

## A Fresh Take

▶ Staying ahead of evolving dynamics in the marketplace and our culture

# The Importance of Education & Training in Audience-Based Buying



Education is the key to success for implementing audience-based TV campaigns, however most marketers have received little to no formal training.

In this piece, we demonstrate the importance of education and training within organizations. Those who have been formally trained are *more likely* to use audience-based buying, *see more success* from their campaigns and ultimately *invest more* because of it.

Source VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Training received on audience-based TV buying: 'Formal company training' = respondents who have participated in a formal internal training program offered by their company (n=58), 'Informal in-house training' = respondents who have received informal internal training provided by a colleague (n=77), 'No training' = respondents who have received no training (n=40).

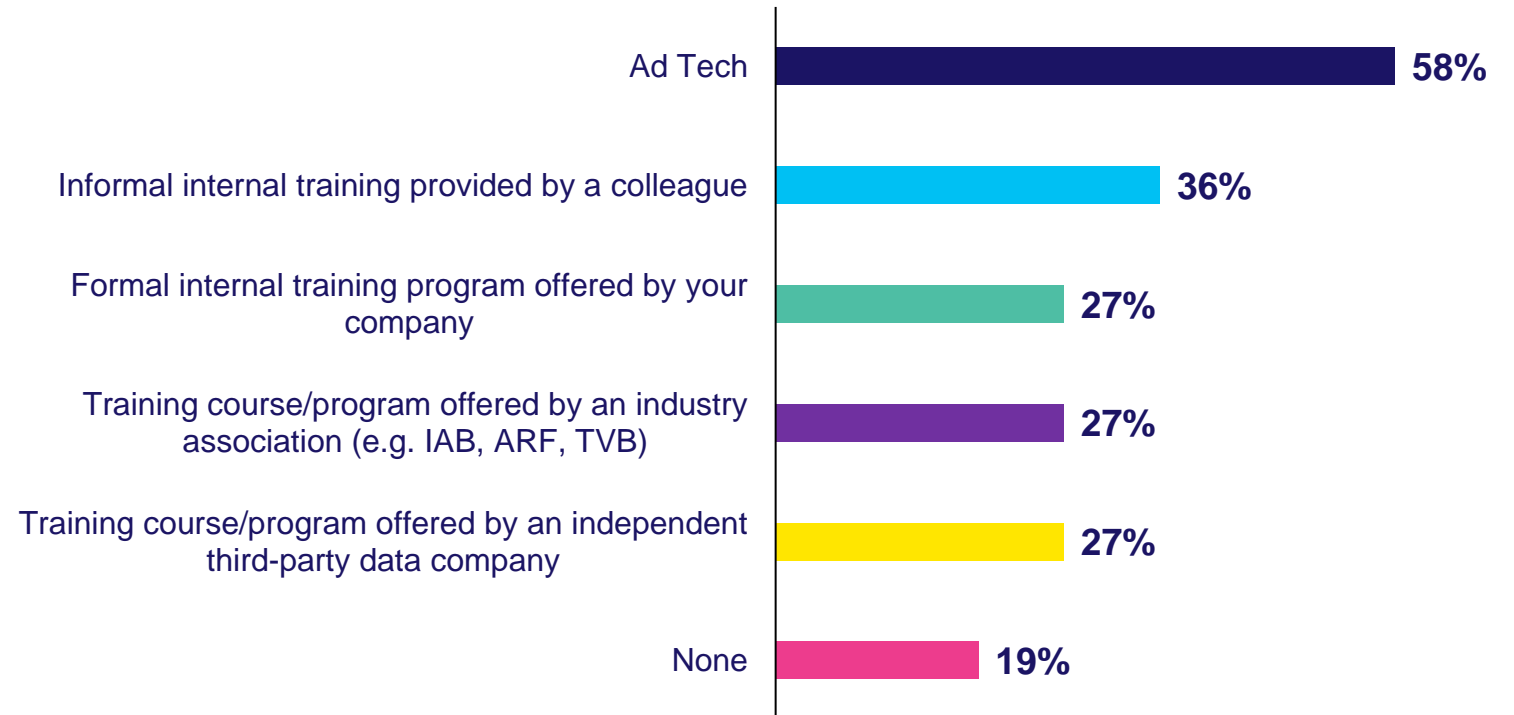


# Most marketers have little formal training on audience-based buying for TV



Which of the following sources have you received training and support from regarding the different aspects of audience-based TV buying?

