

Digital Accountability Measurement

The continuing evolution of digital marketing

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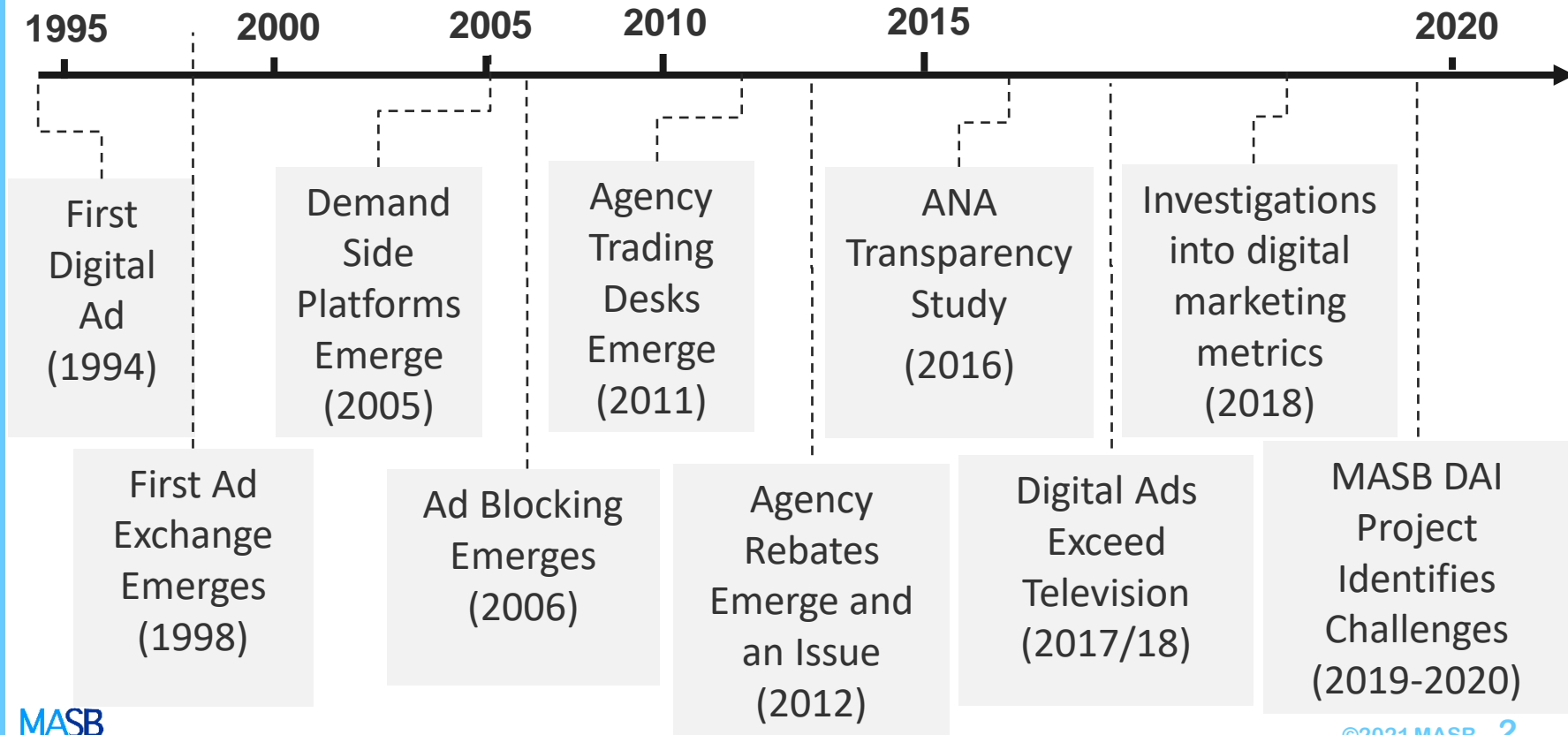
Science Institute

Marketing Accountability Standards Board
of the Marketing Accountability Foundation

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A Brief History of Digital Advertising



State of Digital Advertising

BUSINESS NEWS

Advertisers Find Fraud on Streaming TV

Some marketers seek more direct deals to better ensure bots aren't distorting traffic

By SAHIL PATEL

Advertisers are flocking to streaming TV, pursuing viewers who are spending more time watching programming on ad-supported services. But swindlers seeking to steal some of those new ad dollars are moving in, too.

Fraud in internet-connected TV is surging, according to ad measurement

MARKETING & MEDIA

and verification firm DoubleVerify Inc. The company said it detected 780 fake streaming-TV acco-

trap is to make sure it doesn't happen," she said.

The stakes are getting higher as streaming TV becomes a more important advertising channel for marketers. Ad spending on internet-connected TV sets, where a majority of streaming TV happens, will reach almost \$8 billion in the U.S. this year and is likely to total \$15.6 billion in 2023, according to research firm eMarketer.

Some advertisers said they are already actively monitoring for fraud in streaming TV, and have sought to eradicate or mitigate such activity by focusing on fixes such as direct deals with platform and app owners. But as more advertisers move into the medium, so do the opportunities for bad actors



Ad spending on internet-connected TV sets, where a majority of streaming TV happens, will reach

“As we were getting into it, we knew fraud was gonna come,” Mr. Chappell said. “We’re working with partners on the publisher side and the tracking side to get ahead of it—because it should not be a surprise to anybody.”

Advertisers are also increasingly seeking to do direct deals with device owners and app publishers, including executing buys through private, invitation-only automated marketplaces, which can offer more control, security and visibility over where their ads run. Those options are preferred over conducting automated buys through open ad exchanges, where ad buyers said fraud can be more prevalent.

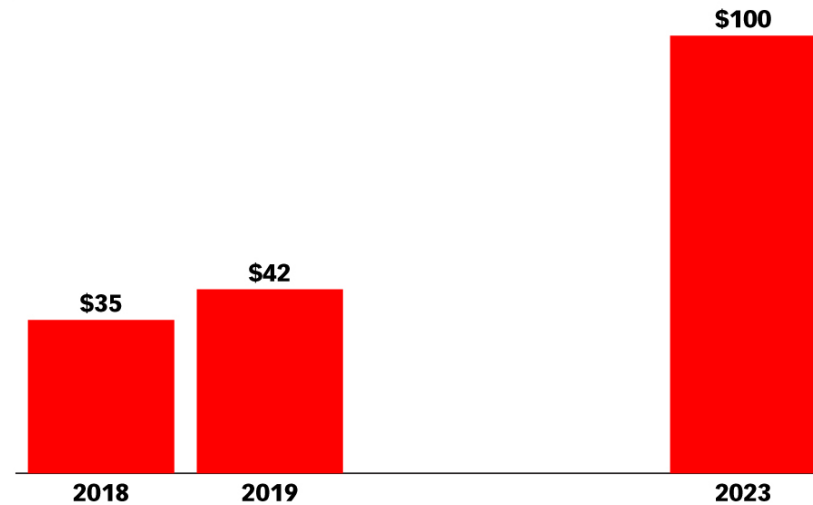
Dentsu Aegis Network doesn't use open exchanges to buy streaming-TV ad time for

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eMarketer Digital Marketing Fraud Projections

Digital Ad Spending Lost to Fraud Worldwide, 2018, 2019 & 2023

billions



Note: includes fraudulent activities via in-app advertising, mobile and online; 2019 dollars lost to fraud=21% increase vs. 2018
Source: Juniper Research, "Future Digital Advertising: Artificial Intelligence & Advertising Fraud 2019-2023" as cited in press release, May 21, 2019

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www.eMarketer.com

Measurement Errors

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CMO TODAY

Facebook's Latest Error Shakes Advertisers' Confidence

Company quietly told advertisers earlier this month that its 'conversion lift' tool, used to measure outcomes, overestimated some campaign results



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CMO Insights and Analysis from Deloitte

With Eyes on the Future, Gensler Architects for Experience

The building sector may be slow to evolve, but Gensler is transforming its approach to architecture to emphasize the creation of holistic experiences. In doing so, the firm is merging physical spaces with digital interactions to create bespoke experiences for building users, whether they are shoppers, employees, sports fans, students, or passengers.

