




# RevOps Report Presentation

Presenter



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A graphic on the left side of the slide featuring two overlapping triangles, one orange and one teal, with a white arc partially visible behind them.

**iab.**  
australia

COLAB

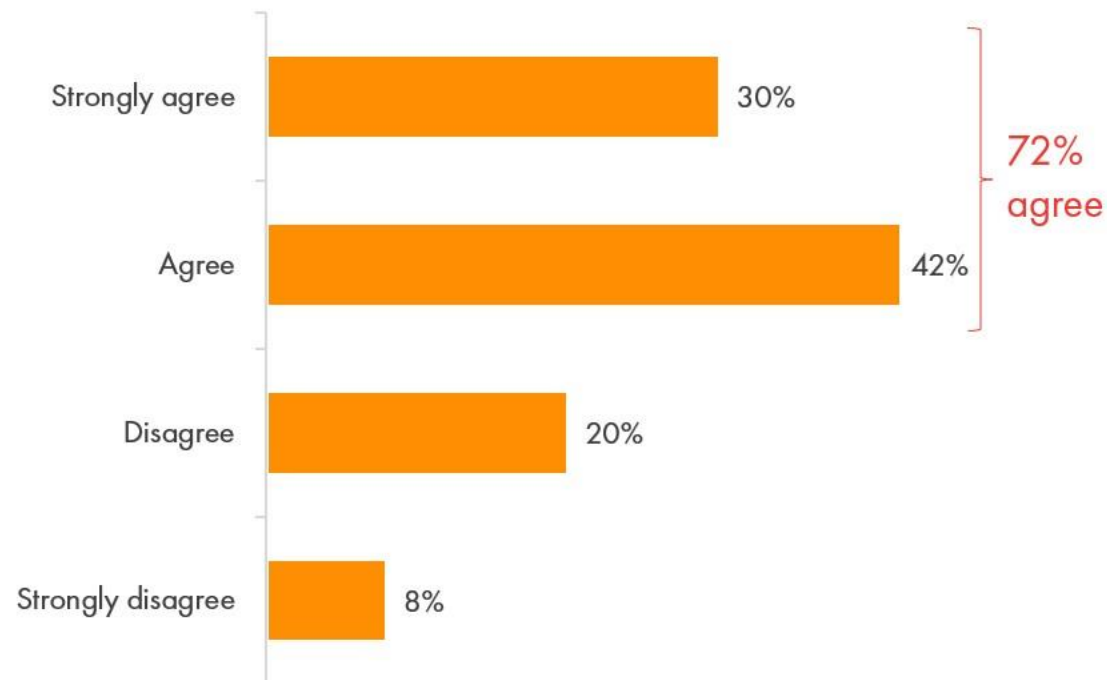
**Results from an industry survey of leaders  
working in Advertising Operations.**

