

# FUTURE

# IN

# FOCUS

2024 Digital Advertising  
Trends Report

**Basis**<sup>®</sup>  
Technologies

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# Separating the Trends from the Trendy

***The past few years have been a wild ride for advertisers and consumers alike.*** Coming out of the pandemic, a flight of buzzy trends emerged—each promising to usher in an exciting new future for digital advertising filled with transformation and potential.

Unfortunately, most of these so-called trends quickly fizzled out, leaving disappointed marketers wondering how we can separate the true “trends” from what’s merely “trendy.”

How can marketers tune out the noise and focus their attention on the most important, proven trends that will shape the year to come?

*Read on to find out for yourself.*

# TREND 1

## Inventory Housekeeping

From Marie Kondo to conscious consumerism, society has undergone a major push toward minimizing waste in recent years. It's time for the programmatic advertising world to do the same.

Between ad fraud, made for advertising (MFA) sites, bot traffic, domain spoofing, ad stacking, first price bidding, and more, the programmatic ecosystem has started feeling a bit...messy, hasn't it? So, let's clean things up in the year ahead!

It's time to reprioritize value over volume. **Advertisers in 2024 should make a point of tidying up their media buys and managing brand suitability.** Work with partners that offer transparency and who have the ability to remove low-quality inventory like MFAs. Apply bid shading to avoid overspending. Go beyond the open marketplace with programmatic guaranteed and private marketplace (PMP) deals, which can help ensure quality and deliver premium inventory. And, if you are up for it, go the extra mile by evaluating log-level data to better understand just what it is you are buying.

Why? Well, for one thing, making these changes means you'll be throwing away less money on empty views, low-quality inventory, non-brand suitable placements, overbidding, and underperforming. No one wants to waste money or to blow through a budget—especially when there are readily-available fixes to address all of the concerns.

## Protecting the Open Internet

But really, it's about more than that. It's about preserving the open internet and sustaining the digital advertising ecosystem that serves as the foundation of our industry.

This means that media buyers will need to demand more of their tech partners and to seek out solutions that safeguard their campaigns. It also means that SSPs and DSPs will need to take more ownership of the supply path and do their part to clean up the overall digital advertising ecosystem. And those things aren't always easy. Sometimes, it can feel easier to just take the path of least resistance—after all, implementing the requisite safeguards and fixes takes a little more time and a little more effort than mere “bid and hope for the best” approach. But that extra effort will pay plenty of dividends to all in the form of increased performance, profitability, and reputation.

Because if we all do our part, the results won't just help us, but the entire ecosystem by creating a healthier environment where we can return to volume in a healthier way because the entire ecosystem will be cleaner and safer.

## Holding Your Programmatic Partners Accountable

Ready to clean up your digital advertising supply chain? Start by asking these questions:

- ✓ Have you adapted to a first price auction environment?
- ✓ Do you remove long-tail SSPs or resellers?
- ✓ What direct inventory integrations are in place to eliminate intermediaries?
- ✓ What verification partners are available?
- ✓ Are you enforcing supply chain transparency?

# TREND 2

## Seeking Attention

These days, lots of marketers are worrying about the future of accessibility and signal loss in the digital advertising ecosystem. And who can blame them? With Google set to deprecate third-party cookies in Chrome sometime in 2024, and ongoing signal loss having already significantly curbed advertisers' ability to target consumers, there are more and more concerns around how the industry can continue to run (and measure) successful campaigns in the years ahead.

But try this on for size:



### **Tired**

Hyper-fixating on signal loss



### **Wired**

Making sure you're using the right KPIs to actually gauge the success of those ads

Think about it: what's the point of paying to get your ads in front of someone if that person is just going to tune the thing out? Attention has become the new currency (and a key metric) in advertising and beyond, as consumers attention, spans, grow shorter and demand for instant gratification, or at least immediate intrigue, become the name of the game.

## Grabbing (and Holding) Attention

Ensuring your creative is capitalizing on the first glance/sound/frame to adequately capture a user's focus, making the most of that attention once you have it to raise awareness and drive action, and (of course) optimizing the placements of your ads to put that creative in front of people who are more likely to care about what you have to say are all now critical ingredients in the recipe for 2024 advertising success.

Media buying tactics like leveraging pre-bid segments, private marketplace deals, custom bidding algorithms, and pixel-based verification will help advertisers capture users' precious attention. But it's going to be up to the strength of the creative to hold that attention and drive action. To maximize outcomes in the year ahead, savvy marketers should invest in both.

### Key Stat

# 43 Feet

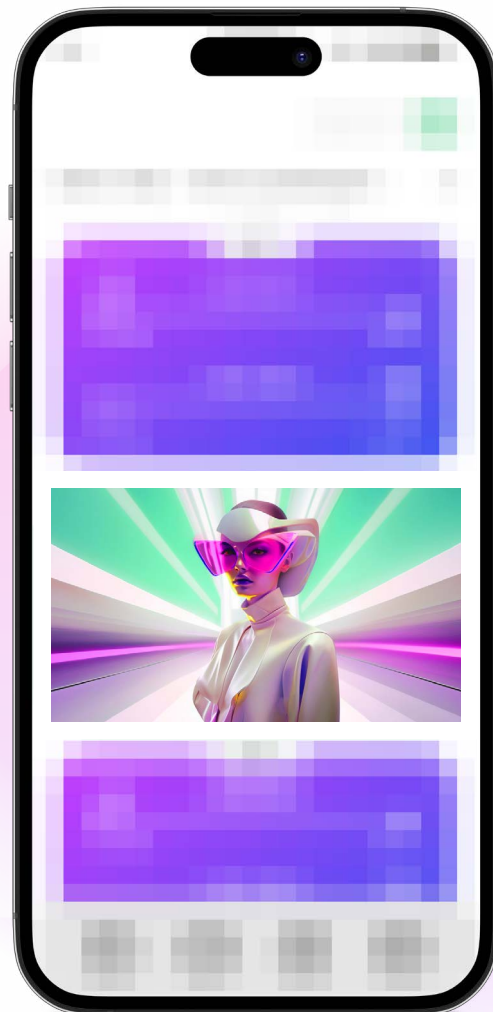
How much the average person scrolls on their phone **every day**.

