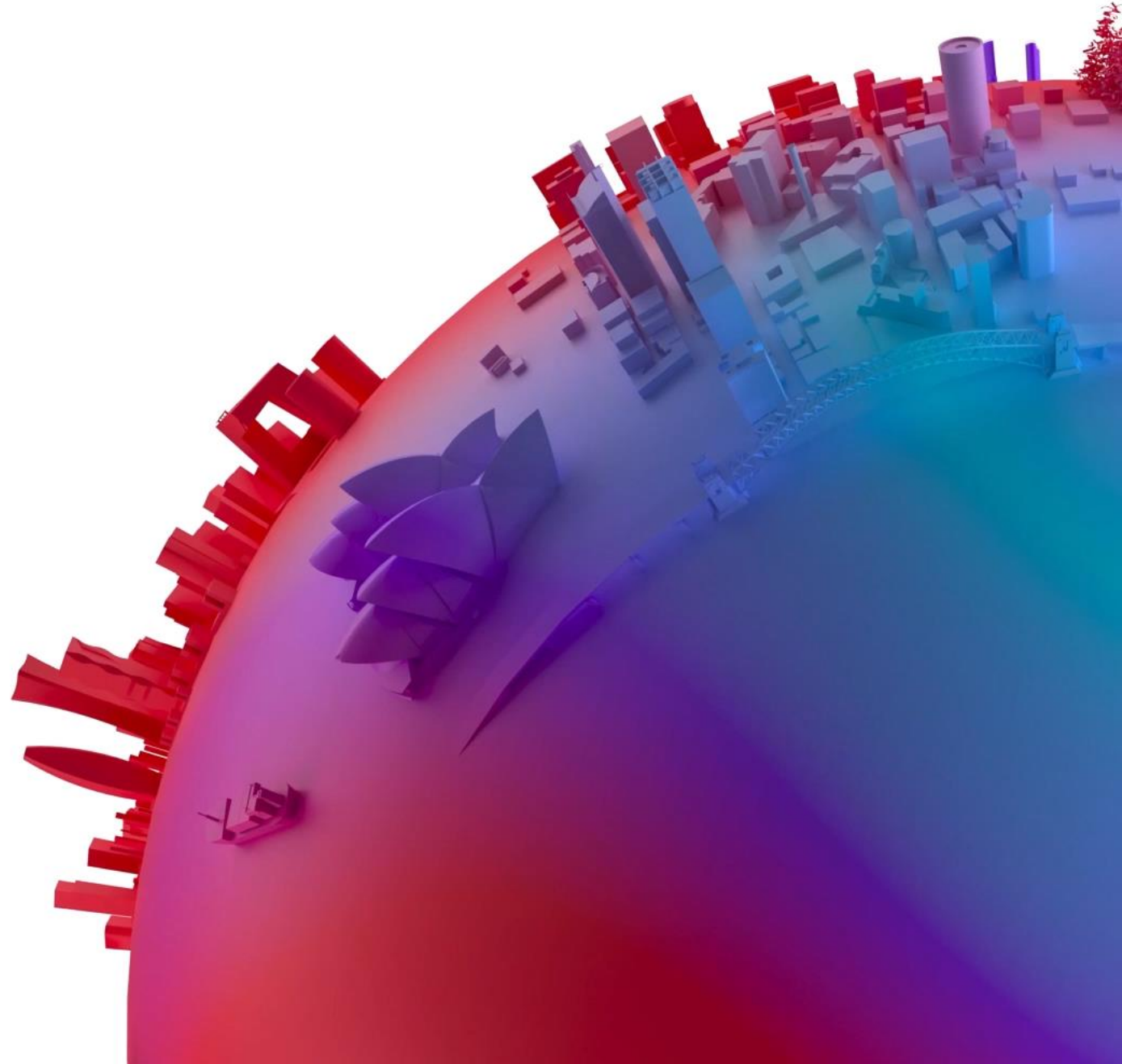


## WFA Media Forum

# ACCOUNTABILITY

15<sup>th</sup> May 2024

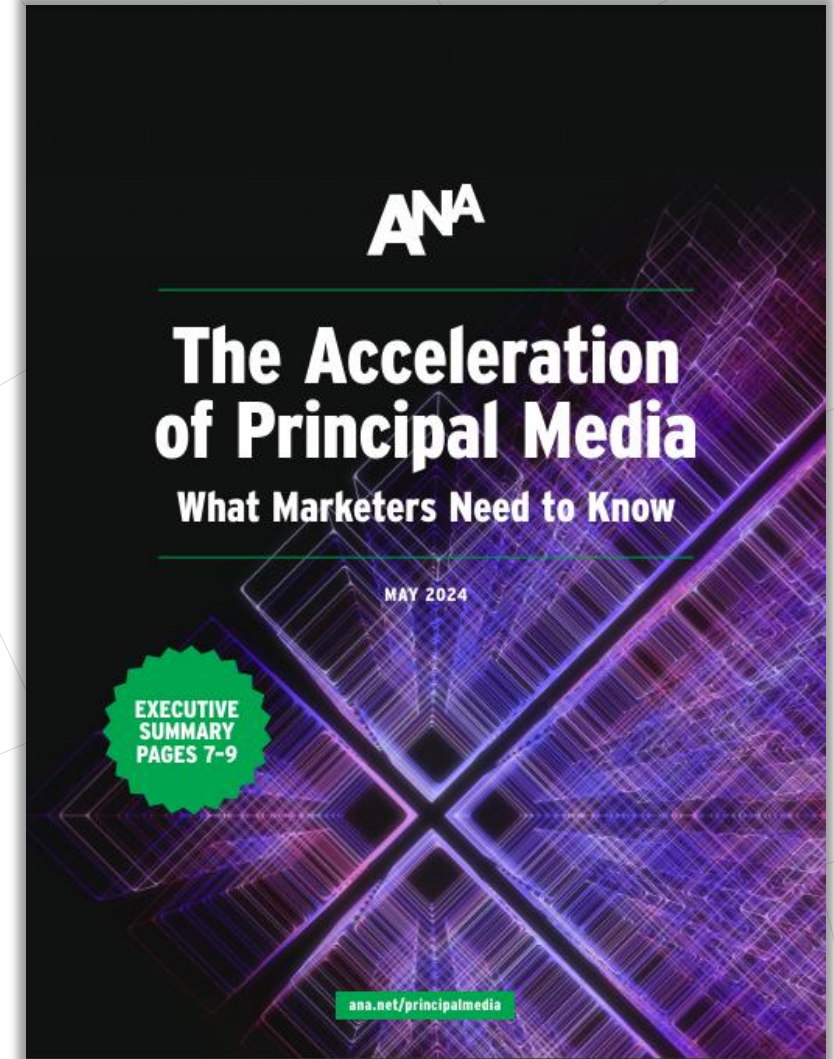


# Agency trading practices in the dock again

- ANA report use of Principal Media is expanding, in their latest report released May 14
- Working practices of all six major agency trading groups called into question amidst questions from auditors around quality and value of PM
- Potential benefits of PM also noted (e.g. cost savings)

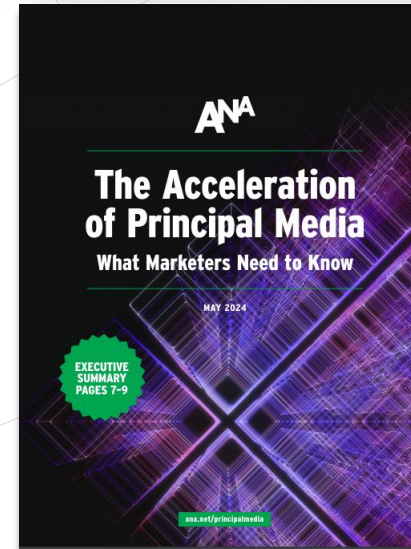
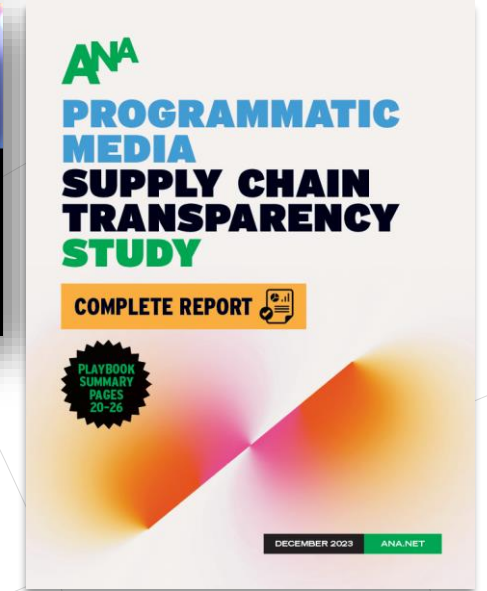
*“Marketers need to go into such deals with their eyes wide open”*

A Member of the ANA Board of Directors



# Challenges to transparency are well known

- Long list of reports now into the challenges facing the industry
- More data does not automatically lead to better outcomes
- WFA workstreams such as Halo (Origin in UK) seek to improve marketplace conditions



# Introducing the 3C Framework

## CODE

- Mutually agreed between client and agency
- Dictates behaviour for both parties
- Works in tandem with other 'Cs'

## COMP.

- Compensation schemes which incentivise the right behaviours
- Works in tandem with other 'Cs'

## CONTRACT

- ISBA MSF 3.0 extended to WFA members
- Includes WFA international / localisation drafting notes
- Works in tandem with other 'Cs'



# Retail Media adding complexity at scale



**8% → 16%**  
% paid media budget into Retail Media 2022 to 2024



**+4.8%**  
Retail Media Price inflation 2024 vs. 2023



Source: Quo Vadis SpaceScope: Gravity Theory of Walled Garden Data Trades

# Retail Media a priority for WFA Membership: we created taskforce this year

Not accountable to same standards as ATL spend

Data often outputted in Excel!

Getting consent challenging

Open retailers up to 3<sup>rd</sup> party verification

Unclear who should buy / govern: media? Trade marketing?

Lose transparency when including sales data

Convergence coming too slowly – inefficient to manage

Retailers saying how good data quality is – but needs checklist

What KPIs to use?

All retailers should implement existing digital standards

Lack of transparency due to retailers not knowing what to do

Data not accessible in standard ad servers

So many platforms / DSPs

Advertisers should define what is required (not IAB / media owners / agencies)

Accountancy standards key

Make targeting uniform

# Taskforce outputs relating to transparency

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# World Federation of Advertisers

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