



Questions for advertisers

In 2019, the ACCC completed the Digital Platforms Inquiry. Following this, we are holding an inquiry into ad tech services.

The ACCC is holding an Inquiry into:

- **ad tech services:** services facilitating the automated buying, selling and delivery of digital display advertising (e.g. Google Ads, Facebook Ads, MediaMath, AppNexus), and
- **ad agency services:** services provided by advertising and media agencies to assist with the purchase and optimisation of digital display advertising.

Public or confidential submissions can be emailed to AdTechInquiry@acc.gov.au by **21 April**.

What we want to know:

- 1) What type of ad tech/agency services do you use for digital display advertising?
- 2) What has been your experience with digital display advertising?

Issue 1 – Availability of information

Do you have enough information to make an informed decision about which ad agency or ad tech company to choose when buying online display advertising?

In the Digital Platforms Inquiry, we heard concerns about the complexity and ‘black box’ nature of some parts of the digital display advertising supply chain which can result in a real or perceived lack of information about the price and quality of services provided.

For example:

Can you easily compare the price and quality of ad tech services?

Do you know if your ad agency receives rebates or discounts when purchasing advertising space on your behalf? If your agency does, is the discount or rebate passed on to you as the client?

Are auction and bidding processes that determine the cost of your digital advertising transparent?

Do you know how much of your total ad spend is being retained by your advertising agency or ad tech services providers?

Issue 2 – Competition in the ad tech supply chain

Could the ad tech company or agency you use increase its price, or reduce the quality of service provided, without losing your business? Would you go to a rival?

We’re interested in the competitiveness and efficiency of the markets for the supply of ad tech, ad agency and display advertising services. Competition and efficiency can result in lower prices, higher quality, and greater choice for advertisers.

For example:

Is there choice available to you when buying ad tech services?

Do you feel like there is a range of ad agencies offering different services?

How have recent mergers and acquisitions have changed the market landscape?

Issue 3 – The role and use of data

Does access to consumer data impact your decision of which ad tech company and ad agency to use?

Consumer data plays an important role in targeting digital display advertising to its intended audience, and measuring its results. We are interested in how targeting capability, availability of consumer data, and terms and conditions regarding data collection and management, affect your choice of which ad tech companies and ad agencies to use.

For example:

What factors do you consider when buying online display advertising?

Do different companies have exclusive access to certain methods of audience targeting, or exclusive access to particularly valuable sets of consumer data?

Are there restrictions on access to consumer data that affect your advertising purchasing decisions?

Does the use of consumer data by ad tech service providers or ad agencies affect either competition or consumers?

Issue 4 – Supplier behaviours

Do you observe suppliers acting in a way that affects competition?

We're interested in whether large ad tech companies with multiple ad tech services have the ability and incentive to bundle, tie, or preference their own services.

We are also interested in your views on using multiple ad tech services from a single supplier, compared with different services from different suppliers.

For example:

What are the advantages or disadvantages of buying ad tech services from the same company?

What are the advantages or disadvantages of buying ad tech services from a range of companies?

How well do the ad tech services you use interact with ad tech services provided by other suppliers?

Do you think your ad agency acts in your best interests?

We are interested in your views on the transparency and accountability of decisions made by ad agencies.

For example:

Do you think the lack of transparency around digital display advertising means your current or previous ad agency has the potential to misinform or mislead you about the advertising you have paid for?

Ad Tech Inquiry – Fact Sheet for Advertisers

Are you aware of any agencies buying advertising space at one price and selling it to you/other companies at a higher price?

Could ad agencies direct your advertising spend in a way that benefits them/other clients and not you?

Are you satisfied with the price and quality of services provided by your agency?

More information

[Ad Tech Inquiry Issues Paper](#)