

# Five steps to get started with digital media measurement

By 2024, digital ad spend will reach

**\$646 billion**<sup>1</sup>

Of that, billions are wasted each year because of ad fraud and invalid traffic (IVT).<sup>2</sup> Digital media measurement can help advertisers avoid investments that aren't brand-safe or brand-suitable.

## Maximize impact with digital media measurement

An effective digital media measurement strategy helps those who buy, sell, and implement digital advertising **get more value with every impression.**

### For advertisers and marketers, it



**Ensures efficient spend**



**Minimizes risk by identifying IVT**



**Provides a consistent baseline for assessing campaign effectiveness**



**Acts as a data-driven guide for optimization**

### For publishers, it



**Maximizes advertising revenues**



**Builds trust with advertisers and generates confidence**



**Identifies brand-safe and brand-suitable ad environments**

## Five steps to build your digital media measurement strategy

### 01 Identify KPIs

Align KPIs with objectives and tailor them to your ad platforms and digital channels. Group KPIs by what they're measuring—verification, attention, control, and outcomes.

### 02 Be thoughtful about allocation

Use historical campaign performance and industry benchmarks to challenge media plans if needed. Explore new and emerging channels—such as connected TV—by testing prior to heavy investment.

### 03 Demand cost transparency

Cost transparency is essential—working media, talent, data, technology, and all other costs should be outlined up front. Measurement can track channel investments, benchmark media investments using historical campaign data, and access platform reports to identify gaps.

### 04 Set your sights on quality

Take steps to ensure campaigns drive valid, viewable impressions.



**Determine your brand's risk tolerance**



**Outline brand safety guidelines**



**Invest in responsible media practices**

### 05 Optimize for performance

Optimization should be a standard part of your measurement practice. Analyze performance across all partners, channels, and ad formats to identify underperforming campaigns and move spend to more successful programs. Ensure post-campaign analysis includes recommendations for improving future campaigns.

## Conclusion

In an increasingly complex advertising landscape, digital media measurement gives you the cross-campaign transparency you need to track and optimize performance. Avoid wasted spend and improve ROI by building a strategy to ensure your program runs smoothly from the start.

## See the impact of digital media measurement

Get a real-life example of measurement's impact on campaign effectiveness and performance for Oracle partner, Etisalat.

[Get the story](#)

<sup>1</sup> Statista, "Digital advertising spending worldwide from 2019 to 2024," May 2021.

<sup>2</sup> Insider Intelligence, "Digital Ad Fraud 2020," February 11, 2020.