% of respondents



Source VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q155. Which of the following sources have you received training and support from regarding the different aspects of audience-based TV buying (e.g. planning, execution, measurement, etc.)? Base = Total Respondents.



The lack of comprehensive, formal training can impact a marketer's ability to define, and thus understand, audience-based TV buying

**Which of the following best defines 'audience-based TV buying'?**  
(respondents were given six definitions with nine choices, including 'all/none of the above' and 'other')

“Segmenting viewers beyond traditional demographics to target a group of consumers based on behavioral, attitudinal, and / or lifestyle data”

% of respondents who answered correctly

**24% / 36% / 43%**

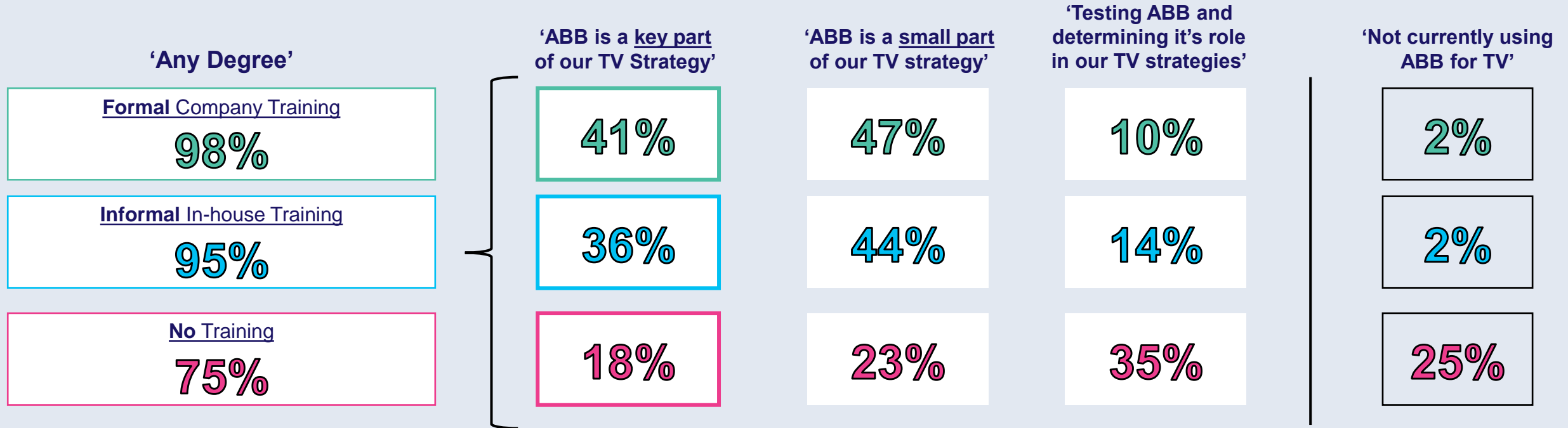
■ Formal Company Training    ■ Informal In-house Training    ■ No Training

Source: VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q45. Which of the following best defines TV 'audience-based' buying? Even if you're not familiar with TV 'audience-based' buying, we'd like your opinion. Base = Total Respondents. 'Formal Company Training' = formal internal training program offered by your company; 'Informal In-house Training' = informal internal training provided by a colleague.

Despite the knowledge gap, most marketers use audience-based TV buying to some degree, however those with formal training are **more likely to use it** and consider it a key part of their strategy



Which of the following best describes your (company's/main client's) current approach to audience-based buying for TV advertising?



Source: VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q70. Which of the following best describes your (company's/main client's) current approach to audience-based buying for TV advertising? Base = Total Respondents. 'Formal Company Training' = formal internal training program offered by your company; 'Informal In-house Training' = informal internal training provided by a colleague.



