



# Q1 2017 Agency Insight Survey

**Agency Client Interest in Digital Video  
Soars 351%**

Strata's media buying software handles \$50 billion in advertising annually, approximately 25% of US advertising spending. We surveyed our media buying clients to get an idea of trends and challenges they may be facing. This sample is from agencies of varying sizes across the country.

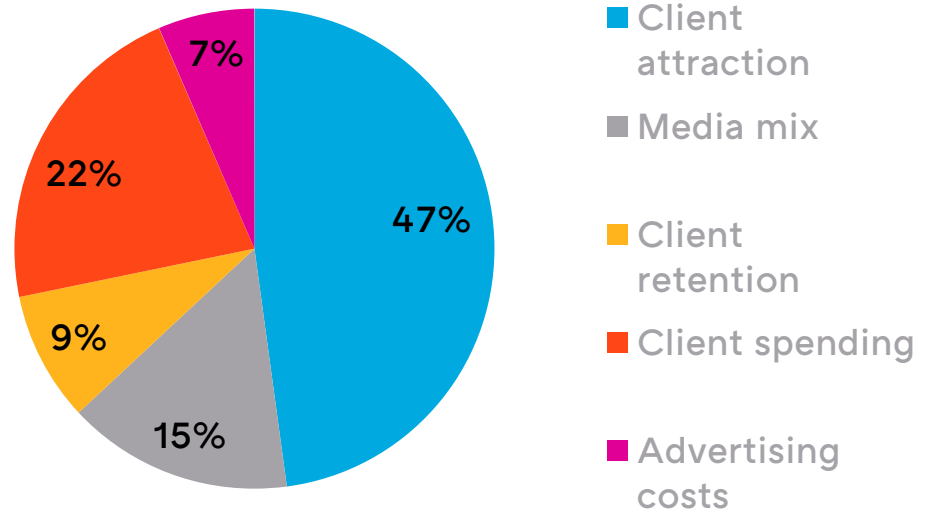
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March 30, 2017

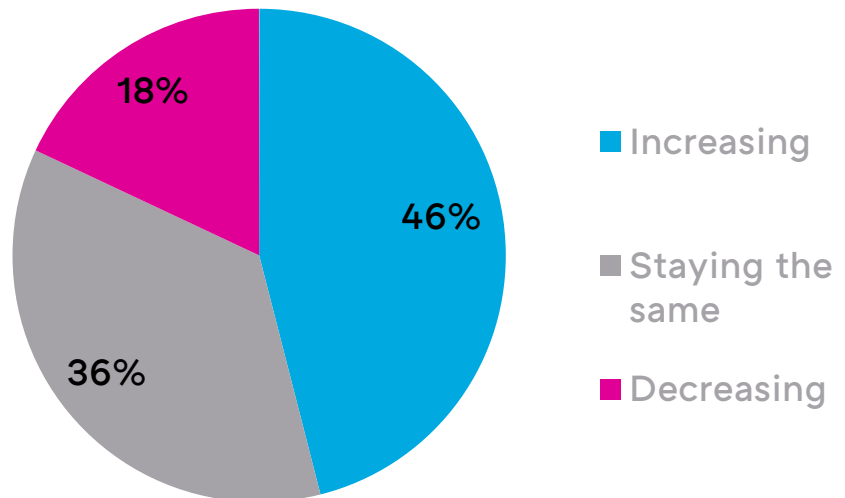
30 W Monroe St #1900  
Chicago, IL 60603

