



adform

IT'S A NUMBERS GAME

Precise measurement despite missing data

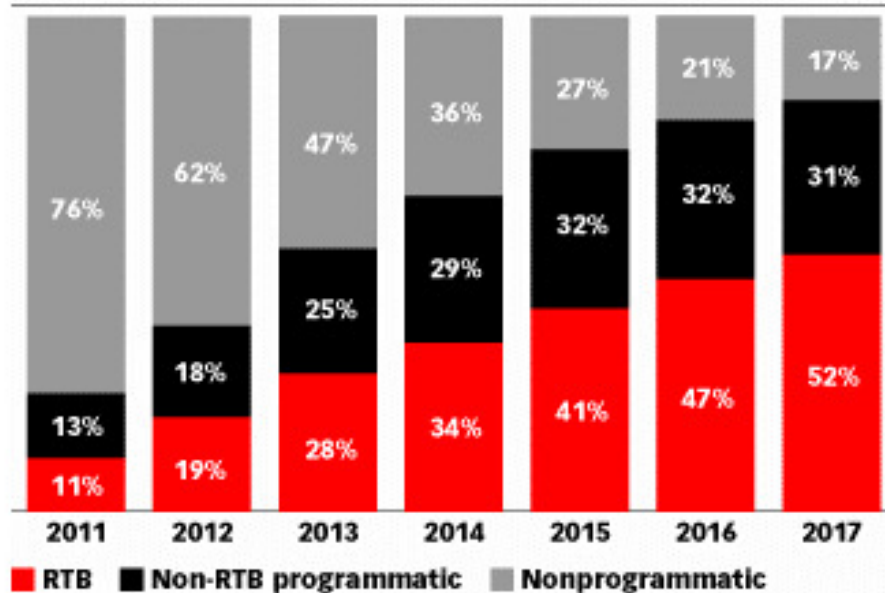
MARCEL EHRLITZER – PRODUCT DIRECTOR

FLOW

MODERN MARKETING IS BASED ON PRECISE MEASUREMENT

US Display Ad Spending Share, by Type, 2011-2017

% of total



Note: read as 28% of display-related spending was through RTB in 2013; numbers may not add up to 100% due to rounding

Source: MAGNA GLOBAL as cited in press release, Oct 14, 2013

164874

www.eMarketer.com

Programmatic is based on decisions.
These decisions are based on
experience. The experience is derived
from measurement.

**BUT
MEASUREMENT
IS GETTING
WORSE**





WHAT MEASUREMENT IS BASED ON TODAY

3rd Party Cookies

Device Recognition

Mobile Advertising IDs

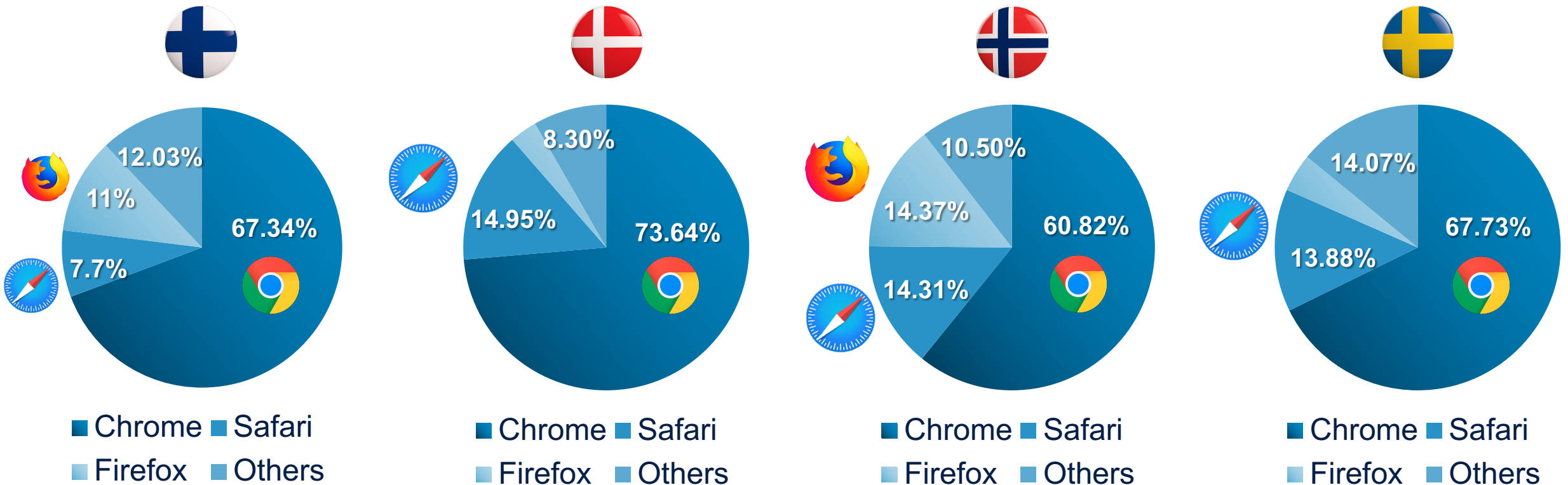
Partially Gone (Safari, FF)

