



ECOMMERCE LIKE NEVER BEFORE

#E-commerce Day 11 March 2021

2020 saw decades of growth in e-commerce being compressed into just a few months. In this just-released E-Commerce Whitepaper, put together by iProspect - a dentsu company - and its sister companies, we offer insights into the evolving African e-commerce landscape and share frameworks from both global and local experts in Kenya, South Africa and Nigeria to name a few. Please access the E-Commerce Whitepaper [here](#).

**DOWNLOAD THE
REPORT HERE**

IAB SA/PwC Online Adspend Study Invite to participate



IAB SA / PwC ONLINE ADSPEND REPORT

Survey completions due to PwC by 17th March 2021

PwC and the IAB have performed a domestic digital advertising expenditure analysis since 2012, with various market participants both from the online & mobile publishing and agency sector contributing. This analysis has been able to effectively quantify the size of the Internet (Online & Mobile) media revenues in South Africa for the respective years. Last year the IAB SA and PwC released the report for 2017, 2018, 2019. It is available to IAB members and survey participants. The 2020 report will be released end April 2021 with the request to participate currently live via IAB HQ. To find out more about the report email Paula@iabsa.net

[READ MORE ON
BIZCOMMUNITY HERE](#)



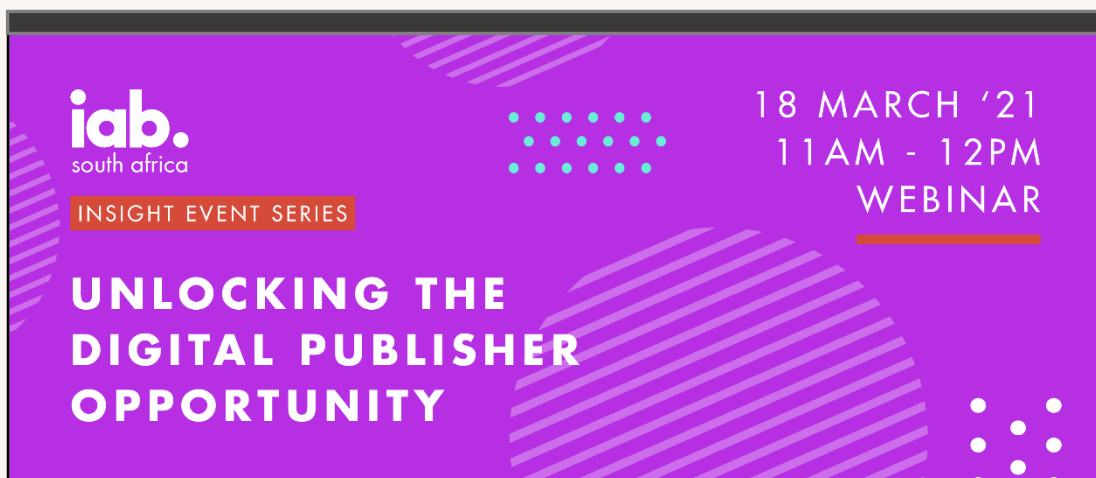
YOUR ACCESS TO THE IAB SA DIGITAL SKILLS GAP REPORT

Powered by the Red & Yellow School of Business

The IAB SA, in partnership with the Red & Yellow Creative School of Business, is thrilled to share the annual Digital Marketing Skills Gap Report. Compiled from the Digital Skills Gap Survey shared end 2020 and completed by digital marketers across multiple industries and sectors, the findings aim to present a comprehensive view of the digital marketing skills gaps across the country. Input from digital marketers throughout South Africa is crucial for the evolution and growth of the profession in such a critical time for our industry and beyond.

[READ MORE ON MEDIA
ONLINE](#)

[ACCESS THE REPORT
HERE](#)



IAB INSIGHT SERIES 2021: EPISODE 24

Unlocking the Digital Publisher Opportunity: 18 March 11am - 12 noon

Join in this Thursday, the 18th of March at 11am for 60 minutes of insights with Jellyfish, Arena Holdings, Google and Everlytic. Episode 24 unlocks the digital publisher opportunity through the power of data. We are excited to welcome Carola York, VP of

Publishing at Jellyfish who leads a Q&A with Arena Holdings Head of Digital: Media and IAB SA Publisher Council Chair, Riaan Wolmarans. Carola and Riaan are followed by David Steinacker from Google who shares a live demo of Google's News Consumer Insights Dashboard with JD Engelbrecht, MD of Everlytic speaking on how to Improve Conversions & Boost Returns with Data-Driven Automation. All brought together with our host, Tshegofatso Phetlhe, Art Director at M&C Saatchi Abel and IAB SA Y-council member. This episode is brought to you in partnership with Gumtree, Everlytic, and BizCommunity. Book your virtual seat today.

