

**C3**

**49%** of marketers cite **siloes** and **incomplete data** as the main reason they question their measurement **accuracy.**

# Brand has always been Performance, but why do we treat it differently?

1

Measuring it is  
hard

2

Impact is seen  
as indirect

3

Focus is often  
on short-term  
incentives

4

Lack of  
education

# **The End Of Easy Measurement: Building**

## **How to restore trust in your marketing measurement**

Data

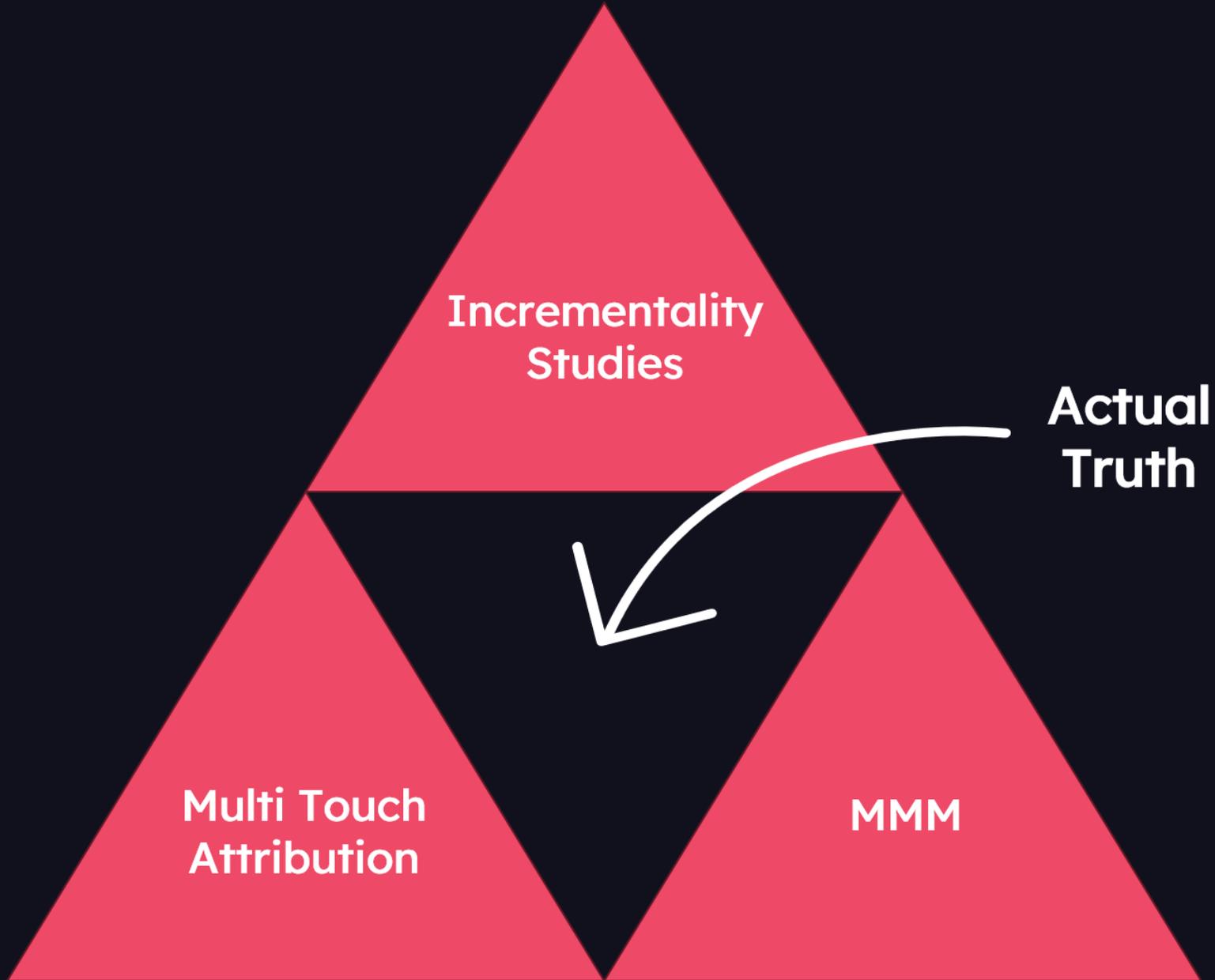
Google's hidden data controls let advertisers block tag tracking

