New Year, New Revenue:
Top 10 Verticals for Ad Spend and Growth in 2021
Welcome! Thank You for Joining Us

Today’s Discussion

• 2021 ad pie
• Continuing effect of COVID
• Traditional and digital ad spend analysis for key verticals: Auto, Home Improvement, Healthcare, Finance/Insurance, Restaurants + More analysis in PDF created just for today’s attendees
• Best opportunities for local seller
• 2021 Local Digital Event Series: Plans, Upcoming Webinars – We want your input
Expectations for 2021

- **2020 was Devastating**
  
- BIA estimated that Local Advertising declined from $149.5 Billion in 2019 to $134.1 Billion in 2020!
  
- After taking all COVID effects into consideration, BIA estimates $137.5 billion in total local advertising in 2021
  
  - Up $3.4 Billion from 2020,
  - Down $12 Billion down from 2019.
Shift to Digital Advertising Sped Up in 2020 and is Continuing

- Traditional advertising is projected to be off by almost $17 billion from 2019.
- Digital is projected to gain $4.8 billion.

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Traditional</strong></td>
<td>$94,151,948</td>
<td>$77,272,477</td>
</tr>
<tr>
<td><strong>Share of total</strong></td>
<td>63.0%</td>
<td>56.2%</td>
</tr>
<tr>
<td><strong>Digital</strong></td>
<td>$55,360,787</td>
<td>$60,263,185</td>
</tr>
<tr>
<td><strong>Share of total</strong></td>
<td>37.0%</td>
<td>43.8%</td>
</tr>
</tbody>
</table>
## Trend Continues: Digital Exceeds Traditional by 2025

<table>
<thead>
<tr>
<th>Traditional Media</th>
<th>2021 to 2025 CAGR</th>
<th>Digital Media</th>
<th>2021 to 2025 CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable TV</td>
<td>3.3%</td>
<td>Email</td>
<td>8.9%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>2.2%</td>
<td>Mags Online</td>
<td>11.9%</td>
</tr>
<tr>
<td>Directories</td>
<td>-2.4%</td>
<td>Mobile</td>
<td>13.0%</td>
</tr>
<tr>
<td>Mags Print</td>
<td>-2.9%</td>
<td>News Online</td>
<td>4.2%</td>
</tr>
<tr>
<td>News Print</td>
<td>-1.9%</td>
<td>Online</td>
<td>9.7%</td>
</tr>
<tr>
<td>Out-Of-Home</td>
<td>7.1%</td>
<td>OTT</td>
<td>19.2%</td>
</tr>
<tr>
<td>Radio OTA</td>
<td>2.0%</td>
<td>Radio Online</td>
<td>8.9%</td>
</tr>
<tr>
<td>TV OTA</td>
<td>4.0%</td>
<td>TV Online</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

### 2021
- Traditional: 56.2%
- Digital: 43.8%

### 2025
- Traditional: 48.4%
- Digital: 51.6%

**Total Local Advertising**: 6.4%
Digital Advertising to Exceed Traditional in 7 Verticals by 2025

- Together, BIA and SalesFuel cover 500+ categories (some overlap).
- Let’s look at 7 verticals (our groupings of categories) where digital advertising exceeds traditional by 2025.

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Estate</td>
<td>78%</td>
</tr>
<tr>
<td>Technology</td>
<td>65%</td>
</tr>
<tr>
<td>Leisure/Recreation</td>
<td>57%</td>
</tr>
<tr>
<td>Auto</td>
<td>56%</td>
</tr>
<tr>
<td>Media</td>
<td>55%</td>
</tr>
<tr>
<td>Finance/Insurance</td>
<td>54%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>52%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gov./Pol./Religion</td>
<td>27%</td>
</tr>
<tr>
<td>Education</td>
<td>33%</td>
</tr>
<tr>
<td>Health Care</td>
<td>39%</td>
</tr>
<tr>
<td>Retail</td>
<td>43%</td>
</tr>
<tr>
<td>General Services</td>
<td>47%</td>
</tr>
</tbody>
</table>
Auto Category Alert

In 2021
Automotive Vertical Spends

$14.1B

In local advertising in All Markets
TV OTA Gets 24% or $3.39B

* BIA ADVantage clients can run local alert reports in the platform. See “Vertical Alerts” in the Market Reports area.
Automotive traditional and digital share of wallet is almost evenly split for 2021.

