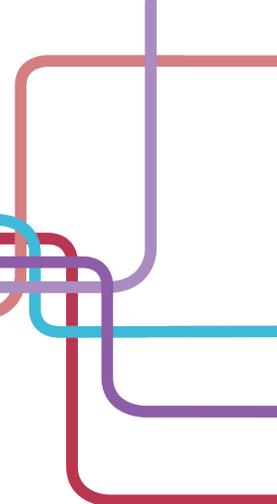


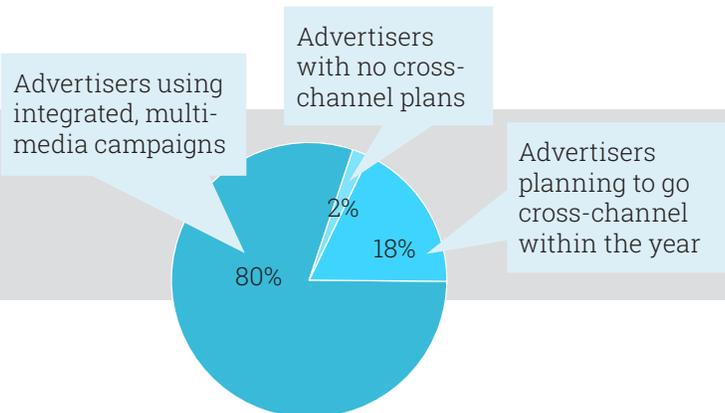
Sector Spotlight: CPG US

INSIGHTS FROM THE NEW ADVERTISER PERCEPTIONS STUDY COMMISSIONED BY 4C

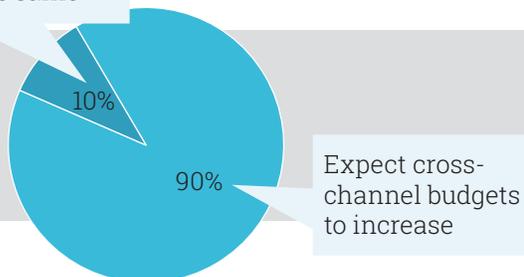
Making Audiences Actionable: Envisioning A Frictionless Cross-Channel Advertising Future is a new study of 300 advertising decision makers across the US and the UK commissioned by 4C Insights and Advertiser Perceptions that charts the post-disruption media landscape, from TV to digital to social and mobile. The research highlights how industry players are navigating today's fragmented channels and platforms with an eye towards how audience-based strategies and tools will take planning and buying into a cohesive and measurable future.



98% of the US CPG marketers surveyed currently either use cross-channel campaigns (80%) or plan to use them in the next year (18%).

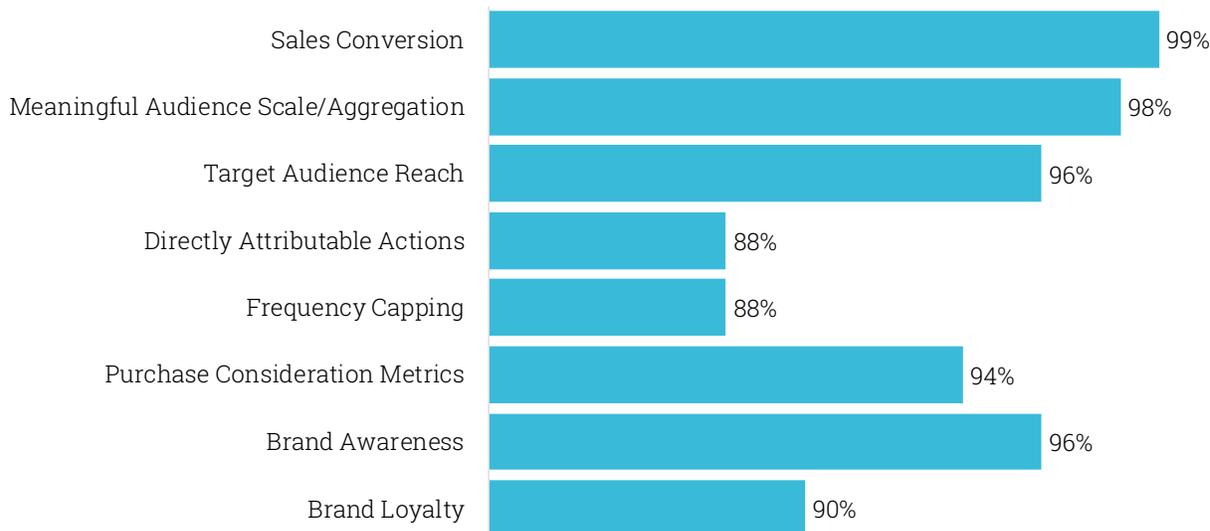


Expect cross-channel budgets to remain the same

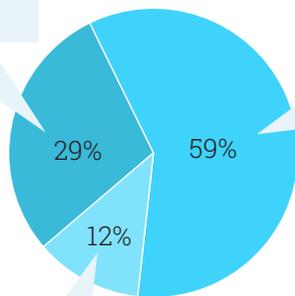


Furthermore, 90% plan to increase their cross-channel advertising budget allocation over the next year.

With regards to improving marketing performance, US CPG marketers reported that cross-channel audience-based marketing either somewhat or greatly improved key performance indicators (KPIs) such as Brand Loyalty (90%), Brand Awareness (96%) and sales conversions (99%). 96% agreed that this approach also improved target audience reach.



Expect accelerated growth in cross-channel audience-based marketing



Expect steady growth in cross-channel audience-based marketing

Don't expect cross-channel to catch on

When asked about the growth of cross-channel audience buying, 88% of respondents expect to see either steady or accelerated growth over the next 12 months and 90% agree that over the next three years, this marketing approach will surge and make up a larger share of campaigns.

Making Audiences Actionable

ENVISIONING A FRICTIONLESS
CROSS-CHANNEL ADVERTISING FUTURE

Justin Fromm
VP Business Intelligence, Advertiser Perceptions



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Download the white paper, [Making Audiences Actionable: Envisioning A Frictionless Cross-Channel Advertising Future](#) to read the full coverage of this study with more charts and insights from VP Business Intelligence at Advertiser Perceptions, Justin Fromm.

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