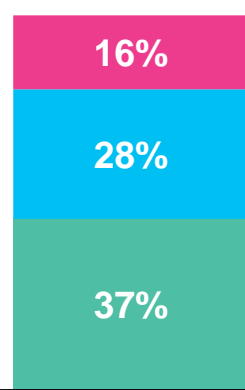
# There is a discrepancy of education among levels as senior executives are much more likely to have formal training than mid & junior employees

- ▶ This disparity can have significant impact on investment or execution because, while senior levels are crucial for initial client buy-in and adoption, mid and junior levels are often the ones executing the campaigns

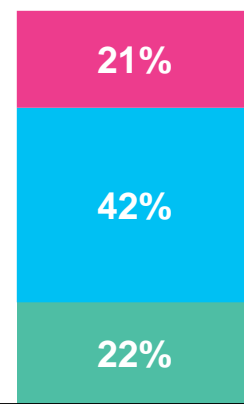
## Training Received by Job Title / Level

% of respondents

■ Formal Company Training ■ Informal In-house Training ■ No Training



Senior Level



Mid / Junior Level

*Ad tech companies also play a significant role as educators*  
**61%** of mid and junior level employees have received training and support from ad tech (vs. 58% of senior levels), which can create **contextual biases** on how marketers use and understand audience-based buying

Source VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). QS5. What is your job title / level? Base = Total Respondents. 'Formal Company Training' = formal internal training program offered by your company; 'Informal In-house Training' = informal internal training provided by a colleague.



# Marketers that are formally trained are more likely to see successes from their audience-based TV campaigns



% of respondents who are satisfied with the following aspects of the audience-based TV buying process



**Ability to Deliver Outcomes**  
**72% / 55% / 40%**



**Media Measurement**  
**72% / 55% / 23%**

■ Formal Company Training    ■ Informal In-house Training    ■ No Training

Source VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q103. How satisfied are you with the following aspects of the audience-based buying process in TV advertising? (very satisfied / satisfied). Base = Respondents who say audience-based buying is a 'key part' / 'small part' of their TV strategy or are currently testing audience-based buying and determining its role. 'Formal Company Training' = formal internal training program offered by your company; 'Informal In-house Training' = informal internal training provided by a colleague.

