

RESEARCH ON DIGITAL ADVERTISING SPEND

The research is conducted on behalf of the **Cyprus Advertisers Association** and concerns the advertising expenditure in digital advertising. We are interested in your point of view and data in order to explore the market of advertising investment in digital media.

I would like to assure you that your answers will remain completely confidential and will be grouped with the answers of other respondents without any correlation with the data of the company / organization. The data of the research will be accessed only by the competent project team of Pulse Market Research and no data will be given to third parties.

ΑΤΟΜΟ ΕΠΙΚΟΙΝΩΝΙΑΣ - ΠΡΟΚΑΘΟΡΙΣΜΕΝΟ

Q1A. How much has your company spent in total on advertising in **2021** in all media?

Please select from the following ranges:

Up to 50.000 euro	01
50.001 – 100.000 euro	02
100.001 – 200.000 euro	03
200.001 – 300.000 euro	04
300.001 – 400.000 euro	05
400.001 – 500.000 euro	06
500.001 – 600.000 euro	07
600.001 – 700.000 euro	08
700.001 – 800.000 euro	09
800.001 – 900.000 euro	10
900.001 – 1.000.000 euro	11
1.000.001 – 1.250.000 euro	12
1.250.001 – 1.500.000 euro	13
1.500.001 – 1.750.000 euro	14
1.750.001 – 2.000.000 euro	15
2.000.001 – 2.250.000 euro	16
2.250.001 – 2.500.000 euro	17
2.500.001 – 2.750.000 euro	18
2.750.001 – 3.000.000 euro	19
3.000.001 euro and up	20
No answer	99



Q1B. Please note whether your company's overall advertising spending in **2021** in all media has **increased or decreased** compared to **2020**?

Please choose from the answers below:

Increased	1
Stayed the same	2
Decreased	3

Για όσες εταιρείες δήλωσαν αύξηση σε σχέση με το 2020 Q1B

Q1Γ. Please enter the increase rate in %:

Για όσες εταιρείες δήλωσαν μείωση σε σχέση με το 2020 Q1B

Q1Γ. Please enter the decrease rate in %:

Increase	%
Decrease	%

For the purposes of this questionnaire, the description "**Digital advertising**" includes the following:

(α) **Display Campaigns**, includes various types of banners (with / without motion, sound), interstitials, skins, takeovers, buttons, mouseovers, etc. It also includes all kinds of banners in mobile apps.

(β) **Search Campaigns**, where by searching e.g. on Google, the ad is displayed in text.

(γ) **Video Campaigns**, which is usually presented before, during or after an online video stream, or within an article.

(δ) **Social Media Campaigns**, is any type of advertising that appears in the environment and through a social networking platform. It includes video ads, boosted posts, stories, Messages, Lead campaigns, InMail etc.

(ε) **Owned Digital Assets**, includes the cost of managing all the media that belong to an advertiser and relate to either corporate or product presence of websites, social media pages, newsletters, blogs, mobile apps, etc.

(στ) **Native Campaigns**, includes ads that appear in the form of content on other websites (such as text ads within an article, native ads, or other format) or paid content creation in the form of an article, etc.

(ζ) **Influencer Marketing**, includes the cost / fee for the use of influencers for the purpose of promoting products / services



Q2A. Please enter the percentage of spending on **digital advertising** in **2021** compared to the **total spending** on advertising in **2021**?

Digital advertising percentage	%
No answer	99

Για όσες εταιρείες δήλωσαν Δεν απαντώ στην Q2A

Q2B. Please select the range of the percentage of spending on **digital advertising** in **2021** compared to the **total spending** on advertising in **2021**?

Please choose from the answers below:

Up to 5%	01
6% -10%	02
11% - 15%	03
16% -20%	04
21% -30%	05
31% - 40%	06
41% - 50%	07
51% - 60%	08
61% - 70%	09
71% - 80%	10
81% -90%	11
91% - 100%	12
No answer	99

Q2Γ. Please note whether the investment in digital advertising has **increased or decreased** compared to **2020**?

Please choose from the answers below:

Increased	1
Stayed the same	2
Decreased	3

Για όσες εταιρείες δήλωσαν αύξηση σε σχέση με το 2020 Q2Γ

Q2Δ. Please enter the increase rate in %:

Για όσες εταιρείες δήλωσαν μείωση σε σχέση με το 2020 Q2Γ

Q2Δ. Please enter the decrease rate in %:

Increase	%
Decrease	%



Q3. As regards the amount spent on digital advertising in **2021**, please enter the percentage corresponding to Media, Productions & Agency Fee and Influencers.

The percentages should add up to 100%.