P 312.222.1555  
gotostrata.com

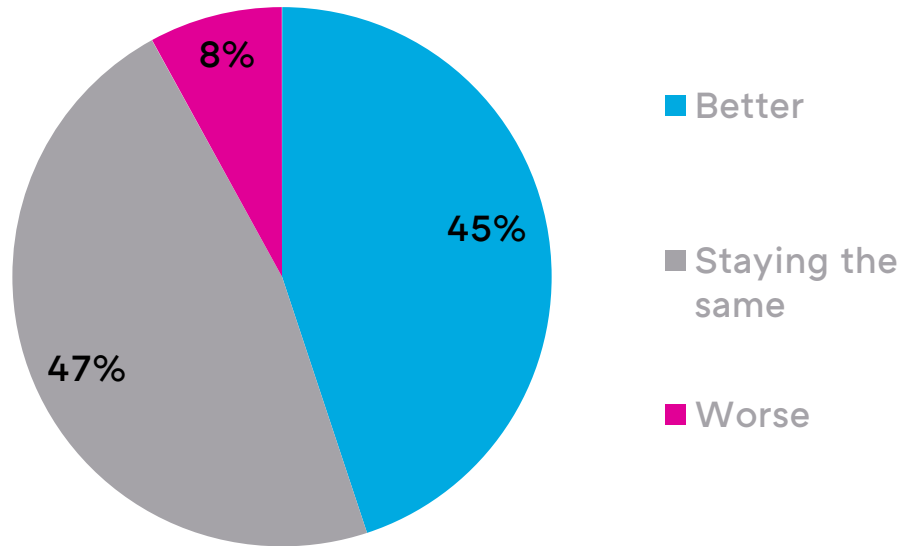
What is your biggest challenge in 2017?



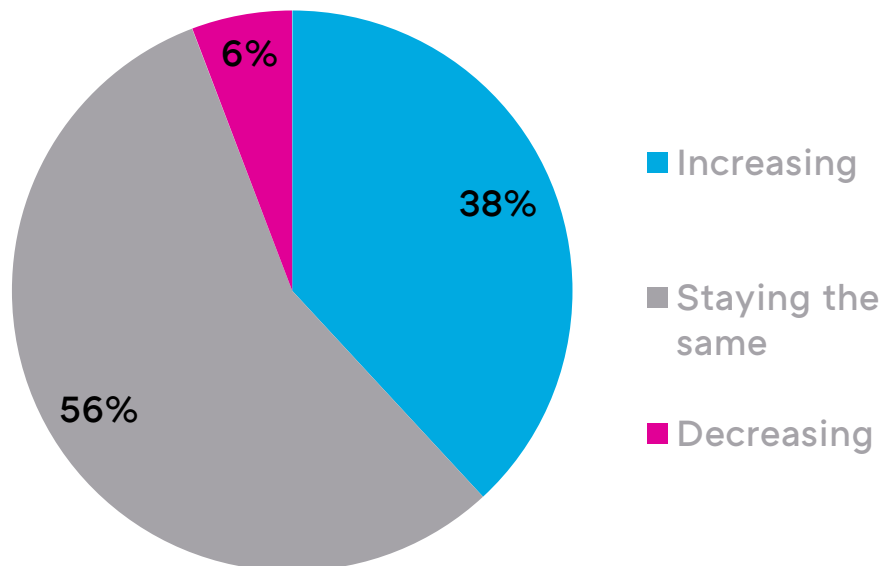
Did you see your business increasing or decreasing in the first quarter of 2017 compared to the same time last year?



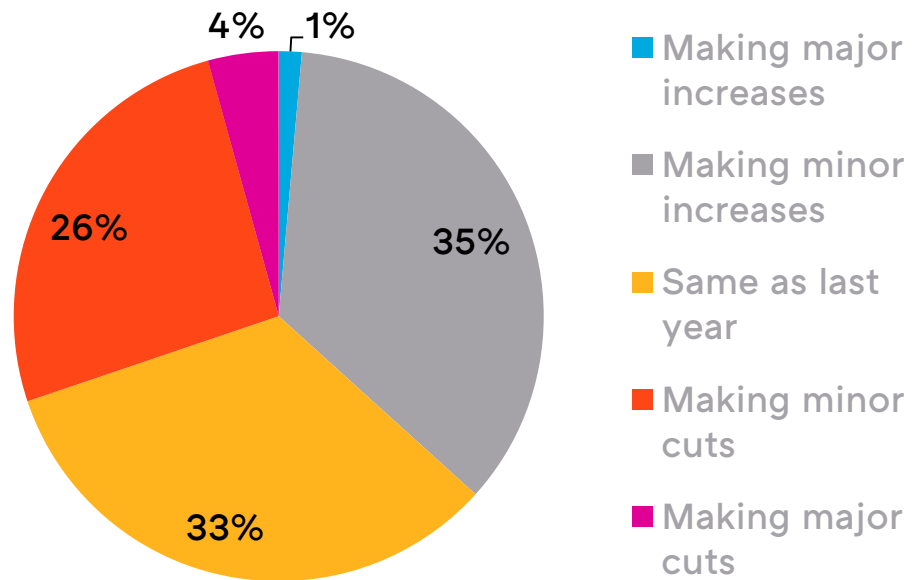
What do you project your growth to be in the second quarter of 2017?



