

# Marketing Accountability Standards

## Digital Accountability

Charles Cantu  
Cantu Holdings

August 2018  
Boston



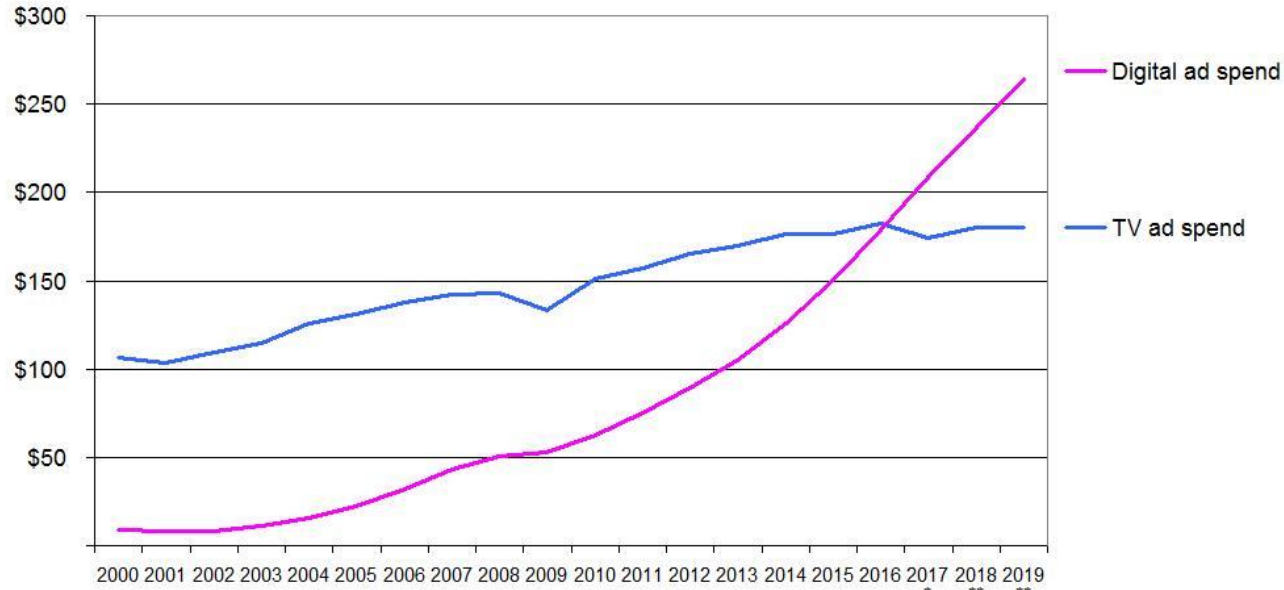
Marketing Accountability Standards Board  
of the Marketing Accountability Foundation

# DAI Project (Under Development)

<b>Project</b>	<b>Digital Accountability Initiatives (DAI) (Papatla &amp; Cantu)</b>	<b>Strategy</b> <b>Conduct Industry Research Identifying Obstacles, Engage Digital and Market Research Industry Experts, Document Solutions</b>
<b>Issue Addressed</b>	<b>Investments in Digital Marketing Have Grown but Accountability Has Lagged</b>	
<b>Project Objective</b>	<b>Identify Obstacles to Digital Accountability, Prioritize, &amp; Launch Initiatives to Resolve</b>	
<b>Expected Outcome</b>	<b>Practical Guidelines for Managing Digital Investments</b>	
<b>When</b>	<b>2018-2020</b>	

# Digital Ad Spend Now Surpassing Television

Advertising Spending TV vs Digital (Global, Billions)



