

# Allocating Ad Spend Appropriately with Analytics

As the ad tech industry continues to grow year over year, agencies' attempts to reach target accounts become more and more competitive. Developing a deep understanding of the media-viewing preferences of these accounts helps significantly when it comes to appropriately allocating your advertising budget to increase return on ad spend.

**Visualize your division of ad spend among the media mix — display, native, video, programmatic audio, and CTV.**



*These are sample breakdowns; your media mix will depend on your strategy, audience, and budget.*

**A combination of media types has been proven to yield higher engagement levels and conversion rates, but what's the ideal combination for each of your niche campaigns?**

Research has proven time and time again that running a combination of media types yields higher engagement levels and conversion rates.



The combination of display, native, and video has the **highest unique account reach at 93.05%**



Adding both native and video to display **boosts display CTR by 15% on average**



Running display along with native and video registers a **32% decrease in cost per engagement (CPE)**

If the data shows your target accounts prefer display ads, shift ad spend accordingly for the next flight. If programmatic audio reach is negligible, eliminate the channel from the media mix for subsequent campaigns. If video completion rates are favorable, consider adding more videos to future flights.

With the seemingly endless amount of possibilities for budget allocation, actionable audience insights are needed to optimize your targeting and retargeting strategies. AdDaptive's powerful suite of Audience Composition, Campaign Analytics, and Site Analytics reports give you these insights in a comprehensive, transparent, easy-to-use format.

**That's the AdDaptive advantage.**