

# cimm

Coalition for Innovative  
Media Measurement



# As

## The Paradox of Plenty

Advertisers' Perspectives on the State of Measurement

March 2026



# About CIMM

The Coalition for Innovative Media Measurement (CIMM) is a non-partisan, pan-industry association of companies from across the media and advertising ecosystem, focused on cultivating and supporting improvements, innovations and best practices in measurement and currency development, the use and application of new metrics, and data collaboration. CIMM's role is to convene stakeholders, illuminate emerging issues, and help the marketplace make informed decisions. CIMM embraces the entire media and advertising ecosystem and prioritizes effective collaboration to deliver meaningful change.

# About the 4As

The 4As was established in 1917 to promote, advance and defend the interests of our member agencies, employees and the advertising and marketing industries overall. We empower and equip our members to confidently navigate the ever-changing ecosystem of the agency world. We ensure they remain relevant, are positioned to compete, and have the resources to thrive and grow. With a focus on advocacy, talent and creating impact, the organization serves 600+ member agencies across 1,200 offices, which help direct more than 85% of total U.S. advertising spend. The 4As includes the 4As Benefits division, which insures more than 160,000 employees; the government relations team, who advocate for policies to support the industry; and the 4As Foundation, which advocates for and connects rising talent to the marketing industry by fostering a culture of curiosity, creativity and craft to fuel a more equitable future for the industry.

# About our Sponsors

We thank our three sponsors, Kochava, Nielsen, and TechEdge whose guidance and industry expertise helped shape the focus and relevance of this study.

## Kochava

Kochava is the premier provider of real-time data solutions powering outcomes across every marketing channel. They support the world's most performance-focused brands and platforms in achieving measurable growth. Through multi-touch attribution, modern marketing mix modeling, end-to-end campaign management, and AI-driven workflows, all backed by an acclaimed customer success team, Kochava helps clients verify results, predict what's next, and take informed action.

Since 2012, Kochava has been helping brands understand the efficacy of their advertising, evolving from a mobile-first attribution and analytics provider to a fully omnichannel measurement partner. With particular strength in the CTV space, Kochava helps customers achieve both brand and performance goals for this important marketing channel as well as tying performance from CTV to mobile, DOOH and more.

## Nielsen

Nielsen is a global leader in media intelligence, shaping the future of media. Measuring behavior across all channels and platforms to discover what audiences love, we empower our clients with independent, trusted and actionable intelligence so they can connect and engage with their global audiences — now and into the future. Insights that fuel action.

## TechEdge

TechEdge is the industry's most flexible audience analytics toolkit. Turn audience data into decisions. Connect data from any source, at any scale — in one view. Go as deep as you need to plan, analyse and evaluate campaigns and audiences.

TechEdge's toolkit supports advertisers and their agencies in working across datasets of any size, from any source, in one standardized view. It processes big data efficiently and gives teams visibility into the details that matter for making decisions.

For example, TechEdge's KxM planning tool enables cross-media planning and optimization. Advertisers, often through their agency partners, can model different budget allocations and see how channel mix changes reach and audience delivery before committing spend. With AdvantEdge, teams can analyze audiences and evaluate campaigns in-depth across multiple variables using consistent definitions. Advertisers and their agency partners can assess reach, frequency, and audience composition across platforms within one framework. The TechEdge API integrates outputs into existing agency and advertiser tools and planning systems, improving interoperability and reducing manual data handling — strengthening, not replacing, established workflows.

No matter the vertical, TechEdge often works within established agency-advertiser models to provide in-flight and post-campaign visibility into ad-exposed reach, frequency and pacing. These workflows create a clearer understanding of how data sources relate, supporting more confident cross-media decisions.

As media grows more complex, advertisers and agencies need connected measurement. TechEdge enables interoperable analysis, planning, and evaluation so teams can focus on decisions, not reconciliation — bringing strategies to life collaboratively across the ecosystem.

Trusted in 70+ markets by top broadcasters, streamers, agencies and advertisers, TechEdge arms you with the tools needed to win in the hybrid measurement era.

## About the Authors

**Sarah Mansfield** is a highly respected media consultant and former VP Global Media at Unilever, a role she held for 12 years. She is recognized as a global marketing leader with deep expertise across end-to-end media, digital marketing, e-commerce, and communications spanning multiple industry sectors.

Currently, Sarah advises major advertisers on how to plan and optimize media investments, drive transformational change agendas, and design and deliver effective agency operating models. She also serves on several advisory boards, contributing her strategic insights and experience to shape the future of marketing and media.

During her tenure at Unilever, Sarah pioneered and embedded full-funnel communications planning frameworks, introduced innovative media technology solutions, and championed brand safety and responsibility standards. She played a key role in advancing retail media strategies and developing advertiser–agency partnership models. Sarah continues to represent the advertiser's voice as Vice Chair of ISBA, advocating for industry best practices and responsible media investment.

**Alice K. Sylvester** is an independent consultant in media measurement and analytics, formerly of Sequent Partners. She is currently involved in industry initiatives focused on advertising performance measurement, new media metrics development, and cross-media measurement, helping organizations navigate evolving measurement frameworks in a complex media environment.

Previously, Alice held senior roles in media research, branding, and account planning at major global advertising agencies. She is a past Chairman of the Board of the Advertising Research Foundation and has been recognized with multiple industry honors, including induction into the Market Research Club Hall of Fame in 2019 and the ARF's Erwin Ephron Demystification Award in 2021. She is also co-author of *Advertising and the Mind of the Consumer*, published by Allen & Unwin and Kogan Page.

**Leslie Wood, Ph.D.** is a highly regarded advertising analytics and data science leader with more than 30 years of experience advancing how media effectiveness is measured and applied. She has held senior research and data leadership roles at iSpot and NCSolutions, where she helped pioneer modern approaches to incrementality, outcome-based measurement, and cross-media analytics across linear and digital video. Earlier in her career, she was deeply involved in foundational single-source measurement initiatives including BehaviorScan, Scan America, and Project Apollo, and worked closely with organizations such as Procter & Gamble and ABC Television.

Today, Leslie works independently through LeslieWoodMedia, advising advertisers, industry groups, and measurement providers on research design, measurement strategy, and the evolution of media currencies. She is a long-standing leader within the Advertising Research Foundation, chairs its Cross-Platform Measurement Committee, and has been recognized with multiple industry honors, including the Erwin Ephron Demystification Award, induction into the Market Research Council Hall of Fame, two Great Mind Awards from the Advertising Research Foundation, and the 2023 Charles Coolidge Parlin Marketing Award from the American Marketing Association. She holds a Ph.D. in Single Source Data and AI from the University at Albany.

# Research Objectives and Approach

This research study was commissioned by CIMM, the 4As, TechEdge, Kochava and Nielsen to explore the varying needs and perspectives of major advertisers and marketers related to measurement, metrics and data, across seven different industry categories – Consumer Packaged Goods (CPG), Pharma/Healthcare, Financial Services (FS)/ Insurance, Technology/Telco, Automotive, Travel/Leisure, and Retail.

The study set out to understand how U.S. advertisers prioritize and evaluate key measurement metrics in today's evolving TV and video ecosystem, and whether preferences, perspectives and priorities vary meaningfully across major B2C advertiser categories. It examines how marketers use measurement today, how confidence varies by category and organizational model, what beliefs shape those patterns, where the industry has the greatest opportunity to restore trust and coherence, and how advertisers see these metrics changing in importance over the next 3–5 years.

The research has focused on seven major types of measurement areas, which we label as “Measurement Domains.” These domains are as follows, and are described in detail in Figure 1:

1. Media Delivery
2. Media Verification
3. Audience Delivery
4. Attention Metrics
5. Brand Impact
6. Media Performance
7. Attribution Metrics

## Research Objectives and Approach

Figure 1: Major Media Measurement Domains

	What it measures	Example Metrics	Purpose
<b>Media Delivery</b>	Quality & efficiency of media placements.	<b>Impressions, Reach, Frequency,</b> Completion and Duration Rates, Cost Per Thousand Impressions (CPM), Cost Per GPR (CPGRP), Ad Server Verification.	Evaluates whether TV, video and other media are being delivered effectively and at the optimal cost.
<b>Media Verification</b>	Accuracy, compliance & fraud detection.	Ad & In App <b>Fraud Detection</b> , Invalid Traffic (IVT), Brand Safety Compliance, % In- Geo Target, Viewability, Validation.	Ensures that TV, video and other media placements were delivered in the right geographical area, free from fraud, brand safe, bot-free and contextually relevant.
<b>Audience Delivery</b>	Reach & targeting accuracy against required audience eg: Demos, Custom/advanced audiences using First Party & Third-Party data.	On Target %, Average <b>Reach/Frequency &amp; GRP's against Demo and/or Advanced Audience.</b>	Validates that the right audience is seeing the TV, video and other media content.
<b>Attention Metrics</b>	How effectively media captures consumer focus.	<b>Attention Time</b> , Facial Coding, Mental Engagement.	Helps optimize TV, video and other content to maximize audience engagement.
<b>Brand Impact</b>	The effectiveness of media in impacting brand awareness, association, consideration, preference.	<b>Brand Lift %</b> <b>Awareness, Recall, Favorability, Intent.</b>  Brand Association (with Key Attributes).  Brand Sentiment.	Determines the positive or negative brand impact of media communication and investment over time in TV, video and other media.
<b>Media Performance</b>	The effectiveness of media in driving desired outcomes — absolute or incremental impact.	Click-Through Rate ( <b>CTR</b> ), Cost Per Lead ( <b>CPL</b> ), Cost Per Acquisition ( <b>CPA</b> ), Return on Ad Spend ( <b>ROAS</b> ), Sales Lift %.	Measures how effective TV, video and other paid media translate into required business outcomes.
<b>Attribution Metrics</b>	Contribution of different media touchpoints to conversions.	Multi-Touch Attribution ( <b>MTA</b> ), Customer Journey Mapping, Marketing Mix Models ( <b>MMM</b> ).	Determines how various TV, video and other media channels impact consumer actions and outcomes.

## Methodology and Sample

The study is based on two research inputs — a broad quantitative survey of 197 marketers, plus a deep-dive set of 16 executive interviews.

1. An online survey of 197 experienced marketers (each with >8 years of experience) with direct involvement in selecting and/or using measurement solutions. This was conducted by NewtonX. Survey respondents were Director-level or above. The sample was exclusively composed of brand advertisers, not agencies. The research focused on B2C marketers at companies with annual US marketing budgets over \$50 million. Respondent companies have been split into three segments: lower spending companies (\$50-100 million); medium spending companies \$100-250 million); and higher spending companies (over \$250 million).

## Research Objectives and Approach

**Figure 2: Survey sample details**

n=197 survey respondents

Sector	
CPG	n=30
Pharmaceuticals and Healthcare	n=30
Financial Services	n=30
Technology and Telecommunications	n=30
Automotive	n=28
Travel and Leisure	n=30
Retail	n=30

Job Department	
Marketing or Advertising	93%
Data Architecture / Data Science / Data Analytics	2%
Software Engineering / Developing / Coding	2%
Research and Development (R&D)	2%
Sales	1%

Job Seniority	
C-Level	8%
Department Head or Line of Business Head	11%
Vice President (Executive, Senior, etc)	29%
Senior Director or Director	52%

With a sample of 197 advertising executives, the margin of error at the 95% confidence level ranges from approximately  $\pm 3$  percentage points for very small or very large percentages (e.g., 5% or 95%) to  $\pm 7$  percentage points for percentages near 50%. As is typical in survey research, estimates closer to 50% carry greater statistical uncertainty than those near the extremes. Reported mean scores are more precise, with 95% confidence intervals generally between  $\pm 0.12$  and  $\pm 0.15$  scale points. As a result, small differences in percentages or averages should be interpreted with caution, while larger gaps are more likely to reflect meaningful differences in the broader advertiser population.

2. A program of 16 one-on-one in-depth interviews with senior marketing executives across the 7 industry sectors. All interviews were completed in confidence. All quotations featured in the paper come from these interviews, unless otherwise noted, and have not been attributed. Examples of the companies interviewed include Google, T-mobile, Intuit, Mastercard, Bank of America, Kraft Heinz, Unilever, Bank of America, Sanofi, Toyota, Optum, Wayfair, and Microsoft.

This report is intended solely for educational purposes. Neither CIMM nor the authors make any representations as to the accuracy or completeness of any information contained in this report or in any report or website linked to in this report, nor will either be liable for any errors or omissions in this information or for any losses, injuries, or damages incurred from the display or use of this information.

© 2026 ARF Innovation Studio, Inc. and the American Association of Advertising Agencies. All rights reserved.

Funded by the Coalition for Innovative Media Measurement, the American Association of Advertising Agencies (4As), The Nielsen Company (US), LLC, TechEdge America Inc, and Kochava, Inc.

# CONTENTS

Executive Summary	8
Chapter 1 – Measurement Realities Facing Advertisers	13
Chapter 2 – How Advertisers Navigate Measurement Today	20
Chapter 3 – Where Confidence Breaks Down	27
Chapter 4 – What Advertisers Expect Next	35
Appendices	
A. Case Studies	42
B. Survey Instrument	46

# Executive Summary

Over the past decade, advertisers have built increasingly sophisticated marketing data environments. They have integrated first-party data with second- and third-party sources, layered in identity graphs, adopted advanced analytics, and invested heavily in measurement solutions spanning performance, attribution, brand impact, attention, and verification. By most external measures, the industry has never been more data-rich.

At the same time, confidence in media and marketing measurement has not advanced at the same pace as measurement capability itself. The sharpest pain point is not skepticism in data accuracy per se; rather, executives are overwhelmed with the task of prioritizing data inputs, linking disparate data across different sources, and harmonizing definitions across “black box” metrics, leading to a crisis of confidence despite the proliferation of measurement resources. Marketers, more than ever, have access to a world of plenty, but paradoxically feel increasingly challenged to derive clear conclusions on the impact of their advertising investments. Confidence is strongest where signals are direct and operationally familiar, and more measured where insights depend on stitching together datasets, modeling outcomes, or reconciling multiple systems.

## Differences Across Industry Categories

At a high level, advertisers across different industry categories do have varying attitudes towards measurement, but the differences are more nuanced than category stereotypes would suggest. The study looked at attitudes around 7 different types of measurement areas, which we term “Measurement Domains” (see page 5 for a detailed explanation of each domain). While Media Performance remains the most important measurement domain across all advertisers regardless of industry category, there is meaningful variation in how categories prioritize speed, rigor, and comparability, and in where confidence breaks down. These differences don’t reflect fundamentally different goals, but rather distinct operating realities: how directly outcomes can be observed, how regulated the category is, and how much reliance advertisers place on first-party versus other data.

Categories with direct, observable signals and closed data environments tend to prioritize speed and near-term performance, while those with indirect outcomes, longer purchase cycles, or higher regulatory scrutiny place greater value on comparability, standards, and triangulation. These dynamics shape not only what advertisers measure, but how confident they feel using those measurements.

Retail, QSR, Financial Services, and some Technology advertisers rely heavily on first-party data and are strongly performance-oriented. Speed, return on ad spend, and the ability to optimize in near real time are central measurement priorities. Among these, Financial Services advertisers are more compliance-driven and tend to operate within highly governed, closed data environments.

CPG advertisers, by contrast, operate with indirect sales signals and significant offline outcomes. While performance remains important, they also emphasize brand metrics and structured, comparable measurement frameworks. *“We do brand awareness studies... quick reads... MMM... clean rooms... and the whole plethora of media metrics.”* (CPG executive) Inconsistent data, cross-platform comparability, and signal fragmentation are key concerns.

Pharma and Healthcare advertisers show a similar measurement orientation, shaped by regulatory sensitivity and compliance requirements; as a result, they tend to be more conservative and slower to adopt new or opaque measurement approaches.

Automotive advertisers are both brand-led and performance-driven, while also navigating rapid digital acceleration. From a measurement perspective, this creates persistent tension between attribution, brand studies, MMM, and platform-reported data, often resulting in frustration with conflicting signals. *“Did I get what I paid for and did it move the business? ... I can’t say that we have done a good job at that.”* (Auto executive) Travel and Leisure advertisers are also highly digital, but operate in fast-moving, demand-driven environments that place a premium on real-time decisioning; for these advertisers, identity resolution and cross-platform comparability remain significant challenges.

