StackAdapt

The State of *Programmatic* Advertising in EMEA

How marketers can get more from their media investments in 2027

This infographic gives a regional view of *The State of Programmatic Advertising 2027*, showing how its global themes play out in EMEA.



EMEA marketers have expanded their media mix, adopted AI, and evolved how they evaluate performance—but budget growth expectations trail North America (NORAM) and Asia Pacific (APAC). Now every investment must work harder.

Progress

EMEA marketers have built a strong foundation

80%

added 1+ channel to their media mix in the past 2-3 years.

74%

report using multiple measurement methodologies.

58%

say AI has improved cross-channel coordination.

Pressure

Every investment has to work harder

Many EMEA marketers still expect budget growth, but growth expectations are lower than in other regions. That raises the bar for every investment. Fragmented execution and measurement can make it harder to understand how channels contribute to results, identify wasted spend, and decide where budget should go next.

53%

expect budgets to grow, compared with 65% in NORAM and 75% in APAC.

EMEA	53%
NORAM	65%
APAC	75%

47%

estimate that fragmentation wastes or weakens over 20% of programmatic spend.

57%

cite cross-channel measurement coordination as a top execution challenge.

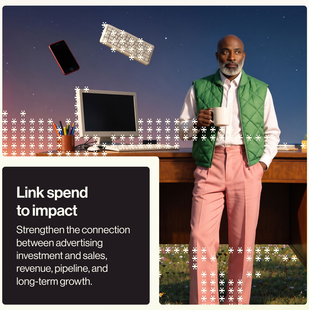
Opportunity

Get more from what's already in place

For EMEA marketers, the opportunity is to strengthen the connections that turn existing capabilities into better decisions and stronger performance.

Connect measurement

Bring multiple measurement approaches and performance data together so teams can make clearer investment decisions.



Coordinate execution

Align audiences, budgets, channels, and teams to reduce fragmented execution, duplicated effort, and wasted spend.

Link spend to impact

Strengthen the connection between advertising investment and sales, revenue, pipeline, and long-term growth.

Three questions for your 2027 media planning

1. Can we clearly see how each channel contributes to shared campaign and business objectives?
2. Does our measurement help us decide where to invest across channels, or mainly tell us how individual channels performed?
3. Where is fragmented execution creating duplicated effort, wasted spend, or gaps in the customer journey?

For 2027 planning, the priority is to identify where disconnected measurement, execution, or data are limiting the return on existing investment—and where bringing those pieces together could improve the next budget decision.

Explore the programmatic advertising trends shaping the industry in 2027

Explore the trends →

Methodology

Based on StackAdapt's *The State of Programmatic Advertising 2027* research, fielded by NewtonX in July 2026 among 885 senior marketing and advertising professionals globally, including 300 respondents in EMEA across Germany (100), the United Kingdom (100), France (50), and Spain (50).

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Reach out to the StackAdapt team to learn more.

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