

A light blue, stylized map pattern of streets and blocks covers the entire background. The lines are thin and interconnected, creating a complex web of shapes.

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Making Sense of Measurement
One Word. Many Meanings.

Agenda

1. What does measurement really mean?
2. The seven key types of measurement
3. Why audience measurement matters



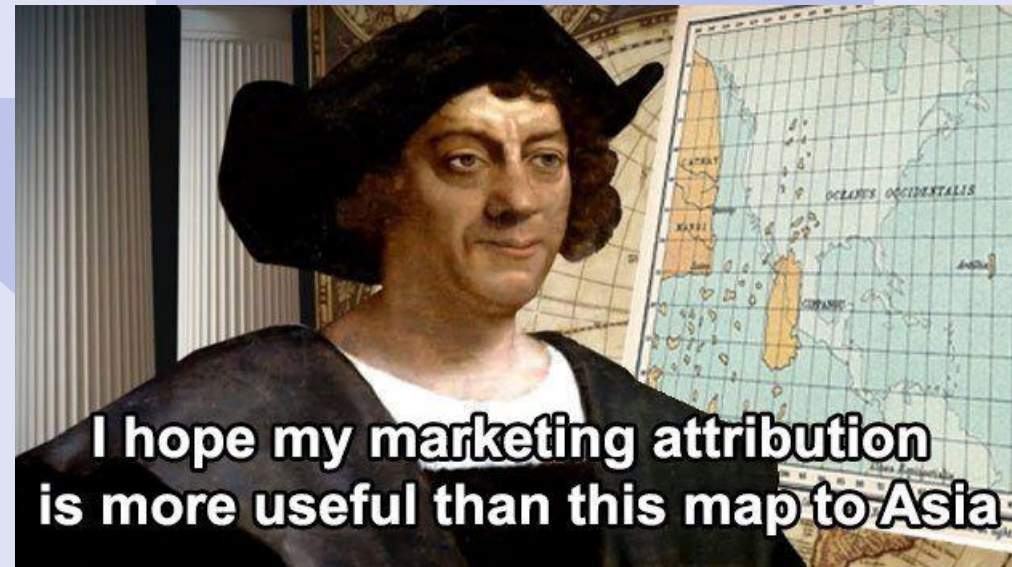
Measurement

One Word, Many Meanings

Ask five marketers what *'measurement'* means—and you'll get five different answers:

1. **Media buyers:** clicks, impressions, CPM
2. **Performance marketers:** conversions, ROAS
3. **Brand teams:** awareness, recall, sentiment
4. **Analysts:** attribution, incrementality
5. **Executives:** business impact, revenue lift

**The big picture:
When marketers
talk about
'measurement'
what they mostly
mean in *'attribution'***



Why This Is a Problem

When 'measurement' means everything, it risks meaning nothing:

- Teams talk past each other
- KPIs compete instead of connect
- Strategy focuses on what's easy to measure, not what matters
- Attribution is just getting more difficult

The 7 kinds of measurement

1. Performance
2. Engagement, Behavior & Attention
3. Business Impact
4. Brand Health
5. Competitive Insights
6. Environmental Impact
7. Audience

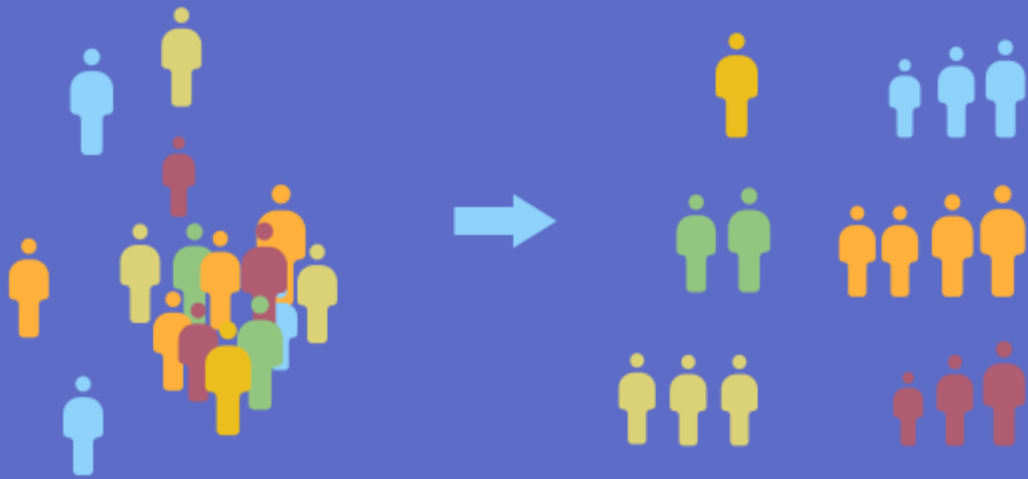
Performance Metrics

- **Performance** - *Examples: Adform, The Trade Desk, , Xandr*
- **Conversion** - *Examples: Google Analytics, Adobe Analytics, Meta Pixel.*
- **Attribution** - *Examples: Attributy, Funnel.io, Rockerbox*
- **Incrementality** - *Examples: Measured, INCRMNTAL, Segmentstream.*