Technology advertisers tend to stand apart. They express the highest aspirations for both speed and methodological rigor and are more open than other categories to future-focused approaches like AI-enabled measurement and synthetic data. At the same time, this category experiences one of the largest gaps between current measurement capabilities and where they believe the industry needs to go. *“Cross-media measurement where the advertiser, agency, and platforms all come together is really important. The speed needs to accelerate.”* (Tech executive)

### A Sophisticated but Multi-System Environment

Advertisers almost universally acknowledge that today's measurement challenges are not driven by a lack of data or data integrity issues per se. Instead, complexity stems from the multiplicity of systems, tools, and "truths" that must be reconciled every day. Media fragmentation, platform-specific metrics, incompatible identity systems, and mixed methodologies have become the norm. The result is an environment where advertisers can optimize continuously — yet struggle to explain, defend, or unify results with confidence.

Importantly, advertisers have adapted. Most have developed practical workflows that allow them to plan, optimize, and report effectively within this environment. What they lack is certainty: certainty that the numbers align across systems, certainty that modeled outputs reflect reality, and certainty that they can confidently represent outcomes to internal stakeholders such as finance teams and executive leadership. Advertisers are most assured when metrics are observable, timely, and widely understood internally, and more cautious when insights depend on probabilistic models or cross-system alignment.

### Media Mix and Advertising Spend are Vital — but Differently Than Expected

Media mix and advertising spend shape measurement priorities, but do not dictate a single measurement philosophy. Nearly all advertisers now operate across a broad mix of digital video, social video, search, streaming, and traditional channels, with roughly one-third of advertisers participating in the study using nearly all major channels simultaneously, and upwards of 80% of advertisers using digital video, social media, SEO, broadcast TV and streaming channels. Each channel offers its own delivery systems, metrics, identity frameworks, and reporting standards, multiplying the number of signals advertisers must interpret and reconcile. As media mixes widen, advertisers are not just managing more channels — they are managing more versions of performance, reach, and impact.

Advertising spend clearly influences measurement priorities, but not in a prescriptive way. Larger advertisers tend to emphasize exposure quality and holistic performance indicators, reflecting the greater scale and scrutiny of their investments. However, spend alone does not determine how advertisers think about measurement.

Instead, expectations are strongly shaped by a complex mix of organizational business models and internal decision processes. Similarly, whether media is managed in-house, by agencies, or through hybrid models does not fundamentally change the measurement challenge. Agencies help manage fragmentation and normalization, but having media capabilities in-house does not eliminate the burden of stitching together inconsistent data sources. In all cases, advertisers confront the same challenge: multiple systems producing competing versions of the truth, leading to a paradox of plenty.

### The Distinct Worldview of First-Party-Data-Led Advertisers

Advertisers that rely heavily on first-party data — most commonly in Retail, QSR, Financial Services, and some Technology sectors — exhibit a distinct measurement orientation. These organizations are performance-first by design. Their confidence is anchored in what they can directly observe: conversions, ROAS, lift tests, and daily optimization signals.

These advertisers express strong confidence in Media Performance measurement, where signals are direct and actionable. At the same time, they are more cautious about measurement domains that depend on ecosystem-level identity, third-party modeling, or cross-platform reconciliation. This doesn't reflect skepticism, rather selective trust. First-party data provides speed and autonomy, but it also narrows the set of signals advertisers feel confident using. As a result, these advertisers tend to operate with clarity inside their own environments, while approaching broader ecosystem metrics with greater scrutiny. *"If we're talking about our first party data, our internal data, then I have very high confidence in it. This is a company that prides itself on data and integrity and we have a lot of policies/regulations to govern that." (Tech executive)*

## Executive Summary

### Three Measurement Orientations Shape Confidence and Expectations

To move beyond category labels, the study identifies three distinct measurement orientations that cut across industries:

1

*Fast Proof Advertisers* (primarily Retail and Financial Services) prioritize speed, causal clarity, and near-real-time optimization. Confidence breaks down when signals are slow or contradictory. *“Everything ladders to ROI and incrementality. If it’s not driving incremental transactions, it’s not working.”* (QSR executive)

2

*Comparable Proof Advertisers* (CPG, Pharma, Auto, and Travel) value consistency, rigor, and cross-channel comparability. They rely on triangulation and lose confidence when measurement feels opaque or non-standard. *“We look for consistency. The most important thing is that we can compare channels in the same language.”* (Auto executive)

3

*Future Proof Advertisers* (Technology/SaaS) aspire to both speed and rigor. They have the highest expectations, and perceive the largest gap between current capabilities and future needs, particularly in areas such as AI-enabled and predictive measurement. *“If I can’t see the signal in near real-time, I can’t optimize against it — so the measurement is incomplete.”* (Tech executive)

These segments help explain why confidence varies so widely even when advertisers use similar tools. Measurement expectations are not random; they are operationally and culturally rooted.

### Measurement Is Broadening Beyond ROI — Even as Confidence Levels are Inconsistent

Media Performance remains the single most important measurement domain across all advertisers, serving as the common “boardroom metric” for justifying budgets. However, the study shows a clear and decisive shift underway — a growing focus on other measurement categories as well as performance. Advertisers expect attention, verification, audience delivery, brand impact, and attribution to grow significantly in importance over the next three to five years.

But confidence in these newer metric areas, such as attention, brand impact, and attribution, is currently constrained due to lack of standardization in methodology, limited transparency, and frequent interoperability across systems. Advertisers are not rejecting these new metric areas; they value them conceptually, but are cautious about using them as primary decision inputs until they are more comparable and interpretable. This is especially true when results have to be reconciled across multiple partners and justified to management.

### Confidence Varies with Observability and Alignment — Where Systems Must Be Joined

Advertisers are most confident when metrics are direct, observable, and organizationally validated — most notably Media Performance KPIs such as click-through rate (CTR), cost per lead (CPL), cost per acquisition (CPA), return on ad spend (ROAS), and sales lift %.

Confidence becomes more tempered when insights depend on joining multiple data sources, applying statistical inference, or reconciling outputs across systems. Attention, attribution, and verification are consistently described as “black boxes.” Brand impact and audience delivery are better understood, but still constrained by speed, comparability, and identity resolution limitations. During the research, advertisers repeatedly emphasized that their greatest anxiety is not about data quality, but about their own ability to reconcile signals and communicate a coherent story internally.

The confidence gap, in this sense, is as much human and organizational as it is technical.



*The future of measurement isn't about replacing current signals – it's about making them work better together. Hybrid measurement that combines panels and digital data brings clarity to a complex landscape, but its value depends on access, usability, and the ability to turn data into meaningful insights. This makes powerful analytical tools indispensable in the ecosystem.*

— Zuber Nosimohomed, President, TechEdge

### Pragmatic Expectations for the Future

Despite inconsistent confidence levels, the majority of advertisers (over 90%) do not see any severe measurement barriers emerging in the next 3-5 years. Issues such as cross-platform measurement, transparency, signal loss, and incrementality are viewed as moderate to major challenges — but manageable ones. They are material constraints, not crises. Major and even moderate barriers complicate workflows, slow decision-making, and require reconciliation. But this is not new and these barriers will not significantly impact effective media measurement in 3-5 years.

Advertisers have adapted to a fragmented ecosystem and developed ways of working within it. They have normalized the complexity. As ambitions increase — particularly for attribution, brand insight, and cross-media coherence — these measurement challenges and barriers become more salient, but they are not viewed as existential threats.

### Emerging Technology Mirrors Today's Needs

Advertiser enthusiasm for emerging technologies maps directly to the pressures undermining confidence today. AI-powered measurement stands out overwhelmingly as the technology most likely to impact measurement in the near future, reflecting a desire for faster interpretation, predictive insight, and relief from manual reconciliation. Over 80% of advertisers agree AI solutions will impact measurement in the next 3-5 years.

Cross-media measurement is the second-strongest priority, underscoring advertisers' continued aspiration for comparability, even as they accept fragmentation today. Privacy-preserving identity solutions, synthetic data, and clean rooms further reflect a future that is probabilistic, collaborative, and privacy-safe. *“The real holistic measurement of different channels is not there... a unified metric to compare linear TV with digital is missing. We built our own combined qualified reach number.”* (CPG executive)

These expectations are not expressions of technology optimism alone. They reflect a clear demand for measurement systems that are coherent, interpretable, and usable at the speed of decision-making.

### In Conclusion: Bridging the Confidence Gap

Advertisers are not seeking a single source of truth. Instead, they are looking for greater clarity about how different truths relate to one another, and for systems that make measurement easier to explain, validate, and use with confidence.

What practical steps could the industry take to close the confidence gap? We see four priorities:



Stronger governance through shared definitions and standards. Advertisers crave unified definitions, identity standards, verification norms, etc.

---



Greater transparency into methodologies and assumptions. Advertisers want fewer black boxes. Research providers can make the most impact by enabling independent review/audits, explaining model logic, and enabling cross-vendor calibration.

---



Innovation paired with guardrails that support trust and usability. Advertisers are betting big on next-gen tools like AI. Confidence in these innovations will rise when they are paired with strong governance (e.g., unified definitions, standards and norms) that supports advertisers' experimentation and adoption.

---



Focused investment in interoperable, future-ready infrastructure. Advertisers trust data that can be compared, interpreted and reconciled across systems. The industry's role is not to just push measurement forward, but to make measurement interoperable, intelligible and fit for decision-making.

Ultimately, confidence will grow not from more data or more tools, but from measurement systems that help advertisers understand what counts, why results differ, and how to act with assurance in a complex ecosystem.

As one advertiser succinctly put it: *"The data is there. The question is what counts."*

# Chapter 1 — Measurement Realities Facing Advertisers

*Key Takeaways: Complexity in media measurement not only comes from data volume but also from the multiplicity of systems and competing truths. Advertising spend and the marketing mix, on their own, don't push advertisers toward a particular measurement philosophy — it simply raises the stakes, making cross-channel clarity and dependable signals more important. Digital spend alone doesn't dictate measurement philosophy, but it does emerge as a meaningful indicator of how advertisers orient toward measurement, with the relationship varying by category. Organizational business models and regulatory constraints influence measurement expectations as much as media mix. 1P-heavy advertisers are more grounded in their own truth set and actually less dependent on ecosystem-level identity solutions. That creates independence — but also insularity.*

Everyone knows we're living in a data-rich ecosystem; today's marketers are juggling huge volumes of behavioral, digital, and transactional data. But data is not the only thing making advertisers' lives more complex. What has also increased over time is the number of media channels employed (particularly digital platforms), management of media buy and sell side systems, wide-ranging partnerships, diverse measurement systems, the diversity of data sources that must be reconciled, the speed with which signals appear and the pressure to align performance interpretation internally. From media delivery solutions to performance measurement, ID Graphs and attribution models, the day-to-day world of today's marketer is data loaded. It is a paradox of plenty — the paradox is that data-rich advertisers struggle to act with confidence.



*We're drowning in dashboards. We don't need another report. We need a single version of reality. Everything is technically measurable, but none of it lines up without a lot of manual reconciliation.*

— Gaming executive

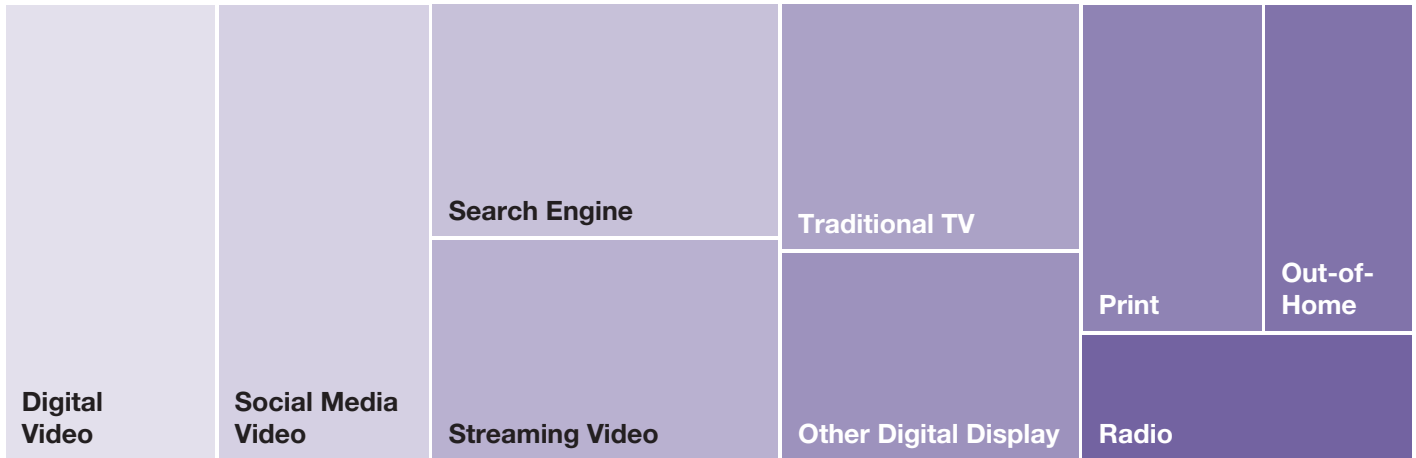
## Media Mix

The media mix for most advertisers has multiplied with the growth of retail media networks, streaming, addressable and CTV, and expansion of the social media ecosystem. Unsurprisingly the study shows that close to 100% of advertisers currently use digital video and social media video. Clearly, it is a huge priority for them. After that, search engine optimization, broadcast TV and streaming video are used by close to 80% of advertisers. Other digital display and print are utilized by about 60% of advertisers and OOH and radio by 40%. Interestingly, about a third of advertisers currently use all the channels.



## Chapter 1 – Measurement Realities Facing Advertisers

Figure 3: Advertiser Use of Media Channels 2025



Note: The box size indicates the share of advertisers utilizing each channel.

Source: CIMM, Advertiser Perspectives on Measurement Study, Quantitative Survey, n=197 (2026).

Each channel offers its own delivery systems, metrics, identity frameworks, and reporting standards, multiplying the number of signals advertisers must interpret and reconcile. As media mixes widen, advertisers are not just managing more channels — they are managing more versions of performance, reach, and impact, which directly contributes to the confidence gap observed in this study.



*We measure everything down to incrementality at the audience, creative, and placement level — but the problem is that every platform measures differently. We have to reconcile all of it ourselves. It's not a question of not having enough data. It's stitching it into something we can actually act on.*

— QSR executive

# Chapter 1 – Measurement Realities Facing Advertisers

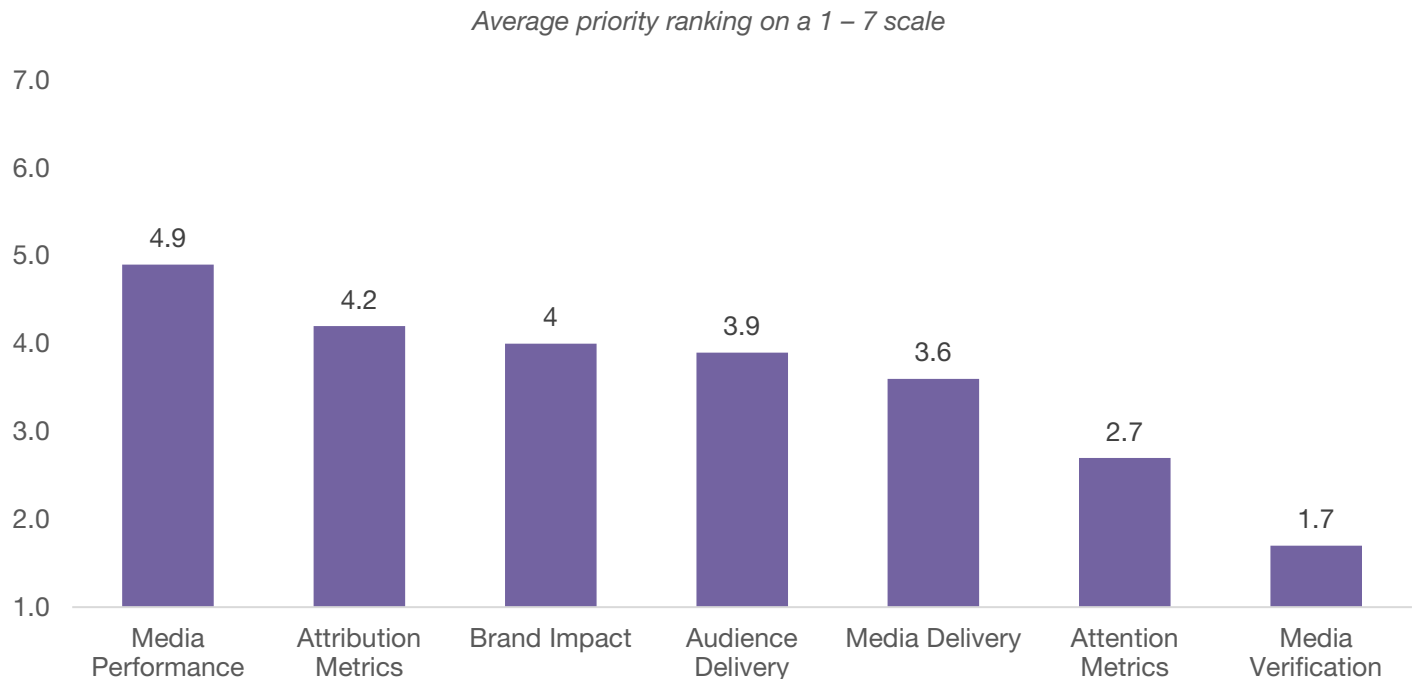
## Measurement Domain Priorities

The survey research focused on seven major types of measurement areas, which we label as “Measurement Domains:”

1. Media Delivery.
2. Media Verification.
3. Audience Delivery.
4. Attention Metrics.
5. Brand Impact.
6. Media Performance.
7. Attribution Metrics.