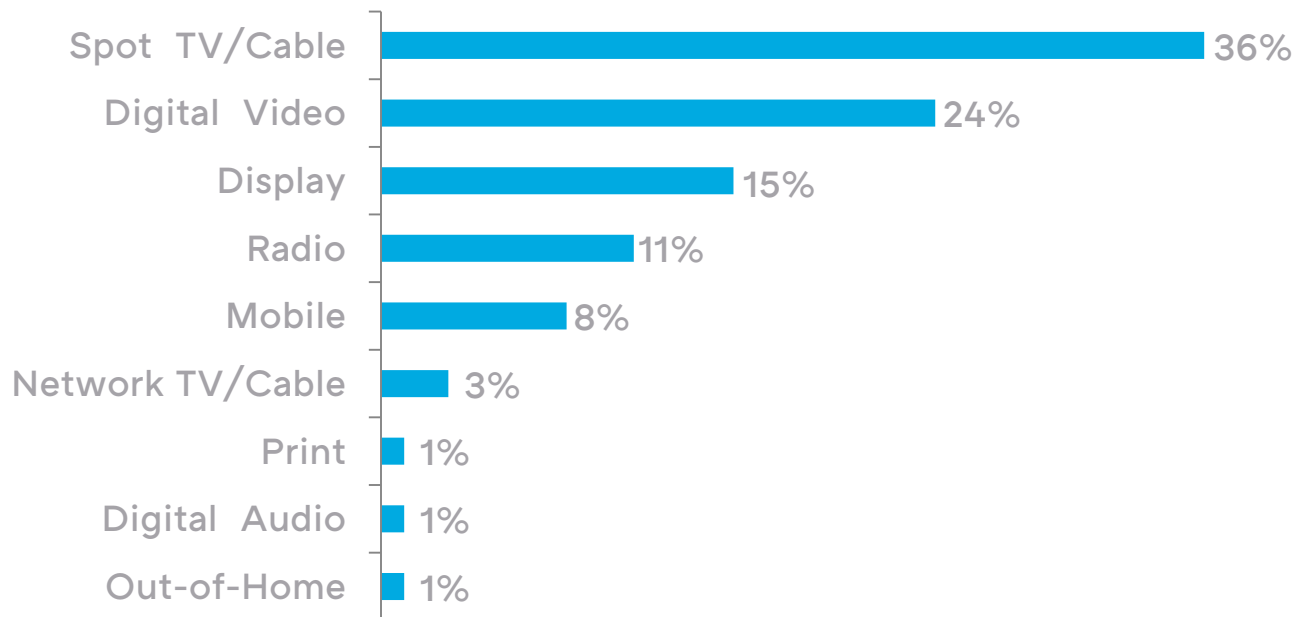
What are your staffing plans in the second quarter of 2017?



