Defining Moments in Media Measurement

From the open internet to the privacy era

A journey through the evolution of marketing metrics and what lies ahead

EARLY ADVERTISING

1950s

Nielsen GRPs measure reach and frequency of television ads

The gross rating point of a campaign is the percentage of viewers multiplied by the average number of ads viewed. GRPs are an early example of correlative measurement, where views are assumed to equal impact.

1980s

Marketing and media mix models introduced

To solve for the increasing volume of media channels used by advertisers, econometric response models are adopted with the use of early computer systems. Though still correlative, MMM's provided more customizable solutions for complex advertising portfolios.

OPEN INTERNET

1994

Cookie invented

Netscape Communications engineer Lou Montulli creates the first HTTP cookie to help websites remember a user's preferences and login information. This user tracking system would eventually be leveraged in click-based attribution methods.

1995

Birth of ad networks

DoubleClick, eventually acquired by Google, is founded as one of the first internet ad networks, streamlining the marketer's ability to purchase display ads across multiple publishers.

late 90's

Last-touch attribution is born

With the proliferation of ad-supported web publishers and user tracking technology, click-based attribution was born. Last-touch became a predominant method, giving correlative "credit" to the last ad seen before a site visit or purchase, whether or not it was incremental.

2000

2006

Rule-based attribution is born

ClearSaleing delivers flexible attribution for retail using "Purchase Path" technology.

2007

Social ads launched

Facebook launches Social Ads, allowing marketers to purchase their own ads across the platform in a self-serve capacity.

Algorithmic attribution comes to market

Algorithmic attribution pioneers like Visual IQ, Adometry, and Convertro chase the dream of using a universal ID to deterministically map all user-level media events to a desired action or conversion.

2010s

Multi-Touch Attribution

With rising display investment, MTA came to market as an improvement over Last Touch to help justify display's role higher up in the funnel. MTA's simple promise, to track the user journey in "touchpoints" that received fractional attribution credit, would come to forever stunt the way marketers think about advertising measurement. Its correlative methodology and dependance on user data would ultimately lead to its demise.

PRIVACY ERA

2016

MTA is dead

The privacy era marks the beginning of the end for Multi-Touch Attribution. Higher concentrations of walled-garden ad spend, combined with the impending loss of user tracking data, means click and view-based attribution solutions will rapidly become unreliable for connecting marketing spend to business outcomes.

2017

Google sunsets Ad Server Log File ID

Ad servers no longer allow open web tracking across platforms. One of the first nails in the coffin for click-based attribution. Following this change, publishers were forced to begin adding numerous pixels to their websites to make up for lost tracking, affecting site performance.

INCREMENTALITY ERA

Measured founded

Recognizing the implications of the impending privacy era, Measured runs its first incrementality geo test - empowering marketers to understand the true incremental impact of media spend on sales, without the need for user tracking.

2018

GDPR enforced

EU enforces the General Data Protection Regulation, protecting consumers' personal data and requiring opt-out options for web visitors. The privacy era has officially arrived for technology companies and publishers with users in the EU.

Measured introduces cross channel incrementality measurement

With thousands of incrementality tests conducted to date, the Cross-Channel Dashboard was the industry's first omnichannel marketing reporting system based on causal - not correlative - measurement, helping brands track performance and validate media spend decisions day-to-day.

2019

Cookie deprecation pt 1

Firefox & Safari eliminate third-party cookies, marking an additional blow to marketers' abilities to measure performance against the consumer journey.

Measured automates incrementality tests

By automatically deploying test-and-control ad campaigns to major platforms like Google and Meta, incrementality experiments such as geo, scale, and audience tests become more easily integrated into the modern brand's measurement practice.

2020

2020

CCPA enforced

California Consumer Privacy Act enforced, bringing more stringent privacy requirements to publishers with US users, furthering reducing viability of user-data based measurement.

2021

Apple iOS14.5 & Google Privacy Sandbox

iOS 14.5 introduces App Tracking Transparency (ATT), breaking platform conversion tracking in apple apps. Google rolls out Privacy Sandbox, attempting to solve for user-data limitations by grouping consumers data to bolster anonymity.

25,000th incrementality test deployed

Thanks to innovative automation technology, marketers are able to run up to 8 simultaneous tests at a time, significantly increasing the volume and variety of tests deployed on the Measured Platform.

2022

Google Analytics sunsets attribution

GA is no longer an option for attribution. Following multiple blows from global privacy regulations, GA is no longer a reliable option for attribution due to it's user-data based methodology. Despite it's proven innacuracy, many marketers and brand executives would find it to be a difficult habit to break.

Measured Introduces incrementality-powered budget allocation

Leveraging insights from their incrementality tests, marketers now receive smart recommendations for how to reallocate their budget for maximum ROI. The Measured Optimizer has been reported to save marketers an average of 10 hours per week in spend allocation work and increase blended ROAS by up to 20% in the first 3 months of use.

Measured introduces Competitive Intelligence

Brands can compare incremental performance, media costs, and share of wallet to similar brands.

2023

Cookie deprecation pt 2

Nearly 30 years since the invention of the cookie, Google once again promises to phase out their use of the technology. The cookie's endlessly-delayed "death" demonstrates the market's overreliance on user-tracking technology for revenue generating activities.

Measured has optimized over $20 billion

Measured has helped leading brands optimize over $20B in full-funnel media investments.

Triangulated Measurement with MMM

As marketers look to combine the best of multiple measurement technologies, Measured deploys brand-specific, causal media mix models for every customer, providing even wider portfolio coverage, calibrated by their own incrementality tests.

2024

Google and Meta release modern marketing playbooks

Following decades of promoting user-tracking based measurement, the largest ad platforms' new playbooks firmly validate that the combination of incrementality testing and media mix modeling is the only way to measure marketing's true impact on business outcomes in the privacy era.

2024 & Beyond

Measured introduces ROI reporting for its own platform

In order to help marketers prove the value of their investment in both media and Measured, a new report summarizes Measured's impact to streamline executive reporting and build greater organizational alignment. Many brands report the ROI of Measured is over 50X their investment in the platform.

Ready to see how holistic, causal media measurement can help your brand grow?

Schedule a demo today.

MEASURED

The leading measurement and optimization platform powered by incrementality

Measured is the pioneer and leader of incrementality-based measurement and optimization for consumer brands. Since 2017, leading brands have used our elegant, all-in-one platform to manage, test, plan, and optimize over $20 billion in full-funnel media investments.

www.measured.com