Advertisers show differing levels of prioritization across these domains, with Media Performance ranking as the top priority across all industry categories, followed by Attribution Metrics and Brand Impact.

**Figure 4: Prioritization of Measurement Domains**



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026).

## Ad Budgets

In this study, examining media spend and its potential impact on attitude toward measurement revealed that the heavier spending advertisers were found in CPG, Tech and Retail (\$250M+ annual marketing budgets). Advertisers in Travel, Auto, Pharma and Financial services were some of the smaller spenders in the study (\$50-100M).

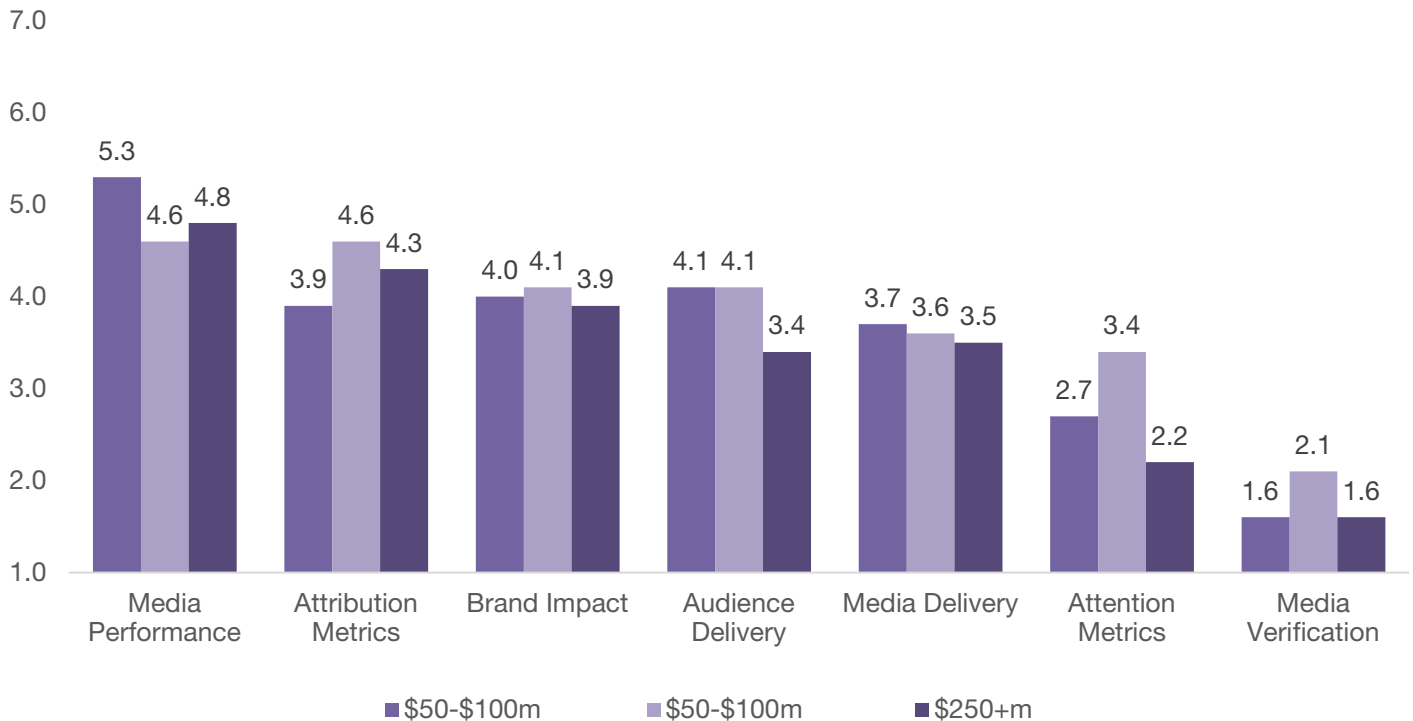
The relationship between ad spend and measurement priorities is directional rather than defining. As Figure 4 shows, medium to larger-spending advertisers show somewhat higher interest in exposure quality (e.g., attention, audience delivery) and holistic performance indicators (media performance, brand effects). This means, possibly, that when budgets grow, advertisers begin paying close attention to the signals that help them manage risk and justify investment across a wider range of channels.

Advertising spend, on its own, doesn't appear to push advertisers toward a particular measurement philosophy — it simply raises the stakes, making cross-channel clarity and dependable signals more important.

## Chapter 1 – Measurement Realities Facing Advertisers

**Figure 5: Measurement Domains By Advertiser Spend Levels**

*Average priority ranking on a 1 – 7 scale*



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026).

### In-House vs. Agency Media Management

Most advertisers operate in hybrid mode: 72% use a mix of in-house and agency planning/buying, and only 15% run media solely in-house. CPG remains the most agency-dependent category (23% fully outsourced), while nearly a third of Travel advertisers (30%) manage planning and buying entirely inside the company.

The patterns differ sharply by channel. Digital planning is overwhelmingly in-house (80+%), and digital buying is handled internally by about two-thirds of advertisers. Traditional media is more even: many advertisers plan in-house but outsource their buying to agencies (58% vs. 43%), largely for scale, systems access, and integration with legacy tools. Whether operations are hybrid, in-house or led by an agency, advertisers and agencies work across fragmented tools, inconsistent identity systems, and platform-specific measurement rules.

## Chapter 1 – Measurement Realities Facing Advertisers

“

*The agency helps us manage complexity. We rely on them to normalize data across platforms because internally we don't have the resources to do that level of reconciliation.*

— Pharma executive

“

*When you bring things in-house, you also bring the burden of stitching together data that doesn't naturally align — platform data, MMM, attribution, creative signals. That calibration work doesn't go away.*

— Tech executive

“

*We optimize daily using in-platform signals. That only works because we're close to the data and can act quickly — otherwise it just becomes reporting.*

— Retail / QSR executive

“

*We rely on agencies for cross-channel consistency. If we ran this fully in-house, we'd lose comparability across markets.*

— Auto executive

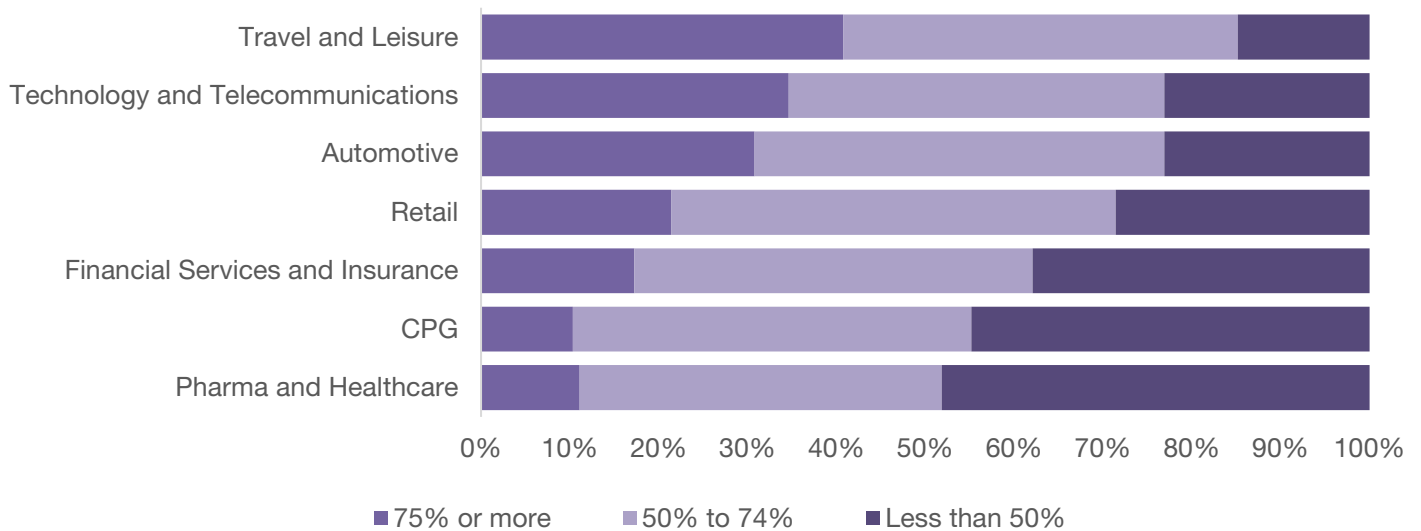
The net result is a system where complexity not only comes from data volume but also from multiplicity of systems and competing truths, and lack of confidence comes not from accuracy gaps in particular sources per se but from the sense of being overwhelmed.

## Chapter 1 – Measurement Realities Facing Advertisers

### Profiling Heavy Digital Spenders

All advertisers in this study allocated more than 50% of their spend to digital. Heavier digital advertisers are found in Travel/Leisure, Tech and Automotive.

**Figure 6: Share of Digital Spend By Category**



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026); results shown by advertiser category).

A few observations stand out:

- Travel and Auto concentrate a large proportion of their budget in digital which correlates to their need for real-time demand stimulation, regional variability, and the many digital signals they can interpret as intent or interest.
- Tech is also digitally intensive but for different reasons. Many tech advertisers have logged-in ecosystems, deterministic IDs, and prefer always-on optimization.
- We also found that retail and financial advertisers are performance driven, but they are not quite as digitally concentrated.
- CPG and Pharma remain more multi-channel and regulated, reinforcing their reliance on MMM, lift, and model-driven confidence.

Although digital spend alone doesn't dictate measurement philosophy, it is a meaningful indicator of how advertisers orient toward measurement, with the relationship varying by category. The interviews revealed that heavy-digital sectors tend to favor faster signals, more platform-based reporting, and expect to read outcomes and understand its drivers. These advertisers believe measurement should behave like the digital environment: deterministic, granular, and continuous, and can be frustrated when it does not.



*Multiple sources of truth is a double-edged sword... MTA, last click, platform reporting – reconciling and triangulating across all of them is daily, manual work. When I say daily, I mean daily. The gaps surface constantly.*

– Tech executive

## Chapter 1 – Measurement Realities Facing Advertisers

Advertisers with more balanced spend or those with less access to 1P data often rely more on data triangulation. As one interviewee explains, *“We have great reporting. I just don’t always know if it helps us make a better decision. We still triangulate.”* (CPG executive)

However, heavy digital spend does not automatically imply a performance culture. It is more complicated than that. Across interviews and quantitative analysis, we find that organizational business models shape advertisers’ expectations of measurement as much as media mix does. Depending on how decisions are made internally, how risk is managed, and how quickly insights must move from data to action, advertisers with roughly the same media mix investments can diverge in what they expect measurement to deliver.

“

*We accept that no single metric tells the whole story. So we triangulate across MMM, brand tracking, and platform delivery.*

— Auto executive

“

*Two people can look at the same number and tell two completely different stories. We have tons of data — the challenge is knowing which data actually matters and what decisions to make with it.*

— Health tech executive

“

*The industry has made huge progress in data collection. The next step is progress in data orchestration — aligning inputs across systems, understanding differences, and turning diverse datasets into a coherent story that teams can confidently act on.*

— Søren Holmberg Andersen, Executive Managing Director, TechEdge

# Chapter 2 — How Advertisers Navigate Measurement Today

*Key Takeaways: Advertisers navigate today's measurement environment pragmatically. How they use data and which metrics they prioritize are shaped less by category labels and more by operational realities — such as access to first-party data, speed-to-decision requirements, and internal expectations for proof. Media Performance remains the anchor set of metrics because it is observable and defensible, but as media portfolios and accountability demands expand, advertisers are selectively engaging with a broader set of measurement domains. Advertisers navigate by balancing speed, comparability, and rigor across fragmented systems — a practice that continues to evolve.*

## First-Party Data Users

Across interviews and correlation analysis, a distinctive profile also emerges for advertisers who actively rely on and prioritize first-party data. To be clear, most advertisers have access to first-, second- and third-party data but few only use first-party data. Those organizations that do, most frequently Retail, Financial Services, and some Tech brands, are *performance marketers* first, and their first-party data is the engine of their performance campaigns. They behave differently because their entire measurement worldview is built on what they can directly observe — conversions, ROAS, platform lift tests, and daily optimization data.



*We optimize daily toward the audiences driving ROI.*

— QSR executive

These advertisers see 1P data as a strategic asset and as a practical lever for more accurate short-term performance. It helps them reach their customers more directly, measure faster, and tune campaigns more aggressively. 1PP-heavy advertisers are more grounded in their own truth set and actually less dependent on ecosystem-level identity solutions. That creates independence — but also insularity.

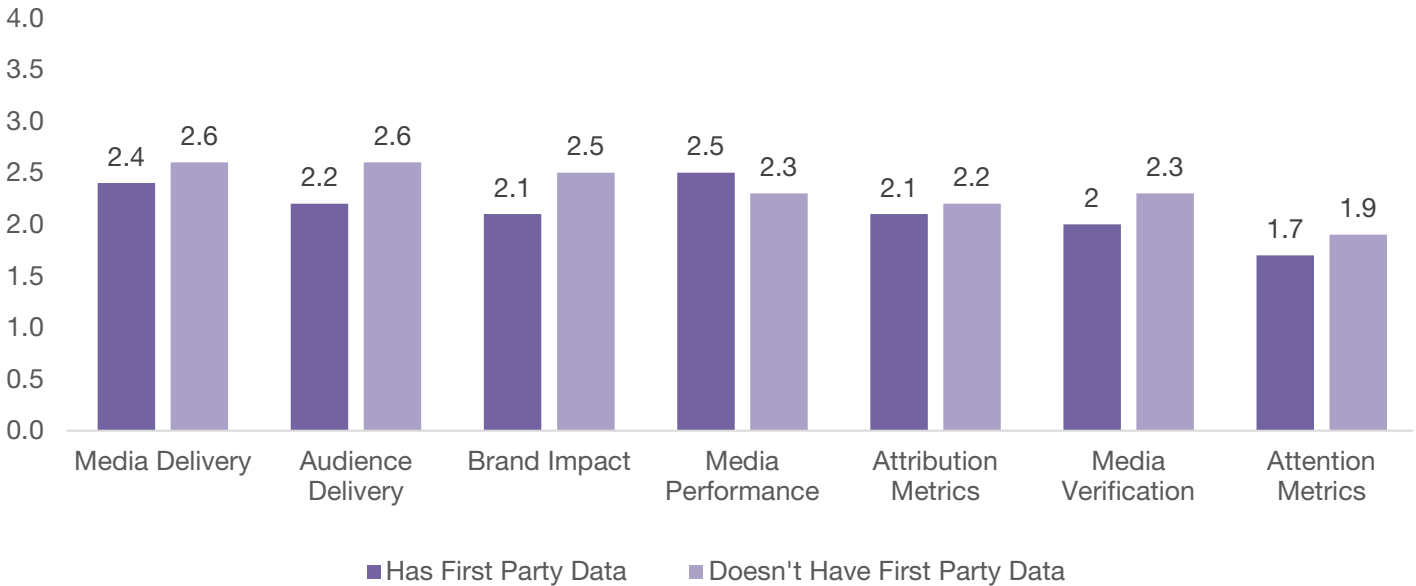
When they work outside their own data systems, they favor measurements from a single environment or platform, rather than relying on identity frameworks designed to unify signals across the broader ecosystem. In environments like Google or Meta, user behavior can be observed directly without extensive cross-system reconciliation or stitching. But in truth, 1P advertisers trust their own customer file and their own signals more. Several interviewees reflected this exact attitude: *“We start with first-party data and augment with third only when needed.”* (Retail executive)

First-party advertisers' confidence in measurement tells a revealing story. 1P users have lower confidence than other advertisers across nearly all measurement domains, except Media Performance.

## Chapter 2 – How Advertisers Navigate Measurement Today

**Figure 7: Confidence in Media Measurement Among Advertisers With First Party Data**

(5 point scale from (0) Not Confident to (4) Very Confident)



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026).