What to Be Aware Of

- Metrics are **proxies**, not outcomes
- High CTR \neq Revenue
- Attribution has **gaps**
- Easy-to-track \neq meaningful





Engagement, Behavior & Attention: Measuring How Users Interact with Your Ads

Engagement – Providers: *Sprinklr, Hootsuite, YouTube Analytics.*

Behavioral – Providers: *Hotjar, Crazy Egg, Mixpanel.*

Attention – Providers: *Sonar, Amplified Intelligence, Adelaide.*

What to Be Aware Of

- **Engagement \neq positive outcome** (controversy can drive clicks)
- **Time on site \neq satisfaction** (could indicate confusion or frustration)
- **View duration \neq resonance** (someone watched, but did they care?)

Business Impact: Measuring the Real Results

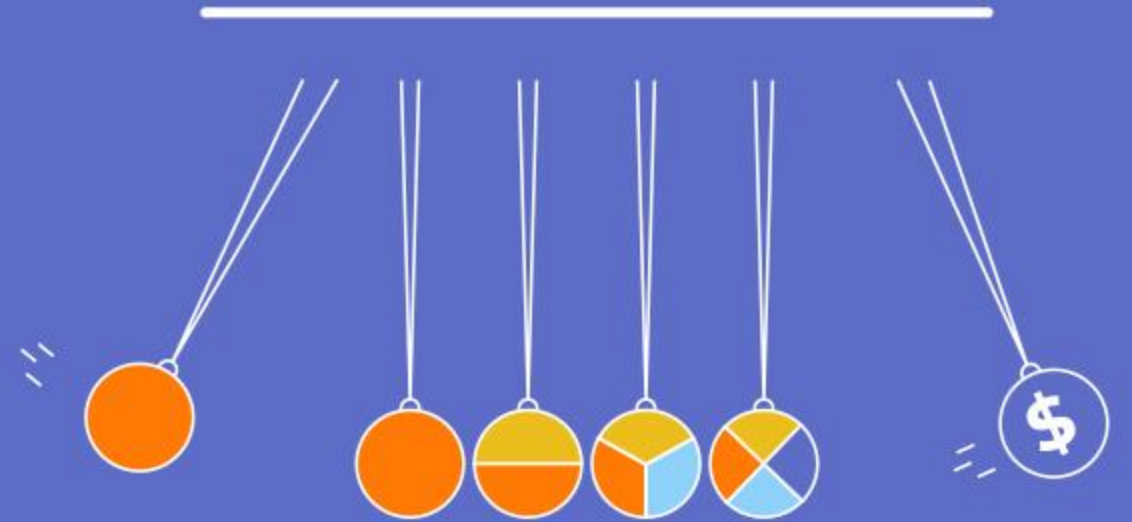
Sales or Revenue Impact – *Examples: Google Analytics , Salesforce, Windsor.ai*

Media Efficiency – *Examples: Kenshoo Skai, Smartly, The Trade Desk*

Customer Journey –
Examples: Segment, Heap, Google Analytics 4

What to Be Aware Of

- Campaign results are shaped by market trends, seasonality, and competitor activity
- Attribution is messy — revenue lift isn't always ad-driven
- Chasing short-term wins can undermine brand growth





Brand Health: Measuring How Your Brand Is Perceived

- **Brand Lift Studies** - *Examples:* Kantar, Nielsen, Google Ads Brand Lift
- **Sentiment Analysis** – *Examples:* Brandwatch, Sprout Social, Talkwalker

What to Be Aware Of

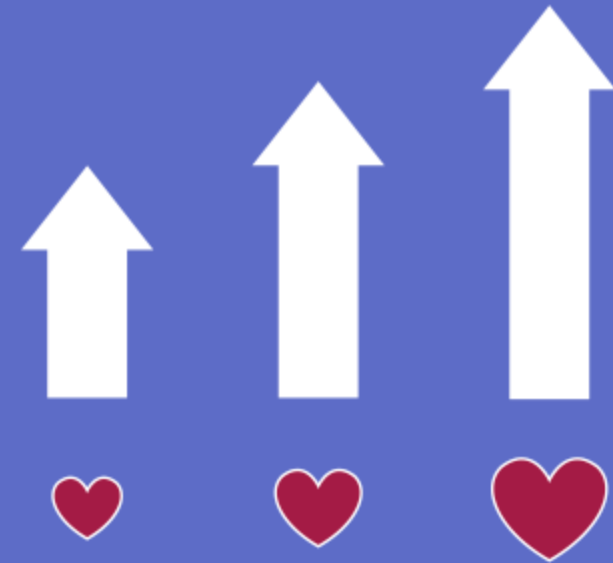
- Social listening **misses non-public sentiment**
- Sentiment is easily **skewed by trends or spikes**
- Overreacting to every shift can **erode brand consistency**

