

The Ad Platform: Marketers' Biggest Measurement Challenges

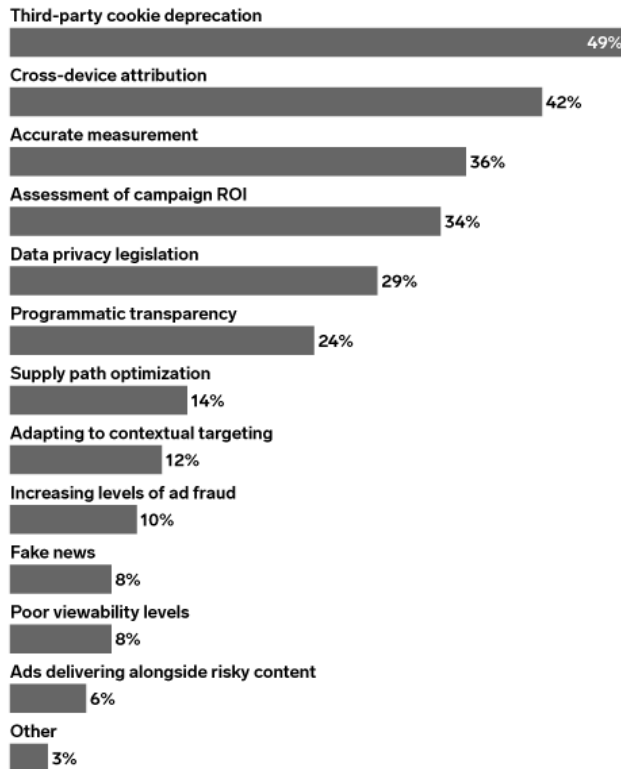
AUDIO |

Nicole Perrin

Measuring the effect of their messages is one of marketers' most vital tasks. Anne Hunter, vice president of product marketing at panel-based insights company DISQO, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to talk about some of marketers' longstanding challenges with measuring ad effectiveness and understanding consumer journeys—and how a consumer-first approach can help.

Digital Media Challenges According to US Digital Media Professionals, Oct 2020

% of respondents



Note: top 3 responses; in the next 12 months

Source: Integral Ad Science (IAS), "The 2021 Industry Pulse Report: US Edition," Dec 8, 2020

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