1P data reliant advertisers are less confident in audience quality, verification, attention, brand impact, and attribution (even though they use it frequently). They are also less confident these measurement domains will be more important in the future. Why? Generally, these metrics rely on identity systems, stitching, panels, or third-party analytics — all of which fall outside their observable first-party environment. They trust the data they own, but not necessarily the systems around them. Their world is fast, noisy, deterministic, and highly optimized. They are confident in the outcomes they can observe, but skeptical of the ecosystem-level metrics they can't validate. These advertisers believe the real driver of future performance will be stronger 1P data driven activation and better ROAS modeling, not more holistic or standardized measurement frameworks. Representative attitudes from 1P data users include: “We’re not sure how accurate the third-party segments are.” (Travel) and “We’re heavily performance — brand metrics are harder to justify.” (Retail)

### Segmenting Advertisers by Measurement Orientation

To better understand whether confidence and measurement priorities vary systematically across advertisers and categories, we used a simple machine-learning classification modelling technique (Naïve Bayes) to group categories based on their responses to the quantitative survey. We fed the model the marketers' measurement priorities, perceived barriers, views on consistent standards, confidence ratings, emerging-tech expectations, and their B2C/B2B profile. Three clusters emerged: Fast Proof Advertisers (ostensibly Retail and Finance), Comparable Proof Advertisers (for the most part, CPG, Pharma, Auto, Travel), and Future Proof Advertisers (Tech/SaaS).

- “Fast Proof” Advertisers value “causal speed” (speed to outcome insight) and lose confidence when signals disagree or slow down.
- “Comparable Proof” Advertisers who expect comparability and rigor and to some extent lose confidence when measurement lacks standards or feels “black box”.
- “Future Proof” Advertisers who expect fast, comparable proof and see the largest mismatch between aspiration and reality (where they are and where they want to be) — particularly in emerging areas such as AI search and predictive MMM.

## Chapter 2 – How Advertisers Navigate Measurement Today

These categories cut across verticals, disrupting the notion that strict category characteristics explain measurement orientations. Once again, measurement expectations are more culturally and operationally rooted — not random and not always category-based.

These orientations shape how advertisers use and evaluate media measurement today. In many ways, they determine the lens through which each category interprets evidence — whether measurement is expected to move fast, align internally, or reconcile competing signals. Understanding these orientations is essential as we turn to the measurement domains themselves — the building blocks of the system where confidence gaps begin to surface. Figure 7 lays out key differences in attitudes towards measurement across the three groups.

**Figure 8: Key Characteristics of Orientation Clusters**

Fast Proof (Retail, Finance)	Comparable Proof (CPG, Pharma, Auto, Travel)	Future Proof (Tech / SaaS)
Outcomes-First measurement culture.	Standards-First measurement culture.	Hybrid, High-Maturity measurement culture.
Proof is Possible (expect causal clarity, rapid feedback).	Proof is Probabilistic (expect triangulation, directional evidence).	Expects <i>both</i> causal speed <i>and</i> methodological rigor.
Data-as-Integral Tool: always-on, 1PP-driven, frequent optimization.	Data-as-Evidence: careful, validated, structured frameworks (MMM, lift).	Data-as-Infrastructure: integrated systems, AI-enabled modeling.
Strong reliance on in-channel signals, incrementality, ROAS, and observed transactions.	Strong reliance on identity scaffolding, cross-platform consistency, comparable reporting.	High tolerance for experimentation; comfortable with synthetic data and predictive systems.
High confidence only where visibility is direct (e.g., Media Performance).	Higher confidence in structured systems (MMM, audience definitions, cross-channel planning).	Highest expectations of all categories; sees the biggest gap between where they are and where they want to be.
<i>“Everything ladders to ROI and incrementality.” (QSR executive).</i>	<i>“We look for consistency... compare channels in the same language.” (Auto executive).</i>	<i>“MMM needs to be daily and used for real-time decision-making.” (Tech executive).</i>

In summary:

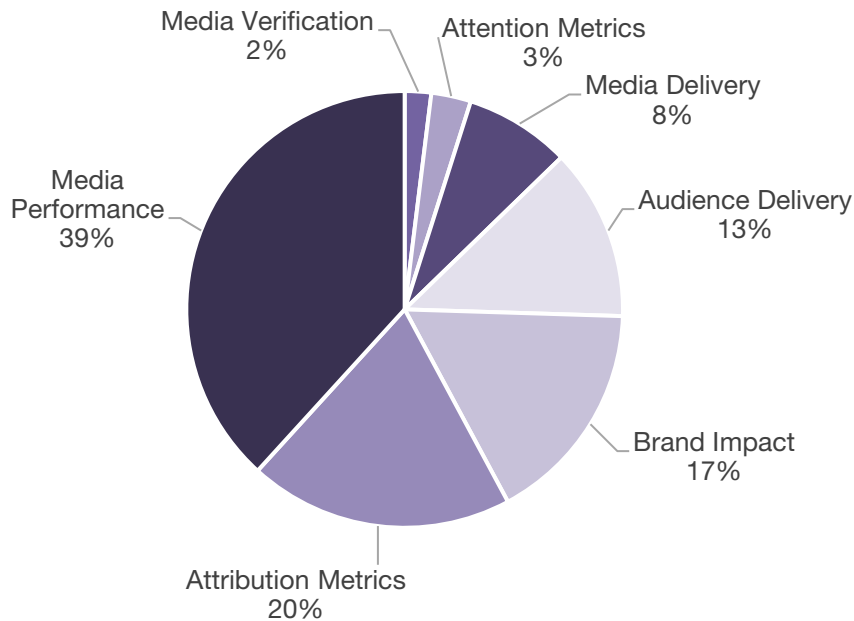
- Fast Proof advertisers aspire to operate like performance marketers, valuing daily optimization and incrementality. *“The future is outcome-based trading with real-time incrementality — not impressions.” (Fast Proof Finance executive)*
- Comparable Proof advertisers share the belief that measurement frameworks create trust and coordination — that comparable, cross-channel evidence is more valuable than rapid, granular signals. *“We look for consistency... we need to compare channels in the same language.” (Comparable Proof Auto executive) ... “Our measurement must be extremely careful. We move slowly and validate evidence.” (Comparable Proof Pharma executive)*
- Future Proof advertisers combine retail-like expectations for speed and incrementality with CPG-like discipline around modeling. *“First-party data confidence is very high. Data integrity is a core competency of the business.” (Future Proof Tech executive)*

### Marketers’ Measurement Priorities

To get a definitive sense of current priorities, advertisers were asked to select a single measurement domain as “most important.” Expectedly, the largest proportion of advertisers rated Media Performance as Most Important. Sixty percent of advertisers, though, rated some other domain as “most important.”

## Chapter 2 – How Advertisers Navigate Measurement Today

**Figure 9: Share of Advertisers Rating Media Domains as “Single Most Important”**



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey, n=197 (2026)*.

Advertisers across all categories considered Media Performance (ROAS, Cost Per Acquisition etc.) “Most Important.” But after that, there are fairly big differences in Importance.

**Figure 10: Category Differences in “Most Important” Measurement Domains**

Measurement Domains Rated “Most Important”	Category Slightly Over-Indexing	Implications
Media Performance ( <i>Overall #1</i> )	No category skew; universally top-ranked	Performance is the common measure across all advertisers; generally, everyone wants to know <i>what worked</i> and whether their media drove results efficiently.
Media Delivery	Financial Services	Financial brands seem to depend on precision, compliance, and controlled exposure, so they emphasize ensuring ads actually ran as planned and reached the intended environments.
Audience Delivery	Travel, Auto, Pharma	These are “right person/right moment” low-incident categories where reaching specific, qualified audiences is mission-critical (e.g., travellers in-market, auto intenders, condition-specific patients).
Brand Impact	CPG, Auto, Pharma	These categories spend heavily on brand building; they rely on upper-funnel signals as leading indicators for sales, especially when attribution is harder (e.g., CPG’s offline sales, Auto’s long purchase cycle).
Attribution	Retail	Retailers have rich digital signals (POS, SKU-level events), and they’re closest to closed-loop measurement so they expect and rely on attribution more than others.

## Chapter 2 – How Advertisers Navigate Measurement Today

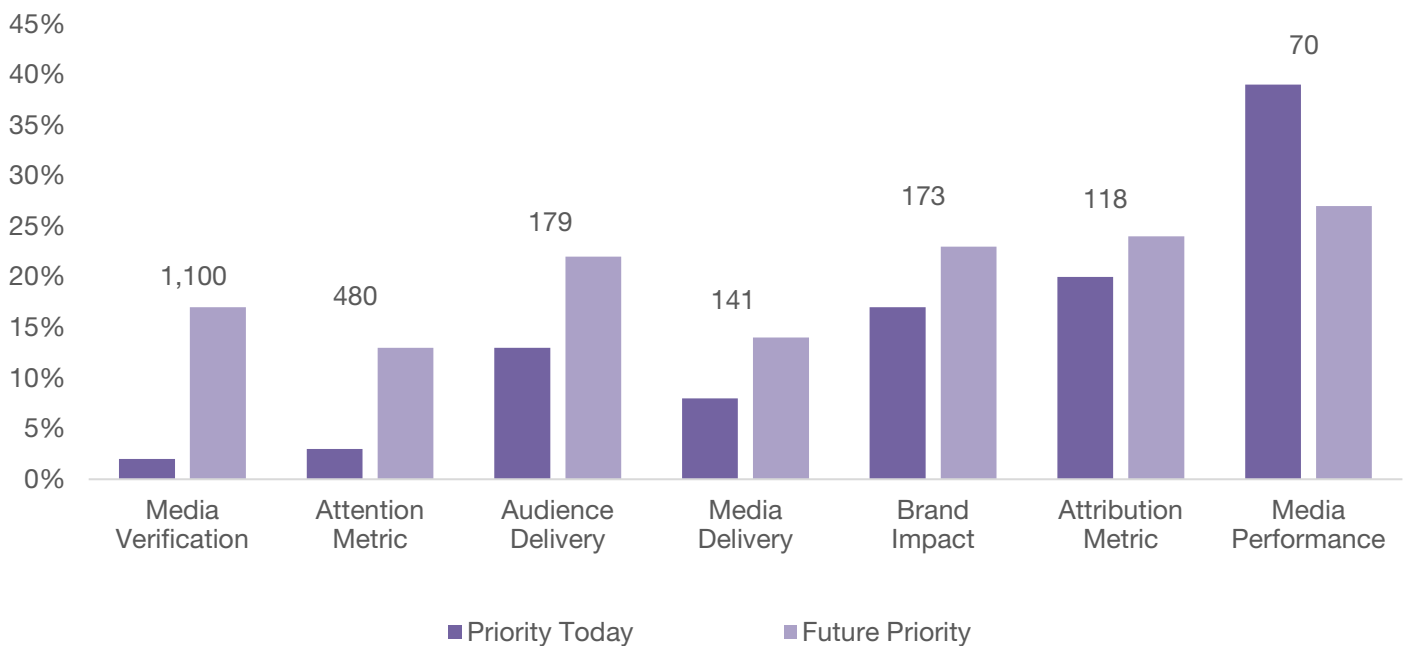
No single measurement domain will satisfy all advertisers, aside from the fact that most advertisers are concerned with media performance. The marketplace is not monolithic. A measurement that is “table stakes” for one category may be “strategic” for another.

### Future Signals for Measurement

Advertisers are quietly — but decisively — expanding their priorities beyond pure ROI. While Media Performance remains today’s “Most Important” metric, nearly every other measurement domain is projected to rise sharply in strategic value over the next 3–5 years. The chart below shows the index of the number of advertisers perceiving a media measurement domain as More Important in 3–5 years compared with their highest priority today. Verification, Attention, Audience Delivery, and Brand Impact all show dramatic jumps in the share of advertisers who say these will become “Much More Important.” In other words, the future of measurement looks broader, more diagnostic, and more accountability focused. Media Performance, while still dominant today, shows the smallest forward shift, suggesting advertisers are also interested in looking to understanding why results happen.

**Figure 11: Measurement Domains Becoming Much More Important in 3-5 Years**

Index of Gain/Loss in Advertiser’s Perceiving  
Media Measurement Dimensions “Much More Important in 3 – 5 Years”  
Compared to Highest Priority Today



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026).

## Chapter 2 – How Advertisers Navigate Measurement Today

These results reveal several key points about potential future dynamics:



Media Performance will remain the center of gravity but focus will also be placed on the inputs that drive outcomes. Performance alone will no longer be enough — advertisers will want deeper visibility into the quality and credibility of the media they buy.

---



Metrics like verification, attention, and audience delivery are expected to become much more important in the future, which reflects advertisers' desire to diagnose drivers rather than just report endpoints like media performance or brand impact.

---



An increase in importance in brand impact in the future suggests marketers anticipate more scrutiny of long-term brand contributions and believe their media could be better optimized to deliver improved brand outcomes, especially in categories where short-term KPIs dominate today.

---



Attribution's growing importance suggests marketers still want it, likely as part of a portfolio of measurement tools in a more mature, multi-dimensional ecosystem.

In truth, the picture that emerges about the future of measurement is a marketplace where priorities are multiplying faster than they are clarifying.

### How Important Are Consistent Measurement Standards?

Since nearly every measurement domain is expected to grow in importance, it's not unrealistic to assume the rising appetite for more measurement will inevitably intersect with the question of consistent measurement standards.

To explore whether consistent standards are critical, merely important, or simply nice to have, we looked at two important groups of advertisers in our survey: Final Decision Makers and those who Contribute to Measurement Decisions.

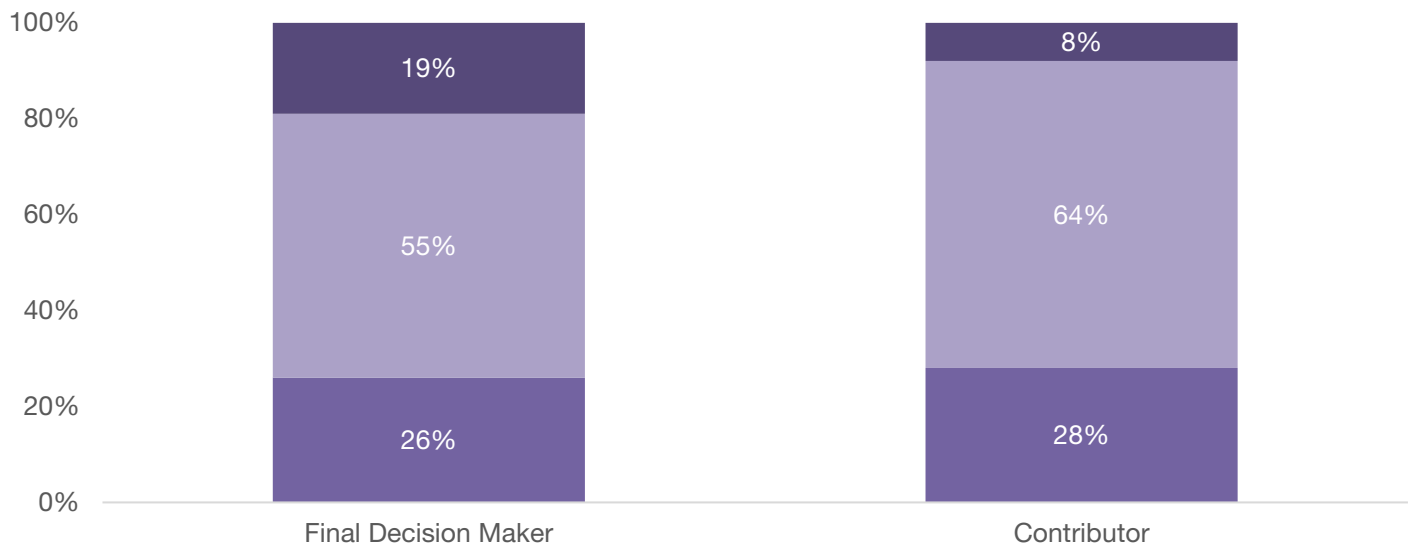
As Figure 12 below shows, clearly, the majority of advertisers believe consistent standards are important but take a pragmatic stance and accept that they routinely have to work across mixed methodologies.

More Final Decision Makers than Contributors perceive consistent standards as critical and actively push for consistent standards across all partners. These marketing/advertising leaders may feel the operational and financial consequences of inconsistency more acutely and want the best for their organization. A higher concentration of advertisers in Retail, CPG and Automotive categories agreed consistent measurement standards are critical.

But the data clearly shows most advertisers are accustomed to stitching together whatever data is available. The result is a system where standards are valued in principle and probably in public but not consistently required in practice — raising questions about comparability and accountability, and reducing confidence in the system.

## Chapter 2 – How Advertisers Navigate Measurement Today

Figure 12: Importance of Consistent Measurement Standards



- It would be nice to have more consistency, but it is not a major factor in our marketing decisions
- It is important, but we are willing to work with different methodologies when we have to
- It is a critical priority--we actively push for consistent standards across all partners

Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026).

