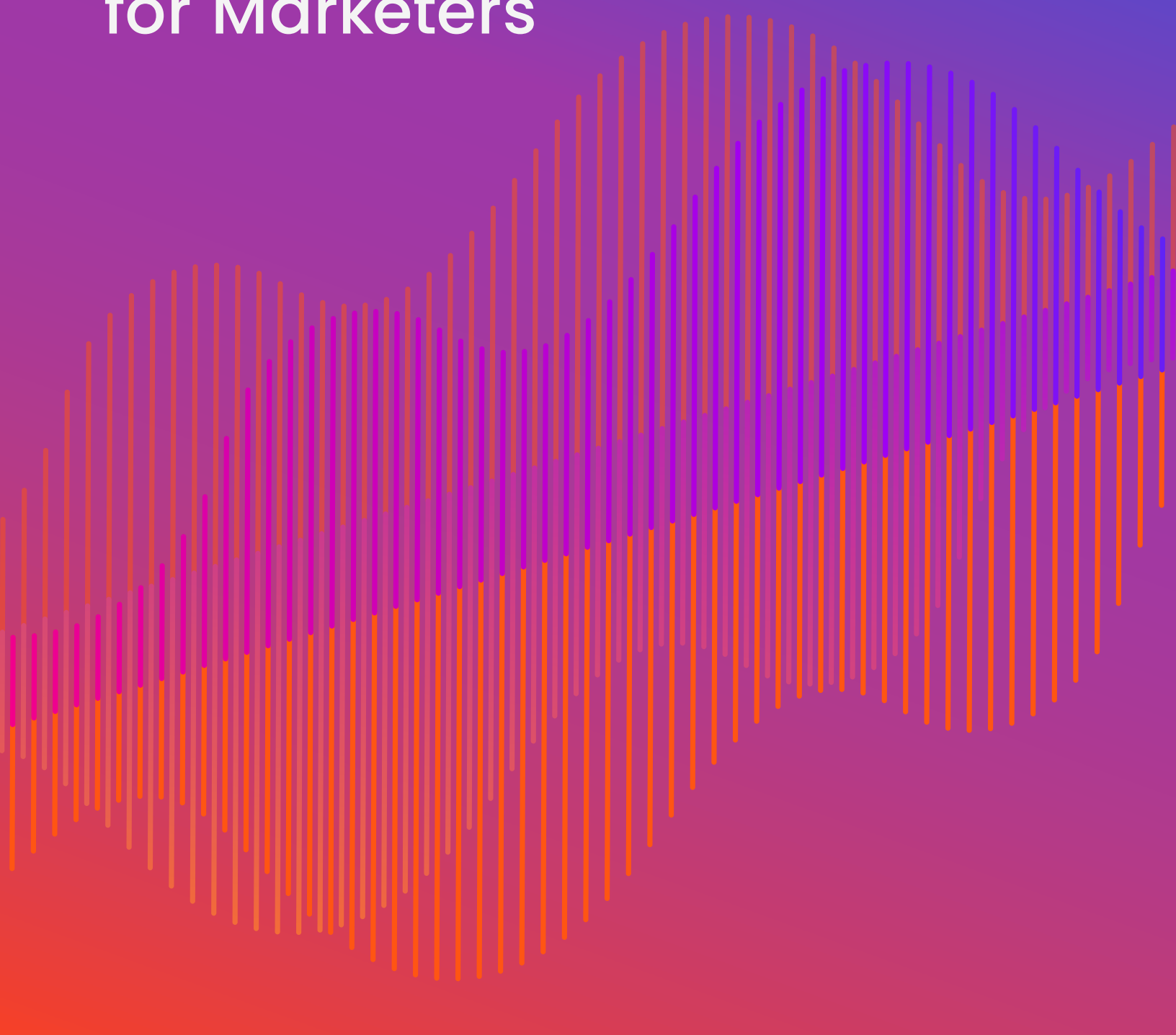




Measurement 101

A Practical Guide
for Marketers



Why measurement matters

Once upon a time, ad measurement may have been treated as an add-on for marketers who had spare budget or extra funds. Today, it's a must-have for modern marketers looking to drive business results. As budgets continue to tighten and internal scrutiny intensifies, ad effectiveness measurement is the engine that drives learning opportunities, fueling accountability, optimization, and ultimately, ROI.

Without robust measurement, marketers like you risk operating in the dark. Opportunities are missed. Blind spots remain unchecked. Dollars are wasted. Measurement shines a light on what works—and what doesn't—enabling smarter decisions at every turn.

This guide will outline what you need to know to start your measurement program, including best practices for success and how to interpret and apply your results.

Planning for success

1. Start with clear objectives

The most successful measurement strategies start with a simple but important step: clarity. By aligning your measurement goals with broader business and marketing objectives, you'll be sure not to miss a critical piece of your plan. Whether your focus is building brand equity, driving conversions, or influencing consumer behavior, you'll want to define what success looks like for your organization—up front—to ensure your measurement plan answers the questions you need.

