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Advertising

Measurement Innovation

How to evolve your ad measurement strategy

Across social, streaming music, video, gaming, and entertainment we face the reality that people have access to more media than they can possibly consume in their lifetime.

State of the industry

With new devices and streaming services, consumers have more choice than ever when it comes to media. Previously advertisers could simply run broadcast television ads, measure reach and frequency, and place their focus on brand messaging. That world doesn't exist anymore. Today, Oracle Advertising knows from the Oracle ID Graph that people have on average, about five devices from which they consume media.

Now, consumers have an endless choice. The same thing applies to publishers. Broadcast publishers are reinventing the ways they think about creating content. Add to that a growing consumer demand for quality content, and with more media supply, time spent is at a substantial high. Across social, streaming music, video, gaming, and entertainment we face the reality that people have access to more media than they can possibly consume in their lifetime.

A growing amount of this content lives on subscription-based and ad-free platforms. For example, Netflix spent about $15 billion on programming. In 2019, Apple joined the fray with $6 billion committed to original programming, and the advent of new steaming services like Disney Plus further increases this pool:

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So, it's imperative that whether you're a media buyer, a brand, an agency, or a publisher, you need to rethink the way you capture the attention of your core audience. An audience with an endless choice, and increasingly divided attention, means making brand impact is more complex than ever before.

Measurement maturity

Measuring attention is critical to strengthen digital performance, since attention signals provide the clarity into a myriad of ways your brand message is received by consumers. But not all measurement providers have the toolkits, advanced metrics, and the rigor that media sellers need to craft a repeatable process and distill actionable learnings from their digital efforts.

Moreover, keeping up with and being part of what is driving innovation is critical to ensuring your strategies are applicable when new platforms, new metrics, and new environments arise. For example, without distilling regular feedback to make improvements to existing services, the future of measurement is a one-sided conversation that leaves both client and provider with a handicap. It's reasons like this why both media sellers AND marketers have trouble developing custom frameworks for measuring ad effectiveness.

We believe solving that problem is a journey, not a destination. Measurement is a constant evolution, and within every campaign, exists the potential to transform your digital strategy toward better outcomes. There continues to be a demand for more transparency as the space further fragments. And that's no shock given that almost $6 billion in estimated bot fraud was lost in 2019.

Measurement maturity with Moat Analytics

Almost $6 billion was lost to bot fraud in 2019

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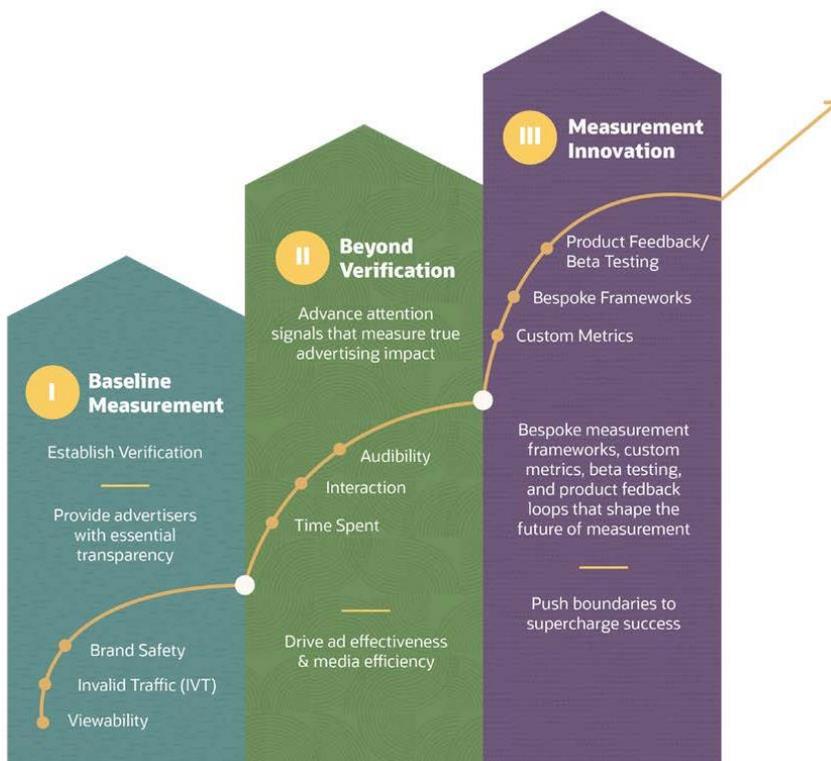
1. Baseline measurement

Establish the baseline measurement required to ensure your advertisers' brand dollars are not only protected, but also able to make an impact with your intended audience. This means consistently monitoring and ensuring viewability, invalid traffic, and brand-safety reporting across campaigns.

Invalid traffic

Our best-in-class invalid traffic (IVT) solution has been on the front lines of detecting and bringing down fraud rings in partnership with the U.S. federal government. While many people's posture around IVT is simply to "wish it would go away," we are hard at work with Oracle's tech stack behind us to achieve that. When we look at more emerging spaces, like Connected TV, it's still a relatively immature medium that struggles with transparency issues and a lack of standardization.