Media:	%
Productions & Agency Fee:	%
Influencers' Investment:	%
Σύνολο:	100%

Q4. As regards the amount spent on digital advertising in **2021**, please enter the percentage corresponding to the following **categories**.

The sum of the percentages must not be greater than 100%

Global media (Includes Google, Amazon, Bing, as well as other media based in countries other than Cyprus)	%
Cyprus-based media	%
Programmatic	%
Social Media	%

Q5. As regards the amount spent on digital advertising in **2021**, please enter the percentage corresponding to each **type** of digital advertising for **2021**.

The percentages should add up to 100%.

Display Campaigns	%
Search Campaigns	%
Video Campaigns	%
Social Media Campaigns	%
Productions & Maintenance (all costs incurred, incl. costs of managing owned media assets)	%
Native Campaigns	%
Influencer Marketing	%
Other (please specify):	%
Total:	100%



Q6. On what social media does your company have **pages that you manage locally** - either as a company, or with brands that you market, etc.?

Facebook	01
Twitter	02
YouTube	03
Instagram	04
Snapchat	05
Pinterest	06
Tumblr	07
LinkedIn	08
TikTok	09
Other (please specify):	10

Q7. On what social media **is your company advertised** - either as a company, or with brands you market, etc.?

Facebook	01
Twitter	02
YouTube	03
Instagram	04
Snapchat	05
Pinterest	06
Tumblr	07
LinkedIn	08
TikTok	09
Other (please specify):	10

Q8. Please rank the **goals** of your company's campaigns in digital media in order of importance. In case a choice is not a goal of your company's campaigns DO NOT rank it.

Please drag and drop your choices from the left column to the right column. The first place corresponds to what you consider most important and the last place to what you consider less important.

- Brand Awareness

- Traffic to website

- Leads Generation

- Sales Generation

- Customer service

- Other

Please specify what is the "Other" goal you ranked in the previous question.



Ισχύει για όσα είδη digital διαφήμισης χρησιμοποίησε η εταιρεία από την Q5

Q9. Which of the following metrics does your company typically use to measure the effectiveness of its investment?

Please select all that apply.

DISPLAY CAMPAIGNS

CPC (cost per click)	1
CTR (click through rate)	2
Viewable CPM (cost per thousand impressions)	3
CPCConv/CPA (cost per conversion/acquisition)	4
Conversion Rate	5
ROAS (Return on ad spend)	6
Other (please specify):	7

SEARCH MARKETING CAMPAIGNS

CPC (cost per click)	1
CTR (click through rate)	2
Conversions	3
Conversion Rate	4
CPCConv/CPA (cost per conversion/acquisition)	5
ROAS (Return on ad spend)	6
Other (please specify):	7

VIDEO CAMPAIGNS

Views/ThruPlays (at least 15 sec)	1
CPV (cost per view)	2
View Rate	3
Completion Rate	4
Other (please specify):	5

SOCIAL MEDIA CAMPAIGNS

Reach	1
UCPM (Unique CPM - Cost per 1000 people reached)	2
CPE (Cost per engagement)	3
ROAS (Return on ad spend)	4
CPCConv/CPA (cost per conversion/acquisition)	5
ER (Engagement Rate)	6
Other (please specify):	7

NATIVE CAMPAIGNS

Page Views	1
Unique page views	2
Average Time on page	3
Conversions	4
Other (please specify):	5



INFLUENCER MARKETING

Post Reach	1
ER % = Total engagements on a post / Total followers * 100	2
ERR = Engagement rate by reach (Total engagements per post / reach per post * 100)	3
CPE (Cost Per Engagement) = Total amount spent / Total engagements	4
Conversions	5
Other (please specify):	6

Engagements typically represents likes, favourites, reactions, comments, shares, views, retweets, and sometimes include clicks, depending on which platform you're using.

Q11. Please fill in the table below for **2021**, writing the percentages for each case.

The percentages should add up to 100%.

% of advertising campaigns that also had digital media	%
% of advertising campaigns only with digital media	%
% of advertising campaigns that did not have digital media	%
Total:	100%

Q12. Which of the following does your company **work with for digital advertising**?
You can select all the choices that apply.

Advertising Companies / Full Service	01
Specialist Digital Agencies (companies that deal exclusively with digital advertising)	02
Freelancers	03
In house	04
Other (please specify):	05



cyprus
advertisers
association

Demographic details:

Company / organization details

Company name:

District:

Telephone number:

Company size (Number of employees)

Up to 5 employees	01
6-10 employees	02
11-30 employees	03
31-50 employees	04
51-100 employees	05
101-250 employees	06
More than 250 employees	07

Respondent details

Name:

Position:

Email: