

Spotlight Panel: Digital Accountability Measurement Practices and Elusive Progress



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

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Our Panelists



**Charles
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**Brian
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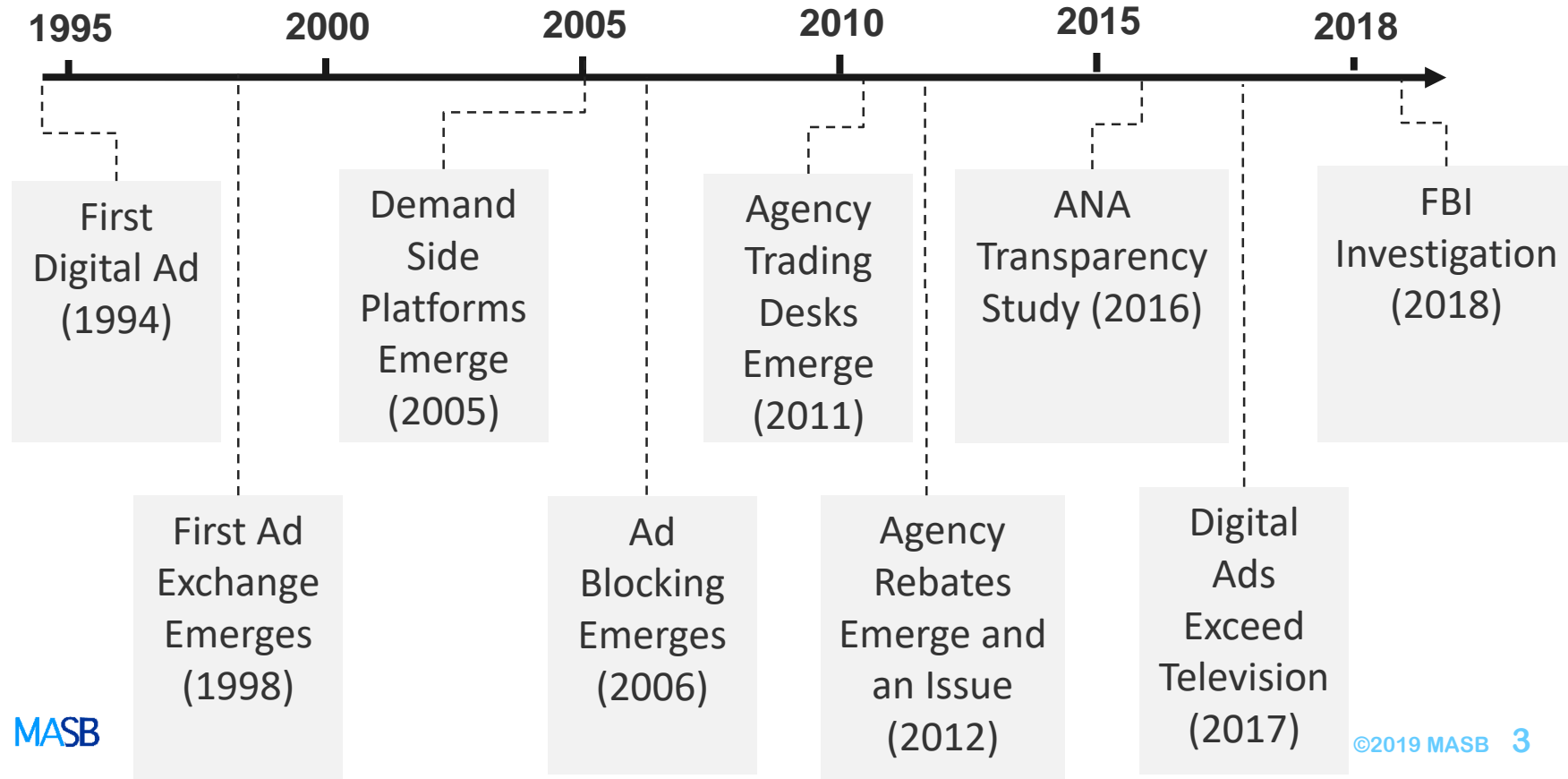


**Bill
Harvey**



**John
Montgomery**

A Brief History of Digital Advertising



Common Concerns of CMO's

- Brand Safety
- User Experience
- Transparency
- Brand Value Building
- Lack of Governance
- Incompatibility of Metrics
- Data Integrity
- Ineffective Ads
- Viewability
- Other (Fraud, Privacy)

Four Questions to Ask



Am I getting my money's worth when you are planning and buying online media for my brands?

Are you acting as an agent or a principal with my ad dollars?

What percentage of my working media dollars are actually reaching the intended audience?

Where exactly are my ads being shown?

Leakage of Digital Marketing Dollars



12 step process from ad to audience – 0.36 seconds and 80% automated

Over 50% lost to tax to middlemen

Up to 35% lost to arbitrage, fraud and Domain spoofing

Only 3% of publishers have real human beings (10mm of 330mm)

Use of Automation, Machine Learning & AI

Automation

Can compute and update all metrics

Machine Learning

Can use the metrics to detect and flag fraud

AI

Can identify platforms and vendors that should or should not be used

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Digital Advertising Measurement

Balancing Privacy with Business Efficiency & Economic Growth

1994 to 2005

Microsoft engineer
Lou Montulli invents
cookies (June, 1994)

W3C rejects idea of
Anonymous Universal
ID (Dec. 14, 1994)

CASIE Privacy
Principles

TACODA spearheads
Behavioral (website
visit based) targeting,
which coexists with
Content targeting

2006 to 2015

TRA introduces big
data crossplatform
audience and ROI
measurement,
seeking to keep
Experian as the only
ID Graph for privacy
reasons

Acxiom, Blue Cava,
TAPAD and a horde of
others create ID
Graphs that use
device IDs and other
data

Walled Gardens foil
industry desire for
holistic view

2016 to 2020

Europe and California
become increasingly
concerned about
actual privacy
protection leading to
GDPR and CCPA

WFA/ANA take
responsibility for
fixing crossplatform
audience and ROI
measurement to
preserve both privacy
and business
efficiency, as well as
civility, consumer ad
experience, etc.

2021 & Beyond

Anonymous Universal
ID idea would be one
solution

Even walled gardens
could participate by
recording each ad
exposure and each
content exposure in
the AUI frame

Reidentification to PII
disallowed, except
where first party
relationship

Thank-you!



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