Please note: The Wall Street Journal News Department was not involved in the creation of the content above.

[More from Deloitte →](#)

Numerous 'Road Shows' with Industry Leaders



Top 10 Concerns of CMO's

- Brand Safety
- User Experience
- Transparency
- Brand Value Building
- Lack of Governance
- Incompatibility of Metrics
- Data Integrity

Leakage of Digital Marketing Dollars



- 12 step process from ad to audience – 0.36 seconds and 80% automated
- Over 50% lost to tax
- Up to 35% lost to arbitrage, fraud and
- Only 3% of publishers have real

What's Driving Leakage?

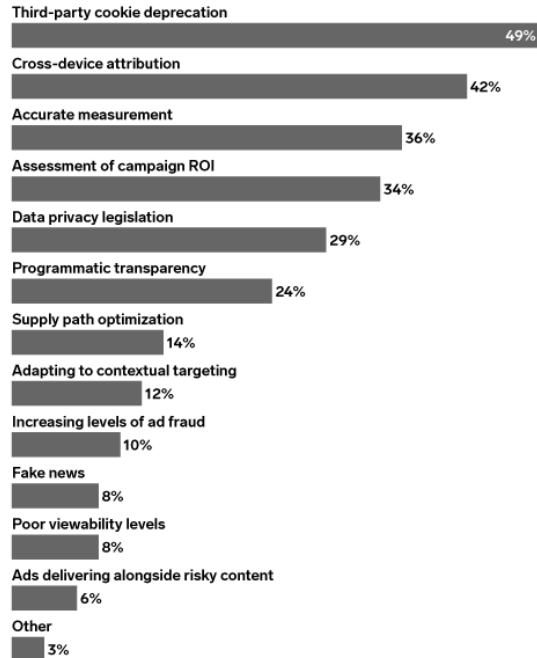


- ✶ Fat Ads, Slow Ads, Tracking Pixels, Formatting
- ✶ Agency Rebates, Markups, AVB, Arbitrage and Equity Stakes
- ✶ Redundant, Phantom, Unnecessary Martech Fees
- ✶ Fraud, Bots and Domain Spoofing
- ✶ Ad Viewability, blocking, formatting and quality

Digital Marketers' Biggest Challenges According to eMarketer

Digital Media Challenges According to US Digital Media Professionals, Oct 2020

% of respondents



Note: top 3 responses; in the next 12 months
Source: Integral Ad Science (IAS), "The 2021 Industry Pulse Report: US Edition," Dec 8, 2020

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eMarketer | InsiderIntelligence.com

Classification of Key Challenges

Plan

Drive for digital marketing effectiveness & efficiencies

- **Targeting**
 - Contextual, keyword, location, retargeting
 - Targeting w/o cookies
 - First party data
- **Brand Experience**
 - Ad units
 - Digital storytelling best practices
- **Programmatic**
 - Set-up
 - Ongoing Management

Protect

Protect brand and digital investment

- **Data Integrity**
 - Ad verification
 - Brand safety
 - Data privacy
- **Transparency**
 - Third party audits
 - Agency disclosures - fees/mark-ups
 - Ad tech services fees
- **Upskill Talent/Tools**
 - Data science expertise
 - Ongoing digital governance

Measure

Ensure proper digital valuation

- **Standardization of Digital KPIs**
 - Key metrics and norms
- **Marketing mix modeling**
 - Benefits and limitations
- **Omnichannel data attribution**
 - Key considerations
 - Real-time optimization

Project Statement

As marketers lean more into digital to reach today's connected consumer, there is increasing pressure to demonstrate ROI.

Yet shortcomings in the quality, delivery, and measurement of certain areas within digital lead to a lack of transparency and confidence in digital's true contribution.

