

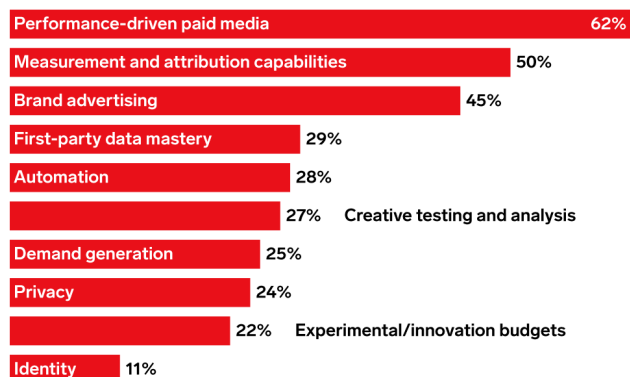
# Marketing professionals say performance-driven media is critical

Article



## Advertising Capabilities and Media Investments That Are Most Critical to Marketing Professionals Worldwide Given Current Macroeconomic Conditions, Nov 2024

% of respondents



Note: n=688  
Source: Mediaocean, "2025 Advertising Outlook Report" conducted via TechValidate, Jan 13, 2025

288938

EM | EMARKETER

**Key stat:** 62% of [marketing](#) professionals worldwide say performance-driven paid media investments are most critical to them, given the current macroeconomic conditions, according to a November 2024 survey from Mediaocean conducted by TechValidate.

### Beyond the chart:

- Awareness, sales lift, and incremental return on ad spend (ROAS) are the top three brand KPIs that US brand and [agency](#) marketers are prioritizing heading into 2025, according to October 2024 data from InMarket.
- 62% of marketers managed retail media [measurement](#) in-house in 2024, 48% used an external agency, and 34% leveraged a third-party resource, according to a survey by the Association of National Advertisers (ANA).

**Use this chart:** Marketers can use this chart to benchmark their media investments and highlight the need for measurement and attribution platforms. [Retail media networks](#) can use this chart to ensure they're providing advertisers with the capabilities they need to succeed in 2025.