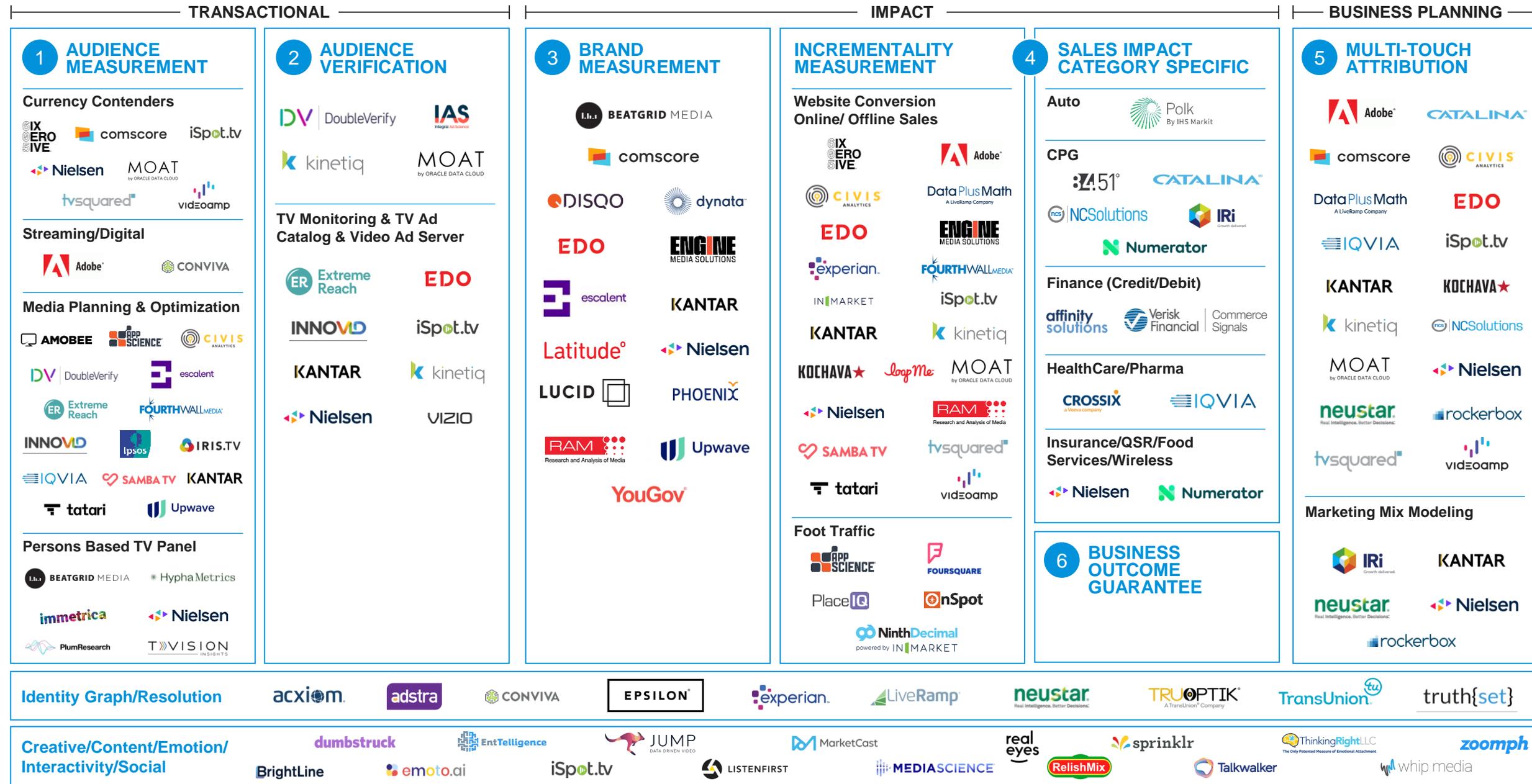


# Measurement Framework V1.0 Nov 2021

Industry in state of flux, subject to change. Will be updated regularly. Companies currently in alphabetic order by category.