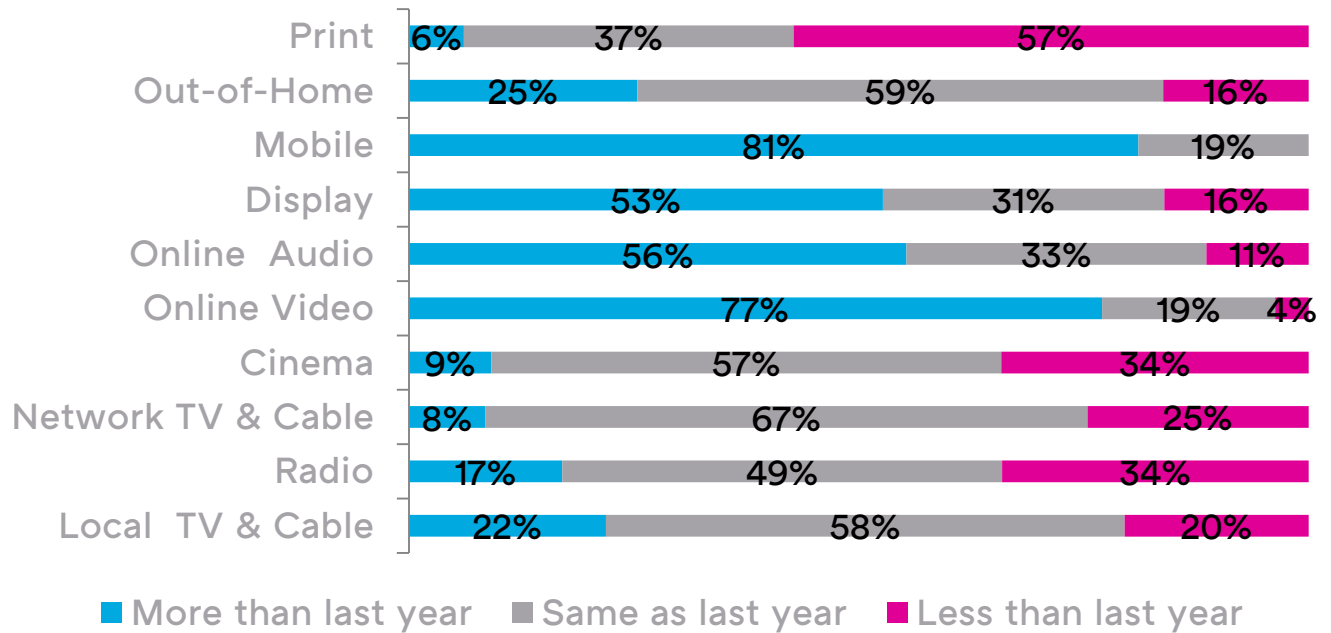
On average, how do you see your customers approaching their Marketing/Advertising planning in 2017?



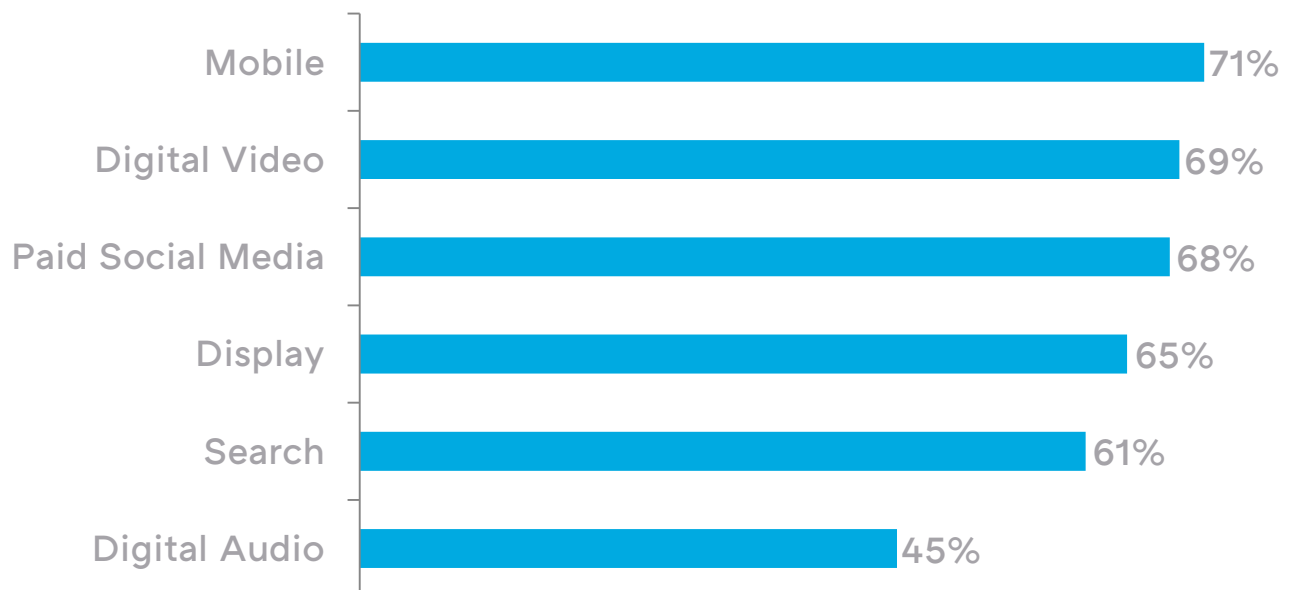
Right now, my customers are most interested in advertising on/in... (one answer only)