# Chapter 3 — Where Confidence Breaks Down

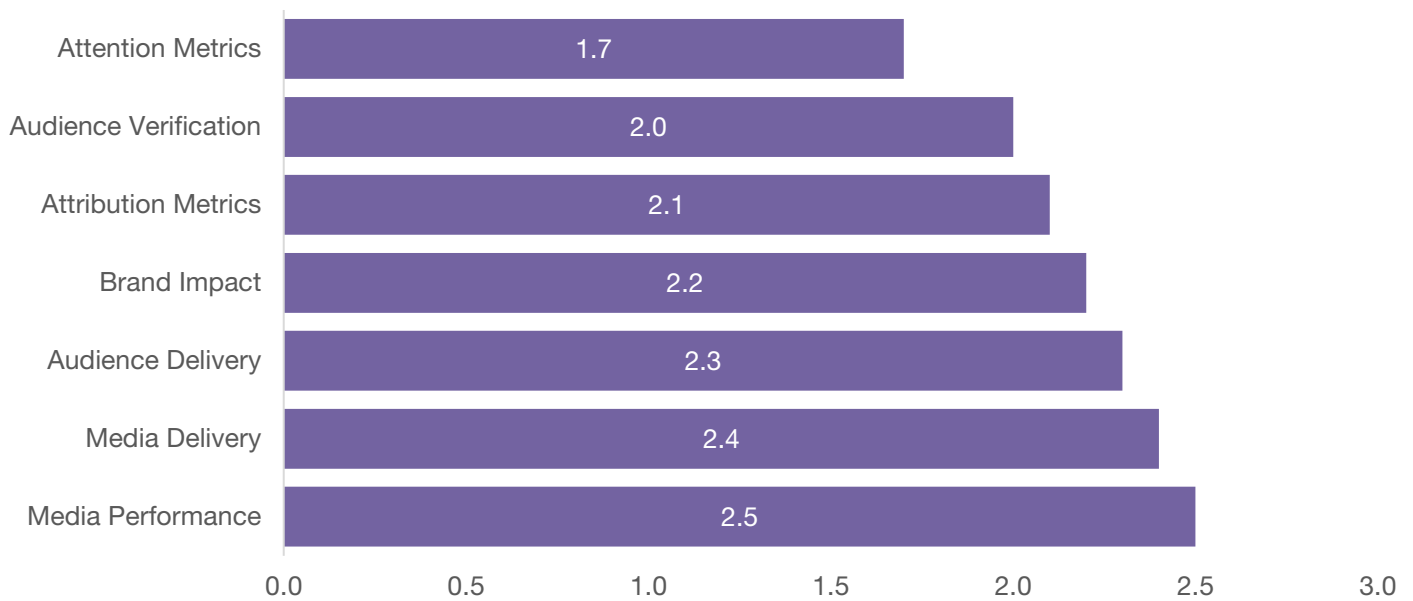
*Key Takeaways: The lack of confidence in measurement is striking — for the most part, advertisers report being only “slightly confident.” Advertisers are less confident about measurement when they have to join multiple data sources together to see outcomes, when relying entirely on statistical modeling or inferences, and when multiple systems produce different outcomes.*

Even though most measurement domains are important, expected to grow, and advertisers accept that they must stitch together solutions, they are clearly not confident about them.

Over the past five years, much of the industry’s public discourse has centered on what isn’t working in measurement. Trade press and analysts routinely describe a “measurement mess,” and against this backdrop, the survey’s finding isn’t surprising. It’s sobering: overall, marketers are only slightly confident in every major measurement domain. The broader conversation has primed marketers to approach these metrics with caution, especially when evidence of fragmentation and inconsistency is so visible in the marketplace.

**Figure 13: Overall Confidence in Media Measurement Domains**

*(5 point scale from (0) Not Confident to (4) Very Confident)*

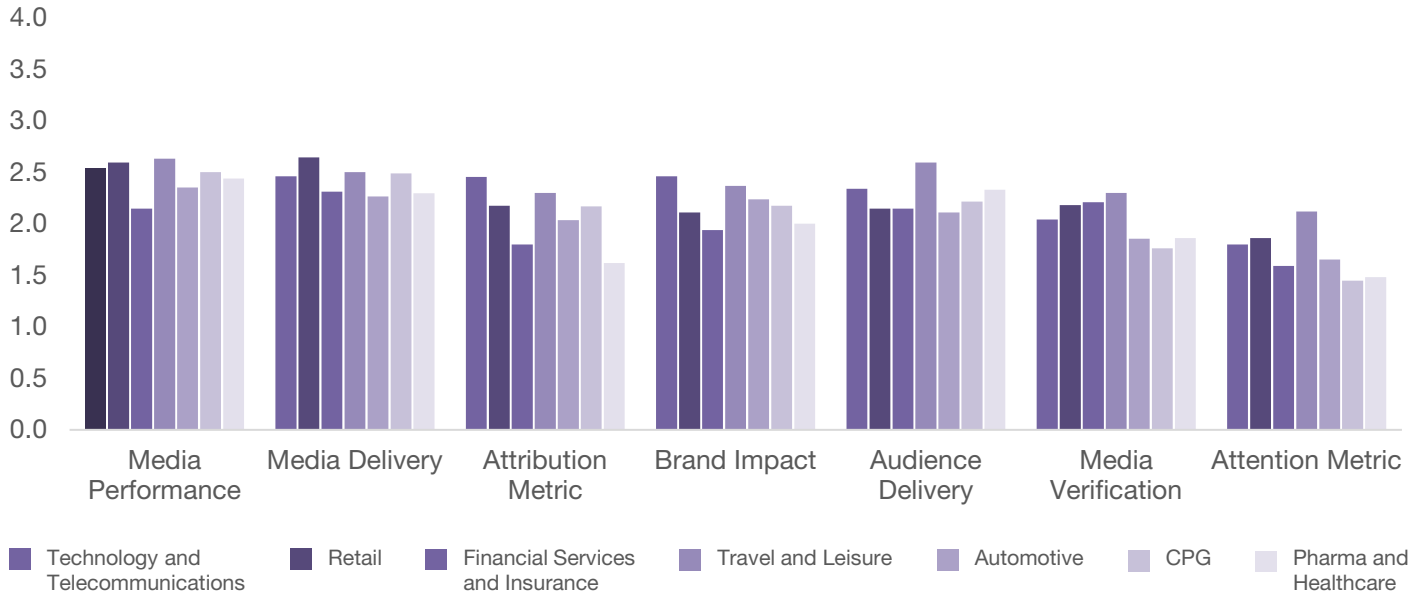


Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026).

## Chapter 3 – Where Confidence Breaks Down

**Figure 14: Confidence in Media Measurement By Category**

(5 point scale from Not Confident (0) to Very Confident (4))



Source: CIMM, Advertiser Perspectives on Measurement Study, Quantitative Survey, n=197 (2026).



*I'm not confident at all in the accuracy of our first-party data.*

— Auto executive



*The CFO has zero belief in MMM outputs.*

— Financial Services executive



*The real-time tools give one story... the full model gives the opposite.*

— Travel executive



*MMM isn't timely enough... last click isn't truthful... neither wins.*

— Tech executive



*We have brand tracking, MMM, our retail media partners, our agencies' reporting, and market mix overlays. None of them disagree outright, but they tell different stories. It's not a lack of data; it's the volume of interpretation required.*

— Auto executive

## Chapter 3 – Where Confidence Breaks Down

### Media Performance

Advertisers are most confident in performance measurement. This confidence stems from several things, but organizational validation is an important driver. They repeatedly say that sales lift and ROAS are the only metrics they can use to justify budgets internally to finance and leadership. And they are close to the data — much of which comes from dashboards that they see or control daily. *“We see ROAS in near-real-time. That makes it believable.” “Performance KPIs are baked into campaign reporting — no waiting, no debate.” (Tech executive)* These are “boardroom metrics,” easily interpretable, understood and quantifiable, not proxies, not probabilities.

“

*Media performance is the one thing everyone knows how to read.*

— Auto executive

“

*It’s the lingua franca — everything else still feels experimental.*

— Retail executive

In contrast, domains such as Attention, Verification and Attribution are perceived by advertisers to suffer from inconsistent methodologies, limited interoperability, and results that often don’t reconcile with other data sources.

### Attention

Attention metrics surfaced in many interviews as an appealing idea but not yet entirely dependable. Several marketers said the tools feel opaque, inconsistent, or simply not different enough from existing products to justify operational use. One CPG leader noted that *“when they compared provider attention scores with viewability, the numbers were “super, super similar,” which led them to pause adoption rather than add another black box.”* Other executives said attention is really important, but pointed out that the industry still lacks any standardized methodology, and vendors all define attention in different ways, making it difficult to trust or compare.

Despite these concerns, as we have seen, most advertisers agreed that attention will become much more important in the future — but for now, they see the category as early-stage and not yet reliable enough to guide real investment decisions. Hence the “slightly confident” rating.

### Media Verification

Verification suffers from low confidence because in advertisers’ minds it is largely a “back-office” function — important in principle but practically opaque to advertisers. Brand safety, fraud, IVT and viewability are monitored by agencies or ad-ops teams but rarely surfaces in reporting. Methodology is almost never explained. As one advertiser put it, *“I’m pretty sure it’s tracked, but I don’t know how,” (Tech executive)* while another noted, *“It doesn’t show up in most of our reporting.” (CPG executive)* The result is a verification layer that feels like a third-party black box: it’s assumed to be working, but not transparent, inspectable, or part of marketers’ decision toolkits.

### Attribution

Attribution models can be opaque, and the outputs from MTA or platform lifts can conflict. Advertisers’ limited confidence in attribution reflects structural fragility: it relies on stitched data sets, model assumptions, and platform-reported signals that are rarely transparent or independently validated. Because results can swing widely by methodology — and because MMM, MTA, last-click and platform lift studies often disagree — advertisers see attribution less as a source of truth and more as a set of directional indicators that must be interpreted with caution. Advertisers suggested black box media equals black box measurement: *“The platforms grade their own homework.”*

## Chapter 3 – Where Confidence Breaks Down

*That's just the reality.* (Finance executive) The lack of consistency, comparability, and clarity about what is and isn't being counted leaves many feeling that attribution remains useful but ultimately unstable, and not an entirely reliable part of the decision engine.

“

*You get three different truths.*

— Auto executive

“

*Closed-loop attribution gives us strong signals, but only in our own walls. The moment you expand to CTV or social, you're stitching systems together. That's where confidence breaks down.*

— Retail Media Network executive

“

*The hardest part is that every partner brings their own identity backbone and measurement proof. We end up reconciling four or five versions of ROAS depending on who calculated it.*

— Retail executive

When it comes to the other domains, Brand Impact, Media Delivery, and Audience Delivery, advertisers still rate their confidence in each as “slight” (clearly not inspiring strong confidence), but these measurements don't provoke as much skepticism as Attention, Verification, and Attribution. These domains are different — they feel understandable, familiar, and mostly within marketers' control, even if they remain patchy or inconsistent.

### Brand Impact

CPG advertisers have the most confidence in Brand Impact measurement. For them, it is consistent and reliable. For other advertisers, however, confidence in Brand Impact measurement is moderated by the sense that brand metrics don't always link clearly to business outcomes and that brand research can be slow relative to the speed of today's mostly digital media environment. Despite this, as we've seen, brand impact is expected to grow in importance in the next 3-5 years as advertisers want greater investment in brand building and more balance between short-and long-term outcomes. *“ROI is not the end of the world ... As long as ROI is above a benchmark, I'm ready to 'give' some ROI for new households and brand awareness.”* (CPG executive)

## Chapter 3 – Where Confidence Breaks Down

### Media Delivery

Advertisers are only slightly confident in Media Delivery measurement and consider it more standardized, contracted, and familiar — even if imperfect. Confidence is tempered by structural blind spots, especially cross-platform comparability. Media Delivery is expected to grow in importance as fragmentation accelerates, and advertisers need more consistent planning inputs.

“

*Reach is a key metric for us ... CPM, cost per reach point — it's all part of our agency contracts and grids.*

— CPG executive

“

*What is the unified metric to compare linear TV with digital channels?*

— CPG executive

### Audience Delivery

Audience Delivery is very important to some advertisers whose businesses depend on reaching tightly defined, high-value audiences - e.g. those who demand precision audiences. In other categories, like CPG or Retail and broad-reach brands, confidence drops sharply because Audience Delivery rests on identity graphs, cross-platform match rates, and retailer or platform-defined segments that they don't fully trust. The result is a measurement domain that is mission-critical for some, but broadly perceived as dependent on opaque, non-standardized data pipelines — leading most marketers to rate their confidence only in the “slightly confident” range.

“

*Identity resolution is the weak link.*

— CPG executive

“

*We have so little data ... we have to lower the precision.*

— CPG executive

“

*Retail media is a bazaar — every partner has their own system.*

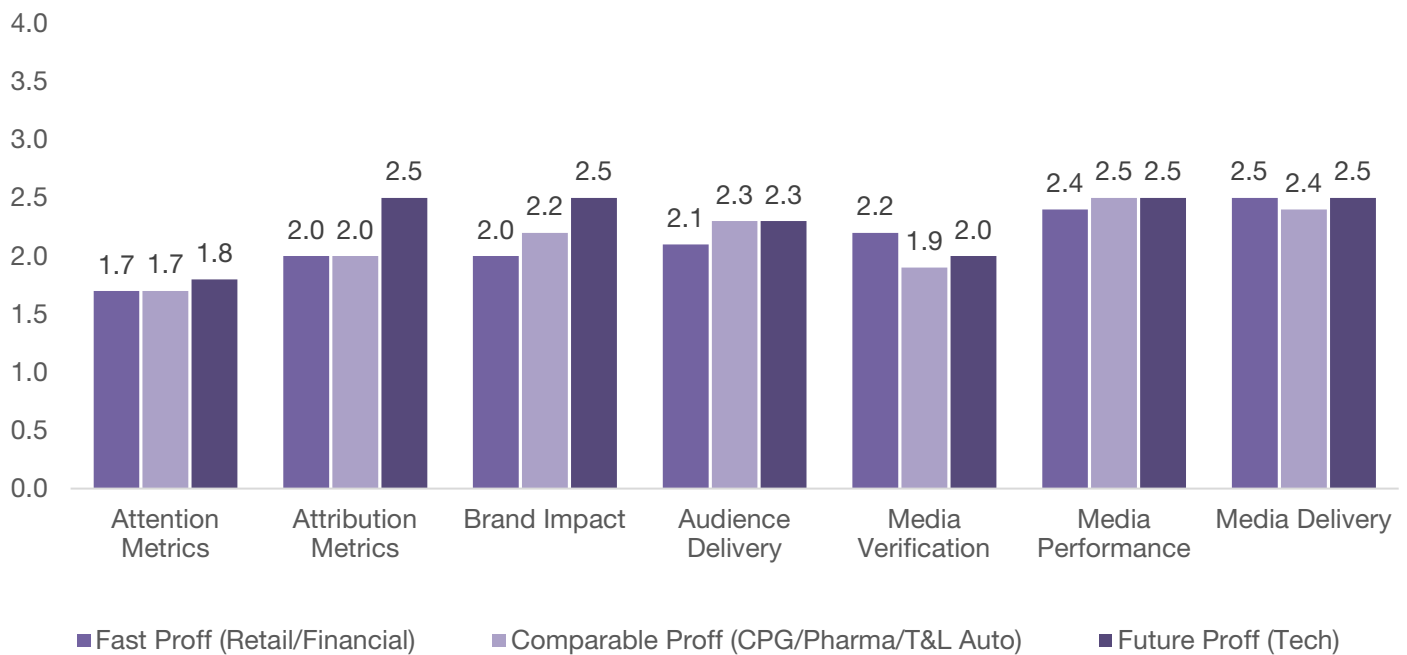
— Retail executive

## Chapter 3 – Where Confidence Breaks Down

In summary, confidence in media measurement varies across domains, but as the chart below indicates, not in stark or category-defining ways. On the surface, confidence levels appear broadly similar across advertiser types. However, as this study has shown, measurement attitudes are neither random nor neatly category-based. Subtler patterns emerge beneath the averages: Future Proof advertisers express relatively higher confidence in Attribution and Brand Impact, while Fast Proof advertisers, by contrast, stand out in their disproportionate confidence in Media Verification. These differences reflect underlying measurement orientations rather than categorical divides, reinforcing the idea that confidence is shaped by how advertisers expect measurement to function, not simply by who they are or what category they operate in.

**Figure 15: Confidence in Measurement Domains – Advertiser Clusters**

(5 point scale from Not Confident (0) to Very Confident (4))



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026); cluster analysis.