April 2022

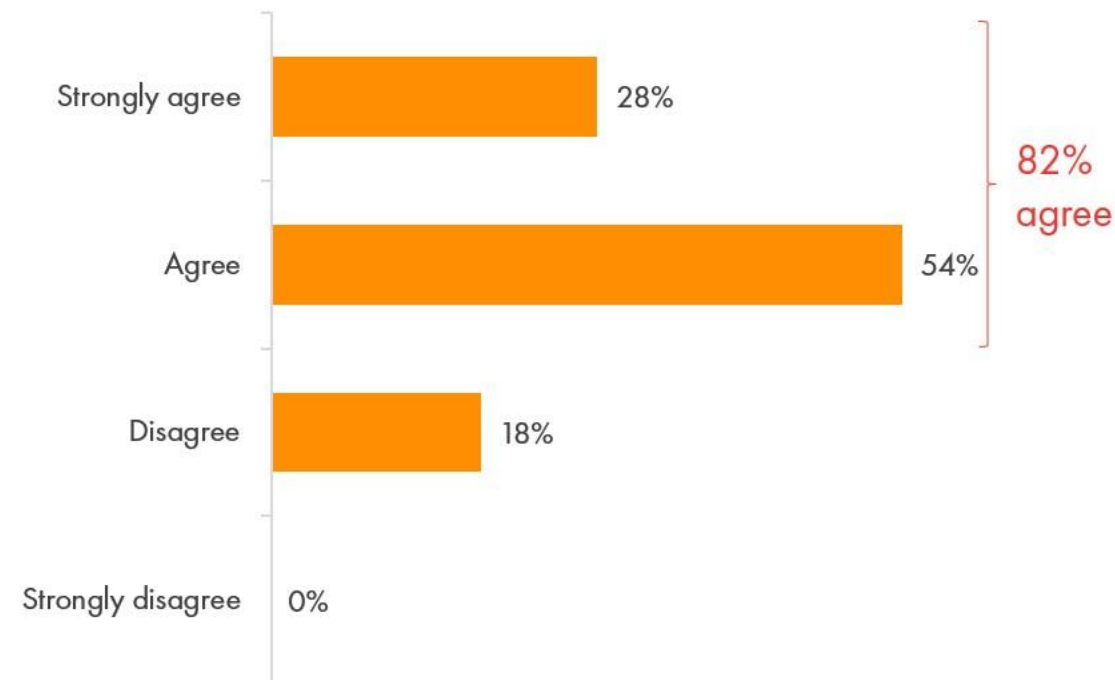
# the ad operations situation.

The ad operations function feel well supported within the business

senior management understands this area of the business well and give it the attention it deserves



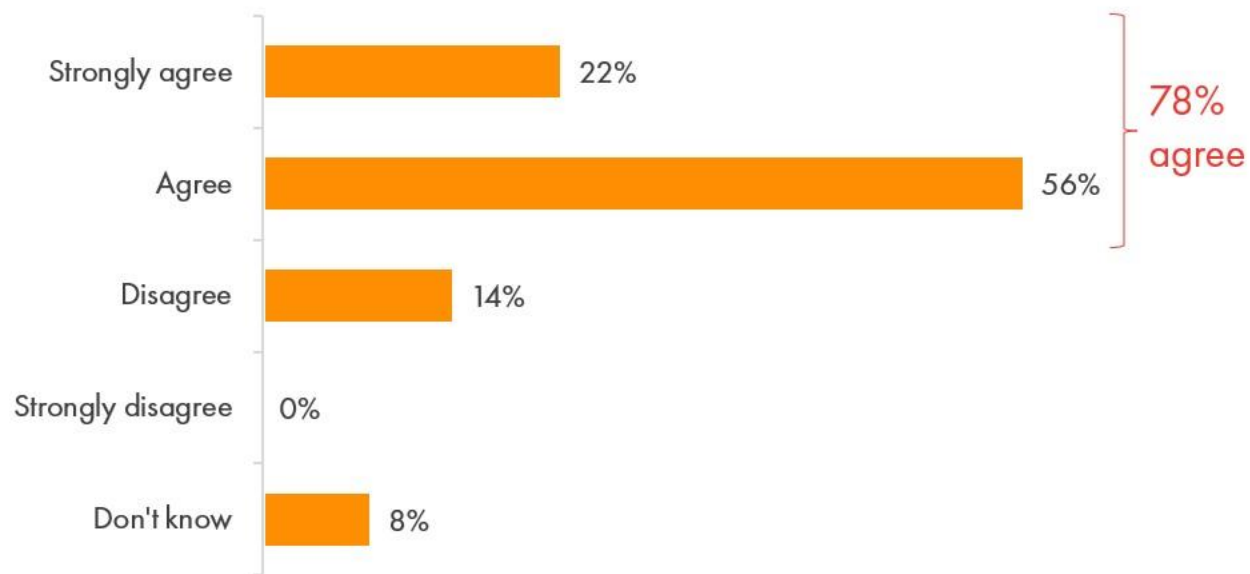
we have an effective suite of technology to support all advertising operations



