StackAdapt

The State of *Programmatic* Advertising in APAC

How marketers can turn rapid adoption into coordinated growth in 2027

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



APAC marketers are reporting stronger performance, adopting AI, and investing across a broad mix of established and emerging channels. Connecting channels, data, measurement, audiences, and AI so they work together as part of a broader media strategy is now a top priority.

Progress

APAC marketers are seeing strong performance and broad media adoption

78%
report seeing stronger year-over-year performance.

80%
say AI has improved their cross-channel coordination.

APAC marketers are investing across media and emerging platforms

- **63%** Connected TV (CTV)
- **56%** AI-powered search/discovery
- **53%** Digital out-of-home (DOOH)

Pressure

Integration needs to keep pace

Channel integration

Some media investments and emerging platforms are difficult to integrate.

Difficult to integrate



These percentages represent the share of APAC respondents who selected each channel as one of the most difficult to integrate into a unified strategy.

Cross-channel foundations

The challenge of connecting channels, measurement, and customer data, extends across the broader media strategy.

64%
cite coordinating measurement across channels as a top execution challenge.

8%
have fully connected customer data across acquisition, conversion, and retention.

Opportunity

Turn rapid adoption into coordinated growth

For APAC marketers, the opportunity is to strengthen the connections between media, measurement, customer data, and AI so rapid adoption leads to better decisions and stronger performance.

Connect the media mix

Bring emerging and established channels into a unified strategy so expansion doesn't become fragmentation.



Build shared measurement

Connect measurement and customer data across channels and the customer lifecycle so teams can make decisions from a more consistent view.

Extend AI across channels

Build on AI's early impact by identifying where it can help teams coordinate audiences, measurement, optimization, and media execution across channels.

Three questions for your 2027 media planning

1. Do new channels have a clear role within our broader media strategy?
2. Can we measure performance consistently as our media mix expands?
3. Are customer data and workflows connecting decisions across channels or creating new silos?

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 225 respondents in APAC across Australia (90), Japan (50), Indonesia (25), Malaysia (24), Singapore (18), and Thailand (18).

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Reach out to the StackAdapt team to learn more.

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