TV advertisers want common metrics across linear and digital
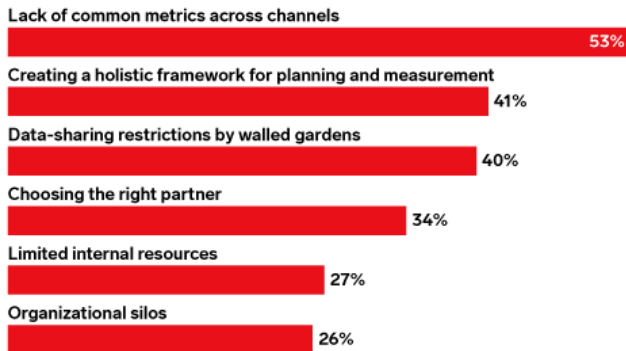
Article

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More than half (53%) of US TV advertisers say a lack of common metrics is a challenge to integrating linear and digital campaign data, according to Yahoo Advertising. Creating a

holistic framework and navigating walled gardens' data-sharing rules are hurdles for about 40% of TV advertisers each.

Challenges Integrating Linear TV and Digital Campaign Data According to US TV Advertisers, March 2023

% of respondents

Challenge	%
Lack of common metrics across channels	53%
Creating a holistic framework for planning and measurement	41%
Data-sharing restrictions by walled gardens	40%
Choosing the right partner	34%
Limited internal resources	27%
Organizational silos	26%

Source: Yahoo Advertising survey as cited in press release, May 1, 2023

281730   eMarketer | InsiderIntelligence.com

Beyond the chart: Connected TV is the fastest-growing major ad format in the US, according to our forecast, but the lack of standardized measurement across linear TV, streaming platforms, and other forms of digital video is still a major pain point for advertisers. Streamers are growing their ad inventory, but marketers can't compare platforms effectively without common metrics and a holistic framework.

More like this:

- Hulu, Disney+, Discovery+, and more streamers are showing more ads per hour on their services

- HBO Max is just 'Max' now

- The streamers where brands are allocating upfront spend

- 3 tips for a successful marketing mix modeling strategy

- Yesterday's Chart of the Day: Advertisers vs. publishers

Methodology: Data is from a May 2023 Yahoo Advertising survey as cited in press release. 300 US TV marketers including agencies and brands were surveyed during March 1-8, 2023.

Respondents were involved in media brand selection decisions and will spend at minimum $1 million in ad spend in the next 12 months.