

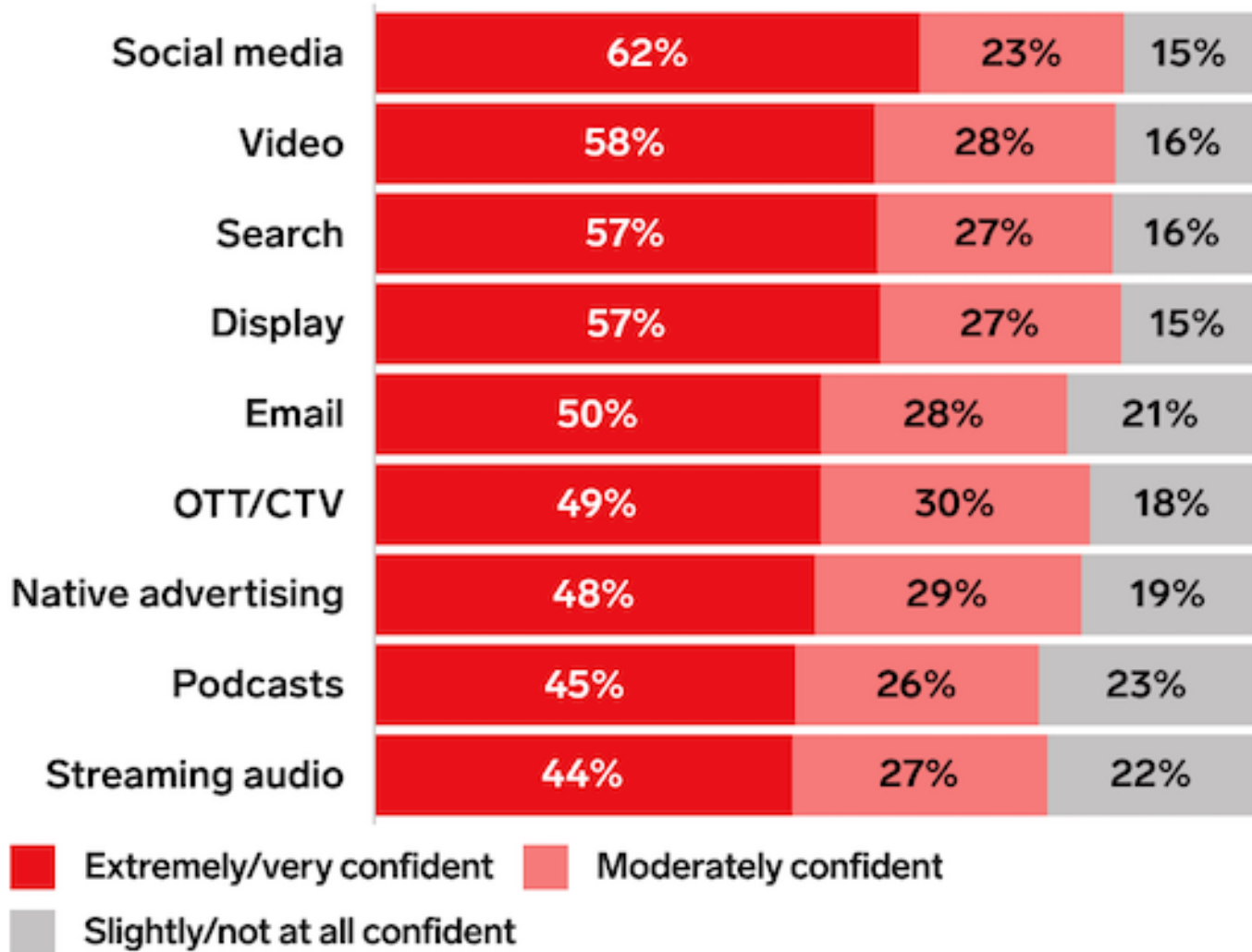
Marketing professionals have mixed confidence in their ability to measure ROI

Article

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Fewer Than Two-Thirds of Marketing Professionals Worldwide Have High Confidence in Their ROI Measurement Across Channels

% respondents in each group



Note: n=1,524; numbers may not add up to 100% due to displaying aggregate responses denoting high or low confidence

Source: Nielsen, "2023 Annual Marketing Report"; Insider Intelligence calculations, April 26, 2023

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Insider Intelligence | eMarketer

Key stat: More than half of advertisers worldwide are extremely or very confident in their ability to measure social media, video, search, and display marketing ROI, according to Nielsen.

Beyond the chart:

- The deprecation of third-party cookies will make measurement more difficult. Better measurement would unlock more ad spend across channels, but marketers and publishers are still scrambling to determine the best identity solutions.
- Podcasts and streaming audio ranked particularly low because these platforms are still using download-based metrics, which are unreliable.

Use this chart:

- Determine the most reliable channels for measuring ROI.
- Evaluate the identity solution challenges facing marketers.

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- [Are advertisers overindexing on Meta?](#)
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