

Social media tops the charts for brands' confidence in measuring ROI

Article

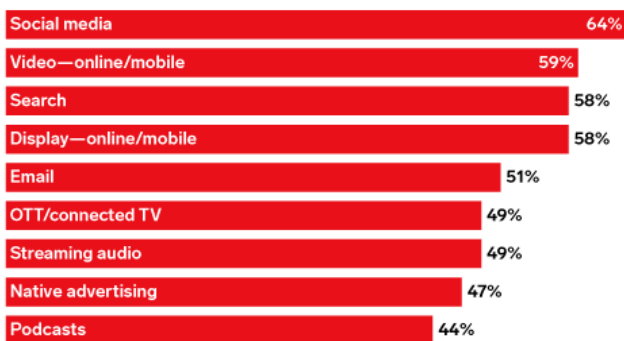
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Brand marketers worldwide are most confident in their ability to measure return on investment (ROI) in social media marketing—**64%** are either extremely or very confident in this. Online and mobile video was the No. 2 most effective platform for measuring ROI (**59%**), while search and display tied for No. 3 (**58%**).

Beyond the chart: Social media also ranks higher in brand marketers' perception of overall effectiveness than any other media channel, and they plan to reward the channel—some **65%** of marketers plan to increase spending. But social media isn't the only channel with spend expansion: **Nearly half** of marketers expect to increase podcast and streaming audio budgets, as they focus on the growth of media channels, rather than just the ability to measure ROI.

Brand Marketers Worldwide Who Are Confident in Their Company's Ability to Measure ROI for Paid Media Channels, by Media, Jan 2022

% of respondents



Note: extremely/very confident

Source: Nielsen, "2022 Annual Marketing Report," April 12, 2022

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