

The Ad Platform: What TV measurement still needs

AUDIO

Nicole Perrin

Advertisers have never been under more pressure to prove ROI. Bob lvins, 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

Being able to export my data across my marketing platforms	2%
52% 36%	11% 🖣
Cross-channel reach and frequency metrics	2%
49% 39%	11% 🖕
Media specific ROI	2%
48% 40%	11% 🖕
Objectivity and transparent measurement (no black-box solutions)	
47% 41%	8% 4%
Cross-channel attribution	1%
47% 40%	13% •
Marketing mix analytics	2%
44% 42%	13% 🖕
Being able to use my preferred third-party measurement providers	3%
42% 43%	12% 🖣
Very important Not very important	
Somewhat important Not important	
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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