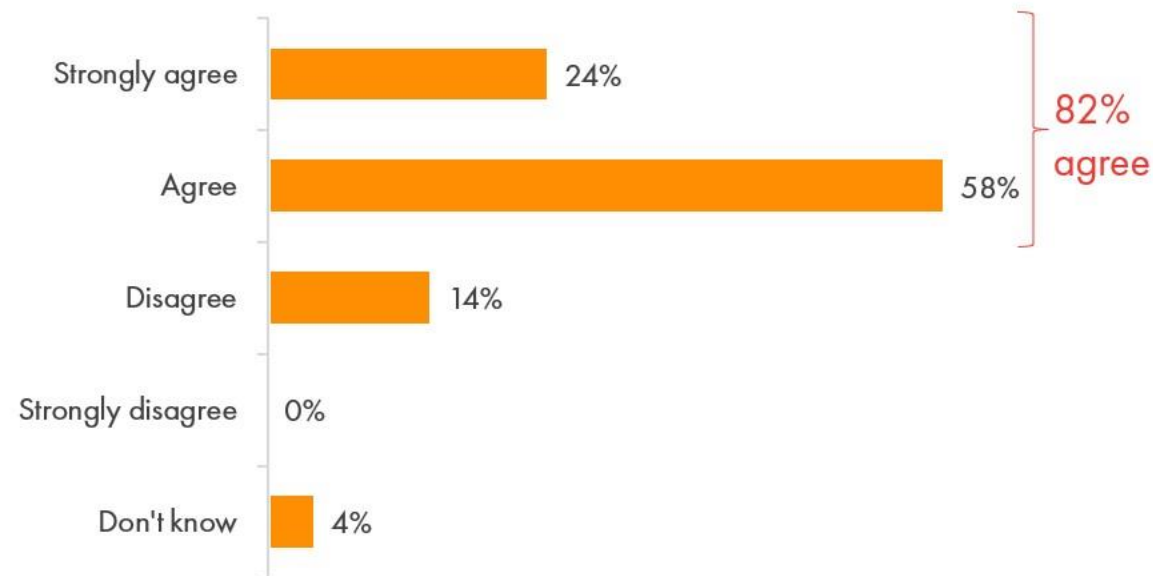
# the ad operations situation.

The ad operations teams feel successful in helping to achieve revenue outcomes for their businesses

our current ad tech stack is comprehensive and ensures revenue is maximised



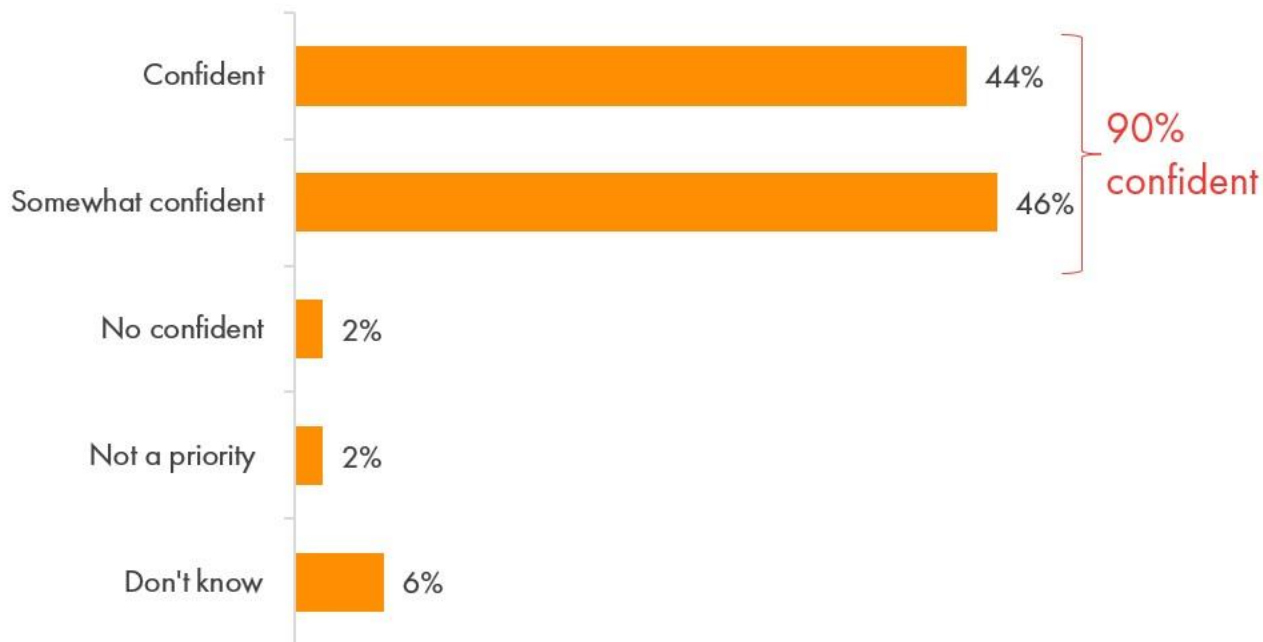
we are successfully building diverse revenue streams