Partially Gone (iOS)

Partially Gone (iOS)

DESKTOP BROWSER LANDSCAPE

NORDIC COUNTRIES – OCTOBER 2021

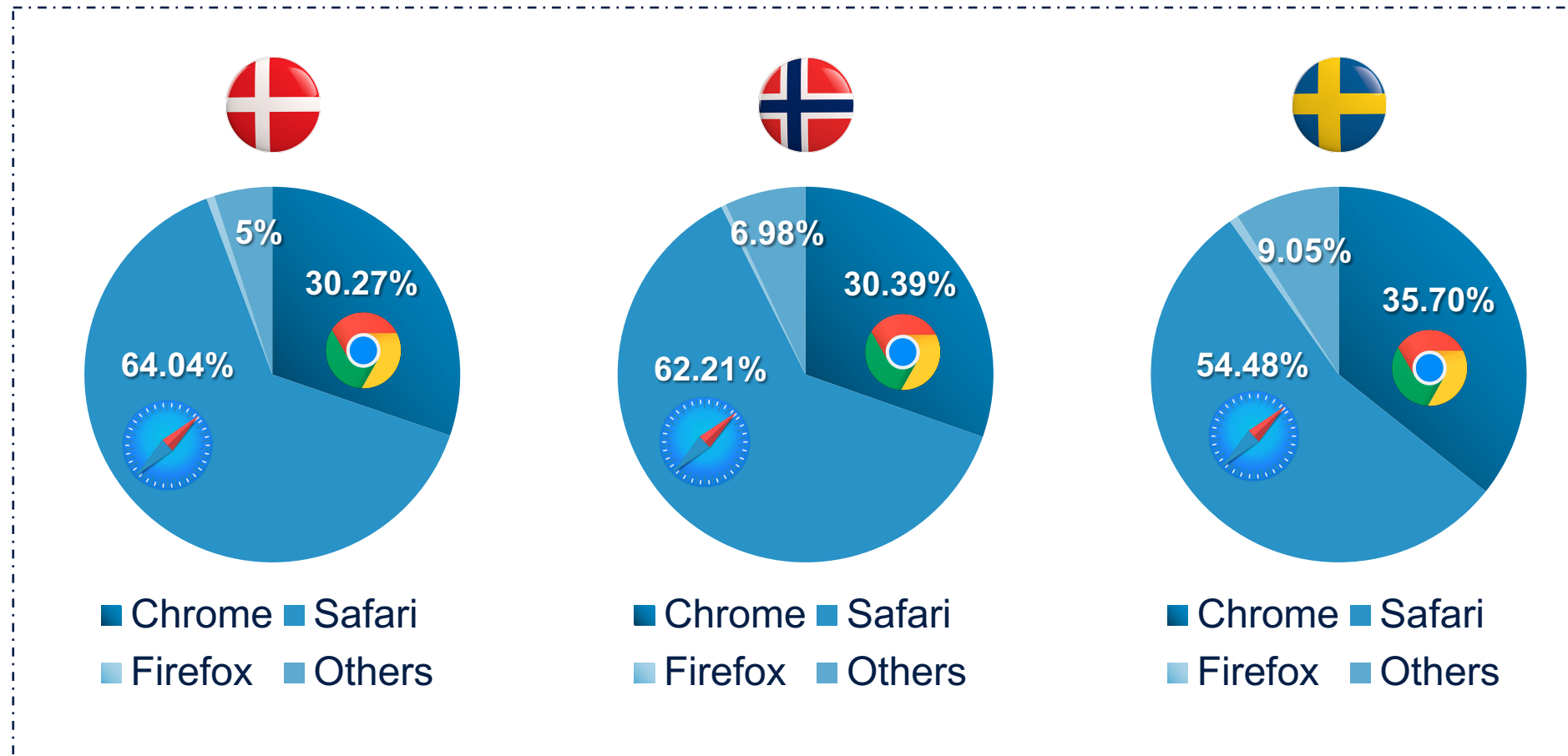
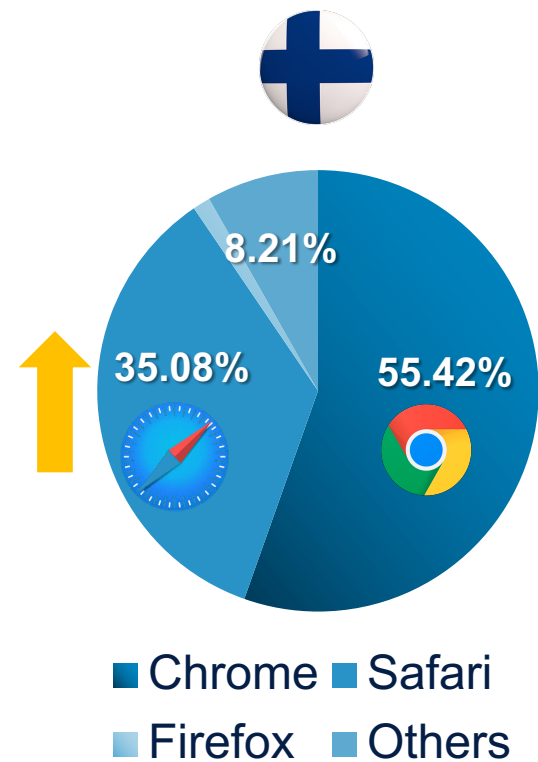


