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Unlocking Business Potential with Marketing Measurement

Speaker Interviews 2024

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The IAB New Zealand Data, Privacy & Measurement Council interviewed MeasureUp speakers at the inaugural MeasureUp event, to capture their thoughts on current marketing measurement challenges, emerging trends, and strategies for alignment and innovation.

The following document presents a snapshot of insights from our industry experts across media agencies, publishers, data analysts, researchers and clients.

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Simon Bird

Chief Strategy & Measurement Officer
PHD Media

"Collaboration and breaking down silos are crucial for effective measurement."

What are the biggest disruptors in the marketing measurement landscape?

The realisation that 3rd party cookies have not proved to be anywhere near as effective as they were presented to be, coupled with coupled with Apple's restrictions, increasing consumer awareness and privacy law changes (e.g. Europe, California, Australia etc), are forcing a redesign of measurement strategies. New Zealand has not changed any privacy laws as yet however companies with operations in multiple countries will likely adhere to the strictest market's data law, further influencing how companies need to be thinking about how they are using consumer data.

How can you encourage marketing measurement collaboration among stakeholders?

Publishers aim to sell their products, creating a conflict of interest when clients and agencies rely on them for optimisation. Agencies should act as agents for clients, ensuring alignment and transparency. As an industry we need to break down the silos. Measurement requires domain expertise, modelling, and interpretation. Historically, silos within agencies, clients, and publishers have often led to metrics that favour individual interests rather than overall effectiveness. Collaboration requires making it clear that the company has one main metric for success – sales, revenue footfall etc. so even if there is a data point showing individual departmental success if the main metric isn't going the right way it is still a problem for the whole team.

What are the best strategies to get ahead?

Build a measurement team that is focused on the metric (or couple of metrics) that indicate overall business performance and minimise usage of metrics that can hide the reality. Understanding that what keeps the business thriving in the short term and the mid to longer term could be different and that timeframes of measurement matter enormously. Recognize that measuring marketing is complex and requires a disciplined approach. Don't chase accuracy utopia, as you are far better being vaguely right than precisely wrong.

What is your advice around marketing measurement technologies and innovation?

Technological, legal and cultural changes are all placing pressure on 3rd party cookie usage and click based attribution measurement. However this is a fantastic opportunity for companies and the wider industry to redesign their approach to measurement and rebuild them using better measurement methods, metrics and methodologies.

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Sam Burns
Digital Director
OMD New Zealand

> *Be concise and ensure strong alignment with business goals.*

What are the biggest disruptors in the marketing measurement landscape?

Privacy is the biggest disruptor in the near future. Consumers are becoming more aware of their rights and how their data is used. Businesses need to update their measurement technologies to respect privacy while still capturing valuable data.

What are the emerging trends?

Media Mix Modelling (MMM) is coming back into fashion as it provides a holistic view of media effectiveness. With measurement in various places, MMM helps marketers get a clear picture and a starting point for media planning.

What are the key technologies or tools for the future of marketing measurement?

AI Modelling and Predictive Modelling are important for digital attribution and other predictive tasks. Clean rooms allow for audience targeting and closed-loop measurement without compromising data privacy.

What practical steps can be taken to align measurement strategies with long-term business goals?

Ensure a measurement framework is in place and tie it back to business outcomes. Ensure media agencies have access to necessary tools like GA4, Google Events, and data layers for capturing the right information. Set concise goals and ensure strong alignment from media metrics to business goals and outcomes. Don't overcomplicate measurement; focus on what's valuable and what ties back to the bottom line.

What's your best piece of advice for improving measurement practices?

Be concise with your goals and ensure strong alignment between media metrics and business outcomes. Enhance collaboration between Clients, Agencies, and Publishers. Ensure stakeholders from across the business are involved, not just the marketing team. Break down silos and create relationships across different teams to identify opportunities for better measurement.

What are your thoughts on the influence of AI and automation on marketing measurement?

AI is already being used in various ways, such as machine learning algorithms and platform buying. Invest in AI predictive modelling to gain a competitive edge. Focus on the behind-the-scenes AI that drives business outcomes, not just the generative AI that gets attention. Work with partners like Google or third-party independents to build out AI solutions.