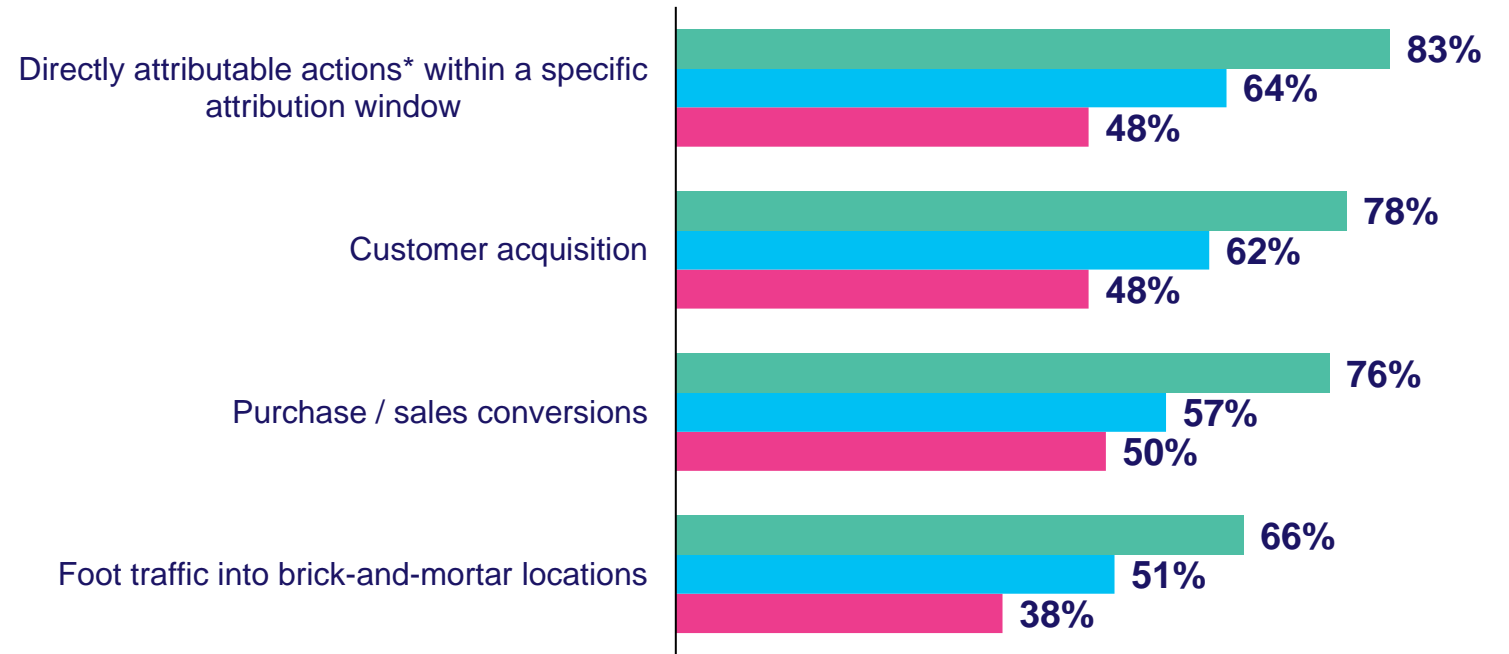


# Formally-trained marketers are also more likely to see their buys deliver business outcomes, especially for lower-funnel KPIs



## % of respondents who believe audience-based TV buying can impact each of the following KPIs

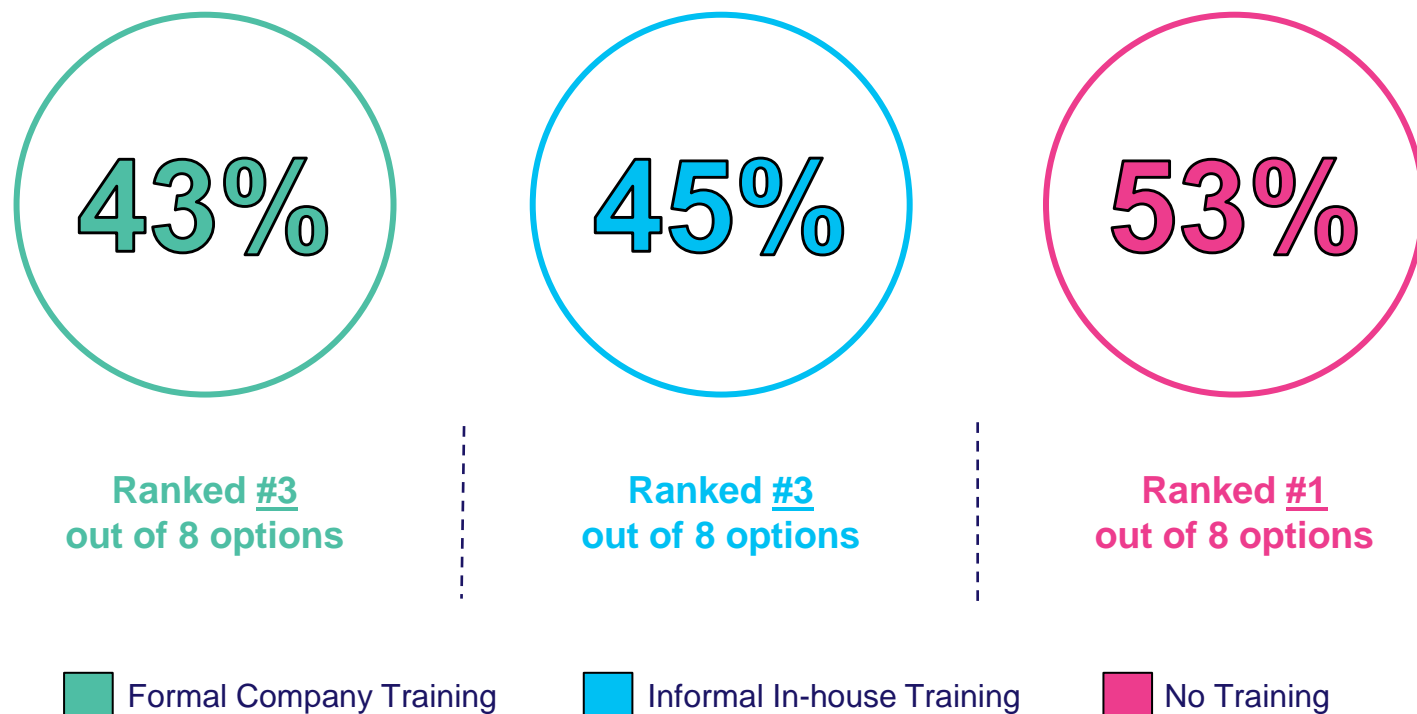
■ Formal Training from Company ■ Informal In-house Training ■ No Training