## **Creators work, but measurement doesn't — yet**

# Which leads marketers to rely on metrics in front of them in platform

Brand	Performance
Awareness	Sales
Reach	Revenue
Recall	ROAS
<b>Long Term Metrics</b>	<b>Short Term Metrics</b>

**C3**



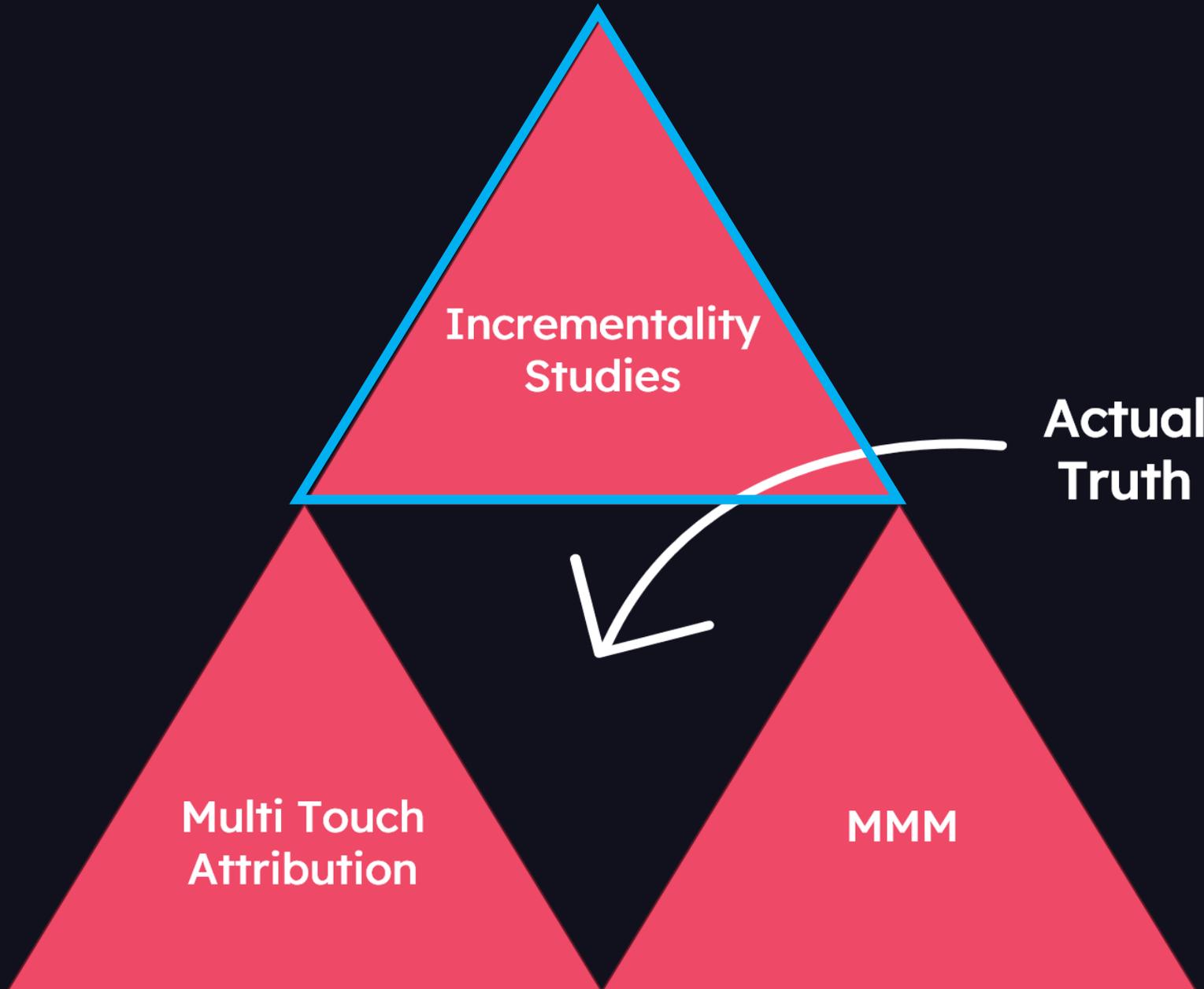
**Incrementality  
Studies**

**Actual  
Truth**

**Multi Touch  
Attribution**