**DON'T MISS OUT!
BOOK ON ZOOM TODAY**



IAB SA RESEARCH

IAB SA / Narratiive February 2021 report

February 2021 showed good year on year growth with a 4% increase in page views and a 26% increase in unique browsers. Content that performed well in February was education, careers and entertainment content. February being a shorter month together with the waning of the second wave of COVID-19 meant we saw a month on month decline in overall traffic and in particular a slightly larger decline in news content. However, this is from a high base in January. Please note that the sites listed below are the Top 10 IAB SA and Narratiive listed Websites in South Africa.

**ACCESS THE REPORT ON
IABSA.NET**



IAB Global Outlook: 2021 Digital Ad Ecosystem

While there is much optimism around the tectonic shifts - and subsequent growth opportunities - across the entire digital advertising-supported ecosystem, there is also an undercurrent of pessimism driven by the belief that not all players are currently equipped

to embrace new models and thrive. While the worry is legitimate, it can also be lethal: the greatest and most immediate threat to growth of the digital advertising-supported ecosystem is inaction by key players. IAB and PwC partnered to help unravel the complexity and share a vision for the way forward. We identified the next three years as critical to setting tangible strategies and implementing operational changes. To inform this vision, we interviewed more than 20 industry leaders across the advertising-supported 1 internet ecosystem.

[READ MORE ON IAB.COM](#)



IAB TRUSTED BRAND ROUND TABLE: DIGITAL MEASUREMENT BEYOND MEDIA

Friday 26 March 2021: 10am - 11am

One of the greatest advantages of digital advertising has been the ability for marketers to measure and report on the effectiveness of their ads. Linking advertising to consumer action and understanding the depth of performance has long been the promise of online media and advertising. But despite over 2 decades of innovation, effective measurement and proving the value of marketing remain challenges for brands and marketers. This webinar is for IAB member and non-member brands to attend, as we engage in conversation by exploring the topic of *digital measurement beyond media*, on 26 March from 10:00 - 11am.

[IF YOU ARE A BRAND,
REGISTER HERE](#)



2021 BOOKMARK AWARDS: ENTRIES ARE OPEN

Early bird entry fees open for all of March 2021

The 2021 Bookmark Awards, powered by DSTV Media Sales and brought to you by 24.com, Everlytic and Joe Public, as the platform to benchmark digital media and marketing excellence, has always celebrated innovation, creativity and effectiveness. It is the unrivalled benchmark of local digital advertising excellence. Early Bird Entries opened on Monday 1 March 2021 until 31 March 2021, where after standard fees apply until end April with late fees from 1 - 14 May 2021.

**ENTER THE 2021
BOOKMARK AWARDS
TODAY**



IAB SA MEMBER REPORT

[Everlytic's Email Marketing 2020 Benchmarks Report](#)

This benchmarks report analyses real data for the years of 2019 and 2020, and gives a snapshot of the impact on email marketing engagement metrics seen in 2020. This is the sharpest change we've ever seen in our benchmarks.

**[DOWNLOAD THE
REPORT HERE](#)**

THE USE OF DATA IN DIGITAL MARKETING

IAB INSIGHT SERIES 2021: EPISODE 25

The use of data in digital marketing: 22 April 11am - 12 noon

Our third episode in 2021 looks at the ever complex and valuable world of unlocking data for use in digital marketing in alignment with the key principles of transparency, trust, choice and control. This episode is aligned with our IAB SA POPIA training manual, the IAB Transparency and consent framework, and digital ID re IAB Tech Lab Project Rearc. Episode 25 of the IAB Insight Series, is sponsored by Incubeta and brought to you in partnership with Gumtree, Everlytic, and BizCommunity.

**REGISTER DIRECTLY
VIA ZOOM TODAY**

About the IAB South Africa:

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you make better digital decisions with smart, motivating and actionable insights.

For more information on IAB SA member benefits, [click here](#).

To subscribe to our IAB SA newsletters and mailers [click here](#).