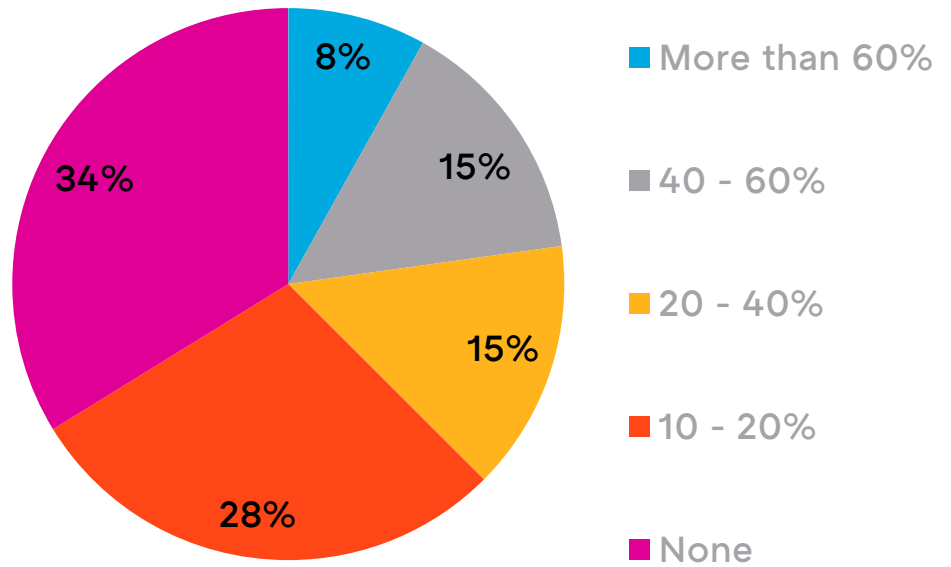
Please rate your clients' interest in advertising on the following media types when compared to the same time last year:



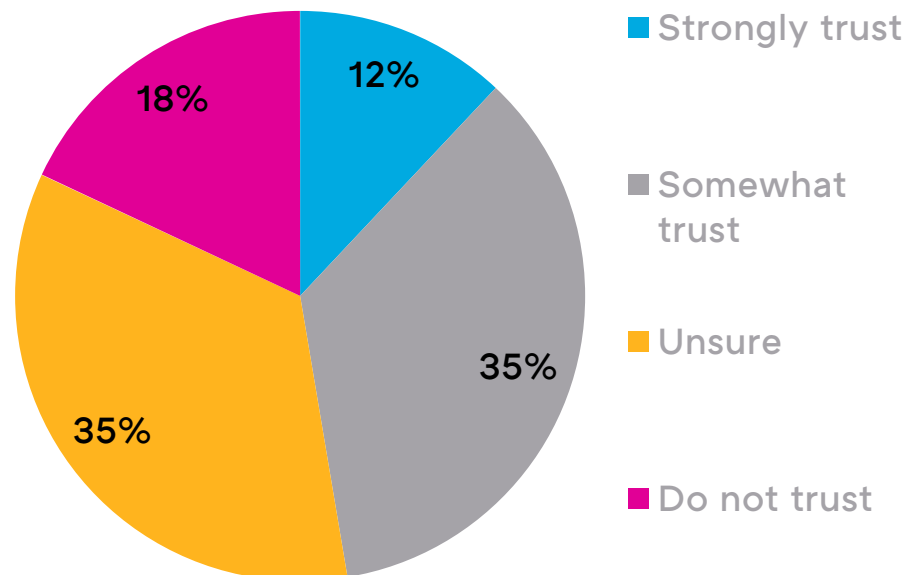
Where do you focus your Digital spend?  
(choose all that apply)