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Mike Delaney

General Manager Digital

Hearts & Science

"

Enhancing collaboration requires a clear vision, and transparent expectations.

"

What are the biggest disruptors in the marketing measurement landscape?

Econometric Modelling and MMMs are seen as the biggest disruptors. Traditional Marketing Mix Models (MMMs) have been costly and resource-intensive, but with AI and more agile models hitting the market it's creating a lower barrier to entry for brands as, long as they are properly evaluated. With deeper advancements in technology and AI, more agile and productised MMM solutions are emerging, including SaaS platform options and wider accessibility of open-source options from companies like Meta and Google.

But this explosion in MMM solutions brings with it more complexity for marketers who now have a range of cost options and ways to use econometric modelling for their strategies. Make sure you know the data quality you have, where it's housed, how often it's cleaned and how it's been activated. Be clear on how you will use the MMM insights to drive business objectives.

What are the emerging trends?

AI is having a significant impact, particularly through advanced algorithmic modelling that can fill knowledge gaps within marketing channels mixes as part of the predictive and privacy first future we are operating in. Emerging SaaS 'holistic measurement' platforms that combine MMM, multi-touch attribution, and AI modelling, triangulating each through automation definitely indicate a growth area for the next few years.

What's your best piece of advice for improving marketing measurement practices?

Clearly define what you want measurement to achieve within your marketing team or organisation. Make sure your marketing measurement aligns to the business strategies both short-term and long-term.

What are your thoughts on the influence of AI and automation on marketing measurement?

Brands that adopt AI and automation early will have a competitive advantage but it won't last long. Over time, these technologies will improve measurement practices across many businesses - rising all tides – so keep educating yourself. AI and automation will help make better directional decisions, but they are not perfect solutions. Human in the loop is needed.

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Ian Garland
Managing Director
Milton Data
IAB Measure Up
Australia Keynote Speaker

The biggest challenge is linking data sets to create a holistic view of the consumer.

What are the biggest current challenges in marketing measurement?

The biggest challenge is the ability to link data sets across devices and platforms. Traditional siloed measurement methods are inadequate for understanding complex consumer behaviours. The goal is to create a single, holistic view of the consumer by integrating disparate data sources.

What are the key technologies or tools for the future of marketing measurement?

Synthetic data is an exciting technology for the future of measurement. There is no single tool, rather a suite of tools is necessary, including large language models, data fusion techniques, and classic sampling methods. The objective is to use the most appropriate tool for the task, recognising that different situations require different tools.

What are practical steps to align measurement strategies with long-term business goals?

Businesses should curate their own data to fill gaps in customer and prospect information. Look at a complete view of the market, including both current customers and prospects. Consider data beyond just online interactions, as a significant portion of retail still occurs offline. The key piece of advice is to learn from your own data and experiment continuously. Implement a virtual cycle of learning and experimentation to improve measurement practices.

How can you foster marketing measurement collaboration among stakeholders?

Sessions like MeasureUp are essential for bringing together Publishers, Agencies, Researchers, and Advertisers. Engage with trade organisations that deliberately cross-pollinate ideas and knowledge.

What are your thoughts on the influence of AI and automation on marketing measurement?

AI and automation are new, and businesses should experiment to understand their capabilities and limits. There are no definitive answers for AI yet, so businesses should explore different options without putting all their bets on one horse.

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Brad Glading
**Group Manager
Media & Insights**
MediaWorks

> *Seek out different partners that can help you unlock your data.*

What are the key technologies or tools for the future of marketing measurement?

At MediaWorks, we see tremendous potential in the evolution of Customer Data Platforms (CDPs). The ability to collect and integrate first-party data across various touchpoints is revolutionising how we understand consumer behaviour. This capability is crucial for developing more effective products and optimising our media offerings.

CDPs provide a unified view of audiences, enhancing our ability to deliver precise, data-driven insights to our advertising partners. This not only elevates audience targeting and campaign effectiveness across our audio brands, but also drives innovation in how we connect brands with their customers.

How can you build marketing measurement collaboration among stakeholders?

The key lies in integrating traditional syndicated research and audience metrics with advanced behavioural data and analytics to create a comprehensive view of the consumer—considering their behaviours, beliefs, and preferences. As the industry strives for better targeting and more impactful communications, this holistic approach is essential.

