

Five key trends

Shaping programmatic advertising success in 2026

Digital advertising is entering a new era of maturity and opportunity. Findings from StackAdapt's State of Programmatic Advertising Report, which surveyed nearly 500 marketers globally, were unveiled at Sydney's Future Media Forum in March. They reveal strong industry confidence:



75%

of marketers expect budgets to grow



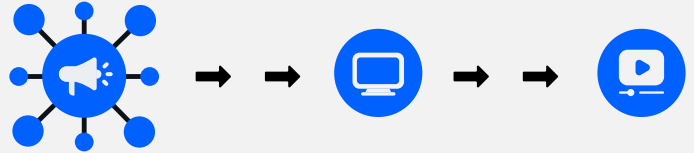
84%

report stronger year-over-year performance heading into 2026.

Here are [the five trends high-performing marketers are following](#):

A true omnichannel approach

Top performers are breaking down silos and unifying display, video, CTV, audio and other channels into integrated workflows. Platforms that support coordinated data, optimised creative and measurement help unlock greater value from every touchpoint.



Consolidating technology stacks



53%

believe specialised tools drive higher ROI



4x

High performers are 4x more likely to consolidate over 50% of their tech stack by 2027



22%

High performers are 22% more likely to credit consolidation for increased ROI

Investing early in fast growing channels

Channels like CTV, direct mail and DOOH are becoming essential.



54%

of Australian marketers plan to invest in CTV in 2026, according to Kantar, signalling rapid mainstream adoption

Using AI where it drives immediate impact

AI is now central to execution. Marketers with the strongest revenue gains are:



+20%

High performing marketers are +20 percentage points more likely to be investing in AI (37% to 17%)



2x

Nearly 2x more likely to expect AI to disrupt campaign orchestration (21% vs 12%).



40%+

of marketers used AI for dynamic creative optimisation in 2025 according to eMarketer

Redefining performance around attention & creative

Clicks alone aren't enough. High performers are prioritising attention metrics and creative quality to better align media investment with brand and business outcomes.

