Advertising payback by channel
Obvious & less obvious findings

Share of spend vs share of payback

Legend: % 1 WEEK payback | % 1-13 WEEKS payback | % 14-24 WEEKS payback | % TOTAL payback | % share in investment

% TOTAL payback values: Linear TV 46,6 | Search 14,6 | Paid social 9,4 | Broadcaster VOD 8,2 | Audio 6,9 | Print 4,8 | Online video 3,4 | OOH 3,1 | Online display 2,9 | Cinema 0,3

Share of TOTAL payback to share of spend

Index values: Linear TV 133 | Search 77 | Paid social 71 | Broadcaster VOD 95 | Audio 111 | Print 145 | Online video 87 | OOH 62 | Online display 53 | Cinema 75

space
CONNECTIONS AGENCY