That's the equivalent of nearly **3 miles per year**.<sup>1</sup>

### Key Stat

# 1.7 seconds

How long marketers have (on average) to capture an individual's attention with a social media ad on mobile.<sup>2</sup>



# TREND 3

## The Election Impact

### A Perfect Storm

Advertisers of all kinds are heading into a uniquely challenging election year in 2024.

Forecasters anticipate a record \$12 billion in political advertising during this upcoming campaign season, which will simultaneously prop up the advertising market and add fresh budgetary challenges for marketing teams.

Then, of course, there is the matter of brand safety. The emergence of generative AI has made it easier than ever for bad actors (both foreign and domestic) to sow misinformation and disinformation among an already polarized electorate. Not helping matters: Tech companies including Google and YouTube parent company Alphabet, Facebook and Instagram's Meta, Amazon, and X have all dramatically downsized their trust and safety teams.<sup>3</sup> Add it all together, and it's clear that marketers will have their work cut out for them when it comes to building trust-based connection with audiences in 2024.

So, how can advertisers navigate these choppy waters and safely reach target audience without blowing through their budgets or risking brand safety?



## Overcoming Election Year Challenges

For non-political marketers looking to steer clear of the crowds, start off by investing in environments that don't allow political ads (such as Netflix, Disney+, Xandr, and TikTok). You can also explore channels like audio and digital out-of-home, with which political advertisers have been slower to adopt than the rest of the industry.

Timing will also be key. Keep an eye on the primary schedule, and unless you absolutely have to run ads in a particular state at that particular time, steer clear of those locales during the 7-10 days leading up to the vote, when CPMs will spike due to increased political ad spend. The same goes linear TV, CTV, and programmatic display during the month leading up to Election Day in November—especially in swing state—as CPMs will inevitably soar as political advertising pours in during the campaign homestretch.

As for navigating the polarized and misinformation-tinged landscape, the best thing marketers can do is stand by their values, work with trusted partners, leaning on compelling creative that fosters an emotional connection with a public that may grow increasingly skeptical of fact-based appeals over the course of the year. And while there's no perfect way to stop misinformation from impacting an election, decisiveness and deliberateness around targeting and messaging—plus the savvy use of brand safety tools from partners like NOBL, Comscore, Grapeshot, and Peer39—can help advertisers make sure their ads are appearing in suitable environments that align with their own values.

### Key Stat

**\$12 billion**

Projected political ad spending for 2024, up 33% from 2020.<sup>4</sup>

### Key Stat

**68%**

Video advertising's share of political digital ad spend in 2022.<sup>5</sup>

# TREND 4

## Riding Hype Cycles

### No Mo' FOMO.

Yes, it's true: We live in a hype-driven society, and we're always on the hunt for the next big, shiny, hot new thing. (Case in point: You are reading a 2024 trends report at this very moment!)

But while hype cycles and FOMO (aka "fear of missing out") are very real, and no one wants to be the last one to hear about the next game-changing innovation, how can you tell when it's the right time to hop on the bus...and when it's best to let that bus pass and catch the next one? Or, to put it in adtech terms: When does it make sense to be an early adopter...and when does it make more sense to take your time, think critically, and make your move once a potential product or solution has a bit more proven, quantifiable value and impact?

In the last few years alone, we've seen the boom (and, in many cases, subsequent bust) of everything from the metaverse, to the blockchain, to voice assistants, NFTs, crypto, and generative AI. And while some of those appear to have some staying power, most are likely to find company alongside Google Glass, WeWork, and Pets.com as full-of-promise phenomena that bust onto the scene as exquisitely as they crashed and burned.

## Getting Savvier

To succeed in 2024 (and in the years ahead), marketers should take the time to carefully evaluate potential opportunities, put in the work to ensure they meet a specific need, and determine whether it's worth investing time and money in an emerging technology/solution vs. learning from early adopters and moving at a pace that makes sense for your business.

### What Advertisers Should Ask Before Believing the Hype:

- ✓ Is there a product available for use?
- ✓ What is the required investment for that product or set of products?
- ✓ What utility does this provide for my brand/client needs?
- ✓ How does this emerging opportunity support our business objectives?
- ✓ What triggered the hype cycle? What preceded it?
- ✓ Is this a smart advertising strategy for us to explore?
- ✓ Are there other, more mature tech advancements that are worth investing in instead?

# Digital Advertising in 2024

Want to make the most of your 2024?

Dive deeper into these four trends in our webinar:

**Future in Focus: 2024 Digital Advertising Trends**

[Watch the Webinar](#)



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