

TRUST IN ADVERTISING REPORT

Since the onset of COVID-19, advertisers have been balancing multiple priorities: “keeping-the-lights on” during the economic contraction, while also managing perceptions of their brands as allies and accelerants to social good. When advertising returns to a more “normal” state, trust will only be more critical as a KPI for business health.

Advertiser Perceptions' [Trust In Advertising Report](#) equips media providers with insights that help them navigate the industry mandate to restore trust across the ecosystem, recognizing it as a key ingredient of overall business recovery.

BRANDS MEASURED

Subject to Change

Amazon
Facebook/Instagram
Google/YouTube
Microsoft
Pinterest
Snapchat
Twitter
Verizon Media
(incl. Yahoo/AOL properties)

Report Overview

RESPONDENT QUALIFICATIONS

- Manager and above job title
- Involved in ad decision-making
- \$1 million or more annual ad spend

TOPICS COVERED BY OUR RESEARCH

- Incorporating trust into brand strategy
- Consideration of trust in evaluating campaigns and partnerships
- Top priorities in determining trust
- Where trust breaks down and how to build that strong trust profile
- Media brand reputation and values in greater depth as the impact of the pandemic continues and social justice movements move forward with renewed fervor
- And much more...



WHAT
ADVERTISERS
THINK

 **Advertiser Perceptions™**



**GAIN CONFIDENCE IN EVERY
BUSINESS DECISION YOU MAKE**

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

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Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or info@AdvertiserPerceptions.com.