

The Ad Platform: Mismeasuring Digital Advertising

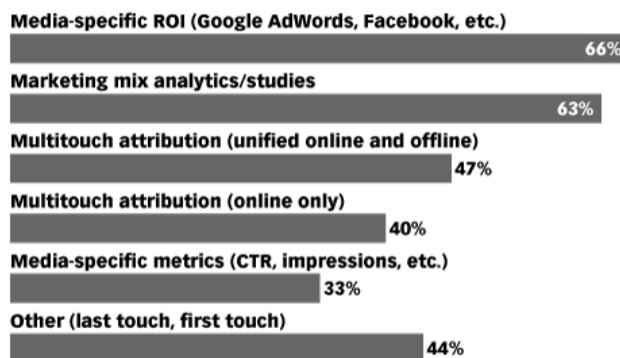
AUDIO |

eMarketer Editors

The much-heralded measurability of digital led to an advertising revolution. eMarketer principal analyst Andrew Lipsman joins host Nicole Perrin to talk about its excesses, and why it's time for marketers to wake up from the dream of perfect measurement.

Marketing Measurement Methods Used by US CMOs, Q2-Q3 2019

% of respondents



Note: among CMOs who monitor metrics
Source: The CMO Club, "The Real Drivers of Brand Growth in a Digital World: The CMO Club Solution Guide" in partnership with Catalina Marketing, Aug 21, 2019

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