

Measurement Framework for Video

Business Goal	Type of Effectiveness	Techniques	Example Metrics that can be given	Example of vendors who own the measurement methodology or technology providing the insights	Example of companies who facilitate measurement in partnership with vendors
Improve Delivery	Media Effectiveness <p>The measurement of audiences reached by marketing communications and the understanding of how efficiently this is achieved. At its core it is the understanding whether valid impressions were served to humans and to what extent those impressions were viewable. Also encompasses the measurement of ad 'attention' referring to the exposure, engagement, focus, and cognitive impact of advertising.</p>	Ad Delivery Verification	Brand Safety	amazon ads, IAS, innovid, DV, Google Ads, Microsoft Advertising, Google Ad Manager	amazon ads, Adobe Advertising, DAILYMOTION, iion, FRESHWHEEL, Meta, Magnite, Microsoft Advertising, News Australia, Nine, SBS, Teads
			Viewable Impression	amazon ads, IAS, innovid, DV, Google Ads, Microsoft Advertising, Google Ad Manager, publicis	amazon ads, Adobe Advertising, DAILYMOTION, Index Exchange, Magnite, News Australia, Nine, OpenX, SBS, Teads, Meta
			Brand Safety on Broadcaster Owned Content	Display & Video 360, Google Ads, Google Ad Manager, publicis	amazon ads, Adobe Advertising, DAILYMOTION, Display & Video 360, FRESHWHEEL, Google Ads, Magnite, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, publicis
			Video Viewability	amazon ads, DAILYMOTION, Display & Video 360, DV, Google Ads, Google Ad Manager, IAS, innovid, LinkedIn, Microsoft Advertising, publicis	amazon ads, Adobe Advertising, DAILYMOTION, Display & Video 360, FRESHWHEEL, Google Ads, Magnite, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, publicis, SAMSUNG Ads, yahoo!
			Fraud Protection	amazon ads, Display & Video 360, DV, Google Ads, Google Ad Manager, IAS, innovid, LinkedIn, Microsoft Advertising	amazon ads, Adobe Advertising, DAILYMOTION, Display & Video 360, FRESHWHEEL, Google Ads, Magnite, News Australia, Nine, OpenX, SBS, Teads, theTradeDesk, yahoo!
			Fraud Monitoring	amazon ads, Display & Video 360, DV, Google Ads, Google Ad Manager, IAS, innovid, LinkedIn, Microsoft Advertising	amazon ads, Adobe Advertising, DAILYMOTION, Display & Video 360, FRESHWHEEL, Google Ads, Magnite, News Australia, Nine, OpenX, SBS, Teads, theTradeDesk, SAMSUNG Ads, yahoo!
			Real-time blocking	amazon ads, Display & Video 360, DV, Google Ads, Google Ad Manager, IAS, innovid, LinkedIn, Microsoft Advertising, publicis	amazon ads, Adobe Advertising, DAILYMOTION, Display & Video 360, FRESHWHEEL, Google Ads, Magnite, News Australia, Nine, OpenX, SBS, Teads, theTradeDesk, yahoo!
		Ad Attention Measurement - data signals	Quantitative device and interaction data (Time-in-view, scroll depth, clicks, interaction patterns, View-Through Rate, Video Completions, Shares)	Adobe Advertising, DAILYMOTION, Display & Video 360, DV, FRESHWHEEL, Google Ads, Google Ad Manager, IAS, innovid, LinkedIn, Meta, Microsoft Advertising, publicis	amazon ads, Display & Video 360, Google Ads, SEEN THIS, Magnite, News Australia, Nine, SAMSUNG Ads, SBS, Teads, theTradeDesk, yahoo!
		Ad Attention Measurement - Visual Tracking	Real-time, behavioral, and sensory data (Eye tracking, gaze tracking, facial coding, presence monitoring)	Adelaide, Amplitude Intelligence, Display & Video 360, eye square, Google Ads, LUMEN, PLAYGROUND	amazon ads, Adobe Advertising, Display & Video 360, Google Ads, Google Ad Manager, iion, SBS, Teads, yahoo!
		Ad Attention Measurement - Physiological & Neurological Observations	Biometric and neurological responses (Heart rate, blood pressure, brain wave activity (EEG), skin conductance)	Display & Video 360, Google Ads, Google Ad Manager, NEUROCONCEPT	SBS, yahoo!
		Ad Attention Measurement - Panel and Survey-Based Methods	Self-reported, qualitative, and passively/actively measured data such as self-reported ad recall, engagement, brand interest (brand health studies, focus groups, ad effectiveness surveys and measurement panels)	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, Meta, News Australia, Nine, OpenX, SBS, Teads, theTradeDesk, TikTok, yahoo!
		Ad Attention Measurement - Hybrid Methods	Combination of data signals, visual tracking and/or other methods.	Adelaide, Display & Video 360, DV, Google Ad Manager, IAS, innovid	DAILYMOTION, SAMSUNG Ads, SBS, Teads, yahoo!
Audience Demographic Verification	Contextual Targeting	amazon ads, DAILYMOTION, Display & Video 360, Google Ads, Google Ad Manager, IAS, Microsoft Advertising, Teads, publicis	amazon ads, Adobe Advertising, FRESHWHEEL, Index Exchange, Magnite, News Australia, Nine, OpenX, OZTAM, SBS, Teads, theTradeDesk, SAMSUNG Ads, yahoo!		
	ACR Data	Display & Video 360, FRESHWHEEL, Google Ads, LG, nexxen, SAMSUNG Ads, SAMEBY	amazon ads, Adobe Advertising, FRESHWHEEL, Magnite, Teads, SAMSUNG Ads, yahoo!		
