



## **IA GLOBAL VIEW ON MEASUREMENT WITH ANGELINA ENG**

### **IAB Global VP Measurement & Attribution**

What are you waiting for? The time to rethink your measurement was yesterday. Change is coming. Fast. The way that the industry tracks and measures advertising online is going to change drastically. It has already started. If you are a marketer or a publisher, you should already be preparing for upcoming changes. Do not wait until new solutions are fully baked. In fact, the time to change your strategy and measurement approach was yesterday (at least three months ago). Now is the time to take control of your measurement strategy, before it's too late. This article includes key questions to ask your technology partners, as well as what you need to know about the upcoming changes.

**READ THE FULL ARTICLE  
ON IAB.COM**



## **IAB STATE OF DATA INITIATIVE 2021**

### **IAB Global Reports for IAB members**

In two parallel studies as part of IAB Programmatic+Data Center's State of Data initiative, it was revealed that the industry's perceived sense of readiness around the loss of third-party cookies and identifiers does not align with its concerns for future ad tracking, targeting,

retargeting, or data investment. When viewed together, the insights from these two reports point to one very clear next step: First-party data is the answer. If you don't have it, get it, and if you can't collect it yourself or have enough collected to thrive, then partner up. As with all McKinsey research, this work is independent, reflects our own views, and has not been influenced by any business, government, or other institution.

**ACCESS THE IAB SA  
MEMBER PORTAL HERE**



#### **IAB SA Practical Guide to Data Protection for the Digital Advertising Industry**

**Access for IAB SA members on the IAB SA member portal from today**

The IAB South Africa is pleased to launch ***A Practical Guide to Data Protection for the Digital Advertising Industry in South Africa***. This resource is intended to assist our members, to ensure legal compliance with relevant data protection frameworks, to safeguard the rights of data subjects, and to enable organisations to continue to process information in a reasonable and responsible manner. IAB members can download the full guide in the IAB Member Assets portal. Email [Paula@iabsa.net](mailto:Paula@iabsa.net) to access your member code.

**ACCESS THE IAB SA  
MEMBER PORTAL HERE**



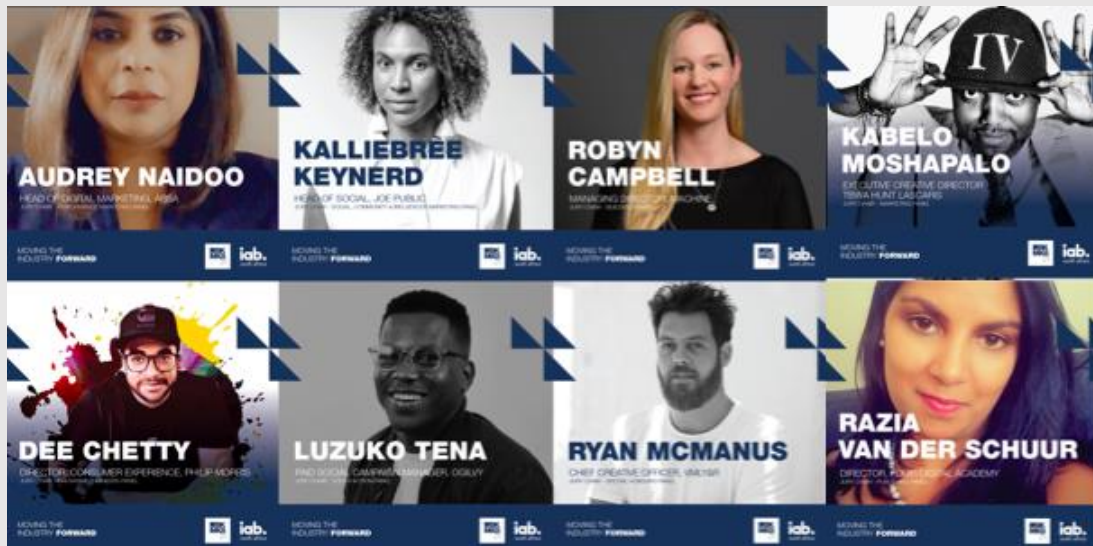
#### **IAB SA RESEARCH**

**April 2021 IAB SA | Narratiive report**

Please view the Top 10 IAB SA and Narratiive listed Websites and Apps in South Africa by clicking on the online version of the IAB SA / Narratiive April 2021 report below. Overall the decline in traffic across the board April 2021 can be attributed to Easter Holidays in the beginning of the month and school holidays, especially at month end, which resulted in a

month on month decline of 16% in Unique Browsers while Page Views stayed stable. While more people put their phone away while on holiday, as traffic generated on mobile devices declined by 4% to 82.95%, Page Views per Unique Browser increased massively by 19% to 14.32 page view per unique browser. This is as more people browsed online on their desktops.

[READ THE FULL  
REPORT ON IABSA.NET](#)



**2021 BOOKMARK AWARDS JURY SHARE INSIGHTS ON THE STATE OF DIGITAL**  
**#Bookmarks2021 is moving the industry forward, how does digital move business forward?** In the run up to the 13th annual Bookmarks Awards "Moving the Industry Forward", our eight jury chairs have shared their insights into the state of digital today. Nominated by their peers, they are some of the industry's brightest minds whose expertise plays a pivotal role in advancing South Africa's digital marketing industry. The task that lies before them is no small feat: together, under the guidance of the inimitable Andrea Quaye, Senior Director, Global Category Lead: Coffee, Coca-Cola, they will select the best South African digital marketing across a range of categories; winning work will then become the benchmark for excellence in digital. This year's categories include: Platforms, Communities, Channels, Emerging Digital Technologies, Publishing, Campaign, Craft and Special Honours.