$6.9B in Digital Ad Spend for 2021:

- Search: 29.3%
- Video: 19.4%
- Display: 23.7%
- Other: 23.6%
- Classifieds Verticals: 23.6%
- Email: 4.0%

Search through the next five years make up the majority of digital spend with video increasing in share to be #2.
2021 Opportunities for Local Media Sales

- **12.2%** of new vehicle shoppers are now including **electric cars** in their purchase consideration

- **Several automakers will be advertising new EVs in 2021:** Ford Mustang Mach-E, GMC Hummer, Audi e-tron, Hyundai IONIQ, Volkswagen ID.4
2021 Opportunities for Local Media Sales

- The driveway is the dealership. Online buying apps are becoming more significant.
- TCO is a key purchase factor - especially in pandemic recession. Consumers may aspire to buy new but drop back to buy used.
- New car production expected to return to pre-pandemic levels. Light vehicle sales: **15.6m units** in 2021 – up from 2020 but below 2019
- PWC, motorcycles, powersports are socially distant recreation
- Return to workplace 2nd half, concerns about public transportation

Digital Marketing for Auto Dealerships

Tactical Takeaways for media sales professionals

- **90% of car shoppers now start their buying process online - help dealerships to remind buyers of value they provide**
- Reputation management is critical for dealers AND their salespeople
- Optimize websites and advertising for mobile, including geotargeting
- Use video to provide shoppers with a sales presentation of their desired vehicle. Instagram to show interior/exterior photos, with CTA button.
- **Combine digital with traditional advertising – which still influences purchase decisions as much as digital**
- Use AdMall’s Automotive Brand reports for dealer, customer insight
Please enter your question into the control panel.

If we don’t answer your question during the webinar, we will answer via email after the webinar.
In 2021
Home Improvement Vertical Spends

$7.3B

In local advertising in All Markets
Direct Mail Gets 36% or $2.63B

* BIA ADVantage clients can run local alert reports in the platform. See “Vertical Alerts” in the Market Reports area.

Home Improvement vertical includes:
- Maintenance Services
- Plumbers and HVAC
- Other Home Building Services
- Floor Covering Stores
- Household Appliance Stores
- Home Centers
- Paint and Wallpaper Stores
- Hardware Stores
Home Improvement Ad Spend: Share of Traditional & Digital

Traditional 64%  
Digital 36%

Home Improvement traditional share of wallet is larger for 2021.

$2.6B in Digital Ad Spend in 2021:

- Classifieds Verticals 28.4%
- Other Display 35.8%
- Video Display 6.3%
- Search 23.4%
- Email 6.0%

Other Display and Classified Vertical spend through the next five years make up the majority of digital spend.
2021 Opportunities for Local Media Sales

- Home improvement projects for WFH, home fitness, larger kitchens, patios/decks expected to grow 4.1% in Q1 2021
- As they have children, millennials taking over as ‘move up’ home buyers
- Fencing and hardscaping up as homeowners want privacy from neighbors
- Sheds, greenhouses, video conference living rooms, smart home controls among hot trends for 2021

SOURCES: AdMall.com, Realtor.com, SalesFuel category analysts,
Replacement window shoppers are 72% more likely to respond to pre-roll video advertising than the average U.S. adult (29% of audience in past 30 days).

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior [n= 15,281 adults online]
Digital Marketing for Home Services

Tactical Takeaways for media sales professionals

- Reputation management is top priority
- Continue to promote enhanced safety protocols in all advertising
- **Q: How many new projects can you take on for 2021?**
- Use Before/After photos on Facebook, Instagram
- Testimonials from neighbors – especially effective on video
- **Q: What percentage of your projects are financed?**
- Paint stores, garden centers, furniture stores, others also strong targets
- Digital marketing opportunities featured every week on AdMall
Questions on Home Services?

Please enter your question into the control panel.

If we don’t answer your question during the webinar, we will answer via email after the webinar.
Healthcare Category Alert

In 2021 Healthcare Vertical Spends

$9.4B

In local advertising in All Markets Direct Mail Gets 31% or $2.95B

8.3% RADIO
14.2% ONLINE
13.5% TV OTA
6.9% PRINT NEWSPAPER

Healthcare vertical includes:
- Offices of Optometrists
- Hospitals
- Nursing and Residential Care Facilities
- Health and Personal Care Stores
- Offices of Physicians/Dentists/Chiropractors
- Pharmaceutical and Medicine Mnftrs
- Personal Care Services

* BIA ADVantage clients can run local alert reports in the platform. See “Vertical Alerts” in the Market Reports area.
Healthcare traditional share of wallet is larger for 2021.