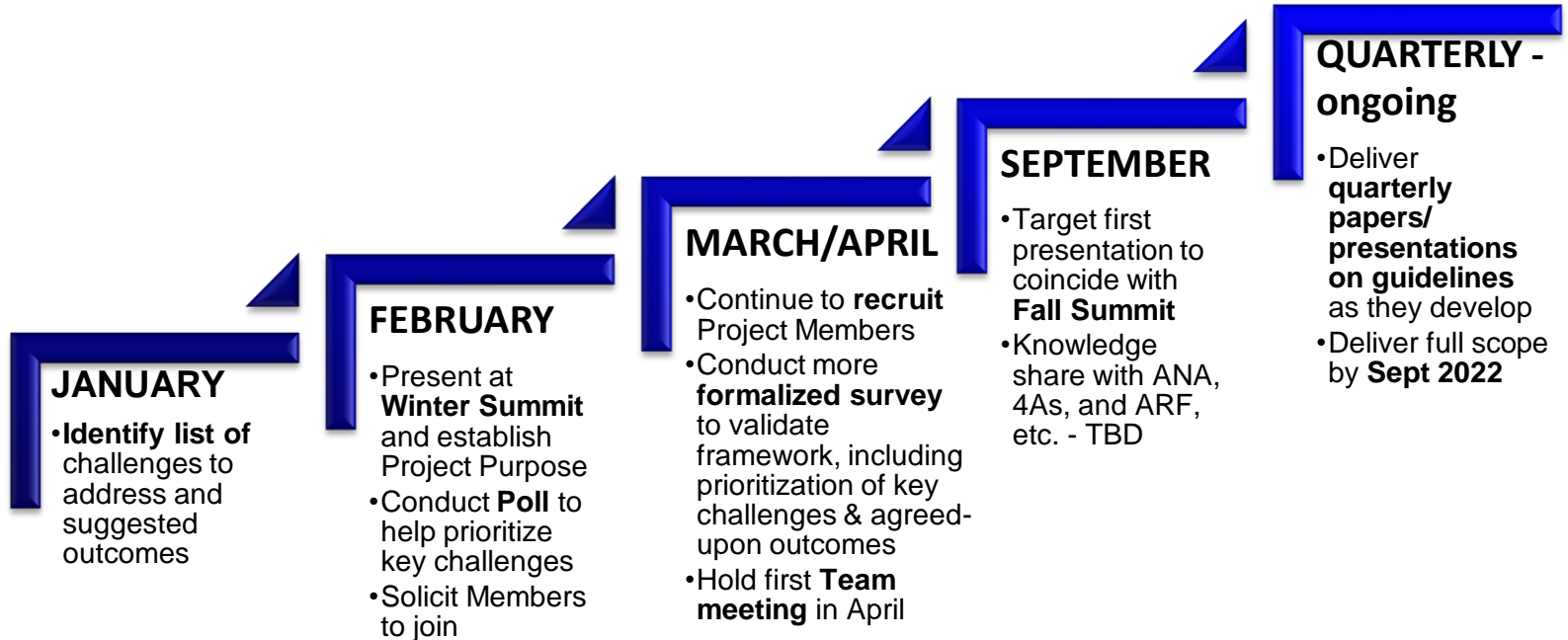
The project will continue to identify the key challenges to Digital Marketing Accountability so that marketers can make informed decisions about the planning, execution and measurement of digital investments.

DMA Project

Project	Digital Marketing Accountability (Ford & Papatla)
Issue Addressed	Shortcomings in quality, delivery, & measurement
Project Objective	Identify key challenges and propose solutions
Expected Outcome	Practical validated guidelines for how to plan, protect, and measure digital marketing investments and their returns
When	2021-2022

Strategy:
Start with a measurement framework for digital marketing investments

Timeline – Major Milestones



Invitation for Participation

1. **Welcome additional involvement from those with experience in the fields of digital marketing, finance, and analytics**
2. **Provide input on framework and author key pieces**
3. **Promote the project results on social media and in-person events**
4. **Provide or help acquire data to validate framework, challenges and solutions**

Contact Information Can Be Left In Exit Survey

Thank You!



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