We recognise the role of industry bodies in setting standardised metrics for audience measurement and engagement. These industry bodies serve as neutral facilitators, bridging the gap between media owners, agencies, and brands. By establishing consistent measurement standards across diverse media channels, they have the ability to enable a unified narrative that benefits all stakeholders.

What are your thoughts on the influence of AI and automation on marketing measurement?

AI and automation have the potential to revolutionise marketing measurement by significantly accelerating a lot of traditionally manual processes. However, the quality of the data being fed into these systems is paramount to avoid generating misleading or inaccurate results. As an industry, it's really important that we strike the right balance between automation and human effort / intervention. Human expertise is really important for strategic guidance, nuanced decision-making, and maintaining clarity in our approach. AI should augment, not replace, the human touch that is essential for doing what we do on a daily basis.

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Rhys Heron
Managing Director
Mi9

What are the key technologies or tools for the future of marketing measurement?

Focus on measuring the right things. The excitement lies in people thinking critically about what they should measure and why, then selecting the right technology to record those metrics for their business.

What are practical steps to align measurement strategies with long-term business goals?

Understanding long-term business goals is crucial. Measurements at the campaign level should align with the overall business strategy, ensuring that campaign metrics contribute to achieving those goals. Use the same language around the table, no matter who is around the table.

What are your thoughts on the influence of AI and automation on marketing measurement?

Businesses need to consider the affordability of AI and automation technologies. The investment should align with the business's goals and capabilities. AI can assist with analysis and reporting, but the level of investment will depend on the size and sophistication of the business. Large corporates and small SMEs will have different needs and resources. Educate yourself and make sure to check the work coming out of AI.

How can you build marketing measurement collaboration among stakeholders?

Collaboration starts with the client understanding their business goals and measurement objectives. There needs to be alignment between the business outcomes sought and the measurements taken at the campaign level. This requires dialogue between technology providers, agencies, and the business. Build a framework that works for your business objectives. As a client you should own the measurement as it is your investment.

Each stakeholder brings something to the table, and they need to be upfront about their contributions to ensure everything lines up to deliver meaningful business outcomes, such as revenue, profitability, or strategic achievements. Make sure everyone around the table is using the same language and are aligned on the strategies

Carl McLean

Head of Marketing Science Meta

> *Measurement is very much a journey...it's a virtuous, ongoing cycle of 'Measurement 360'.*

What are the biggest disruptors in the marketing measurement landscape?

The role of machine learning has already had a significant impact on the measurement industry. Market Mix Modelling (MMM) now has agile, semi-automated solutions that were not available five to ten years ago. These solutions - such as Robyn developed by Meta - are making MMM more freely accessible to companies, advertisers, and agencies. This democratises access to measurement where partners may not have had the financial and/or time resource to run these solutions before. Amplifying the community of MMM methodologists in this way helps to raise the floor on measurement for an even wider spectrum of businesses who can now run MMM at scale and speed.

What are the emerging trends?

As privacy concerns become more prominent, we have seen an increasing focus by advertisers and agencies on what are commonly referred to as 'clean rooms'. Meta's Advanced Analytics (AA) is a secure server environment enabling SQL-based custom measurement and analysis through conjoin of client CRM data on the one hand with Meta data - and all in a privacy safe context. This helps to unlock new insights through custom analysis and drive performance. Some of the common use cases we have seen across AA instances have included campaign monitoring and insights, custom attribution and measurement and incrementality and deep funnel analysis.

Overall, this supports our broader mission to help advertiser unlock ,maximum business value by offering trusted measurement solutions that deliver actionable insight

How can you build marketing measurement collaboration among stakeholders? what practical steps can be taken in aligning to long term KPIs?

Measurement is very much a journey - and as such it works much better when all stakeholders have a common understanding of the goals and objectives. At the start of this journey it's well worth bringing all stakeholders together to review current measurement solutions being run, and to and define the objectives and KPIs that these are (or are not) working towards. Mapping this will help to identify any areas of misalignment or gaps as well as offering the opportunity to look to first party data sources to build a more advanced analytics practice.