Brand safety to brand suitability

If we examine brand safety, it's been about more than the binary of "good" and "bad" media placement. Brand suitability is nuanced, and a simplistic view of brand safety can leave brands exposed. Every brand has an approach that suits their needs. It's a balancing act of assessing your brand's areas of risk and determining where too much caution might result in lost opportunities.

We believe in the evolution of brand safety: from basic blocklists to avoiding funding "bad actors" to understanding each brand's risk tolerance and ultimate brand suitability. And our best-in-class technology understands not only what's happening on the page, but also the relationship between words. With near instant build and deploy capabilities, our brand safety allows for customization and agile responses to ever-evolving content.

There are four levels of sophistication:

Intelligent targeting audiences

Through Custom Targetir & Predicts segments

Level 4

Brand suitability

Custom brand safety, mitigating risk while aligning to opportunity

Level 3

Baseline

Prebid protection of brand safety, viewability and fraud

Level 2

Legacy

Domain and keyword level blocklisting and targeting

Level 1

2. Beyond verification

Once you have a solid grasp on your baseline, take things one step further. Evaluate how Oracle Moat's advanced attention signals can unlock the insights that power ad effectiveness and help your brand to optimize toward the engagement signals that drive your KPIs and intended outcomes.

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Brand suitability verification signals can drive brand impact

Advertisers are still unsure how to measure their cross-channel impact that results from digital campaigns, and because of this, cannot measure the true value of their online investments. Consistent measurement tied to an outcome has been long delayed and marketers are calling for the industry to respond with answers. Valid, viewable, and brand safe was intended only as a starting point. As an industry, our focus on measurement hasn't evolved much past human, viewable, and brand-safe impressions. Those signals are important because they set the baseline for us to measure what truly matters and should be considered table stakes that set the foundation to measure true brand effectiveness. By connecting campaigns to signals that unlock true measurable impact, marketers can discover how attention becomes an outcome. This offers further potential to fill gaps and complement other datasets used to evaluate brand impact.

Verification services give ads a chance to succeed— but it's the impact after the ad is seen that matters
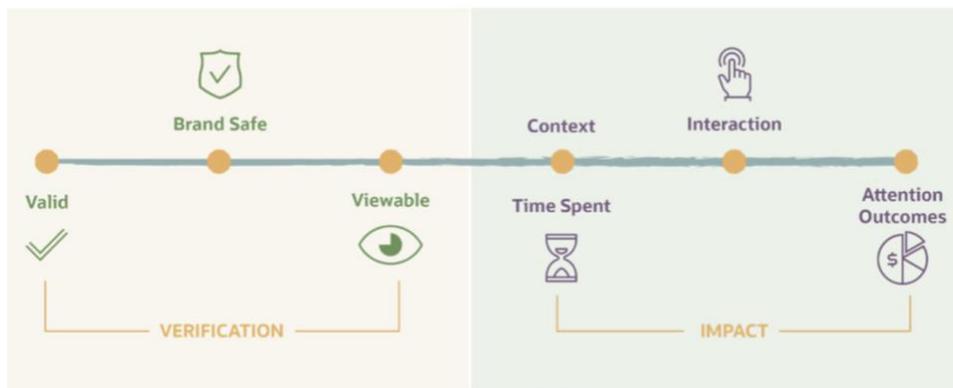
3. Measurement innovation

Your journey now reaches the height of measurement innovation. Through bespoke frameworks that weave attention signals in with your proprietary metrics, to establishing a custom metric that can be always-on. In addition, this stage means you advance toward opt-in beta testing for new product features and participate in feedback loops that allow us to help shape the future of measurement together.

Cross-channel measurement

More than 55 percent of adults are watching more video, which has expedited the need to innovate on streaming services and TV, according to eMarketer.

Marketers are experimenting with formats beyond traditional social media posts and editorial-style content.

Brands are looking to establish themselves as trusted experts and give customers a reason to return to their websites. That allows them to convert more visitors into leads down the line. A robust content-led marketing strategy encompasses both content creation and a plan for multichannel dissemination. Similarly, publishers and platforms look for ways to entice brands to amplify their content strategy

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through sponsored content programs that span display, video, and emerging formats.

To optimize toward attention, you must understand attention in all its forms —

The ability to solve for measuring attention across screens now, is especially crucial. Measurement needs to reflect real life, and this is real life. You need to have the ability to answer more complex questions other than was this household reached?

With Oracle Moat Reach marketers and publishers can make real-time improvements in advertising efficiency by revealing opportunities for optimizations through full-picture measurement of customers and campaigns.

Speak to an Oracle Moat representative to find out how to implement a sophisticated measurement strategy that propels your business toward better outcomes.

You will want to know:

- How many impressions should we count in this picture?

- How many more times did they receive the same ad?

- Were they all relevant?

- And was anyone paying attention?

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