Competitive Insights: Measuring How You Compare

- **Benchmarking** – *Examples:* SimilarWeb, Comparables.ai, SEMrush
- **Incrementality** – *Examples:* INCRMNTAL, Nielsen, SegmentStream
- **Share of Voice** – *Examples:* Comscore, Adclarity, Brandwatch

What to Be Aware Of

- Modeled data may be market truth
- Trends shift quickly
- Over-focusing on competitors can lead to imitation





Measuring the Environmental Impact of Advertising

- **Carbon Emissions from media delivery** – *Examples: Scope3, Cedara, SeenThis, Equativ GreenPMPs*
- **Ethical Media buying** - *Examples: Good-Loop, AdGreen, Impact Plus*

What to Be Aware Of

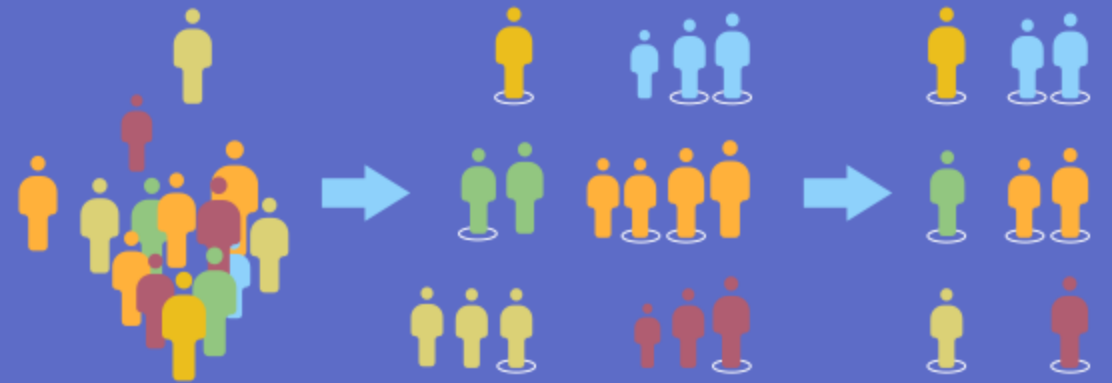
- Sustainability metrics **vary by methodology**
- Frameworks still lack universal standards
- Environmental data should support **systemic change**, not greenwashing — measurement is the first step, not the solution
- Carbon measurement alone doesn't capture **total impact** (e.g., production, creative, data usage)

Audience Measurement: Are You Reaching the Right People?

- **Audience Measurement** – Examples: Audience Project, Nielsen DAR, Comscore, Digiseg
- **Reach & Frequency** – Examples: DSPs, Nielsen DAR
- **Cross-Device** – Examples: LiveRamp, AppsFlyer, Kochava

What to Be Aware Of

- **Inconsistent** data accuracy
- Panel data = **slow**, **€€€** & **small scale**
- Deterministic methods **struggle to scale**
- Cross-device often **lacks transparency**



Audience Is the Anchor

1. Every metric only makes sense in the context of *who* you reached
2. Audience measurement = the missing link between media delivery and business outcomes
3. Without it, optimization risks chasing the wrong goals

Use Case:
**Dynamic audience measurement
reduces eCPA and boosting ROA**

Goal

Increase ticket sales for Electric Castle 2024 by adapting targeting and creative to shifting audience profiles.

Results

30% reduction in effective CPA (eCPA)

16% increase in ROAS

More stable and predictable campaign performance across diverse audience segments

30%

Lower eCPA

16%

increase in ROAS



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Key Takeaways for Better Measurement

- 1. Start with audience insight, not just results.** Without knowing *who* you reached, performance and impact metrics lose meaning.
- 2. Measure what matters, not just what's easy.** High CTR or long view times are proxies—not proof of success.
- 3. Connect the dots across all seven types of measurement.** Align audience, performance, brand, and business KPIs to tell a unified story.
- 4. Use data to guide planning, not just post-mortems.** Measurement should shape decisions in-flight—not just validate them afterward.



Final Thought

“If you don’t know who you reached, the rest is guesswork.”

Thank you

Jakub Skwarski

Customer Success Director

js@digiseg.io

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Questions?

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