### A Human Issue – Confidence *Using* The Data

Overall, advertisers are less confident about measurement when they have to join multiple data sources together to see outcomes, when relying entirely on statistical modeling or inferences, or when multiple systems produce different outcomes. It's a clear paradox - despite a growing pool of data resources, most advertising executives are not sure how to derive a singular, confident interpretation of ad spend impact, given industry-wide and vendor-neutral challenges around data joining, probabilistic methodologies, and internal organizational dynamics. Indeed, advertisers report complex internal political and incentive skews to building consensus around measurement and ad impact within their organizations.



*We spend thousands of hours inside the organization debating how to measure earned. We know we orchestrate across paid, owned, earned... but no one can show it in a way a CFO believes ... We are back in the 1950s ... sometimes the way we know it worked is what gets said in the meeting the next day.*

— Credit Card executive

## Chapter 3 – Where Confidence Breaks Down

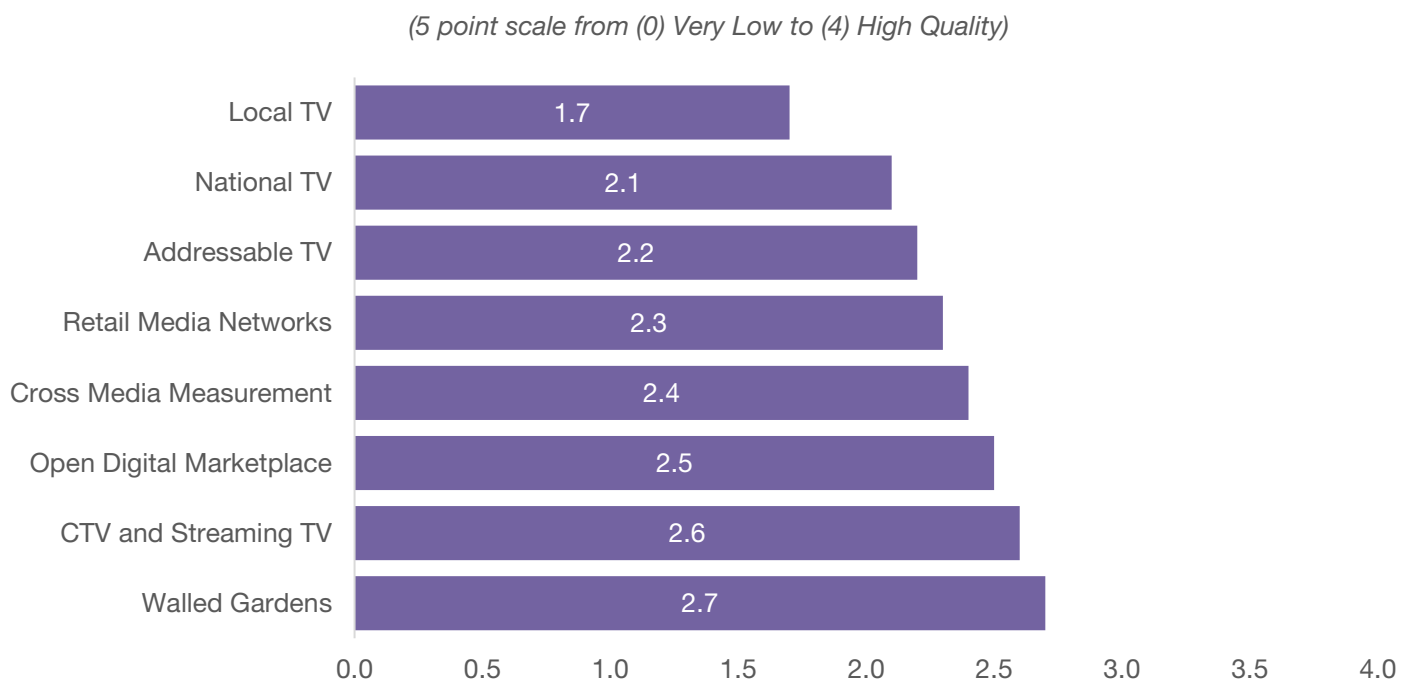
The pain is palpable: though they've adopted pragmatic workarounds, doubt and distrust surfaced across every interview – sometimes implicitly, sometimes explicitly. Illustrative sentiments include: *“The hardest part of my job is walking into the CFO’s office and being sure”* (Retail executive), and *“We spend so much time proving that the thing that works ... actually worked.”* (Gaming executive). Thus, the confidence gap isn't so much about the data itself – it's about advertisers' confidence in their own ability to interpret, reconcile, and communicate that data internally.

Advertisers described struggling to turn multiple signals into a coherent narrative, align stakeholders on what “counts,” or translate complex measurement stories into leadership-ready summaries. A health marketer admitted, *“We spend more time reaching internal agreement on what can be considered a ‘true’ outcome than on the measurement itself,”* while a retail leader noted that their organization lacks the “comfort level” to run the kinds of experiments they know would improve decision-making. Travel advertisers referenced challenges in *“taking insights to leadership,”* and even highly sophisticated tech marketers acknowledged a gap between what they want to do (daily MMM, real-time decisioning) and what they're actually able to operationalize.

Taken together, these signals suggest that some of today's confidence divide stems from internal capabilities, analytic readiness, and organizational alignment. At the very least, this is another problem the measurement industry should address.

### Perceptions of Data Quality

**Figure 16: Perceptions of Measurement Data Quality in Third-Party Measurement Solutions**



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026).

## Chapter 3 – Where Confidence Breaks Down

Advertisers rate every major data source as “adequate” to “good,” but none reach “high quality.” This reflects a practical reality echoed across interviews with advertisers: the data works well enough to run the business day-to-day, but not well enough to create unified, confident measurement. Advertisers consistently rate digital data sources as higher quality than panel-based TV — a full one-point gap — because they equate “quality” with recency, granularity, and sheer volume of observable events. In practice, this means methodological rigor (panels, calibration, structured sampling) takes a back seat to immediacy and scale.

Advertisers describe a kind of imagined perfect dataset: deterministic, individual-level, privacy save, cross platform, real-time, validated, comparable, unbiased and cheap. Nothing meets that standard. So, every current data source — digital logs, ACR, retail media, or TV panels — is judged against an expectation of coherence and completeness that the industry has never delivered.

“

*The platforms give us the cleanest signals — deterministic, scalable.*

— Tech executive

“

*Comparing TV to digital is apples and oranges — the TV data just isn’t at the same level of detail.*

— Retail executive

“

*What we’re seeing isn’t a failure of data — it’s a need for better connection between data sources. Every platform produces valuable insight. The opportunity now is to bring those inputs together in ways that make them comparable, explainable, and useful for decision-making.*

— Søren Holmberg Andersen, Executive Managing Director, TechEdge

# Chapter 4 – What Advertisers Expect Next – and What the Industry Can Do

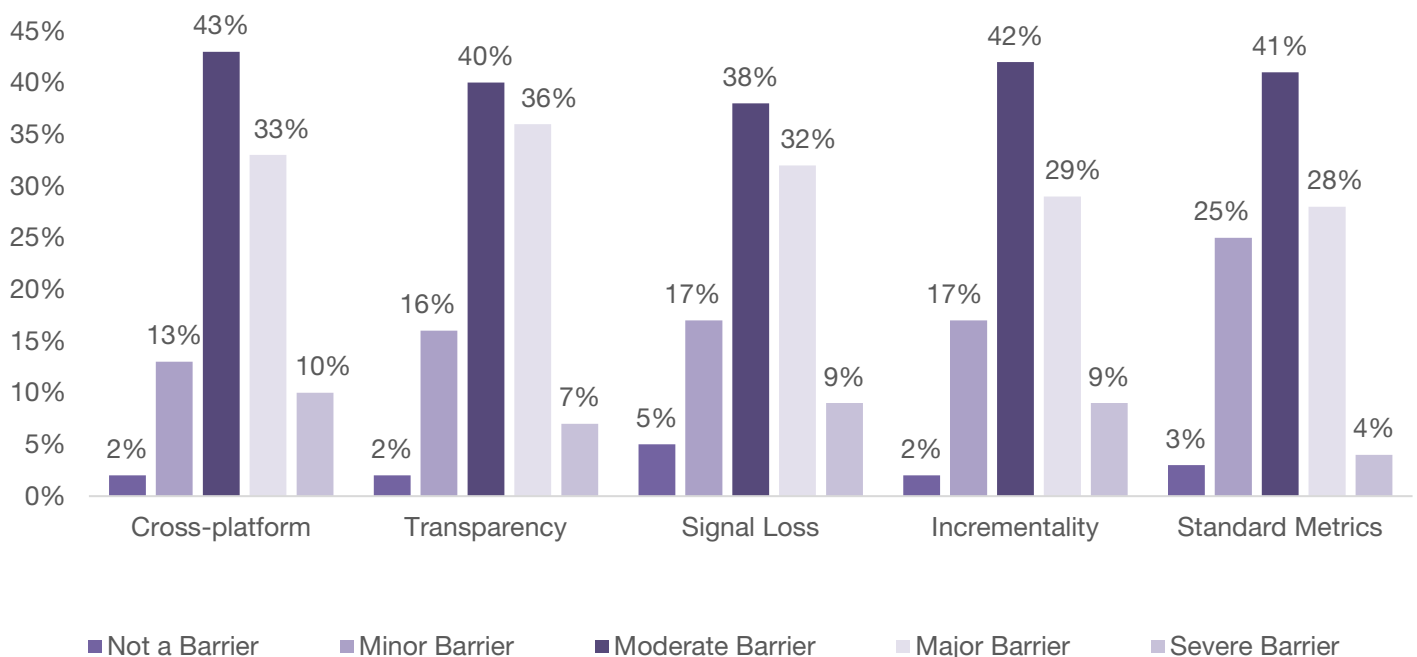
*Key Takeaways: Advertisers do not see a crisis, they see friction, with views on future barriers to effective measurement as moderate, not severe. Cross-platform alignment and lack transparency create the most strain. Advertisers see the most promise in AI among technologies and solutions that will have the greatest impact on measurement, followed by cross-media measurement tools and synthetic data. Progress depends on standards, transparency, innovation and interoperability. The core issue is not data scarcity; it is interpretive overload.*

## Why Advertisers Say the Future Is Challenging But Not Alarming

Advertisers do not anticipate a measurement crisis in the near term. However, they clearly recognize a set of challenges that will meaningfully affect how measurement operates day to day.

When asked about the largest potential barriers to effective measurement in the future, the majority of advertisers (around 40%) consider signal loss, cross-platform measurement, incrementality, standard metrics, and transparency to be “moderate” barriers to measurement. Just one-third of advertisers consider them “major” barriers. And few advertisers characterize these barriers as “severe,” or dismiss them as “not barriers at all.”

**Figure 17: Advertisers’ Views on Potential Barriers to Effective Measurement in the Next 3-5 Years**



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026); 3-5 year outlook.

This pattern suggests that these challenges are not viewed as existential threats — but they are experienced as persistent and material constraints, and will be in the future.

Cross-platform measurement and transparency are the biggest concerns for advertisers. Over one-third of advertisers consider them “major” barriers. As their media portfolios expand, advertisers are reconciling multiple systems, methodologies, and identity frameworks. As we’ve seen, the friction lies less in any single data source and more in the difficulty of aligning results across platforms in a way that is explainable internally and externally.

## Chapter 4 – What Advertisers Expect Next – and What the Industry Can Do

Signal loss and incrementality are also viewed as ongoing operational constraints. While not considered catastrophic or severe, they complicate modeling, testing, and attribution, particularly for advertisers seeking more granular or real-time insight. As measurement ambitions expand, these structural challenges become more salient. Interestingly, signal loss and incrementality each have the highest percent of advertisers rating these concerns as severe barriers to effective measurement in the future (9%).

Standardized metrics are viewed as a meaningful but secondary barrier. While advertisers value consistency and comparability in principle, they appear to experience greater friction from cross-platform alignment and signal continuity than from definitional variance alone. In practice, mixed standards are often managed through normalization and internal frameworks, whereas other barriers like cross-platform measurement fragmentation and signal loss remain harder to resolve.

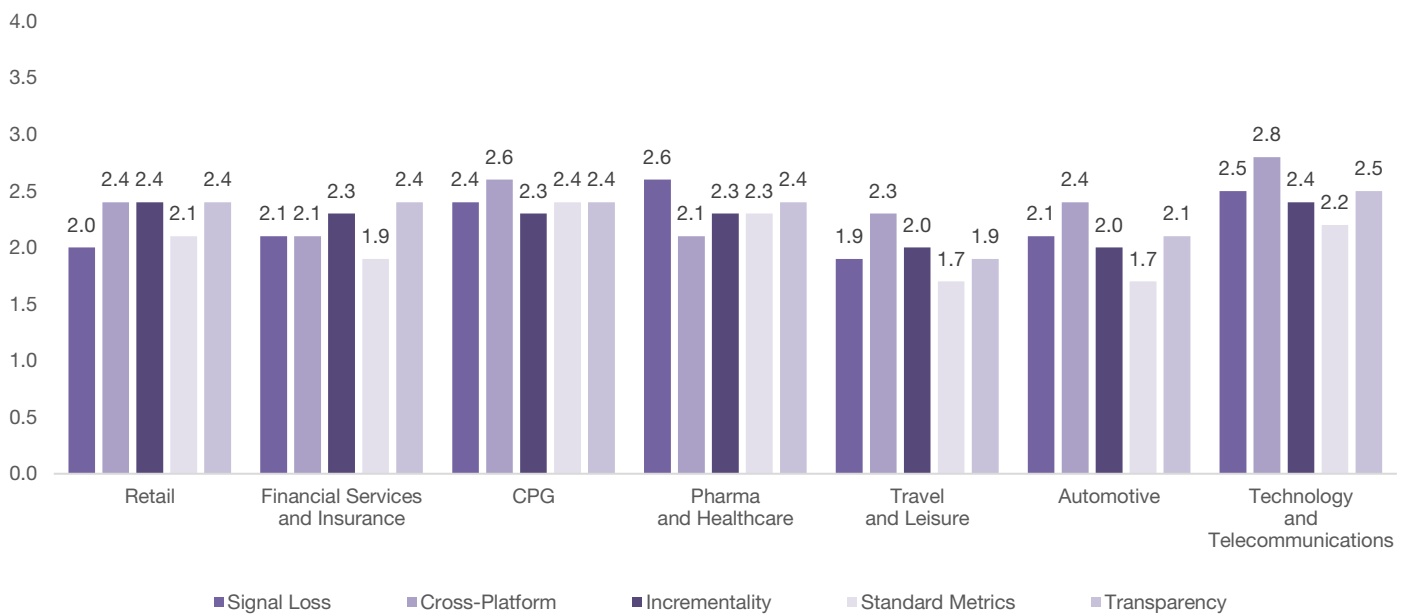


*What I'm hopeful for is everyone doing the same thing - standardization.*

— Retail executive

**Figure 18: Advertisers' Views on Potential Barriers to Effective Measurement in the Next 3-5 Years by Category**

(5 point scale from (0) Not a Barrier to (4) Severe Barrier)



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026); 3-5 year outlook.

This chart reflects advertisers' expectations for how strongly key issues will affect effective measurement over the next three to five years. Across categories, average ratings fall within a relatively narrow band. No group anticipates a severe barrier to the environment, but most expect several issues to have a meaningful impact. On a 5-point scale, most of the category average ratings hover around a 2, indicating the issue will be a "moderate" barrier to effective measurement.

Technology and Telecom advertisers are notable in that they disproportionately consider cross-platform alignment, incrementality and transparency barriers that could impact effective measurement in 3-5 years. They rate these barriers "moderate" to "major." This is consistent with their higher expectations for speed and integration. "Cross-media measurement is huge. We're all on multiple screens. We need to understand the journey across TV, mobile, digital out-of-home and back to the app." (Tech executive)

## Chapter 4 – What Advertisers Expect Next – and What the Industry Can Do

Pharma/Healthcare and CPG assign comparatively greater future impact to signal loss and cross-platform measurement. Their ratings verge on classifying these barriers “major” forces that will impact effective measurement in 3-5 years. These categories rely more heavily on modeling, identity linkage, and comparability across channels, so constraints on data continuity are expected to matter in the years ahead. *“The data signals are not powerful enough, so much is still trial and error.” (Pharma executive)*

In contrast, Travel and Automotive advertisers rate barriers somewhat lower overall, except for cross-platform alignment, which other categories also rate relatively high. Like other advertisers, their ratings suggest these barriers will be “moderate” to “major” concerns in the next 3-5 years.

Overall, the differences across categories are small and measured rather than dramatic. Advertisers do not foresee systemic disruption, but they do expect structural challenges — particularly cross-platform alignment and signal continuity — to continue impacting effective measurement in the next three to five years.