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Carl McLean

**Head of Marketing
Science** Meta

Once this baseline has been established, businesses can then look at different methodologies needed to build on this foundation and embrace a holistic test-and-learn approach to incorporate all new and existing marketing strategies.

In turn this will provide potential opportunity to calibrate between solutions to identify true performance (e.g. using incrementality experiments like lift to calibrate attribution or MMM). This then brings us back to the start of this journey: bringing stakeholders back together, but this time to review progress and learning to date and define new objectives on this basis to inform the next iteration: a virtuous ongoing circle of 'Measurement 360'.

By employing a 360-degree approach in this way, businesses can use multiple measurement solutions in a connected framework across stakeholders to track all components of a marketing strategy. Measurement 360 very much lies at the heart of the way that Meta works with agencies and advertisers to leverage measurement as a driver of business growth

Tim Pointer
Founder
Reason Agency
and Rescue.Metrics

> *Emerging trends include moving away from cookie-based targeting and the potential for AI to simplify MMM.*

What are the biggest disruptors in the marketing measurement landscape?

Privacy is seen as the biggest disruptor. Legislative changes in Europe, Australia and the US are altering how marketers can measure individuals. Consumers are becoming more aware and opinionated about their data privacy, driving innovation in privacy-compliant measurement methods. It's important that marketing teams think privacy focused Over the next 12 months, generative AI will level up all brands ability to communicate and play in the creative space. Building a brand will become more about improving the service, product or customer experience, rather than how creative the campaign is.

What are the emerging trends?

There is a shift towards more advanced technologies that are better than cookie targeting, though they require technical setup. Marketing teams need to spend the time to understand and educate themselves on the ways they can advertise and target in a privacy safe way. Mixed Media Modelling (MMM) - this has been a buzzword but is difficult and expensive, but AI has the potential to simplify and commoditise mixed media modelling, making it more accessible for brands. Do your homework and educate yourself on what you think would work for your sector and business

What are the key technologies or tools for the future of marketing measurement?

AI can support marketers who may not be strong in statistics, helping with data crunching and complex modelling. Start small and don't be scared to get it wrong. The more you trial and test the better you will get. Technologies that allow brands and publishers to create one-to-one relationships while preserving privacy are exciting for both measurement and brand communication. Marketing teams should educate themselves on these technologies like clean rooms, Customer Data Platforms (CDPs) etc.

What practical steps can be taken to align marketing measurement strategies with long-term business goals?

Ensure you have a deep understanding of how the business makes money and where the most profitable areas are. Talk in the same language as your finance and strategy teams. Marketing leaders need to talk about how they impact the businesses bottom-line. Understand the vision of the board, CEO, or founder to ensure measurement strategies align with the future direction of the business. Ensure that measurement strategies are not disconnected from the actual goals of the business, which can lead to failure.
Work across the business to drive alignment on measurement techniques and signals. *(Continued...)*

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Tim Pointer

Founder

Reason Agency and Rescue.Metrics

Start with top-level alignment and filter down to ensure the whole business is aligned around the measurement strategy.

How do you foster innovation in teams for forward thinking measurement strategies?

Assign product hats to individuals who can innovate within their specific channels, thereby decentralising the innovation process. Encourage testing and iteration rather than trying to develop a perfect strategy upfront. This approach helps in dealing with complex problems more effectively. Be brave.

How can you build marketing measurement collaboration among stakeholders?

Facilitate a single metric that everyone is working towards, ensuring alignment across multiple agencies and publishers. Report back to your partners so they know the outcomes of the strategies they are deploying. Share insights and understand the entire value chain to create better products and experiences. This level of collaboration can help Publishers and Agencies better understand what drives business outcomes, so keep the feedback loops live and consistent.

Kirsten Riolo
Head of Publishers & Platforms
Nielsen Australia

> *"Improving measurement practices requires a balanced short-term and long-term view, with honesty and alignment among all parties."*

What are the biggest disruptors in the marketing measurement landscape?

A couple of things are having an impact on the landscape, one is the variety of measures which are now available in the market and the other is the impact of privacy regulations on what can and should be measured.

With these impacts, we are now facing the challenge of being able to achieve scalable, replicable, and useful data measurement in a way which is efficient for all parties involved. Advertisers will still need reliable and accurate measurement to ensure their marketing efforts are effective, but the cost of implementing such measurement systems can be high, and so finding a balance between what can be covered and the value it will deliver is an important consideration for measurement solutions.

