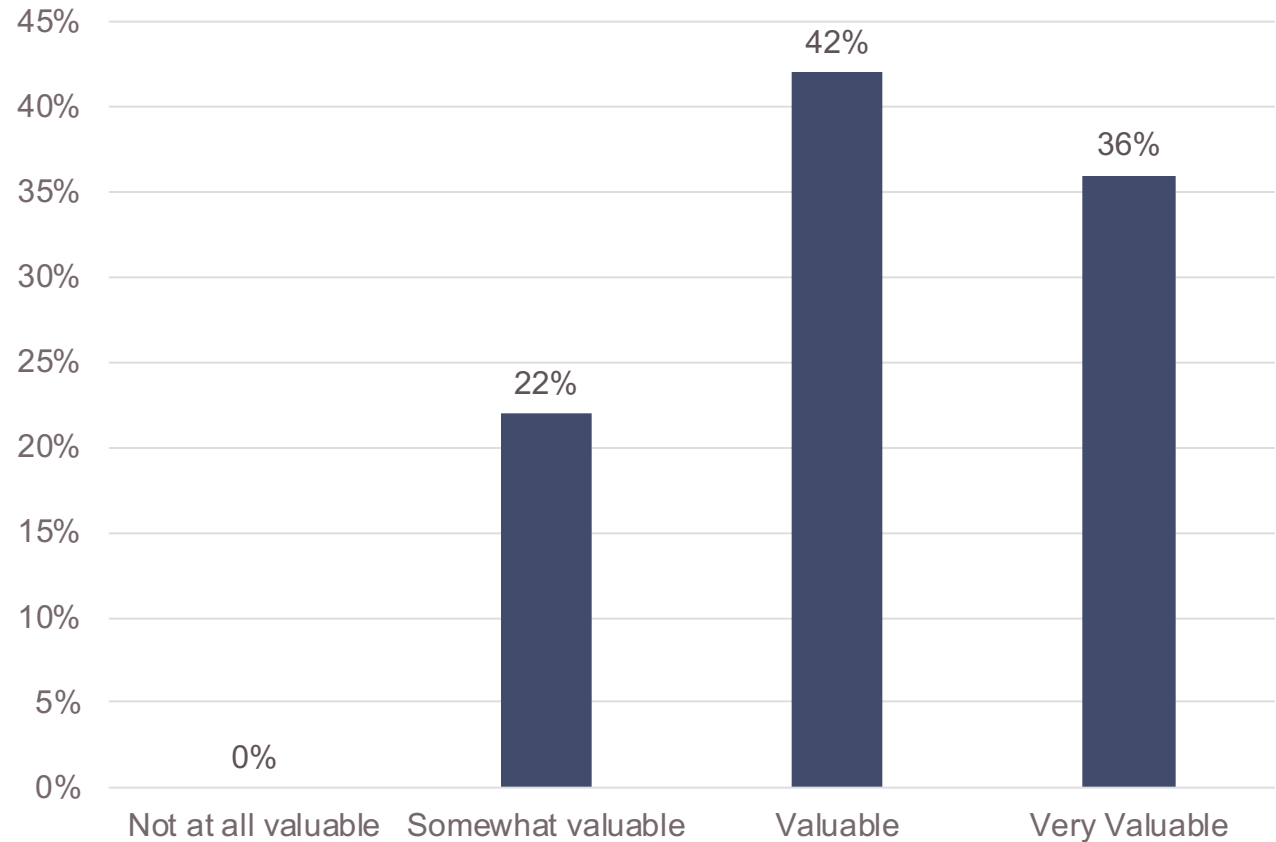
REPORTING OF VIDEO CAMPAIGN RESULTS IN A UNIFIED WAY: AGENCIES ARE STILL DOING IT MANUALLY IF AT ALL

Question

Do you have a central way of reporting results from video campaigns across the platforms you use (YouTube, Facebook etc.) or is it all reported separately?

76%

of agency respondents either keep video ad results separate for each platform or have to manually put them together using excel or other tools.