**MMM**

**C3**



Incrementality  
Studies

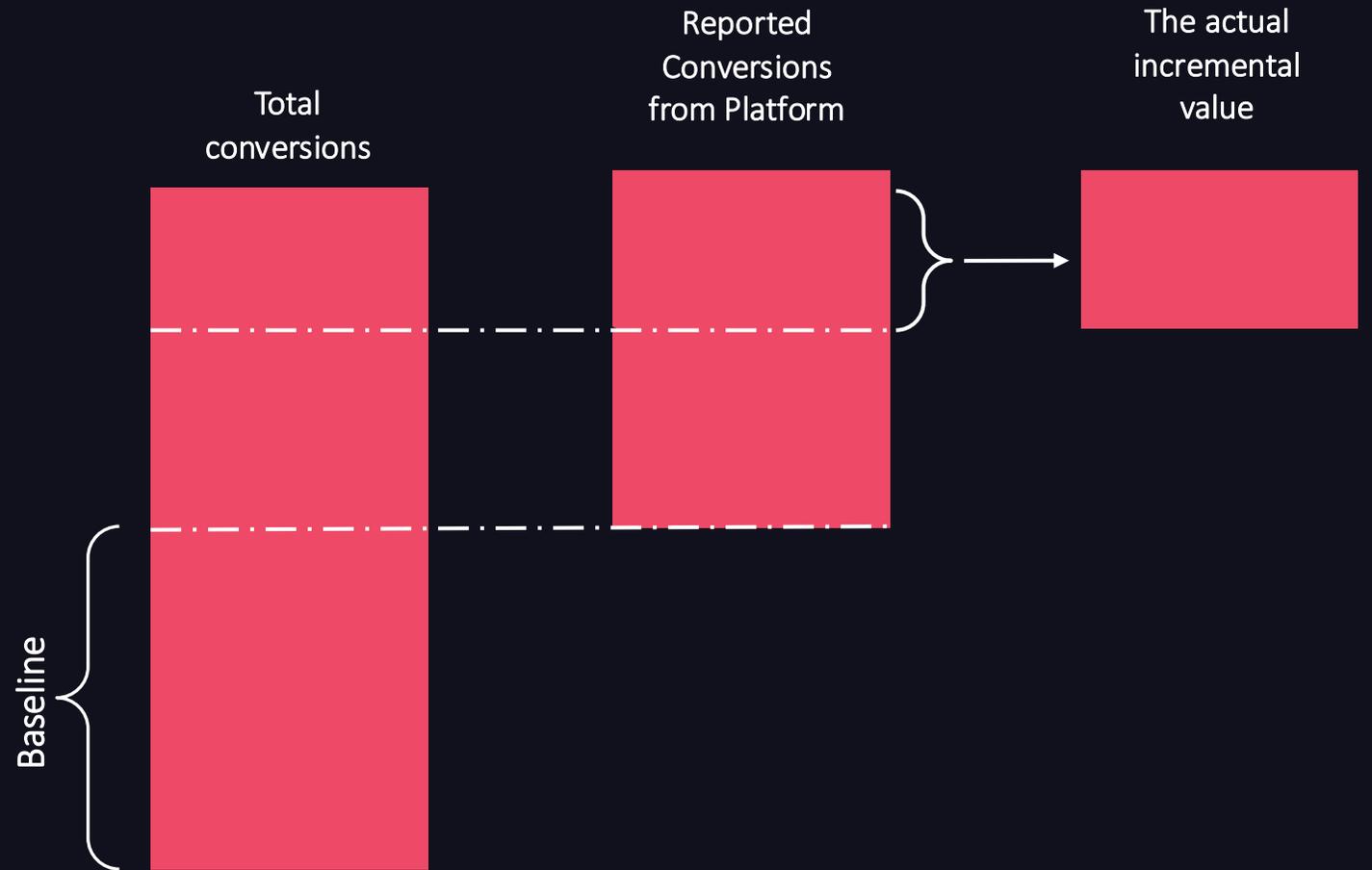
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MMM



Incrementality testing allows us to see the additional value marketing brings against the baseline.





Measuring the causal impact of a combined offline activation, influencer campaign and paid ads to launch a new product.