Other Display and Classified Vertical spend through the next five years make up the majority of digital spend.

$2.9B in Digital Ad Spend for 2021:
- Video Display 11.8%
- Classifieds Verticals 31.8%
- Other Display 32.0%
- Search 22.0%
- Email 2.4%
2021 Opportunities for Local Media Sales

- Telehealth will continue to grow as patients seek to avoid virus spread – especially psychiatry, cold/flu screenings
- COVID-19 caused backlog of elective surgeries
- The line between primary care providers and retail medical clinics is getting blurrier
- Demand for facial procedures, non-surgical fillers expected up for 2021
- Most small, independent dental practices expect revenue growth in 2021
- Tech-savvy patients respond to tech-savvy practices

SOURCES: AdMall.com, NEJM, Home Health Care News, Citizens Bank, SalesFuel category analysts,
Two-thirds of non-invasive cosmetic surgery patients in the U.S. have viewed and/or posted to Instagram in the past 30 days.

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior [n=15,281 adults online]
Tactical Takeaways for media sales professionals

- Reputation management, ratings/reviews is make-or-break
- Continue to promote enhanced safety protocols in all marketing
- Focus on local SEO, high-value content, their patient’s mobile experience for opportunities
- Q: How are you creating content for current, future patients?
- Use Before/After photos on Facebook, Instagram
- YouTube, TikTok, Facebook videos to engage and inform patients
- Use zip-code level health care needs data from AdMall for geotargeting
Questions on Healthcare?

Please enter your question into the control panel.

If we don’t answer your question during the webinar, we will answer via email after the webinar.
In 2021
Financial/Insurance Services Vertical Spends

$15.8B

In local advertising in All Markets
Direct Mail Gets 26.7% or $4.2B

Financial/Insurance Services vertical includes:
- Auto & Direct Property Insurance
- Commercial Banking
- Consumer Lending & Mortgages
- Credit Cards
- Direct Health and Medical Insurance Carriers
- Direct Life Insurance Carriers
- Insurance Agencies and Brokerages
- Investment & Retirement Advice
- Saving/Credit Institutions

* BIA ADVantage clients can run local alert reports in the platform. See “Vertical Alerts” in the Market Reports area
Financial/Insurance Ad Spend: Share of Traditional & Digital

Financial/Insurance traditional share of wallet is larger for 2021.

Digital 45%

Traditional 55%

Other Display and search spend through the next five years make up the majority of digital spend.

$7.1B in Digital Ad Spend for 2021:
- Search 40.4%
- Video Display 5.8%
- Other Display 35.0%
- Classifieds Verticals 9.7%
- Email 9.1%
2021 Opportunities for Local Media Sales

- Frustration with big banks opportunity for community banks, credit unions
- Changes in tax laws, strong stock market opportunities for financial advisors, accounting firms
- Lending rates, desire to lower money expenses advantageous for refinancing
- Alternative fintech solutions growing

SOURCE: AdMall.com, SalesFuel category analysts
Financial Planning Clients are **60% more likely** to respond to a company heard on an audio podcast than the average U.S. adult.

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior [n= 15,281 adults online]
Digital Marketing for Financial Services

Tactical takeaways for media sales professionals

- Financial literacy content marketing for credit unions
- **Q: What are your eligibility criteria?**
- Help financial advisors create and market virtual seminars and workshops that replace, improve upon face-to-face events
- **Q: What is the breakdown of consumer vs. commercial customers?**
- Use LinkedIn, thought leadership to target SMBs who are frustrated with big banks with PPP guidance, other financial advice
- Revisit SEO keywords, further optimize for mobile
Questions on Financial Services?

Please enter your question into the control panel.

If we don’t answer your question during the webinar, we will answer via email after the webinar.
Restaurants Category Alert

In 2021
Restaurant/Food
Vertical Spends

$14.0B

In local advertising in All Markets
Direct Mail Gets 24.4% or $4.2B

17.1% ONLINE
15.7% MOBILE
9.7% TV OTA
9.2% RADIO OTA

Restaurant/Food vertical includes:
- Supermarkets and Other Grocery Stores
- Quick Service Restaurants/Fast Foods
- Full Service Restaurants and Bars
- Special Restaurants, Food & Beverage Stores
- Beer and Wine, and Liquor Stores
- Convenience Stores

* BIA ADVantage clients can run local alert reports in the platform. See “Vertical Alerts” in the Market Reports area.
Restaurant/Food traditional share of wallet is larger for 2021.