Source: [gs.statcounter.com](https://gs.statcounter.com/browser-market-share/desktop/finland)

<https://gs.statcounter.com/browser-market-share/desktop/finland>

MOBILE BROWSER LANDSCAPE

NORDIC COUNTRIES – OCTOBER 2021

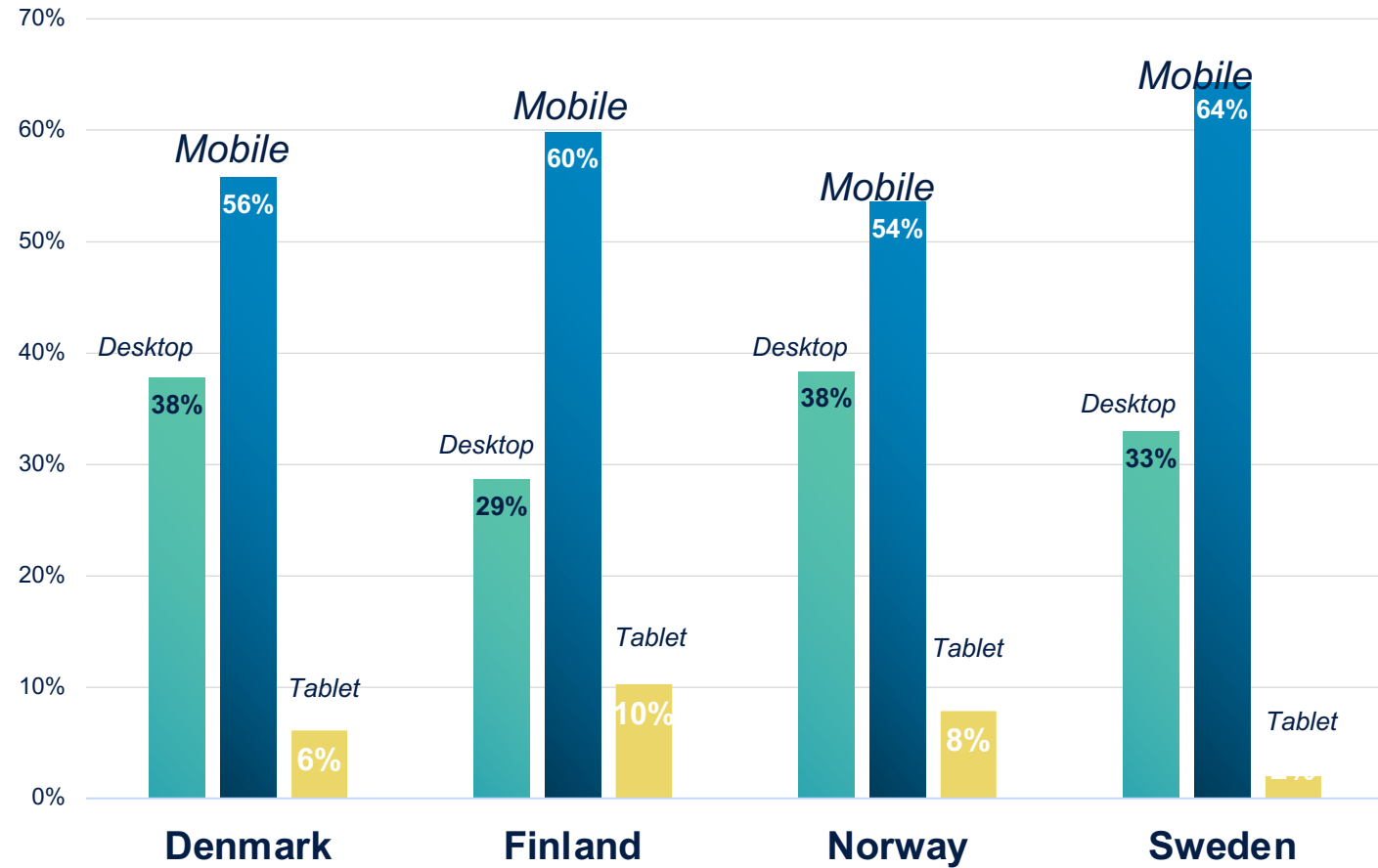
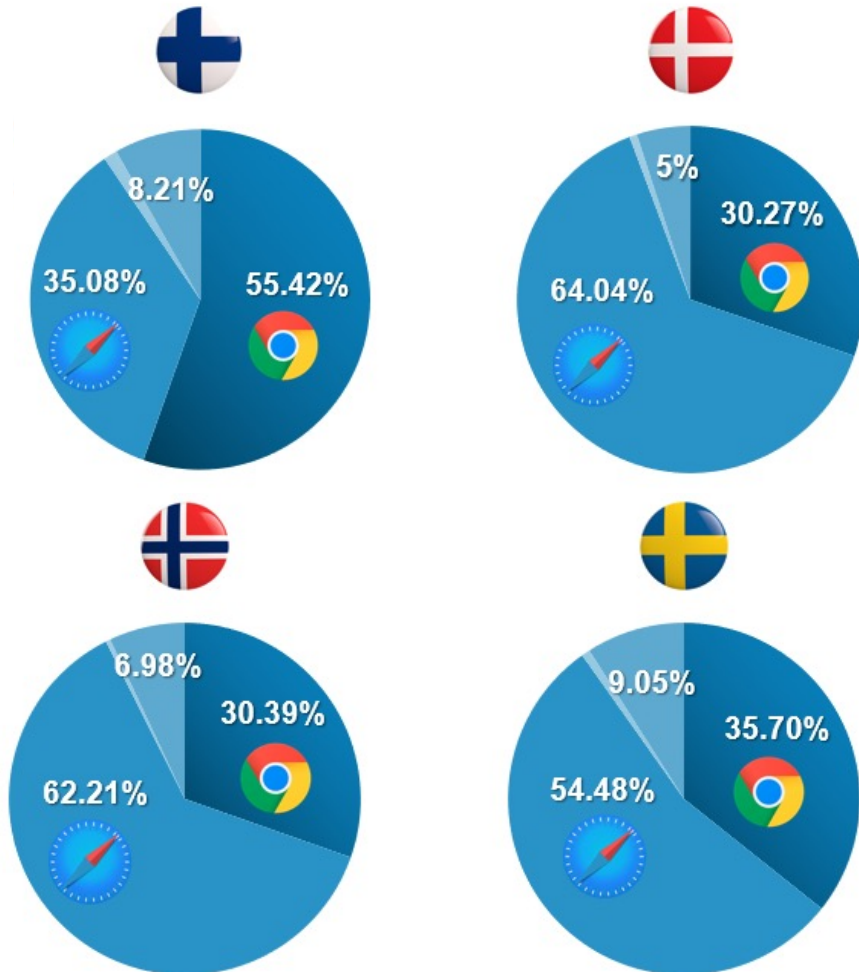