41M

Impressions from the day

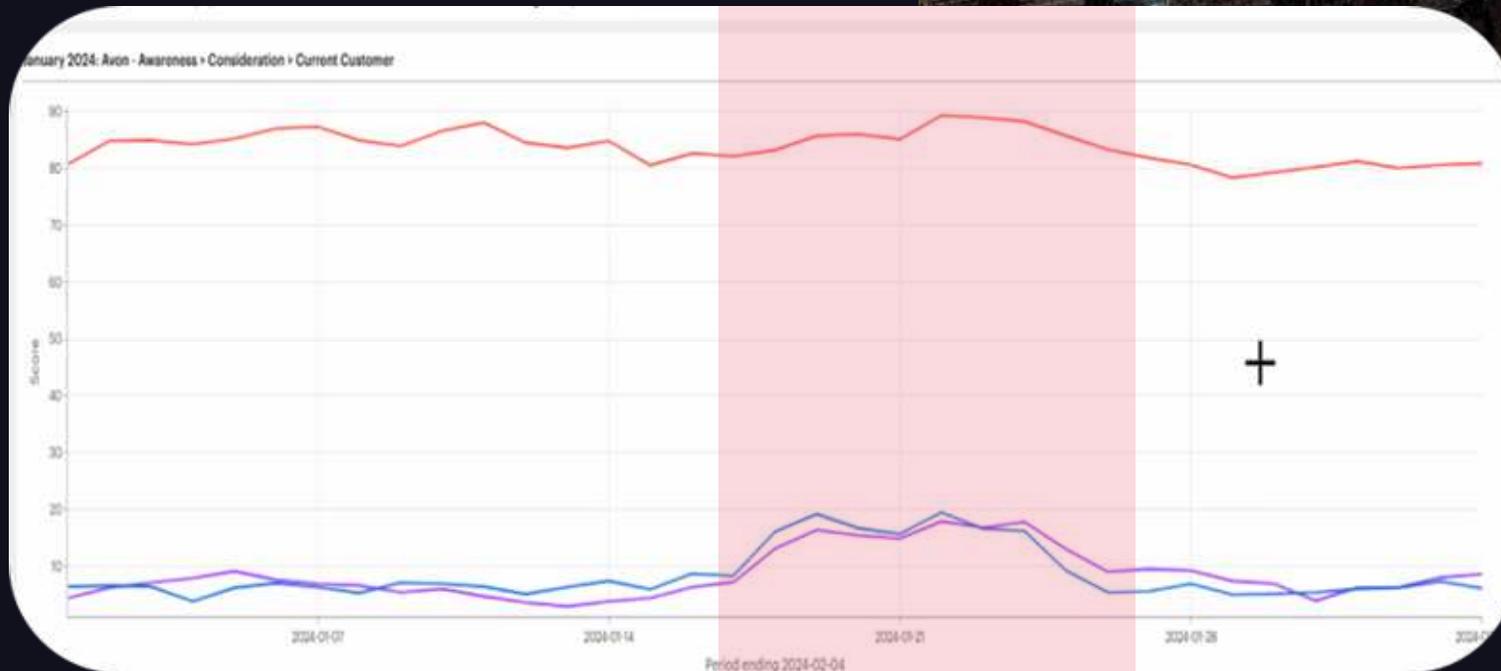
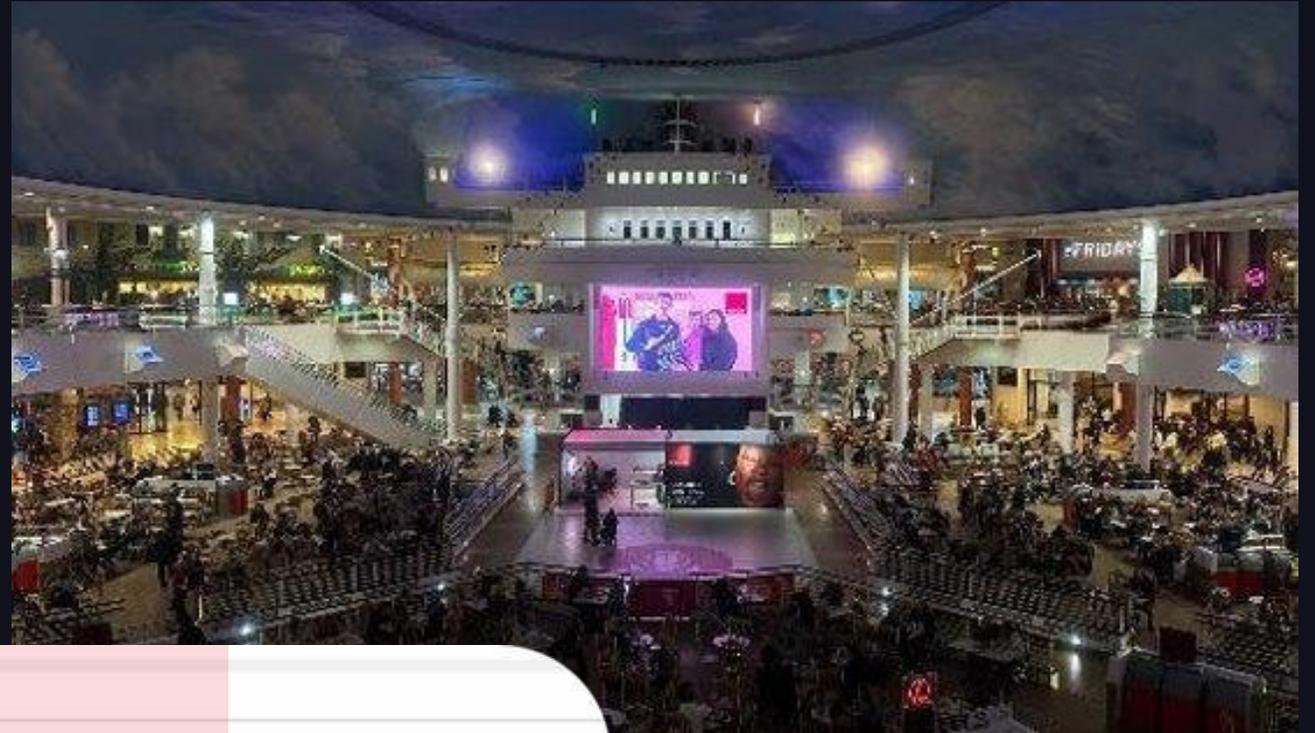
29%

