

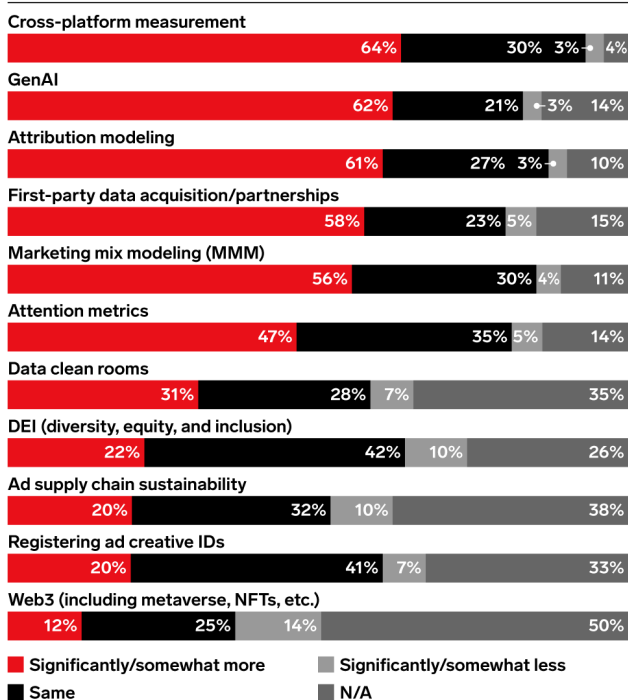
Marketers chase better measurement across channels

Article



Level of Focus Among US Ad Buyers in 2025 for Select Ad Topics/Solutions, Dec 2024

% of respondents



Note: n=200; numbers may not add up to 100% due to rounding
 Source: Interactive Advertising Bureau (IAB), "2025 Outlook Study," Jan 16, 2025

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Key stat: 64% of US ad buyers expect to focus somewhat or significantly more on cross-platform measurement in 2025, according to a December 2024 IAB survey.

Beyond the chart:

- On February 16, [Google](#) began permitting advertisers to use digital fingerprinting, which will help them track audience behavior across devices.
- The challenge of cross-platform measurement is particularly prevalent with the rise of [retail media networks \(RMNs\)](#). Most US advertisers (55%) say a lack of standardization across retail media platforms is the biggest RMN-related challenge, according to a January 2024 Association of National Advertisers (ANA) study.

Use this chart: [Marketers](#) and [retailers](#) can use this chart to understand the industry's emphasis on data and attribution, while investing in more robust analytics that follow consumer behavior across channels.

Related EMARKETER reports:

- **Advertising Trends to Watch in 2025** (EMARKETER subscription required)
- **Ad Measurement Trends H2 2024** (EMARKETER subscription required)

Note: Respondents were asked, "Do you expect to focus more, less, or the same amount of time and/or resources in 2025 (vs. 2024) on the following?"

Methodology: Data is from the January 2025 Interactive Advertising Bureau (IAB) "2025 Outlook Study." 200 US ad buyers were surveyed during November 13-December 6, 2024. Respondents represented buy-side ad investment decision-makers mainly at brands (40%), agencies (49%), and other (11%), with job titles of director+ (71%), manager (25%), or junior (4%).