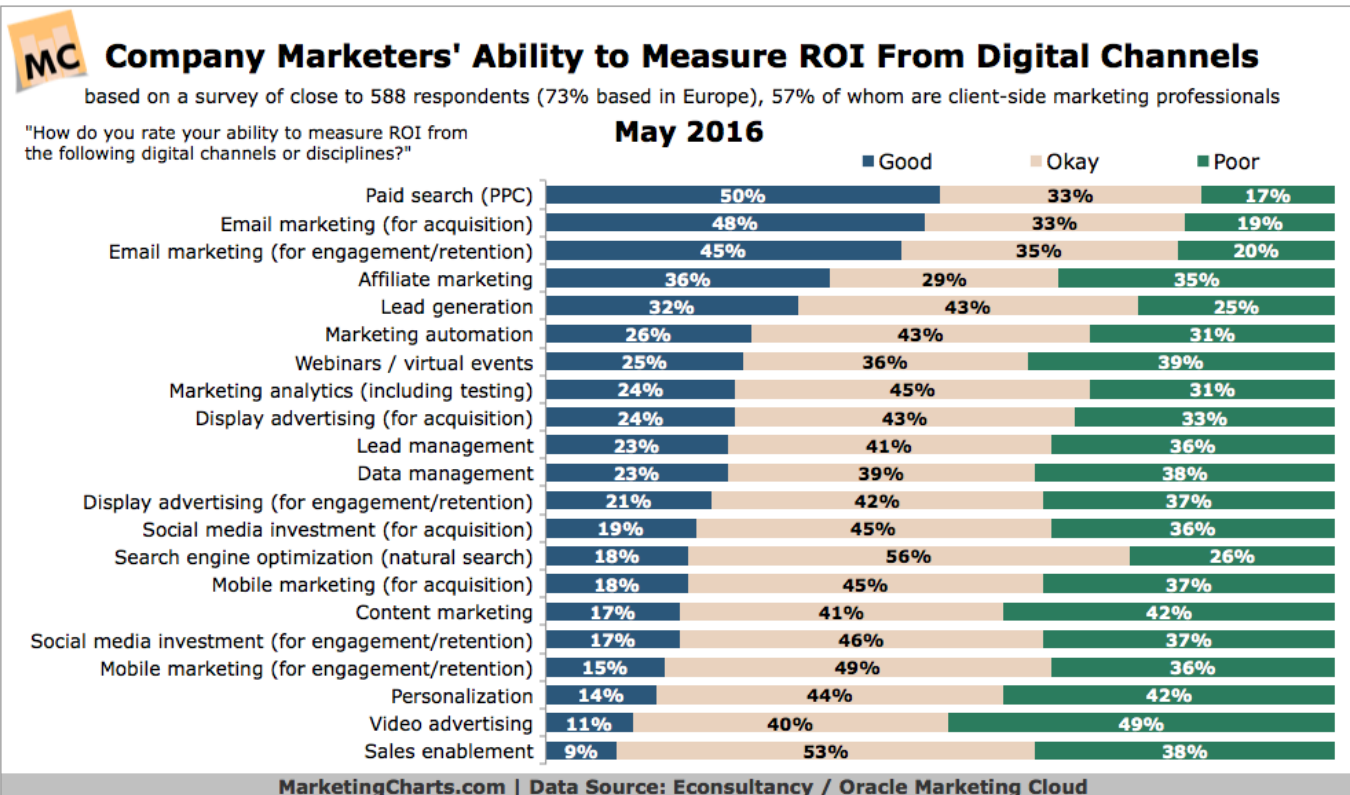
Source: Magna IPG Mediabrands December 4, 2017

\* 2017 estimate, \*\* 2018 & 2019 forecast

**Digital marketing spend grew unabated (\$209 Billion vs. \$178 Billion in TV\*\*) despite continuing concerns**

\*Source: MAGNA

# Ability to Measure Digital ROI Has Lagged



# Two Forbes.MASB EI sessions to understand



# The following issues were identified and ranked

1. Brand safety
2. User experience (tie w/1)
3. Transparency
4. Brand value building
5. Lack of governance
6. Incompatibility of metrics (tie w/5)
7. Data integrity
8. Ineffective creative units (tie w/7)
9. Viewability

**In the future there  
can be no marketing  
accountability if  
digital is not  
accountable.**

**Hundreds of billions  
of marketing dollars  
are at stake!**

# Brand Safety

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## YouTube ads found on extremist content channels, reigniting company's brand safety issues

Just over a year ago, multiple brands boycotted YouTube's ad network after discovering their ads were being displayed alongside extremist content.