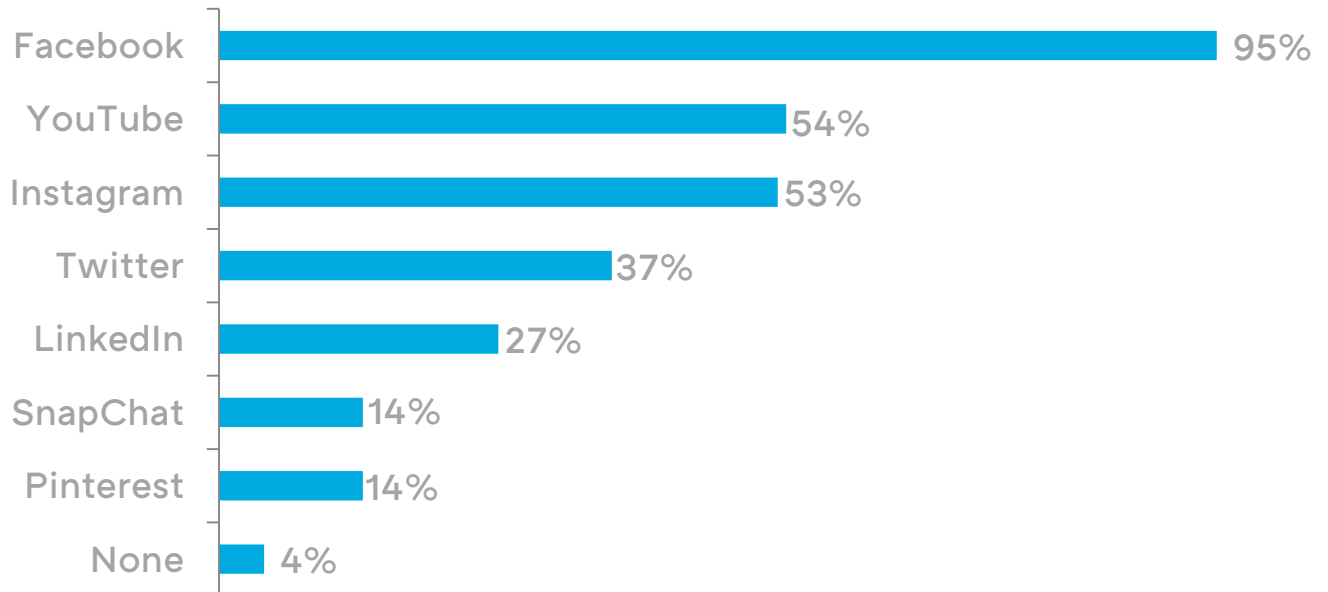
What percentage of your spend is Programmatic buying?