Increase in product category sales in the following week



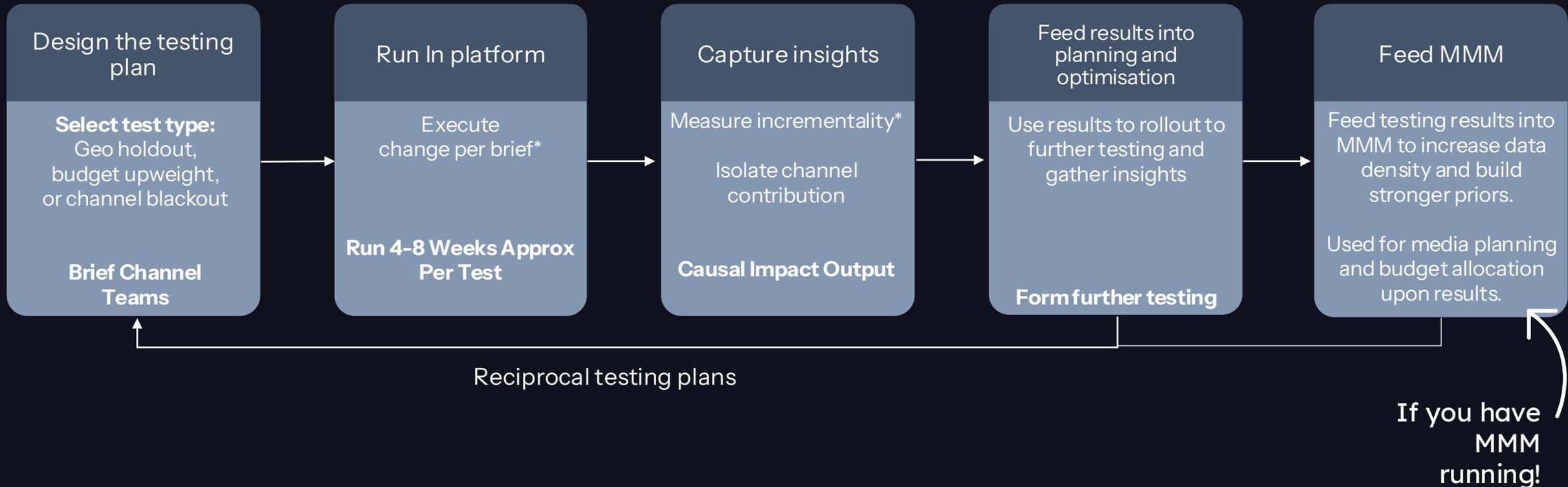
# C3

66% increase in brand consideration and new customers in the North West post-campaign.





# But consistent experimentation and testing is needed to continue to show Brand is Performance





# So how can you get started on your **journey**?

- Start small
- Educate
- Use a multifaceted view

