



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.

[REGISTER
HERE](#)

IAB SmartBrief



IAB SMARTBRIEF:

Google moves to eliminate behavioural ad tracking

Google says it will drop individual behavioural tracking measures, bucking moves by many adtech suppliers, and focus on its own Privacy Sandbox efforts. Advertisers will still be able to use their first-party information to track users on Google digital properties and use its federated learning of cohorts method to run targeted ads on non-Google sites. Full Story: Digiday (tiered subscription model).

[READ MORE
BY DIGIDAY](#)

[IAB GLOBAL
RESPONSE](#)



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 this Monday 1 March 2021. View The Bookmark Awards Industry Workshop held on Tuesday 2 March at 10am via Zoom Webinar to find out about new categories, 2021 updates and to ask the questions that will help you find best category to showcase your best work.

[ENTER THE 2021 BOOKMARK AWARDS TODAY](#)



IAB SA MEMBER NEWS:

Tractor Outdoor: First specialist OOH media owner to join IAB SA

Tractor Outdoor, one of South Africa's largest out of home (OOH) and digital out of home (DOOH) media owners has joined the IAB SA and is the first specialist OOH media owner to do so. DOOH is a key growth area for programmatic investment in 2021 and Tractor Outdoor are thrilled to be working with the IAB SA to grow awareness around DOOH as an exciting new medium for advertisers. Read the full story here.

[READ MORE ON BIZCOMMUNITY](#)

IAB SA/PwC Online Adspend Study

2021 Workshop

iab. south africa pwc

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 on the IAB member portal. 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.

iab. south africa

INSIGHT EVENT SERIES

18 MARCH '21
11AM - 12PM
WEBINAR

**UNLOCKING THE
DIGITAL PUBLISHER
OPPORTUNITY**

IAB INSIGHT SERIES 2021: EPISODE 24

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

After kickstarting our 3rd year of the IAB Insight Series yesterday on the Digital Customer Experience, our second episode in 2021 unlocks the digital publisher opportunity. This episode is aligned with publisher-centric themes about opportunities for revenue optimisation, including case studies, changes in user trends research & tech partnerships. Episode 24 of the IAB Insight Series, is brought to you in partnership with Jellyfish, Gumtree, Everlytic, The Red & Yellow Creative School of Business and BizCommunity. Book your virtual seat today.

REGISTER DIRECTLY VIA
ZOOM TODAY



THE IAB SA 2021 SKILLS GAP SURVEY

Digital Marketing & Advertising

The IAB SA, supported by the Red & Yellow Creative School of Business, seeks to support the industry in continuous learning. Our objective is to assess the relevant skills shortages and gaps in the digital marketing and advertising industry with the aim of collaborating with our education and training institutions in order to produce relevant current and future talent that is able to meet the needs of the industry. Thank you to those that took part in our survey, the report will be available on the IAB SA website from Thursday 11th of March 2021. To hear topline insights from the report, watch IAB SA Education Council lead and MD of HelloComputer, Joey Khuvutlu's presentation at the Feb IAB Insights webinar below:

[VIEW THE IAB INSIGHTS SESSION HERE](#)



IAB MEMBER NEWS:

Digify Africa: Invitation to Digify Pro Open Day

Join us at our Digify Pro Open Day at 11am on Friday, 12 March. Digify Africa's award-winning programme, Digify Pro, is a ten-week bootcamp that takes participants through the full spectrum of digital marketing and delivers an immersive, mentored learning experience that combines theory and practical skills and sharpens the skills of its participants. Digify Pro has kick-started over 500 digital careers since its inception. If you are interested in hiring new talent or seeing what Digify Pro has to offer, please register [here](#).

[REGISTER HERE](#)

IAB SA NEW MEMBER

The IAB SA would like to welcome the following new member on board and wish them every success in their business, as they journey with us in navigating the digital landscape in South Africa.



TRACTOR OUTDOOR

Tractor Outdoor specialises in connecting brands to consumers through its network of traditional OOH and digital inventory and technology; as well as its transit networks and ambient platforms.

Website: <https://www.tractoroutdoor.com/>

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](#).

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