Many marketers answer these objectives with a variety of metrics. Aligning these with business goals is your first step to building a successful measurement plan. Think about the factors that are most important to you.

Business metrics: How did your campaign influence sales volume, drive increased revenue, build profit, or boost ROI?

Communication metrics: What impact did your marketing efforts have across KPIs like brand awareness, consideration, favorability, and purchase intent?

Behavioral metrics: Where did media exposure drive conversion events like brand searches, website visits or e-commerce engagement?

Planning for success

2. Pick the right partner

Once you've set your objectives, it's important to choose the right measurement partner. Look for partners that offer the flexibility and expertise to capture both brand and performance data and provide insights across media channels and through the marketing funnel.

The best partners can assess the full spectrum of marketing impact across the customer journey, and ensure it aligns with your brand and campaign objectives. As audiences consume media across channels and platforms, getting the full picture of your campaign's impact on individual consumers is imperative. Here are some questions you should ask yourself when considering partners:

Can they provide **insights** into the **full scope of my marketing plan**, including social, CTV, streaming, and other media?

Can they provide **the sample needed for proper analysis** across media channels and my target audience?

Do they have the **industry expertise** to help me set up my measurement plan, and analyze my results?

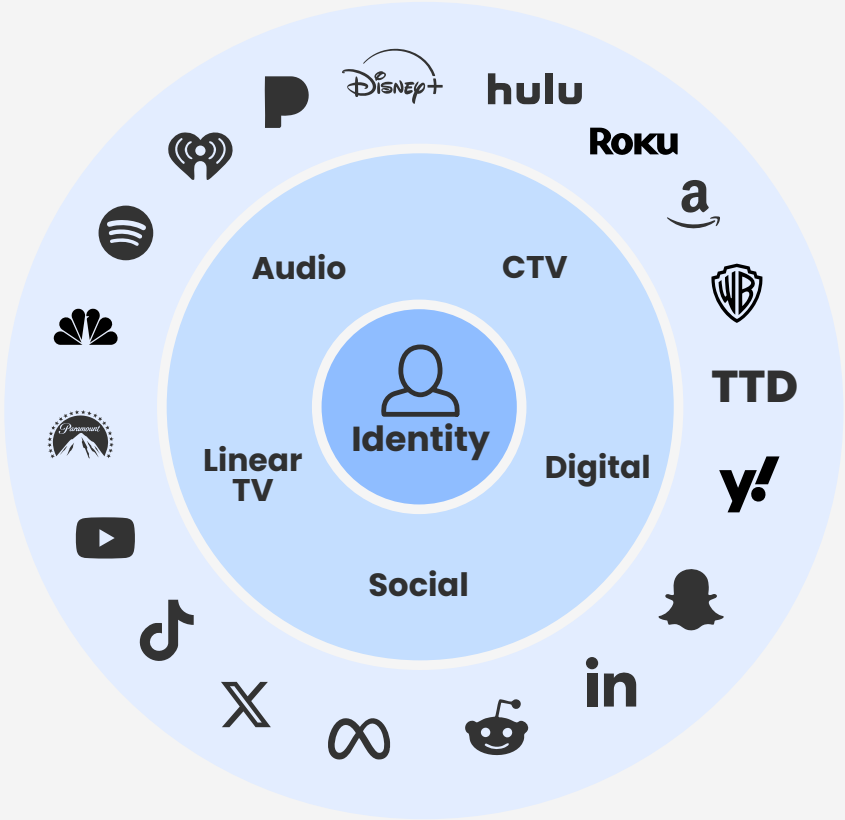
Can they **link campaign exposure to conversion** events like search and purchases, so I can understand my campaign's full-funnel impact?

3. Time is right

Ad measurement shouldn't be an afterthought—it's a best practice in campaign planning. Engaging your measurement partner early ensures proper setup, clean data collection, and alignment with campaign flight dates. An expert partner knows the right time to start in advance of your campaign launch and will make recommendations for check-ins along the way based on flight dates and conversion windows along the customer journey.

What you should measure

At DISQO, we believe you should **measure everything**. Effective measurement covers **all media, across all platforms**. If it's part of your campaign budget, you'll want to know how it influenced audience and consumer sentiments and behaviors. That means understanding how your campaign performs across social, linear TV, CTV, streaming, digital, and beyond. A cross-platform strategy covers the full gamut of your media plan and helps you understand the holistic big picture and how the granular components influence your audience.



Why a superior panel matters

A solid survey and measurement plan can be derailed without a trusted quality panel of respondents. You need access to a large, diverse, and verified audience to ensure statistically significant results and to cover your full campaign across all channels and platforms. Measurement powered by superior data quality—accurate signals, strong identity resolution, and robust sample sizes—leads to insights you can trust. To fuel your measurement plan, you need the unparalleled quality, transparency, and reliability that comes with a panel rooted in audience trust.

