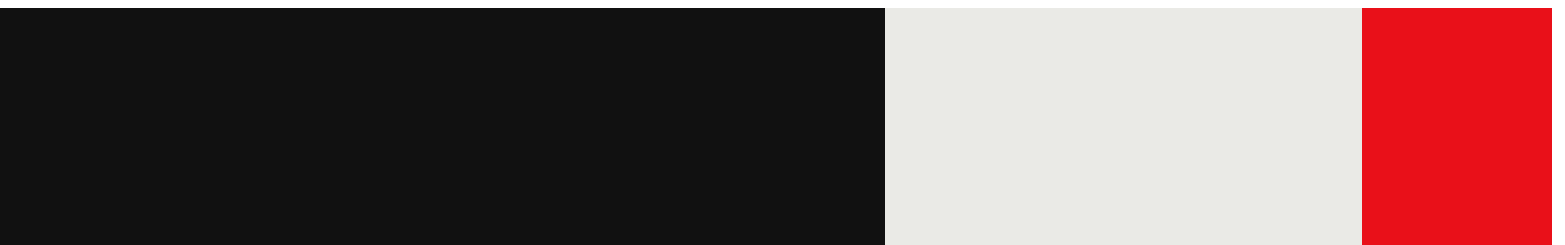


Creatives struggle with inconsistent metrics when measuring ad performance

Article



Challenges UK and US Content and Creative Professionals Encounter When Measuring Digital Content Performance and ROI, Oct 2024

% of respondents



Source: Canto, "The State of Digital Content: 2025 Edition" in partnership with Ascend2, Dec 10, 2024

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Key stat: 36% of UK and US content and creative professionals cite inconsistent [metrics](#) across platforms and limited resources as the biggest hurdles in measuring digital content performance and ROI, according to October 2024 data from Canto and Ascend2.

Beyond the chart:

- Inefficient processes overall are the top challenge faced by US ad agencies, cited by 38.9%, per Basis Technologies.
- AI can help standardize cross-platform measurement for creatives by synthesizing consumer behavior across channels or improving [marketing mix modeling \(MMM\)](#) metrics.

Use this chart: [Marketing](#) and creative leaders can use this data to push for unified measurement frameworks, invest in analytics tools, and advocate for better cross-team collaboration to improve content ROI tracking.

Related EMARKETER reports:

- [Generative AI for Ad Creative](#) (EMARKETER subscription required)
- [The Ad Agency Ecosystem 2024](#) (EMARKETER subscription required)

Methodology: Data is from the December 2024 Canto report titled "The State of Digital Content: 2025 Edition" in partnership with Ascend2. 423 UK and US content and creative professionals at companies with 50+ employees were surveyed online during October 2024.