Amy Gesenhues on April 20, 2018 at 3:46 pm

ADWEEK

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ADTECH & MARTECH

## With Brand Safety in Focus, Digital Advertisers Are Quickly Shifting Toward Direct Programmatic

While moving away from real-time bidding

By Christopher Heine | April 19, 2017

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AdAge

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## BRAND SAFETY ISSUES GO WAY BEYOND YOUTUBE, SAYS ADVERTISING WEEK EUROPE PANEL

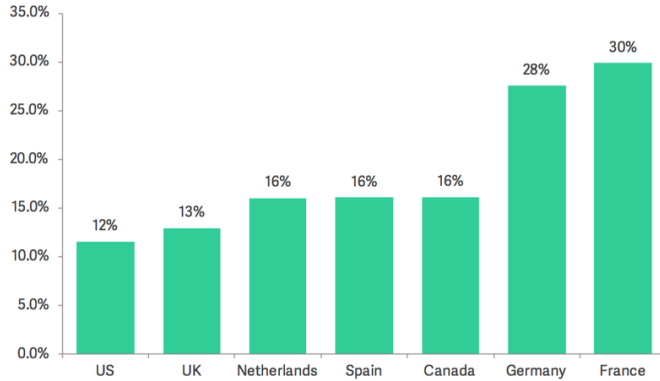
By [Emma Hall](#). Published on March 23, 2017.

AT&T and Johnson & Johnson are the latest big advertisers to halt YouTube ad buys, but the problem of ads and offensive content extends way beyond Google and Facebook, according to a session on terror funding led by The Guardian at Advertising Week Europe.



# User Experience

## Ad Blocking Rates by Country (Page Views)



**Ad Blockers consume more page views than average internet users.** Across each of the markets studied the percentage of page views affected by ad blocking exceeded the percentage of unique visitors, indicating that those who block ads consume more internet content on average.

SOURCEPOINT

COMSCORE

Source: comScore UDM, June 2016 (Desktop users only)

© comScore, Inc. Proprietary.

4

Forbes

Billionaires

Innovation

Leadership

Money

Consumer

2,164 views | Feb 12, 2018, 08:00am

## 14 Non-Intrusive Marketing Strategies To Beat The Ad Blocker Trend



Forbes Communications Council

POST WRITTEN BY

Forbes Communications Council

Communications, PR, public affairs & media relations executives from Forbes Communications Council share firsthand insights.



Of all the challenges marketers face in reaching their target audiences, ad blocker technology has arguably been one of the most difficult to overcome. Last year, The New York Times reported that 11% of global internet users employed ad-blocking software – a startling 30% increase from the previous year. Modern brands must now figure out how to advertise to consumers who simply don't

ZDNet



VIDEOS SMART CITIES WINDOWS 10 CLOUD INNOVATION SECURITY TECH PRO MORE NEWSLETTERS

JUST IN Why are PC sales growing while Mac sales are crashing?

## Adblock Plus wins again: New court ruling backs ad blocker against media firms

Publishers have failed again in their attempts to have ad blocking ruled illegal.



By David Meyer for The German View | August 18, 2017 -- 09:43 GMT (02:43 PDT) | Topic: Tech Industry

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# Transparency



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## For Ad Agencies to Survive, Transparency Must Be More Than Just A Buzzword

by AdExchanger // Monday, March 26th, 2018 - 12:04 am

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"*Data-Driven Thinking*" is written by members of the media community and contains fresh ideas on the digital revolution in media.

Today's column is written by Mike Romoff, head of global agency and channel sales at [LinkedIn](#).

Ad agencies face an existential crisis, years in the making, and it feels particularly urgent at this moment.