## 1 AUDIENCE MEASUREMENT

### DEFINITION

Provides historical measures, or forecasts of:

1. The total number of times consumers with specific characteristics, had/will have an opportunity to see an ad campaign (Impressions)
2. The net number of times those consumers saw the ad campaign or program, usually as a percent of the relevant population (Reach)
3. The frequency distribution of exposures for those consumers, typically expressed as an average (Average Frequency)
4. Typical audience characteristics include age/gender, geographic location, more advanced demos (i.e., income, race and ethnicity) and advanced audiences based on product purchase or related behaviors

### WHY IT MATTERS

- The use of high-quality audience measurement solutions gives advertisers confidence they are reaching their desired target audience.
- Acts as currency – the basis for invoice payment
- Acts as an input for further evaluative analytic solutions (MMM, MTA, Lift) that enable Outcome Guarantees
- Can be further refined by Audience Verification

## 2 AUDIENCE VERIFICATION

### DEFINITION

*Audience Verification* are enrichment metrics that quantify the quality (and value) of impressions

1. An assessment to ensure the ad transaction is brand safe, fraud free, and in view  
**Metrics Tracked:**  
Viewability Scores
2. A measure of attention, engagement, and emotion.  
**Metrics Tracked:**  
Completion Rate, Audible Rate, Attention Index and Emotional Resonance Scores

### WHY IT MATTERS

- The use of high-quality audience verification solutions enriches Audience Measurement to ensure that the impressions delivered for their campaigns are more likely to be seen, attended to and mentally processed by consumers – more likely to impact the advertiser's desired marketplace outcome
- Serves as a currency for digital – the basis for invoice payment

## 3 BRAND MEASUREMENT

### DEFINITION

Incremental Brand metrics lift provides an estimate of the increase in perceptual brand KPIs generated by the brand's advertising, beyond what would have occurred in the absence of the advertising.

### WHY IT MATTERS

These long-term advertising outcomes differentiate a brand and engender loyalty, making the brand more valuable. These upper-funnel effects work in concert with lower-funnel conversion tactics to enhance marketing productivity.

### KEY EVALUATION FACTORS

Experimental designs, in which test and control groups have identical propensities for conversion and exposure, estimate the incremental contribution of advertising to KPIs such as brand awareness, favorability, consideration, purchase intent, loyalty, advocacy, etc. All of which are survey based.

## 4 INCREMENTALITY MEASUREMENT

### DEFINITION

Incremental Consumer Behavior Lift provides an estimate of the increase in-market behavioral KPIs generated by the brand's advertising, beyond what would have occurred in the absence of advertising.

### WHY IT MATTERS

Lift studies quantify the incremental contribution of advertising in terms of sales or mid-funnel outcomes related to sales. They provide a measure of the return on an advertiser's media investment.

### KEY EVALUATION FACTORS

Experimental designs, in which test and control groups have identical propensities for conversion and exposure, provide a measure of incremental conversion in website visits, app downloads, retail location visits, sales, and other consumer behaviors related to an advertiser's campaign objectives.

## 6 BUSINESS OUTCOME GUARANTEE

### DEFINITION

Currency guarantee framework based on business outcome for behavioral mid-to-lower funnel KPIs. An enhancement to audience-based guarantees. Guarantees could be actual ROI or ROAS measurement or lift in ROI/ROAS.

### WHY IT MATTERS

Moves the dialogue from delivering audiences to delivering outcomes of value to advertisers. Provides the certainty of fulfilling the brands objectives and justifying their media investment.

### KEY EVALUATION FACTORS

Incremental website visits, app downloads, retail location visits, sales, etc.

## 5 MMM& MULTI-TOUCH ATTRIBUTION

### DEFINITION

Individual/HH level measurement approach to estimate the contribution to conversion of each TV impression in the consumer journey.

### WHY IT MATTERS

The granularity and cadence of MTA enables quantification of the value of all TV touchpoints (linear, broadcast, cable, VOD, addressable, and streaming) and creative executions, quickly enough to enable optimization mid-campaigns to enhance performance.

### KEY EVALUATION FACTORS

Conversion contribution for website visits, app downloads, retail location visits, or sales, for each media tactic and creative execution. Walled Gardens, both TV & Digital, are a barrier to complete and deliver on accurate attribution.