No, reporting is all kept separate
36%

Yes, we manually build unified reports (using excel etc.)
40%

Yes, we use outside software (Pixability, Tableau, etc.)
24%

REPORTING TOOL FOR VIDEO ADS ON YOUTUBE, FACEBOOK & CTV: AT LEAST 3/4 OF RESPONDENTS WOULD WANT SUCH A TOOL

Question
How valuable would it be for you to have a unified reporting software that shows results for video ad campaigns run across YouTube, Facebook and Connected TV?

75%

of agency respondents say would find a unified reporting tool for YouTube, Facebook & CTV valuable or very valuable.

Bar chart:
- Not at all valuable: 0%
- Somewhat valuable: 25%
- Valuable: 56%
- Very Valuable: 19%
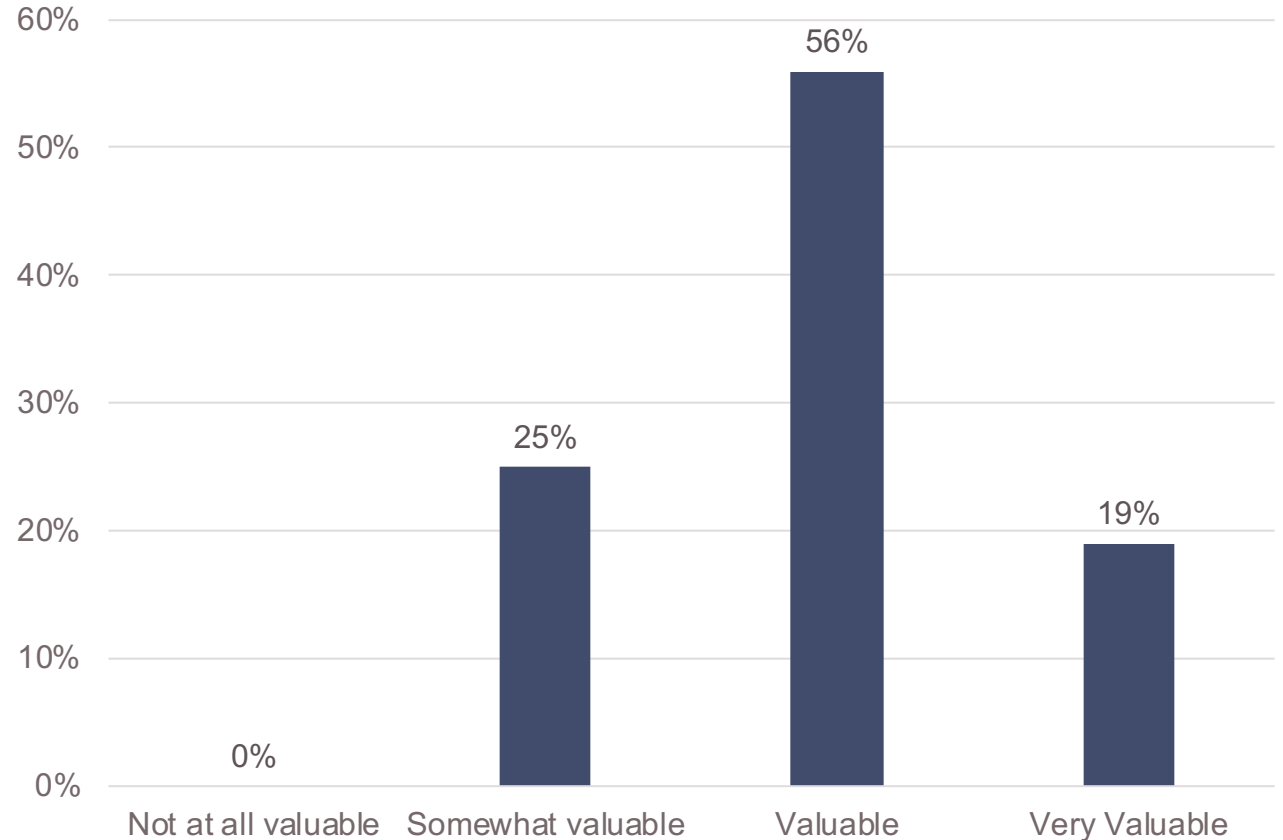
PIXABILITY

THANK YOU

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