There has been a decline in advertising jobs for the first time since the US government started tracking the industry. In February, the



Mike Romoff, Head of Global Agency & Channel Sales at LinkedIn  
**Data-Driven**

## GDPR mayhem: Programmatic ad buying plummets in Europe

MAY 25, 2018 by [Jessica Davis](#)



The arrival of the [General Data Protection Regulation's](#) enforcement May 25 has hurled the digital media and advertising industries into a tailspin.

Since the early hours of May 25, ad exchanges have seen European ad demand volumes plummet between 25 and 40 percent in some cases, according to sources. Ad tech vendors scrambled to inform clients that they predict steep drops in demand coming through their platforms from Google. Some U.S. publishers have halted all programmatic ads on their

# Brand Value Building

The Atlantic

Popular

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Magazine

BUSINESS

## A Dangerous Question: Does Internet Advertising Work at All?

The Internet was supposed to tell us which ads work and which ads don't. But instead it's flooded consumers' brains with reviews, comments, and other digital data that has diluted the power of advertising altogether.

DEREK THOMPSON JUN 13, 2014



EVERETT COLLECTION/SHUTTERSTOCK/THE ATLANTIC

Nineteenth-century retailer John Wanamaker is responsible for perhaps the most repeated line in marketing: "Half the money I spend on advertising is wasted, the trouble is I don't know which half."



media update

Contribute

Search

## How the digital age has impacted the fundamentals of brand building

11 May 2018 15:00 Marketing

The majority of marketing professionals have focused heavily on becoming digitally savvy, but have left fundamental branding knowledge behind, says Derryn Jackson, account manager at Flume Digital Marketing.



At the end of the day, even with digital communications, whether that be through social or advertising, we are still moving towards the same goal, which is positively impacting the organisation that we are working for.

This caused me to revisit this knowledge and even upskill on fresh literature that attempts to unpack how brands fit in and can successfully navigate the digital landscape. It was good to know that I wasn't too far off in my initial thinking.

### The foundation of brand building is storytelling

This universal human insight really hasn't changed in all our years of human evolution. As a species, we react to stories that resonate with us.

# Lack of Governance

## When Procter & Gamble Cut \$200 Million in Digital Ad Spend, It Increased Its Reach 10%

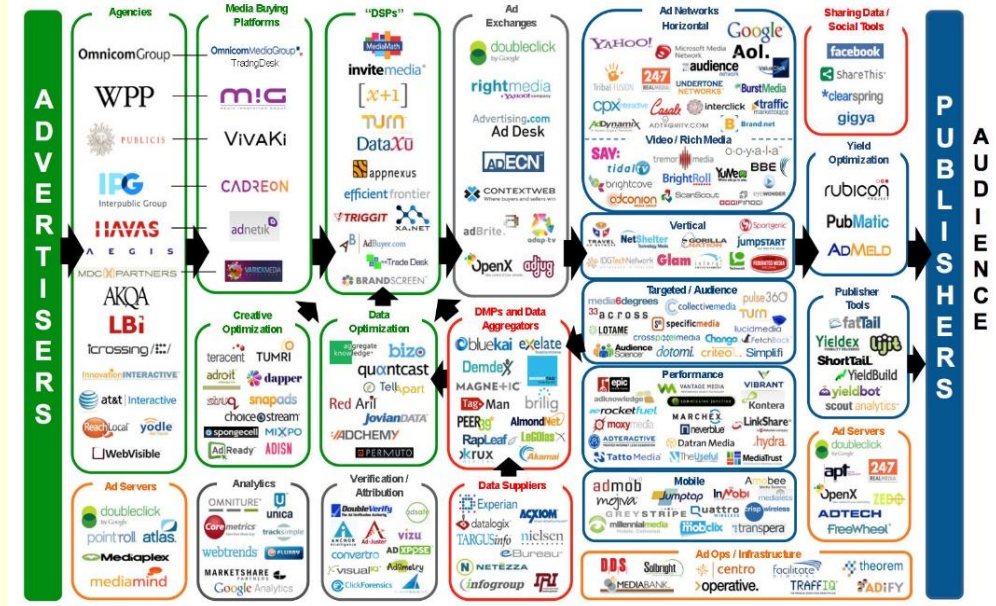
Unilever is also reevaluating its budget

By Lauren Johnson | March 1, 2018



Pritchard continues to evaluate P&G's digital spend.