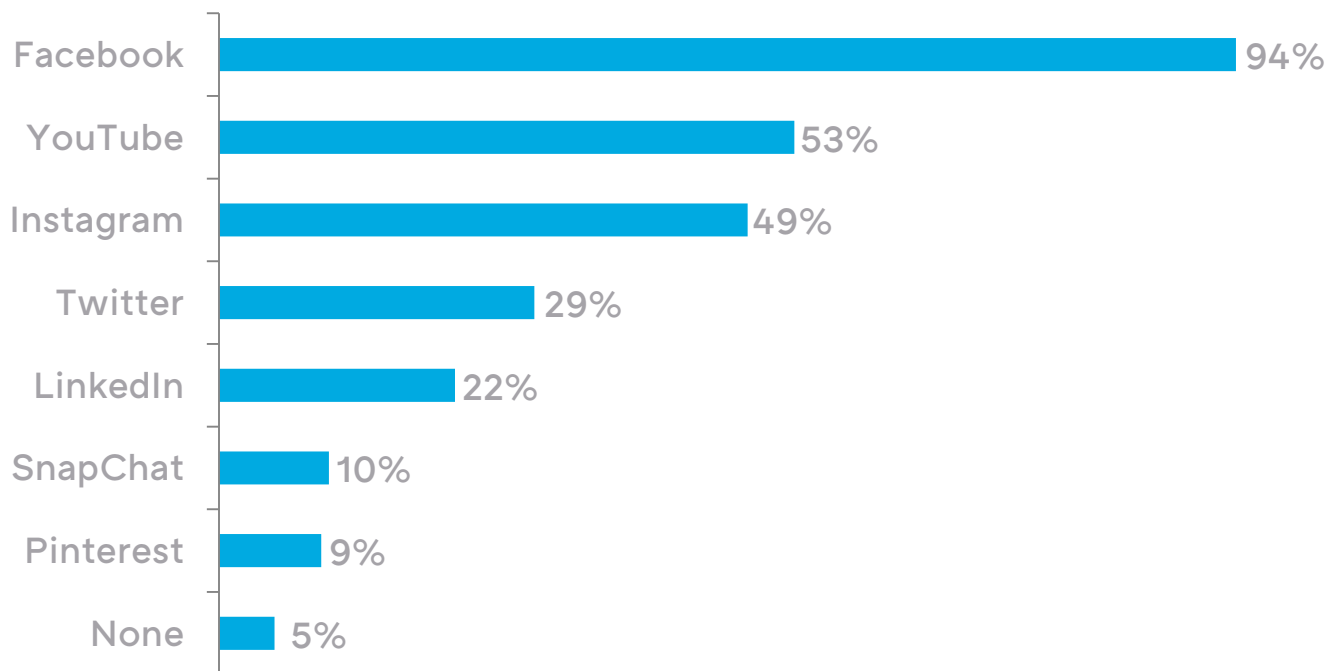
How much do you trust Programmatic buying to accurately reflect your ad orders?



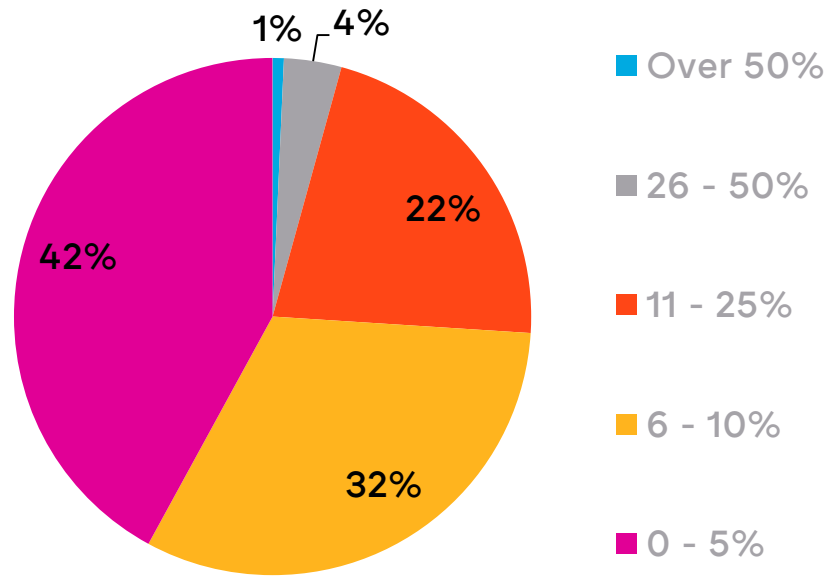
Which Social Media are you most likely to use in your client campaigns? (choose all that apply)