Source: gs.statcounter.com

%IMPRESSIONS PER DEVICE

Q3 - 2021

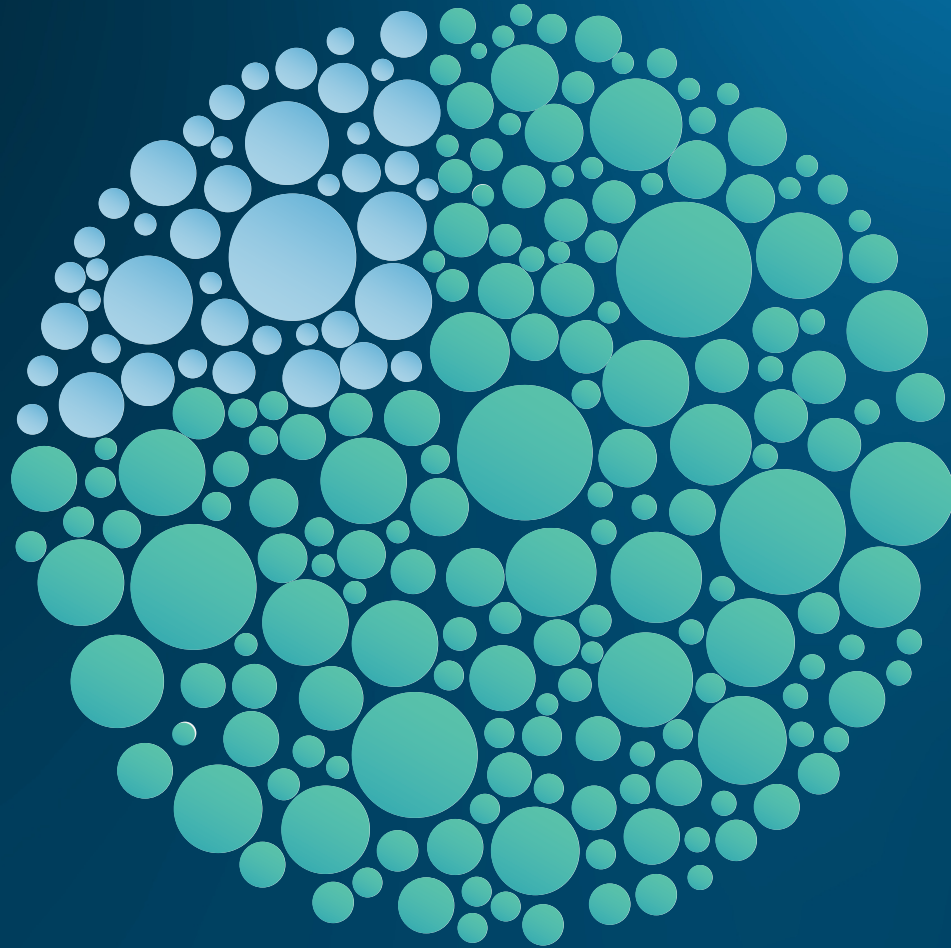
Mobile browser landscape – Oct 2021



HOW TO SOLVE THE SITUATION



A SOLUTION BASED ON SCALE



THE SKELETON OF DATA...



... IS ENOUGH TO SEE THE DIRECTION



DO WE NEED THE FULL PICTURE?





HOW TO PREPARE FOR THE FUTURE?

- Don't be afraid - You will be able to generate learnings and draw conclusions in the future
- It is better to get inaccurate raw data than to go with a black box
 - Don't treat programmatic marketing as a 1:1 communication



THANK YOU