## Display Advertising Technology Landscape



# Incompatibility of Metrics

COMMENTARY

### ARF Audience Measurement Conference 2017: Media, Models, Methods

by **Tony Jarvis**, Op-Ed Contributor, June 19, 2017

In addressing the increasingly complex and diverse media measurement and data analytics issues facing the industry, a Blue Ribbon group of experts offered various evaluations, concepts, recommendations and solutions at the ARF conference.

Here are some of the highlights of the event, now in its 12th year. These nuggets can be followed up via the referenced speakers and their companies or through ARF directly. To keep it simple, and hit the broad strokes, key points been summarized as follows:

**X-Platform Best Practices** – Josh Chasin, comScore and Bill Harvey, Research Measurement Technologies

- Hybrid methods key to today's methods
- Integration of carefully cleaned 'Big Data' with probability sample (panel) "covers" survey non-cooperators
- Fusion hooks critically important

**Making Cooperative Measurement Models Work** – Jamie Power, one2oneZone Media; Jonathan Steuer, Omnicom MediaGroup; Megan Clarken, Nielsen

- Without age, sex, how do you trade?
- Avoid the race to the bottom on rates
- In moving to an impression-based world, impressions across platforms need to be harmonized
- Representative sample are required as a means to clean Big Data
- Addressable TV is the future, but still problematic in terms of target accuracy
- MRC accreditation across media data sets that drive comparability (harmonization) are critically important

This dialogue segued into the next panel.

**Can TV and Digital Currencies be Unified?** Ed Gaffney, GroupM; George Ivie, Media Rating Council; Manu Singh, Discovery Communications; Daniel Slotwiner, Facebook

- All impressions not created equal
- Conflict is between digital (viewable) impressions and C same day/C3/C7
- Vendors: Don't protect legacy businesses, provide transparency and speed
- Panels can no longer do it all
- Eliminating fraud traffic; cleaning Big Data sets; de-duplication – very hard



# Data Integrity

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Marketing Land



DEEP DIVE  
Facebook, Privacy and  
Cambridge Analytica



EMAIL MARKO  
Behavioral trig  
emails beyond  
e-commerce

## Facebook admits its 10th measurement mistake since September

The mistake -- mischarged clicks on video carousel ads by smartphone web users -- is the first that directly affected advertisers' wallets.

Tim Peterson on May 16, 2017 at 1:00 pm



Facebook has messed up on its math again. More notable than the error itself is the fact that, by my count, this is the [tenth measurement mistake that the company has disclosed since September 2016](#) and the first that resulted in Facebook mischarging advertisers.

Over the course of a year, Facebook incorrectly charged advertisers for link-based video carousel ads that ran on its mobile site when clicked on by smartphone users, the company [announced on Tuesday](#). Facebook is refunding the affected advertisers in full.

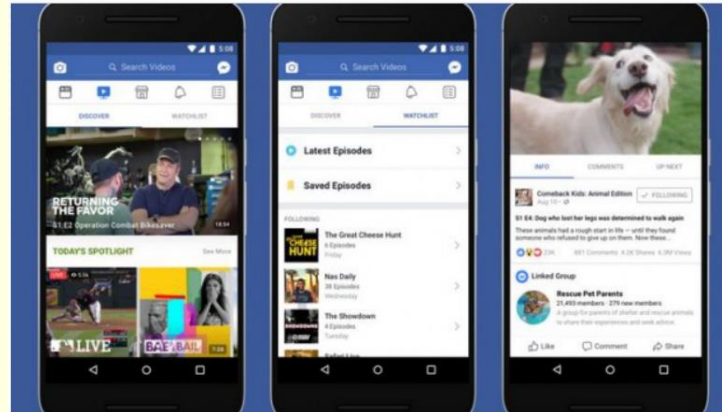
MASB

## Facebook adds more third-party verification to video metrics

Some metrics, such as percentage viewed and 30-second views, are also being pushed out.