Source VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q150. To what extent do you believe audience-based buying of TV advertising can impact each of the following KPIs? (extremely impactful / very impactful). Base = Total Respondents. \*such as site visits, sign ups, login ins, downloads. 'Formal Company Training' = formal internal training program offered by your company; 'Informal In-house Training' = informal internal training provided by a colleague.

Ultimately, all marketers say that more education, and the confidence instilled from it, would encourage them to increase their ABB investment

% of respondents who would increase their investment in audience-based TV buying if they had a *better understanding of the benefits and how it works*



Source VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q130. Which of the following would encourage you to increase your investment in audience-based TV buying? Base = Total Respondents. 'Formal Company Training' = formal internal training program offered by your company; 'Informal In-house Training' = informal internal training provided by a colleague.



Marketers with more training and knowledge seek out outcomes-based case studies and data details while those with informal, or no training, are interested in best practices and ABB's comparative benefits versus demo-based TV buying

**Top 3 audience-based buying topics related to TV advertising marketers would like to learn more about**  
% of respondents

<u>Formal Company Training</u>	<u>Informal In-house Training</u>	<u>No Training</u>
<b>40%</b> Case studies of marketers/brands who are using audience-based buying for TV advertising and performance guarantees	<b>38%</b> Detail on <b>data sources used, targets available, data accuracy</b>	<b>50%</b> Benefits of audience-based buying vs. traditional demographic based buying
<b>40%</b> Detail on <b>data sources used, targets available, data accuracy</b>	<b>36%</b> Case studies of marketers/brands who are using audience-based buying for TV advertising and performance guarantees	<b>43%</b> Knowledge about <b>data &amp; analytics providers &amp; TV platforms</b> (TVSquared, Cadent, Tatari, etc)
<b>36%</b> Effective measurement ( <b>best metrics</b> )	<b>36%</b> Benefits of audience-based buying vs. traditional demographic based buying	<b>40%</b> Best practices for <b>integrating first party data</b>

Source VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q165. Which of these audience-based buying topics related to TV advertising would you like to learn more about? (rank 1-3). Base = Total Respondents. 'Formal Company Training' = formal internal training program offered by your company; 'Informal In-house Training' = informal internal training provided by a colleague.

# Key Marketer Takeaways

- ▶ Like with most innovation, education is the key to successful implementation of audience-based TV campaigns because it provides marketers with greater understanding and confidence in the practice
- ▶ Most marketers have little formal training on audience-based buying, but those that do are more likely to use it, see more success from their campaigns and ultimately invest more because of it

# Creators

**Jason Wiese**

SVP, Director of Strategic Insights  
jasonw@thevab.com

**Leah Montner-Dixon**

Associate Insights Director  
leahm@thevab.com

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Lessons learned from innovators who are testing audience-based buying



### Meeting Industry Challenges

Guidance and inspiration to embracing an audience-first TV buying approach



### An Insider's Look

Why brands and agencies are shifting to audience-based TV buying



### The VAB Top 10

A top-line view of how the industry is adopting ABB



### Delayed Adulthood

How younger & older generations are achieving 'life milestones' at their own pace



### Proven Strategies & Tactics In Audience-Based TV Buying

Success stories highlighted through real-world case studies



### What Is Audience-Based Buying?

Simplifying marketing topics and terms

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# About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

## Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

## Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

## Transform

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