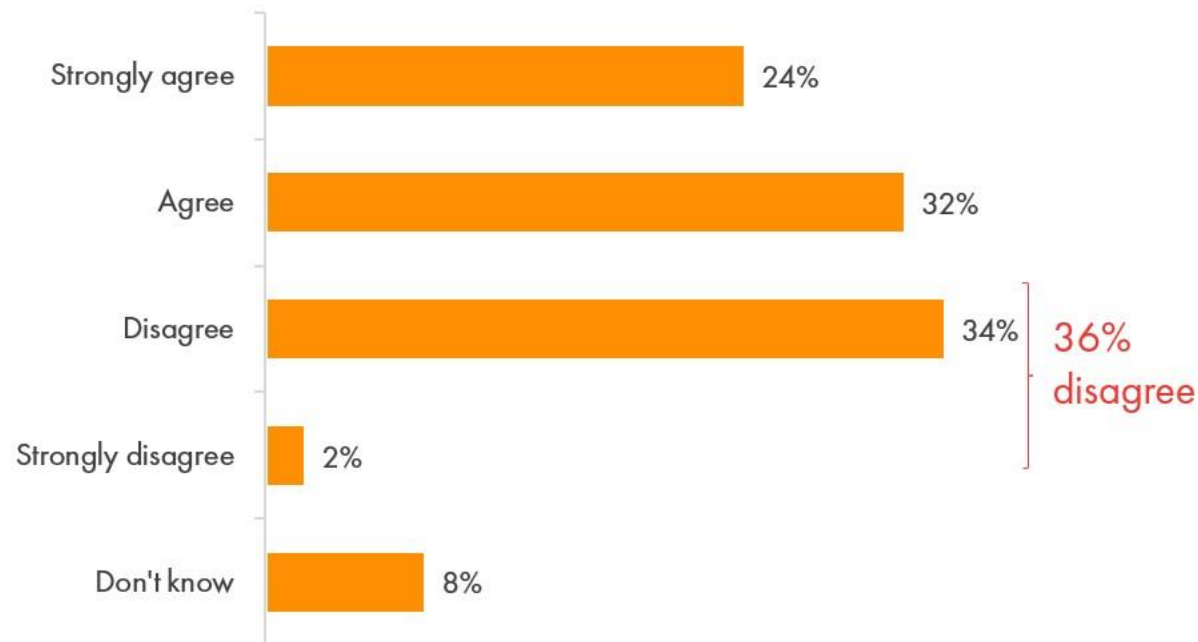
# retirement of 3<sup>rd</sup>-party cookies.

Ad Ops leaders feel confident in their business's identity solutions and strategies, but many are not yet feeling fully prepared for the deprecation of 3rd party cookies

confidence in the business's identity solutions and strategies



we are well prepared for the deprecation of 3<sup>rd</sup> party cookies



# industry initiatives.

Industry collaboration is having a positive impact.

86% agree that industry initiatives (such as the IAB Tech Lab's programmatic transparency standards) are helping to reduce fraud and increase transparency.

Industry initiatives (such as ads.txt & sellers.json) are helping the industry win the battle in reducing fraud