### Emerging Technology and the Path Forward

We’ve seen that advertisers express only slight confidence in most measurement domains, and barriers are moderate/major concerns, not urgent crises. However, their views on emerging technology that will impact measurement in 3-5 years are strikingly decisive. They map directly onto the pressure points that undermine confidence today.

We asked advertisers about their views on the likely future impact of eight emerging or improving technologies and solutions, as defined in Figure 19.

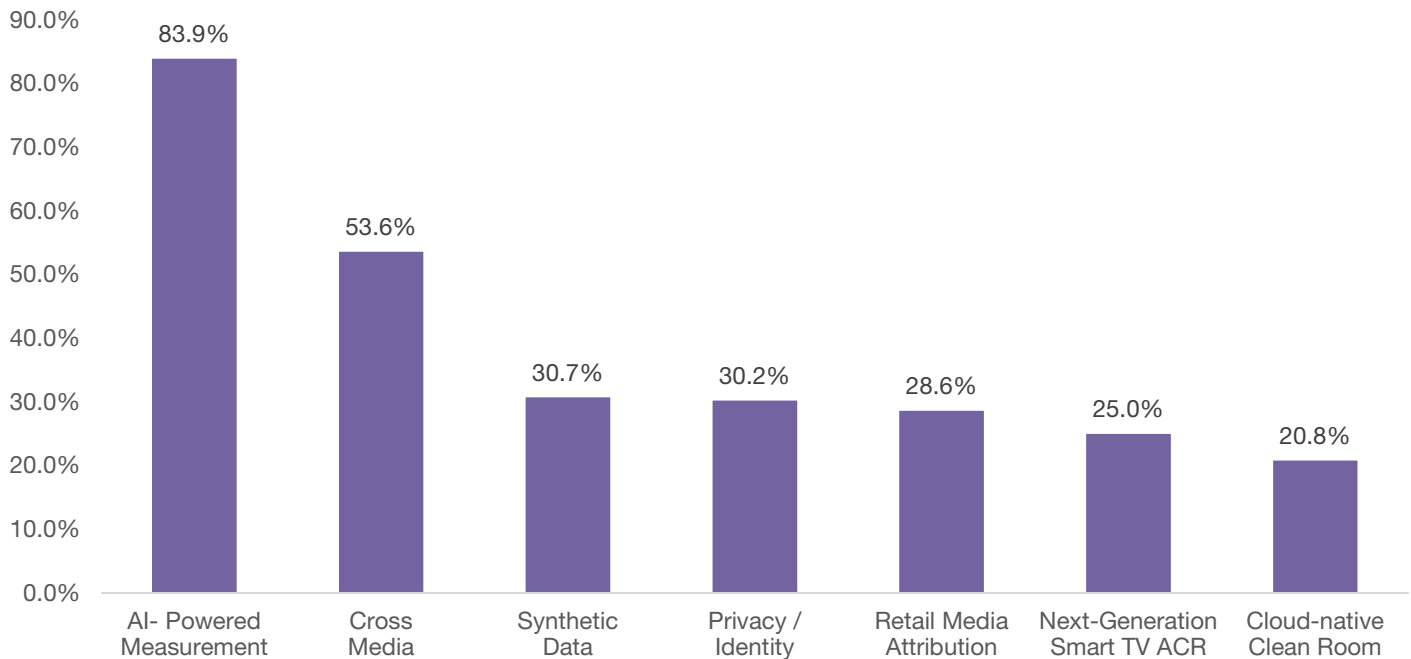
**Figure 19: New Potential Technologies and Solutions Impacting Measurement in 3-5 Years**

Emerging / Improving Technologies and Solutions	Description
<b>AI-powered measurement tools</b>	Leveraging AI to enhance media classification, audience segmentation, and real-time performance analysis.
<b>Synthetic data and simulation-based measurement</b>	Using artificial datasets and modeled scenarios to estimate media outcomes where direct measurement is limited.
<b>Retail media attribution solutions</b>	Measuring the impact of retail media exposure on consumer behavior, sales, and in-store or online conversions.
<b>Privacy-preserving identity solutions</b>	Connecting data and consumer journeys across platforms using federated identity or graph technology while protecting consumer privacy.
<b>Next-generation Smart TV ACR (Automatic Content Recognition)</b>	Gaining second-by-second TV exposure data enhanced with AI for content/context classification.
<b>Cloud-native clean room infrastructure</b>	Enabling secure, multi-party data collaboration, versus single party, to analyze cross-platform media effectiveness.
<b>Advanced attribution via agent-based simulation</b>	Simulating user journeys to assess campaign impact across media touchpoints, demographics, and contextual variables.
<b>Cross media measurement</b>	The ability to measure cross media reach and frequency across all platforms using privacy safe deterministic data and attribute this to business outcomes via an API for analysis.

The next Figure shows how advertisers responded when asked which of these emerging solutions would have the greatest impact on measurement.

## Chapter 4 — What Advertisers Expect Next — and What the Industry Can Do

**Figure 20: New Tech and Solutions With the Greatest Impact on Measurement in 3-5 Years**



Source: CIMM, *Advertiser Perspectives on Measurement Study, Quantitative Survey*, n=197 (2026); 3-5 year outlook.

AI-powered measurement (84%), by far the most widely endorsed new technology, speaks to the desire for faster interpretation, more consistent signals, supplements to panel-based research and relief from the burden of reconciling disparate data sources and real-time modeling and predictive insight. Ironically, despite AI's potential, it promises to add to the interpretive challenge of integrating multiple data systems into decision-making frameworks.



*Synthetic data in simulation-based measurement is probably the most interesting... you could test creative and frequency before you spend a dollar. That's huge.*

— Media Tech executive



*AI is changing how consumers search — long-form questions, answer engines, not just keywords. We're having to rethink the fundamentals. There are so many signals now, but not the ones we used to rely on.*

— Auto executive

Cross-media measurement (54%) emerges as the next major area of expected impact. This is notable because cross-platform measurement was not rated as a major barrier — yet it's one of the most expected future capabilities. This reinforces a critical theme: advertisers have normalized a fragmented media ecosystem, but when they look forward, they still aspire to a world where reach, frequency, identity, and outcomes line up cleanly across platforms. Cross-media measurement is the connective tissue that today's systems lack, and its strong endorsement reflects advertisers' desire for comparability that they cannot achieve independently. *"Customer journey mapping is absolutely central ... big investment in tools, resourcing, implementation, learning."* (Pharma executive)

## Chapter 4 — What Advertisers Expect Next — and What the Industry Can Do

A second tier of technology solutions — synthetic data (31%), privacy-preserving identity (30%), and cloud-native clean rooms (21%) — reflect a growing acceptance that future measurement will need to be privacy-safe, probabilistic, and collaborative. These tools offer a bridge between the declining availability of deterministic signals and the rising need for cross-ecosystem insight.

Category-specific solutions such as retail media attribution (29%) mean advertisers want better ways to see the consumer journey from exposure to purchase. Another specific solution, next-generation ACR (25%), suggests TV-heavy advertisers want unified exposure data across linear and streaming. These priorities reflect frustration with inconsistent measurement solutions and the real need for real-time attribution and identity continuity, comparability, standards, and cross-platform coherence.

Taken together, advertisers' enthusiasm for emerging technologies is not just technology optimism. It reflects the confidence gaps and attitudinal patterns this study uncovered. Performance-first advertisers want faster, more transparent causal signals. Standards-oriented advertisers want systems that reconcile channels into a coherent whole. Tech advertisers want tools that combine speed with modeling sophistication. And across all segments, AI, cross-media measurement, and privacy-aligned identity solutions represent the strongest promises of a more consistent, interpretable, and trusted measurement system.

The next frontier in advertiser capability is not more data, more signals, or more technologies, but the development of coordinated, adaptive measurement systems that:

- Update at the cadence of media decision-making.
- Integrate observational and modeled inference.
- Support both brand and performance outcomes.
- Operate continuously, not episodically.

### Ways the Industry Can Help Bridge the Confidence Gap

We've seen throughout this study that advertisers aren't suffering from a lack of data or erroneous measurement tools — they're suffering from a lack of confidence in focusing on the data outputs that matter, and they lack confidence in themselves that they can manage and utilize the right data correctly in the right time. The path to rebuilding that confidence isn't mysterious; it's surprisingly practical. Across interviews and the survey, four themes emerged: governance, transparency, innovation, and focused investment. The good news? The industry is already building many of the ingredients; they're just unevenly distributed.

Governance ranks first because every downstream solution (AI, clean rooms, attention, attribution) becomes more trustworthy inside a standardized framework. Industry bodies like ANA, CIMM, IAB Tech Lab, and the 4As can help create the "Rosetta Stone" marketers crave — unified definitions, identity standards, and verification norms.

Second, transparency. Without visibility into methods, innovations don't increase confidence — they decrease it. Marketers want less black box. Whether it's attribution, attention, or verification, the confidence gap stems from opacity. Research providers can make the most impact by raising auditability, explaining model logic, and enabling cross-vendor calibration.

Innovation ranks third because it is high potential but low assurance, unless paired with the first two items. Advertisers are betting big on next-gen tools, but they need guardrails. AI-powered measurement topped the list of expected impact (84%) because it promises speed without sacrificing rigor. Synthetic data and cloud-native clean rooms did not rank highly right now, but we expect them to increase in use, due to their ability to survive signal loss. But these innovations only increase confidence when paired with strong governance — not replacing judgment but supporting it.

Fourth is rebuilding confidence — focused investment in interoperable, future-ready infrastructure. While the study did not specifically ask advertisers whether they plan to increase spending on measurement, interviewees talked extensively about cost, tradeoffs and opportunity cost. Advertisers made clear that progress depends first on fewer reconciliations, faster decisioning, cross-platform comparability, clearer governance and more alignment across vendors. This study reinforces the idea that trust is built when data can be compared, interpreted and reconciled across systems. The industry's role, therefore, is not to just push measurement forward, but make measurement interoperable, intelligible and fit for decision-making — conditions under which further investment becomes justified.

## Potential Industry Actions & Rationale

To translate these findings into potential action steps, we identified a set of industry-level moves that could help increase confidence in measurement. These recommendations reflect what advertisers said they need most: greater comparability, transparency, and coherence across measurement systems, before additional sophistication or innovation can be fully embraced.

**Figure 21: Potential Industry Actions & Rationale**

Industry Action Steps	What It Means	Why it Matters
<b>1. Adopt unified cross-platform definitions</b>	Common definitions of reach, frequency, viewability, attention, attribution windows.	Cross-platform measurement was the #1 barrier. <i>“We need to compare channels in the same language.” (Auto executive)</i>
<b>2. Improve transparency &amp; auditability of models and algorithms</b>	Require vendors to disclose assumptions, inputs, methodology, identity graph stitching logic.	Widespread sentiment. <i>“The hardest part is we reconcile four or five versions of ROAS.” (Retail executive)</i>
<b>3. Expand independent validation for attention, attribution</b>	Third-party audits (e.g., MRC) for emerging metrics.	Advertisers view these domains as “black boxes,” with the lowest confidence in the study.
<b>4. Invest in privacy-safe identity infrastructure</b>	Federated identity, interoperable IDs, and clean-room standards.	Signal loss is not seen as a crisis today but rises sharply for advertisers who want future growth in attribution/ROAS.
<b>5. Industry-wide clean-room standards</b>	Shared schemas, metadata, and integration requirements.	In the interviews most advertisers want clean rooms but feel overwhelmed by incompatible systems.
<b>6. Bring model-based measurement into real-time workflows</b>	Faster MMM, predictive MMM, and hybrid causal models.	Tech advertisers explicitly ask for daily MMM; Retail and Finance want speed too.
<b>7. Encourage calibration studies</b>	Measure relationships between attribution, lift, MMM.	Advertisers crave triangulation: <i>“No single metric tells the story.” (Auto executive)</i>
<b>8. Fund open-source benchmarks for retail media</b>	Standard ROAS definitions, incrementality standards, compositional effects.	Retail media is growing rapidly but lacks standards; “retail media attribution” appears as a Top 3 innovation area (29%).
<b>9. Promote better governance &amp; buyer education</b>	Playbooks, measurement literacy, vendor selection frameworks.	Many advertisers lack clarity about emerging tools (synthetic data, attention).
<b>10. Shift investment toward next-gen measurement infrastructure</b>	AI-powered classification, predictive analytics, cloud native pipelines.	84% of advertisers identify AI-powered measurement as a top future-impact solution.

## Chapter 4 — What Advertisers Expect Next — and What the Industry Can Do

Across this study, a consistent theme emerges: advertising executives are not facing a crisis of data quality or a shortage of measurement inputs, but rather a crisis of confidence in how to interpret and act on them. The challenge lies in distilling a clear, singular view of advertising impact from an increasingly complex ecosystem — one defined by an overwhelming volume of data sources that often diverge or conflict, limited interoperability that requires manual stitching and constant alignment of definitions and terminology, reliance on probabilistic and inferential methods, uneven transparency, and the difficulty of reconciling performance across multiple media channels as cross-platform measurement becomes the norm. These issues are further compounded by the rise of new, still-unproven metrics such as attention, brand impact, and attribution that lack consistency and standardization. As a result, advertisers struggle not with access to data, but with confidence in which outputs truly matter and in their own ability to use the right data, in the right way, at the right time. Progress will depend on greater industry alignment around cross-platform definitions, increased transparency in foundational datasets, and stronger standards and interoperability across the measurement ecosystem.

# Appendix A — Case studies

## Kochava

### Starcom Boosts App Engagement for Leading QSR with CTV Attribution

#### Key takeaways:

- View-Through Attribution for >20M CTV Impressions.
- 19K+ Registrations Attributed.
- 2.1M+ Food & Drink Orders Attributed.

#### About

With more than 80 years of ad agency experience and 7,000 employees worldwide, Starcom, part of Publicis Media, is a global communications planning and media leader trusted by top brands.

#### Challenge

As the ad agency for a global quick service restaurant (QSR) leader, Starcom understood the value of connected TV (CTV) in driving mobile engagement for the food & drink vertical. The team knew that increased investment in CTV campaigns would benefit their client's growth goals; however, attributing CTV impressions to lower-funnel outcomes was a challenge. Without accurate outcomes measurement to show the ROI impact, unlocking CTV ad budget would prove difficult.

#### Solution

Starcom engaged the help of Kochava, the attribution and analytics partner for their client's global apps.

Through Kochava, Starcom tapped into premium CTV partner integrations that featured built-in outcomes measurement support. Starcom activated a CTV video campaign with NBCUniversal to serve the client's ads amid premium content on Peacock.

To ensure that relevant CTV ad exposures would attribute to down-funnel registrations and orders, Starcom worked with the client's team to activate impression-based view-through attribution (VTA) within Kochava. This ensured that CTV impressions leading to an in-app action could be attributed despite the lack of a direct ad click and deep link into the app.

#### Impact

The CTV campaign reached over 11.5 million unique households with more than 20 million impressions served and measured. Outcomes measurement with impression-based VTA showed that the campaign drove more than 19K new in-app user registrations and over 2.1 million in-app food & drink orders.

CTV view-through attribution from Kochava gave the Starcom team trusted performance insights at the campaign, ad creative, and placement level, enabling them to optimize spend toward the most performant tactics. Emboldened by newfound clarity on CTV, Starcom has big plans for their client's CTV growth strategy.



*We've always believed CTV is a high-performing channel, but now with Kochava, we're able to prove it.*

— Eivina Balsyte, Director of Analytics & Technology, Starcom



*What we find most effective is collaborating with our clients and integrating deterministic attribution, marketing mix modeling, and incremental testing approaches to build frameworks that provide clarity amidst complexity and empower marketers to make data-driven decisions they can trust.*

— Charles Manning, CEO, Kochava

### Nielsen

#### Optimizing in-flight digital ad campaigns for Samsonite

##### *Key takeaway:*

- Daily monitoring of digital ads boosts #TESTEDLIKESAMSONITE campaign performance.

##### *Introduction*

#### A global luggage brand's quest to optimize cross-channel performance

Samsonite, one of the most well-known travel luggage brands in the world, aimed to strengthen the concept of “Aesthetic Engineering” in the second leg of its #TESTEDLIKESAMSONITE (TSL 2.0) advertising campaign in India. With [Nielsen Digital Ad Ratings](#), they sought to monitor the campaign daily across channels to ensure success.

##### *Objective*

#### Measuring and evaluating campaign impact, reach and frequency

This phase of the campaign emphasized the premium quality of the brand by focusing on visual appeal, functionality and messaging, while keeping the core strength and quality of Samsonite at the center.