$6.1B in Digital Ad Spend for 2021:

- Search 37.0%
- Video Display...
- Other Display 31.2%
- Classifieds Verticals 12.6%
- Email 10.1%

Other Display and search spend through the next five years make up the majority of digital spend.
Digital Marketing for Restaurants

2021 Opportunities for Local Media Sales

- Pandemic required restaurants to create quality off-premises experiences
- Many consumers tired of eating at home
- Safe dining must be promoted as states ease restrictions on indoor dining, outdoor dining as weather warms
- Plant-based meat substitutes, clean eating increasingly sought by consumers
- 1/3 of restaurants now have an employee dedicated to marketing, promos, social media

SOURCE: AdMall.com, SalesFuel category analysts
Pizza takeout/delivery customers are **70% more likely** to respond to OTT advertising than the average U.S. adult (36% of audience in past 30 days).

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior [n= 15,281 adults online]
Digital Marketing for Restaurants

Tactical Takeaways for media sales professionals

- Social media, ratings/reviews will continue to be top priority
- For the 2/3 of restaurants without a marketing employee, function as their local marketing expert
- Q: How have you addressed diner safety for 2021? (both indoor and outdoor)
- Personalized follow-up emails with promotional offers for next order
- Geotargeting, SMS text messaging of specials and happy hour alerts
- Gear up as workers return to office, travel restrictions ease later in year
- Use AdMall’s Digital Audit tool to discover opportunities
Questions on Restaurants?

Please enter your question into the control panel.

If we don’t answer your question during the webinar, we will answer via email after the webinar.
3 Topline Takeaways

1. Vital to track and focus on growth verticals to find immediate local selling success. However, depending on the vaccine rollout and other issues that may arise, these opportunities may shift quickly and dramatically.

   - How are you pinpointing your local opportunities?

2. All eyes need to be on digital.

   - What new thing can you do this year that will bring you more revenue?

3. Get analysis on 5 more verticals in the handout we’ve created just for today’s webinar attendees. Download the handout shown in the GoToWebinar panel or you can get it here: http://bit.ly/MoreVerticalAnalysis

   - What other verticals are important to you this year?
Poll Time

What Verticals do you want us to cover in our 2021 Local Digital Event Series?
BIA & SalesFuel: 2021 Local Digital Event Series

JOIN US MONTHLY - 4TH TUESDAY OF EVERY MONTH

FEB. 23, 2021
Home Contractors (Plumbers & HVAC, Flooring, Other Service Providers)

MARCH 23, 2021
Roadtrips (RVs, Boats, Motor Cycles, Hotels VRBOs/AirBnB and more.)

APRIL 27, 2021
OTT
BIA ADVantage Explains the Local Ad Marketplace for 95 Verticals

Get more data and insights like you got today from BIA ADVantage - the leading advertising intelligence platform.

Covering over 95 verticals, BIA ADVantage offers powerful data visualizations and valuable insights and analytics, of advertising spend across media platforms in every local market.

With BIA ADVantage, clients are successfully
- **Sizing** local market opportunities,
- **Developing** effective sales campaigns,
- **Improving** budgeting and, most importantly,
- **Growing** local revenue.

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Clients login here: [https://advantage.bia.com/](https://advantage.bia.com/>
Subscription info: advantage@bia.com

Over 85% of our clients rate ADVantage “Very” to “Extremely Useful” in daily work and closing ad sales.
Now is the time to upskill your sales managers

The online sales management training course every sales manager needs to immediately increase effectiveness and drive sales growth

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TACTICAL BUSINESS INTELLIGENCE FOR LOCAL MARKETING AND MEDIA SALES

BE PREPARED FOR EVERY SALES CALL. SELL SMARTER® WITH ADMALL!

- **Generate new business** with 25+ pre-qualified local media leads every week
- **Become their trusted digital resource** with AdMall’s exclusive Digital Audit
- **Expand marketing budgets** with co-op advertising and trade marketing funds
- **Gain the intelligence to win your next big account** with SalesFuel’s research and analysis
- **Know your customer’s customer using proprietary** AudienceSCAN customer profiles
- **Close sales easier** by using AdMall for better pre-call preparation and discovery

AdMall.com
TARGETING THE 5 TYPES OF PURCHASE INTENT

A WHITE PAPER POWERED BY AdMall®

2021 UPDATE
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