What is your best advice for improving marketing measurement practices?

When working with a measurement system, it's crucial to have both a short-term and long-term view. All parties involved should be clear about their needs and what can realistically be achieved. Also having the ability to know which of the metrics are going to be the best read of how you're tracking and enable you to course correct (and quickly if needed) is important. Honesty in these conversations is key to successful measurement practices. Make sure your stakeholders and solution partners are clear on what you will and won't be measuring and how you will use that information to drive business outcomes and commercial success.

What are your thoughts on the influence of AI and automation on marketing measurement?

AI is everywhere, and businesses need to decide which part of the AI ecosystem they want to engage with. They need to understand the inputs and the quality of the data being used, to a high degree to ensure that the outputs presented back are correct. A significant challenge can be managing the bias that can be introduced through various data streams. Calibration with a human factor in some way is essential to evaluate accuracy. Implementing a balanced data system to verify information coming through any technology, including AI, is so important. As businesses migrate into AI ecosystems and data systems, they need to ensure that consumer verification remains a priority through the development and analysis stages. This will be a key aspect of preparing for the future of measurement. Know your data's limitations and be clear on what you want AI to do.

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Nicola Yates
Senior Marketing Manager & Chapter Lead Media Planning
Woolworths

" Aligning measurement strategies and objectives with the customer funnel is crucial. "

What technologies or tools should we be focussed on for the future of marketing measurement?

Exciting developments include real-time brand trackers that provide immediate insights into brand metrics. Tracksuit is a key platform for real-time measurement which means brands no longer have to wait for traditional reports that can take months to produce.

What practical steps can be taken to align measurement strategies with long-term business goals?

Align measurement strategies with the customer funnel to understand how different stages impact business goals. Get your business leadership aligned and clear on what signals you are measuring. Be clear on the impact of the signals to your business metrics.

Ensure senior stakeholders understand the measurement objectives and expected outcomes, such as not expecting immediate sales results from a brand campaign. Use the right language for your stakeholders.

Don't over complicate it. Start with a basic framework that provides a strong foundation for aligning measurement strategies with long-term business goals. Then start adding to it and be deliberate about what gets added, and the value of the additions.

How do you foster innovation in teams for forward thinking marketing measurement strategies?

Use thought leadership pieces and events like the IAB Measure Up to inspire team members who are less interested in data. Foster the curious minds within your teams and celebrate the predictions that go right and wrong! It's about trying and testing your approach.

Understand your team's strengths and areas for development. Not everyone can be converted into a data-loving measurement person, so focus on leveraging individual strengths. Combo the right minds to cause good friction

Continuously engage and inspire team members to foster innovation and develop forward-thinking measurement strategies.

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Key Takeaways

Five overarching marketing measurement themes emerged from MeasureUp:

#1 The Resurgence of Media Mix Modelling (MMM) and Econometrics

With the foundations of direct digital measurement disrupted by changes in the ecosystem, the importance of MMM and econometrics has resurfaced as a key approach to understanding marketing effectiveness, evidenced by the release of new open-source models by major digital platforms.

#2 The Importance of Actionable Insight:

With the vast amount of data and sources available to marketers, it is important to ensure measurement strategies are aligned with business objectives and tied to decision making, otherwise they merely contribute to more noise.

#3 Stakeholder Collaboration:

The importance of collaboration and shared understanding across businesses, clients, agencies, publishers, and other stakeholders, as well as leveraging consistent metrics, was emphasised to establish clarity and alignment in driving successful outcomes.

#4 Focus on Privacy:

Increasing attention to privacy concerns is shaping how the industry can measure, such as the rise of clean rooms and econometrics for privacy-compliant measurement. This reflects the growing importance of first-party, consented data and need to balance how we capture and leverage data with privacy regulations.

#5 Impact of AI and Automation in Measurement Practices:

Advanced automation through AI brings with it affordability and speed, though it also carries risk requiring high-quality inputs and experience to apply the findings and avoid misuse or inaccurate outputs.
The importance of experienced human inputs and supervision was a recurring theme.

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