When evaluating partners and panels, consider these key factors:

Does the panel's behavioral audience reflect the **overall internet population**?

Does its **scale enable targeting across a diverse range of attributes**, including demographics, that are important for your brand and category?

Are techniques employed to **verify** respondent identity, **monitor** behaviors, and **identify** problematic activity?

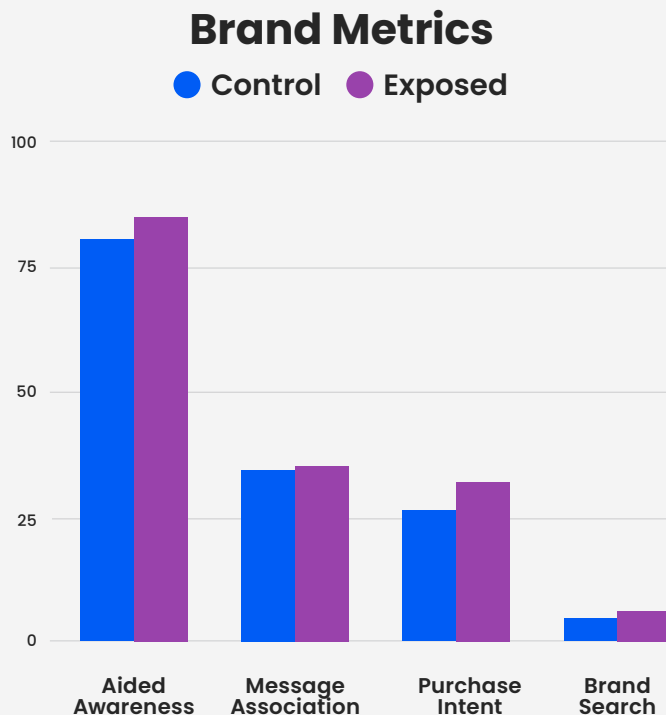
Interpreting and applying results

Data without interpretation is just noise. To extract value, marketers must understand what the numbers mean and how to use them. But it doesn't have to be scary!

Make the metrics make sense

Survey research known in the industry as “brand lift” is foundational to ad effectiveness measurement. By comparing a base of unexposed respondents who are identical matches to respondents exposed to your campaign, this time-tested approach gauges shifts in perception, awareness, and intent—all indicators of how your message is breaking through and delivering impact.

Don't drown in a data dump. Look for statistical significance and focus on metrics tied directly to your goals. Not every shift in a metric is meaningful, and expert guidance is key to knowing what matters. Work with partners who translate findings into actionable insights and lean on benchmarks to understand how your activations stack up in your category.



The **blue bar** represents the **control**, and the **purple bar** represents the **exposed sample**. This campaign drove a 5-point lift in awareness, and a 6-point lift in purchase intent. The lift observed for message association was not statistically significant, indicating issues with the message breaking through in the ads for this campaign. The 2-point lift in search tells us the campaign was persuasive and successfully drove more search behaviors.

Interpreting and applying results

Benchmark performance

Normative benchmarks provide the essential context to understand whether performance is average, exceptional, or lagging. By contextualizing metrics like awareness, consideration, and conversions against industry norms, marketers can benchmark performance against competitors, refine media strategies, and maximize ROI. Normative benchmarks are the key link that connects the dots between campaign performance and real consumer impact—with the vital addition of industry context. Don't drown in a data dump. Look for statistical significance and focus on metrics tied directly to your goals. Not every shift in a metric is meaningful, and expert guidance is key to knowing what matters. Work with partners who translate findings into actionable insights and lean on benchmarks to understand how your activations stack up in your category.

Metric	Campaign Lift	DISQO Normative Benchmarks
Aided Awareness	5pts	1pt
Brand Favorability	4pts	3pts
Purchase Intent	6pts	2.4pts
Brand Search	2pts	0.18pts

When comparing to normative benchmarks for the advertiser's vertical, we see the 5-point delta in awareness is above what typically occurs, indicating this campaign was well-branded and easy for respondents to notice. Additionally, the 6-point lift in purchase intent and 2-point lift in brand search are also above benchmark, further reinforcing the success of this campaign example in driving lower-funnel intent and behaviors.

Takeaways

You don't need to be a data scientist to start.

Measurement systems are meant to be accessible, actionable, and scalable. With access to DISQO's best-in-class expert support teams, you can easily turn data and numbers into insights your organization can act on.

You can't improve what you don't measure.

At DISQO, we want you to measure everything. A comprehensive view of all campaign elements, across all media channels and partners, reveals insight into how your campaigns shape the customer experience and drive results.

Every campaign is a learning opportunity.

Even simple measurement programs can surface actionable insights that elevate future marketing performance. The earlier you start, the more you learn, and the faster you grow.



Measure
everything and
build smarter
marketing from
the ground up

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