	Digital campaign delivery metrics	Reach & Frequency	Adobe Advertising, amazon ads, DAILYMOTION, Display & Video 360, Google Ads, DV, Google Ad Manager, IAS, innovid, Gemba, LinkedIn, Meta, Microsoft Advertising, publicis, Teads	amazon ads, Display & Video 360, Index Exchange, Google Ad Manager, News Australia, Magnite, Nine, OpenX, SBS, Teads, yahoo!	
Impact Brand	Brand Effectiveness <p>The measurement of how marketing communications create mental structures (associations, consumer perceptions of brand meaningfulness and uniqueness, etc.) that will pre-dispose potential customers to choose one brand over another (brand building) and how they impact brand recall that may influence choice of products for consumers already in the market (share of mind).</p>	Digital Brand Lift	Brand awareness	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, theTradeDesk, SAMSUNG Ads, snapchat, yahoo!
			Brand favourability/opinion	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, theTradeDesk, SAMSUNG Ads, snapchat, Teads, TikTok, yahoo!
			Brand attributes/associations	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, theTradeDesk, SAMSUNG Ads, snapchat, Teads, TikTok, yahoo!
			Consideration /preference	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, SAMSUNG Ads, snapchat, Teads, yahoo!
			Purchase intent	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, snapchat, Teads, TikTok, yahoo!
			Search intent/visit intent	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, snapchat, Teads, TikTok, yahoo!
			Likelihood to recommend	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, SAMSUNG Ads, snapchat, Teads, TikTok, yahoo!
			Message association	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, SAMSUNG Ads, snapchat, Teads, TikTok, yahoo!
			Brand fit/relevance	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, SAMSUNG Ads, snapchat, Teads, TikTok, yahoo!
		Ad creative diagnostics	beatgrid, Cint, DAILYMOTION, Display & Video 360, dynata, Gemba, Google Ads, LinkedIn, Kantar, ifeasht, LongMe, LUCID, Nielsen, opdevice, Teads, Tracksuit	amazon ads, Adobe Advertising, DAILYMOTION, iion, Meta, Microsoft Advertising, News Australia, Nine, OpenX, SBS, Teads, SAMSUNG Ads, snapchat, Teads, TikTok, yahoo!	
		Cross-media brand lift	Brand lift metrics as above for aggregate campaign and channel level	beatgrid, Google Ads, Display & Video 360, Meta, Kantar, Nielsen	amazon ads, iion, Nine, SAMSUNG, SBS, Teads, yahoo!
			Campaign reach and frequency, incremental reach, channel overlap, optimised frequency	beatgrid, Google Ads, Display & Video 360, Meta, Kantar, Nielsen	amazon ads, Nine, SAMSUNG Ads, SBS, Teads, yahoo!
Cross-media contribution, channel contribution, synergy effects	beatgrid, Google Ads, Display & Video 360, Meta, Kantar, Nielsen		amazon ads, Nine, SAMSUNG Ads, SBS, Teads, yahoo!		
Efficiency metrics, Return on Brand Impact	beatgrid, Google Ads, Display & Video 360, Meta, Kantar, Nielsen		amazon ads, Nine, SAMSUNG Ads, Teads, yahoo!		
Drive Sales	Sales Effectiveness <p>The measurement of how marketing communications affect or influence consumer behaviour in relation to purchasing.</p> <p>1. Long-term effects on brand business growth: impact on sales, profit, market share, penetration, loyalty and price sensitivity</p> <p>2. Short-term activation effects on shoppers: transactional or intermediate direct responses and conversions (like sign-ups, leads, immediate sales online and offline).</p>	Market Mix Modelling	Adobe, ANALYTIC EDGE, Analytics Partners, amtrack, Circana, DV, ROCKETBOX, GAIN THEORY, KANTAR, ifeasht, Meridian, MTMTEE, .monks, PROPHET, Recast, Robyn	amazon ads, Microsoft Advertising, Nine, Teads, SAMSUNG, SBS, yahoo!	
		Closed-loop Attribution	Conversion & sales metrics (conversion, conversion rate) using first-party identifiers aggregated, anonymised data within walled-garden or ecosystem.	Adobe, amazon ads, Campaign Manager, Google Ads, LinkedIn, Meta, innovid, Teads	amazon ads, Microsoft Advertising, Nine, SAMSUNG Ads, SBS, Teads, yahoo!
		Probabilistic multi-touch attribution	Attributed Conversions (by path); Weighted conversions across touchpoints using aggregated data signals.	amazon ads, Campaign Manager, Google Ads, Google Ad Manager	yahoo!
		Footfall measurement	uplift of in-store visits	Display & Video 360, Google Ads, LEARNERS, ifeasht	amazon ads, DAILYMOTION, iion, News Australia, Nine, SBS, SAMSUNG Ads, Teads, yahoo!
		Sales lift - randomised controlled experiments	Incremental sales; Incremental return on ad spend;	Adobe, afterpay, COLES 360, Coramark IQ, Circana, Display & Video 360, Google Ads, theTradeDesk, Westpac	amazon ads, Nine, SAMSUNG Ads, theTradeDesk, SBS, Teads, yahoo!
		Sales lift - matched market	Incremental sales; Incremental return on ad spend;	Circana, Display & Video 360, Meta, Google Ads, Westpac	amazon ads, Nine, theTradeDesk, SBS, Teads, yahoo!
Customer lifetime value	Customer Lifetime Value (CLV); Average Revenue per User; Retention & engagement metrics; Profitability metrics	amazon ads, Campaign Manager	yahoo!		