[READ MORE ON  
BIZCOM HERE](#)

POWERED BY **DSTV**  
Media Sales

# the **BOOKMARKS** 2021 ENTRIES ARE OPEN

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## **2021 BOOKMARK AWARDS: STANDARD FEE ENTRIES CLOSE TODAY**

**Entries close 14 May 2021**

The 2021 Bookmark Awards, powered by DSTV Media Sales and brought to you by 24.com, Everlytic, Bizcommunity, Joe Public, ABSA and iProspect, 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. A reminder that entries are still open until the 14 May 2021.

**ENTER THE 2021 BOOKMARK  
AWARDS TODAY**

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INSIGHT EVENT SERIES

**DIGITAL PAID MEDIA  
SEARCH, DISPLAY,  
SOCIAL**

20 MAY '21  
11AM - 12PM  
WEBINAR

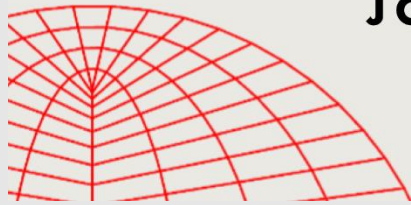
## **IAB SA INSIGHT SERIES: DIGITAL PAID MEDIA**

**20 May 2021: 11am - 12:30**

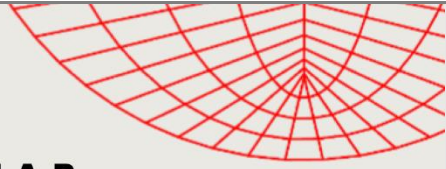
Our second episode in the second quarter of 2021 addresses the opportunity to achieve your business objectives through paid digital media, including Search, Display and Social. This episode includes an overview of the IAB SA / PwC Online Adspend report and the IAB SA / Narratiive Digital Landscape Survey. Thank you to our sponsor Jellyfish and to our event partners DSTV Media Sales, Gumtree, Narratiive, Everlytic and Bizcommunity. The 2021 IAB Insight Series is also approved for 2 CPD points at CMSA level under Marketing, by the Marketing Association of South Africa.

**REGISTER FOR  
EPISODE 26 HERE**





## JOIN THE IAB IN MAY



### BECOME AN IAB SOUTH AFRICA MEMBER IN MAY

#### Gain access to IAB SA member only assets and benefits

Join the IAB SA in May 2021 to gain access to IAB SA member benefits and assets, which include *The IAB SA / PwC Online Adspend Report*; *The IAB SA / Narrative Annual Digital Landscape Report*; and the *The IAB SA Consumer Research Report on Digital News behaviour*. And with the 13th Annual Bookmark Award entries still open until 14 May - kickstarting your IAB SA membership in May will enable those discounts too. Becoming a member in May 2021 will also give you access to the recently released *IAB SA Practical Guide to Data Protection for the Digital Advertising Industry in South Africa*; *IAB Global 2020 Ad Spend Report*, *IAB SA Insights Episode 25* and more. Email [Debbie@iabsa.net](mailto:Debbie@iabsa.net) for more information.

[VIEW IAB SA MEMBER  
BENEFITS AND FEES HERE](#)

**iab.TECH LAB**  
**SAFE SUPPLY CHAIN:**  
POWERED BY TRANSPARENCY

**APRIL 27 & 28**  
3PM CET - 9AM EST - 6AM PST

### IAB TECH LAB SAFE SUPPLY CHAIN WEBINAR

#### Register for IAB Tech Lab global webinars for free with IAB South Africa

Huge strides have been made to secure the digital advertising ecosystem over the past few years, but the fight continues against ongoing threats of ad fraud and malware as the latest ad technology standards get implemented. This two-day event will showcase the industry standards for supply and demand chain transparency. As part of the path to an improved ecosystem, we will dive into updates including expanded support for new media channels and new programmatic RTB (real-time bidding) and automated guaranteed features.

[REGISTER HERE](#)

## WEB RANGERS SA 2021 WITH MEDIA MONITORING AFRICA

MMA, Facebook, Google SA, Film and Publication Board (FPB), MTN, DTPS and Diana Schwarz Attorneys are inviting all SA learners between the ages of 12-17 years to be part of the 2020 Web Rangers Programme. Web Rangers is an international digital literacy programme designed to empower young people to become digital citizens who know how to use the internet responsibly and encourage their peers to do the same!

If you work with children or know a young person who is passionate about using the internet for good, and would like to join hundreds of Web Rangers across the world who have learnt to use the internet and social media to make their country a better place.

[REGISTER HERE](#)

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INSIGHT EVENT SERIES

23 JUNE '21  
11AM - 12PM  
WEBINAR

**PIXEL FOR PURPOSE  
IAB GOOD WORKS**

### IAB INSIGHT SERIES: IAB GOOD WORKS

**Episode 27: 23 June 2021 11am – 12 noon**

Good Work is worth sharing and we would like to share the good work our IAB Members are doing. In Episode 27, we amplify projects with purpose, conscious leadership and authentic brands who solve big (and small) challenges in our communities and beyond. This episode aligns with our IAB SA Bookmarks Pixel for Purpose, as well as IAB Good Works platform. Please email [Paula@iabsa.net](mailto:Paula@iabsa.net) for sponsorship opportunities.

[REGISTER FOR  
EPISODE 27 HERE](#)

#### **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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