The campaign followed a two-pronged approach:

1. Impact: Build visibility through high-impact properties.
2. Reach & frequency: Utilize data layering to target Persons 25-54 years old within the in-market premium audience across the luggage segment.

##### *Challenge*

#### Monitoring for maximum effectiveness across platforms

To maintain optimum reach and frequency, it was crucial to closely monitor all the platforms involved in the campaign. Given that the campaign had multiple legs, a key challenge was optimizing the budget on the go based on platform performance. This required real-time adjustments and strategic reallocation of resources to ensure maximum efficiency and effectiveness across all channels.

##### *Solution*

#### In-flight optimization using Digital Ad Ratings

During the campaign, Nielsen's Digital Ad Rating reporting revealed that BOT traffic was relatively low due to daily monitoring of the campaign. These daily reports helped in optimizing the campaign, and immediate notifications were sent to all the platforms in order to improve their performance.

Initially, the top three platforms operated below the target average frequency. By giving enough time and right sizing the cookie pool base, frequency improved by 65% amongst these platforms.

##### *Additional Findings*

- **85% on target percentage.** The campaign achieved an on-target percentage of 85%. All except the three largest platforms were able to achieve the India on-target percentage average for the target group of Persons 25-54.
- **35% target audience reach.** Within India's active internet universe, 20% was reached by the campaign, while 34% of the universe within the target group of people 25-54 was reached. Additionally, a low duplication of audience (6%) was seen across platforms for the campaign.
- **75% demographic skew.** The campaign was skewed toward males, with 75% of the audience within the campaign belonging to this gender group.

## Appendix A – Case studies

### Results

#### Daily reporting improved performance and reduced campaign costs

Daily optimization helped in reaching a 141 million digital audience at a frequency of 3.38, which resulted in more than 25% savings of the campaign cost. Additionally, impact properties delivered lesser numbers in terms of reach and Impressions, which led to the campaign extending by three days across a few platforms and a 3X optimisation in cost.

### How it Works

Digital Ad Ratings is a census-based independent measurement tool that provides comprehensive reach measurement with next-day views of digital audiences across computer and mobile platforms in a privacy-compliant manner.

### Conclusion

#### Digital ad measurement ensures campaign performance

The implementation of DAR to track the performance of the TSL 2.0 campaign allowed Samsonite to deliver higher reach and build frequency across platforms. This in-flight optimization resulted in savings amounting to 25% of the campaign cost or 5X the original investment made in DAR, ensuring that the set objectives of the ad campaign were met effectively.



*Samsonite products are not just luggage; they are a testament to our commitment to quality and durability. 'Tested Like Samsonite' is a celebration of resilience and quality. Our carefully crafted marketing campaign captures the very essence of the Samsonite – resilience and perseverance. This campaign highlights our strong commitment to excellence. Our ultimate goal is to ignite inspiration in our audience by showcasing the enduring spirit of each Samsonite creation.*

— Anushree Tainwala, Executive Director, Marketing, Samsonite

### TechEdge

#### Integrated view insights for Sky Deutschland

##### Overview:

TechEdge developed an integrated reporting software tool for Sky, consolidating its different sources of German viewing data into one system where they can be easily analysed alongside each other.

##### Challenge

Sky Deutschland is part of the Sky Group, a subsidiary of Comcast, one of the largest broadcasting and cable television companies in the world. Kantar Media has been working with the team at Sky since 2013 to process the operator data from set-top boxes via the return path. This has delivered granular insight into subscriber viewing behaviours.

Sky Deutschland needed an integrated understanding across all data sources of the performance of its content, but the data sources in place sat in different silos. The company wanted to unlock the value of all its data to deliver integrated insights that present a complete view of its audience.

##### Approach

The [TechEdge](#) team developed a bespoke integrated reporting software package, bringing together linear TV ratings from Sky's own subscriber viewing data, video-on-demand data (Sky Go), and the company's out-of-home service, all consolidated into one system and easily analysed alongside each other.

##### Insight

The tool provides Sky with a new view on programmes and is used across the organisation on a daily basis to support decision-making. The range of data sources brought together provides a realistic and comprehensive view on viewing and viewing behaviour, with [TechEdge AdvantEdge](#) software already used in multiple departments across Sky internationally.

Sky and TechEdge work together to adjust the AdvantEdge software to Sky's ever-changing product portfolio, feeding data from a variety of sources into the system and developing algorithms to fill possible gaps.

##### Impact

The integrated tool helps Sky to track the ongoing shift from traditional linear broadcast TV to on-demand platforms, and to offer the best balance of linear and non-linear products accordingly.

The data is updated overnight, enabling Sky to pull together viewing information on individual programmes and analyse it on comparable KPIs.

Sky and TechEdge will continue to partner to ensure that insights of wider data sources are easy to access in an integrated way.



*It was very positive to work together with TechEdge because they have such a hands-on mentality, and we were in a position to integrate everything and develop things further on the fly.*

— Dirk Ott, Audience Measurement Director, Sky Deutschland

# Appendix B – Survey Instrument

Below is the verbatim set of survey questions fielded to 197 marketing executives by NewtonX, which drove the results discussed in this paper.

## Spend and Purchasing Behaviors



### Digital Spend Share

Approximately what percentage of your organization's total advertising spend is allocated to digital advertising (i.e., all spend outside of traditional media)? If unsure, please choose your best estimate.

1. Less than 25%.
2. 25% to 49%.
3. 50% to 74%.
4. 75% or more.



### Media Planning Structure

Which of the following best describes how your organization handles media planning and buying?

1. All media planning and buying is managed by external media agencies.
2. We use a hybrid approach, with some in-house media planning and/or buying.
3. All media planning and buying is done in-house.



### Media Planning In House Details

Which, if any, aspects of media are managed in-house? Select all that apply.  
[Base: Q\_MediaPlanningStructure = r2 or r3]

1. Traditional media planning.
2. Digital media planning.
3. Traditional media buying.
4. Digital media buying.
5. Other (please specify):
6. We do not manage any of the above in-house.

### Preferences and Usage of Media Measurement Solutions

Q

#### Media Measurement Uses

Which of the following media measurement solutions, if any, does your organization currently utilize? Select all that apply.

1. **Media Delivery:** Quality & efficiency of media placements (e.g., impressions, reach, CPM, GRP, frequency, completion and duration rates).
2. **Media Verification:** Accuracy, compliance & fraud detection (e.g., Ad and app fraud detection, invalid traffic (IVT), brand safety compliance, viewability, % in geography).
3. **Audience Delivery:** Reach & targeting accuracy against required audience segment (e.g., % on target by demo, cross-platform audience measurement).
4. **Attention Metrics:** How effectively media captures consumer focus (e.g., attention time, facial coding, Ad placement, mental engagement).
5. **Brand Impact:** The effectiveness of media in impacting brand awareness, association, consideration, preference (e.g., awareness, recall, brand sentiment, % brand lift).
6. **Media Performance:** The effectiveness of media in driving desired outcomes (e.g., Click-through rate (CTR), ROAS, sales lift %, cost per acquisition (CPA)).
7. **Attribution Metrics:** Contribution of different media touchpoints to conversions (e.g., Market Mix Studies (MMMs), Multi-touch attribution (MTA), customer journey mapping).
8. **None of the above.**

Q

#### Prioritization Now

Please rank the media measurement solutions your organization currently uses in order of importance for evaluating the effectiveness of your current media investments.

Q

### Future Prioritization

Over the next 3–5 years, how do you expect the importance of each of the following media measurement solutions to change for your organization — specifically in terms of evaluating your organization’s media investments?

1. **Media Delivery:** Quality & efficiency of media placements (e.g., impressions, reach, frequency, completion and duration rates).
2. **Media Verification:** Accuracy, compliance & fraud detection (e.g., Ad and app fraud detection, invalid traffic (IVT), brand safety compliance).
3. **Audience Delivery:** Reach & targeting accuracy against required audience segment (e.g., % on target by demo, cross-platform audience measurement).
4. **Attention Metrics:** How effectively media captures consumer focus (e.g., attention time, facial coding, Ad placement, mental engagement).
5. **Brand Impact:** The effectiveness of media in impacting brand awareness, association, consideration, preference (e.g., awareness, recall, favourability, intent).
6. **Media Performance:** The effectiveness of media in driving desired outcomes (e.g., Click-through rate (CTR), ROAS, sales lift %, cost per acquisition (CPA)).
7. **Attribution Metrics:** Contribution of different media touchpoints to conversions (e.g., Market Mix Studies (MMMs), Multi-touch attribution (MTA), customer journey mapping).

1. Much less important.
2. Less important.
3. No change.

4. More important.
5. Much more important.

Q

### Current Satisfaction

How confident are you with the quality of the measurement data that comes from each of the following solutions?

1. **Media Delivery:** Quality & efficiency of media placements (e.g., impressions, reach, CPM, GRP, frequency, completion and duration rates).
2. **Media Verification:** Accuracy, compliance & fraud detection (e.g., Ad and app fraud detection, invalid traffic (IVT), brand safety compliance, viewability, % in geography).
3. **Audience Delivery:** Reach & targeting accuracy against required audience segment (e.g., % on target by demo, cross-platform audience measurement).
4. **Attention Metrics:** How effectively media captures consumer focus (e.g., attention time, facial coding, Ad placement, mental engagement).
5. **Brand Impact:** The effectiveness of media in impacting brand awareness, association, consideration, preference (e.g., awareness, recall, brand sentiment, % brand lift).
6. **Media Performance:** The effectiveness of media in driving desired outcomes (e.g., Click-through rate (CTR), ROAS, sales lift %, cost per acquisition (CPA)).
7. **Attribution Metrics:** Contribution of different media touchpoints to conversions (e.g., Market Mix Studies (MMMs), Multi-touch attribution (MTA), customer journey mapping).

1. Not at all confident.
2. Slightly confident.
3. Moderately confident.

4. Very confident.
5. Extremely confident.

## Appendix B – Survey Instrument

Q

### Emerging Tech

Which, if any, of the following new technologies and solutions do you think will have the greatest impact on advertising measurement over the next 3–5 years? Select up to three.

1. **AI-powered measurement tools** — Leveraging AI to enhance media classification, audience segmentation, and real-time performance analysis.
2. **Synthetic data and simulation-based measurement** — Using artificial datasets and modeled scenarios to estimate media outcomes where direct measurement is limited.
3. **Retail media attribution solutions** — Measuring the impact of retail media exposure on consumer behavior, sales, and in-store or online conversions.
4. **Privacy-preserving identity solutions** — Connecting data and consumer journeys across platforms using federated identity or graph technology while protecting consumer privacy.
5. **Next-generation Smart TV ACR (Automatic Content Recognition)** — Gaining second-by-second TV exposure data enhanced with AI for content/context classification.
6. **Cloud-native clean room infrastructure** — Enabling secure, multi-party data collaboration, versus single party, to analyze cross-platform media effectiveness.
7. **Advanced attribution via agent-based simulation** — Simulating user journeys to assess campaign impact across media touchpoints, demographics, and contextual variables.
8. **Cross media measurement** — the ability to measure cross media reach and frequency across all platforms using privacy safe deterministic data and attribute this to business outcomes via an API for analysis.
9. None of the above.
10. Unsure.

Q

### Barriers

To what extent do you believe each of the following challenges will be a barrier to effective media measurement over the next 3–5 years?

1. Signal loss due to privacy regulations or platforms blocking signals (e.g., cookie deprecation, consent requirements, Apple ATT, Chrome Sandbox).
2. Cross-platform and cross-device measurement challenges caused by media fragmentation and walled gardens.
3. Difficulty in measuring and proving performance incrementality.
4. Lack of cross industry standard measurement metrics and methodologies across platforms and media channels.
5. Limited data transparency between media partners, platforms, and advertisers.

1. Not a barrier at all.
2. Minor barrier.
3. Moderate barrier.
4. Major barrier.
5. Severe barrier.

## Appendix B – Survey Instrument

### Data Collection, Confidence, and Standardization



#### Data User

Which types of data does your organization use for media and marketing activities? Select all that apply.

1. 1st-party data (e.g., data collected directly from your customers via your website, CRM, app, or transactions).
2. 2nd-party data (e.g., data shared by trusted partners or publishers with a direct relationship to their audiences).
3. 3rd-party data (e.g., data aggregated from external sources or purchased from data providers not directly connected to the consumer).



#### Data Importance

To what extent is important for your organization's media and marketing activities?

1. Not at all important.
2. Slightly important.
3. Moderately important.
4. Very important.
5. Extremely important.



#### First Party Amount

Approximately, how much usable 1st-party customer data does your organization hold?

1. **Very little** – We have little or no 1st-party customer data.
2. **A moderate amount** – We have some 1st-party data, but there are gaps in coverage and depth.
3. **A substantial amount** – We have a solid foundation of 1st-party data across multiple touchpoints.
4. **Extensive** – We have comprehensive 1st-party data with deep customer-level insights across channels.

## Appendix B – Survey Instrument

Q

### Data Confidence

How confident are you that your organization has effective processes in place to ensure the quality of its [Pipe row in bold without “(e.g., ..)"] for media and marketing purposes?

1. Not at all confident.
2. Slightly confident.
3. Moderately confident.
4. Very confident.
5. Extremely confident.

Q

### Consistent Measurement Standards

How important is it to have cross industry level measurement standards (e.g., ROI, attribution, incrementality, viewability) that apply across different sell-side partners (e.g., publishers, platforms, DSPs)?

1. It is a critical priority — we actively push for consistent standards across all partners.
2. It is important, but we are willing to work with different methodologies when we have to.
3. It would be nice to have more consistency, but it is not a major factor in our marketing decisions.

## Third party media channel measurement solutions

Q

### Environment Usage

Which of the following media platforms and channels does your organization commission third-party vendors (e.g., Kantar or Nielsen) to assess the effectiveness of your marketing and advertising. Select all that apply.

1. Walled gardens (e.g., Meta, Google, Amazon).
2. Open digital marketplace — Display advertising.
3. Open digital marketplace — Paid search advertising.
4. National TV.
5. Local TV.
6. CTV and streaming TV.
7. Addressable TV.
8. Retail media networks.
9. None of the above.

Q

### Third Party Measurement Solution Quality

How would you rate the quality of the third-party measurement solutions available across the following media platforms and channels?

Consider factors such as actionability, methodology robustness, transparency, and reliability.

1. Walled gardens (e.g., Meta, Google, Amazon).
2. Open digital marketplace — Display advertising.
3. Open digital marketplace - Paid search advertising.
4. National TV.
5. Local TV.
6. CTV and streaming TV.
7. Addressable TV.
8. Retail media networks.

1. Very low quality.
2. Low quality.
3. Adequate quality.
4. Good quality.
5. High quality.
6. Unsure.

Q

### Clean Rooms

Does your organization have a direct relationship with any clean room providers (e.g., Epsilon, Infosum, Live ramp, Transunion, or Acxiom) to facilitate data collaboration or analysis with partners?

1. Yes — we use one or more clean rooms directly.
2. No — we access clean rooms only through an agency, platform, or other partner.
3. No — we do not currently use clean rooms.
4. Unsure.

Q

### Clean Room Use

For which, if any, of the following purposes does your organization use clean rooms? Select all that apply.

1. Audience insights.
2. Audience targeting or retargeting.
3. Media performance optimization.
4. Lookalike modeling.
5. Frequency control.
6. Attribution modelling.
7. Other, please specify:
8. Unsure.

### Identity Graphs



#### Identity Graph Use

Does your organization use identity graphs (e.g., Epsilon, Acxiom, WPP Open, etc.) for media or marketing purposes?

1. Yes.
2. No.
3. Unsure.



#### Identity Graph Trust

How much trust does your organization have in the accuracy of identity graphs?

1. No trust.
2. A little trust.
3. Moderate trust.
4. High trust.
5. Full trust.

### Software Usage



#### Analysis Software Access

How does your organization **primarily** access software used for marketing and media measurement analysis? Select all that apply.

1. We license third-party software and operate it in-house (e.g., Nielsen, VideoAmp, Google Analytics, TechEdge).
2. We use custom or proprietary software developed and managed by our organization.
3. We access measurement/analysis software via our media agency or external partner.
4. We do not currently use any dedicated measurement software [anchor].
5. Unsure.

## Appendix B – Survey Instrument

Q

### Software Satisfaction

How well does your **primary** marketing and media measurement analysis software (whether in-house or agency-managed) meet your needs?

1. Very well – fully meets our needs.
2. Somewhat well – meets most needs.
3. Neutral – meets some needs but not others.
4. Not well – only meets basic/limited needs.
5. Not at all – does not meet our needs.
6. Unsure.

Q

### Open

Thank you for your responses. Is there anything else you would like to share about advertising measurement and data solutions that was not covered in the questions above?



cimm

Coalition for Innovative  
Media Measurement