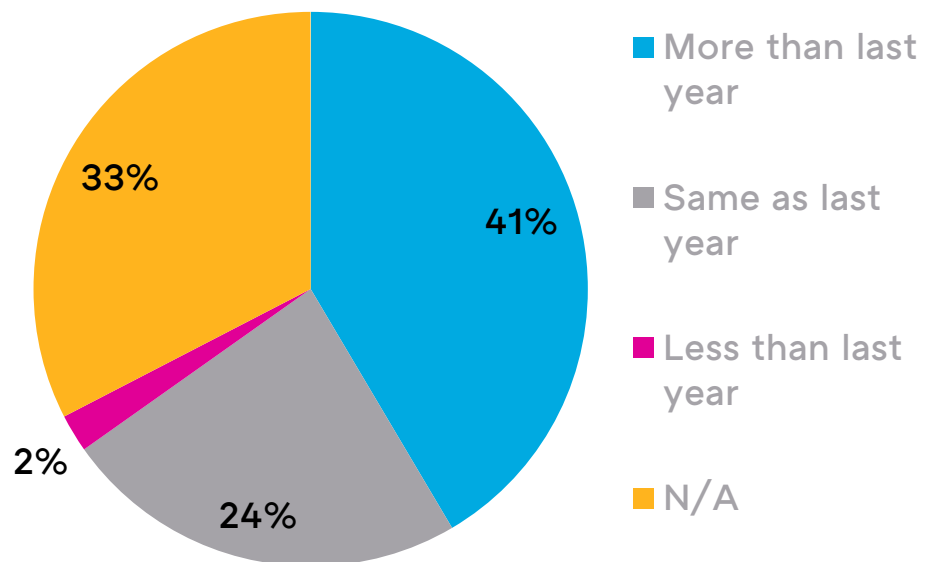
On which social platform are your clients SPENDING money? (choose all that apply)



What percent of overall budgets go to paid Social Media?

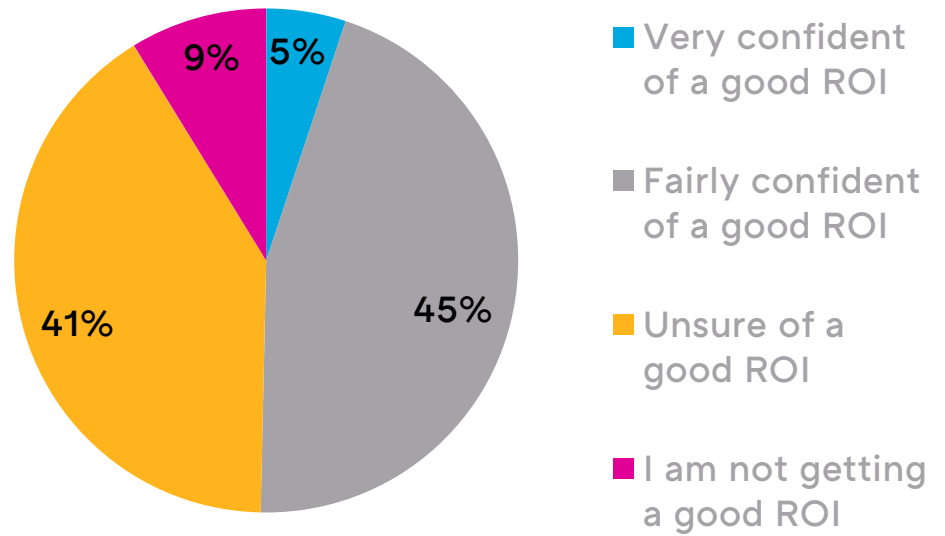


Generally speaking, my client's interest in Live Streaming tools (ie. Facebook, Twitter etc.) for a current or upcoming campaign is...?





Which best describes your ROI on recent online video ad purchases?



Are digital video ads as effective as traditional TV?