By Bree Rody Mantha

1 day ago



### TOP STORY

nielsen

### Will advertisers leave Facebook due to lack of 3rd-party data?

Facebook's decision to retire its ad tool Partner Categories, which employs third-party data, due to GDPR privacy rules could add to the company's financial woes as advertisers may follow in users' footsteps by leaving the platform, write Sam Schechner and Nick Kostov. "It's going to have an impact for us because a good chunk of our spend uses non-Facebook targeting" said Heineken's Ron Amram. [The Wall Street Journal \(tiered subscription model\) \(7/30\)](#)

# Ineffective Creative Units

The New York Times

*Chase Had Ads on 400,000 Sites.  
Then on Just 5,000. Same Results.*



## P&G'S \$140 MILLION LESSON ON TRANSPARENCY

By George Popstefanov. Published on August 03, 2017.



Credit: iStock

The industry had a seismic reaction to the news that Procter & Gamble slashed digital ad spend by \$140 million last quarter, and did so without any negative impact on their business results. P&G cited brand safety and "largely ineffective" ads as the reasons behind the massive cut.

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THE PROGRAMMATIC MARKETER

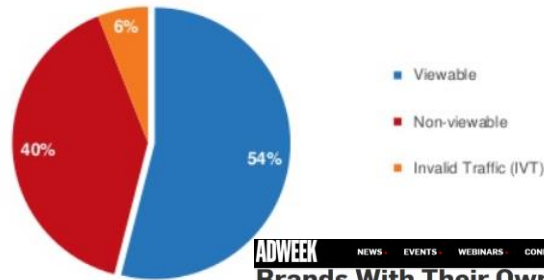
### 'We're often working with one second': Most viewable ads are gone in a flash

MAY 26, 2017 [Read More](#)

# Viewability

Nearly half of digital ad impressions can't have an impact because they're not viewable or not delivered to a human

Percentage of Viewable Desktop Ad Impressions in U.S.  
Source: comScore vCE Benchmarks, U.S., Q4 2016



COMSCORE

Nearly half of all desktop ad impressions are unable to deliver an advertising impact. While most of these non-viewable ads are simply delivered to parts of the web page that are out of view, a meaningful percentage is being delivered to bots and other forms of invalid traffic that is by definition not viewable to humans.

## ADWEEK NEWS EVENTS WEBINARS CONNECT ADWEEK JOBS

### Brands With Their Own Viewability Standards Are Causing Headaches for the Ad-Tech Industry

IBM and others aren't satisfied with the definition of an online view

By Lauren Johnson | February 12, 2018



MASB

## DOWN WITH VIEWABILITY: MRC CHIEF SAYS IT'S TIME TO MOVE PAST 'MARKETPLACE FIXATION'

By Zack Neff | Published on May 02, 2018.



Credit: Mary Ellen Forte

Enough is enough, marketers: Media Rating Council CEO George Ivie has heard your complaints about viewability, and he thinks you're missing the point.

It's taken longer to nail down "viewability" than the MRC wanted, Ivie says, but the whole digital ad viewability idea was only meant to be a relatively quick fix en route to a bigger thing, which is now set to arrive by 2019. That would be cross-platform media measurement standards across all forms of TV and digital video delivery around demographics or any other audience data that marketers want.



# Discussion

- Do you have experiences on digital accountability you would like to share?
- Are there any conclusive and widely cited studies on the effectiveness of digital marketing?
- Are there other aspects of digital accountability we should address?
- Any recommendations for team members?

# Thank-you!



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