

The Ad Platform: What TV measurement still needs

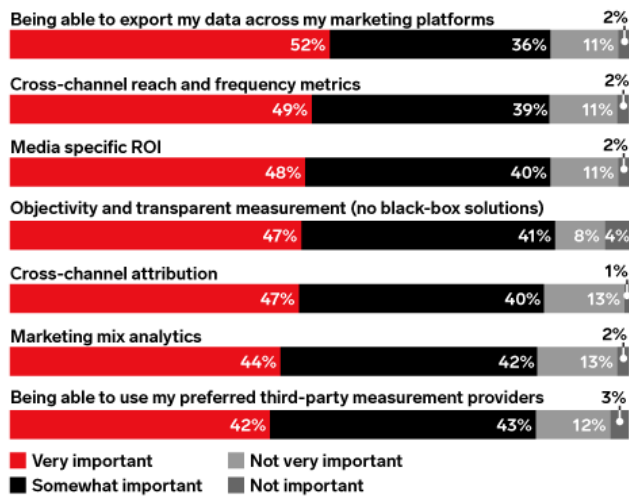
AUDIO |

Nicole Perrin

Advertisers have never been under more pressure to prove ROI. Bob Ivins, chief strategy officer at cross-platform TV measurement firm TVSquared, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss the remaining deficits in linear TV ad measurement, why it's important to standardize metrics and definitions across traditional and digital TV and video, and why advertisers need to pay attention to the right metrics for their campaign objective.

Importance Level of Select Factors to Effective Ad Measurement According to Agencies and Brand Marketers in North America, Sep 2020

% of respondents in each group



Note: numbers may not add up to 100% due to rounding
 Source: The Trade Desk, "Measuring Success in Digital Advertising: 2020 Report," Dec 14, 2020

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