Measurement Framework V2.0 March 2022

Industry in state of flux, subject to change. Will be updated regularly. Companies are in alphabetic order by category unless certified. Partners are certified by category.

1. AUDIENCE MEASUREMENT
   - Currency
     - iSpot.tv
     - comscore
     - (National)
     - (Local)
   - Currency Contenders
     - Oracle Ad Momentum
     - Nielsen
   - Streaming/Digital
     - Conviva
     - MediaVideo
     - MediaVision
   - Person-Based TV Panel
     - Beatgrid
     - Nielsen

2. AUDIENCE VERIFICATION
   - TV Monitoring & TV Ad
     - iSpot.tv
     - Freewheel
   - Catalog & Video Ad Server
     - Rockerbox
     - TvSquared

3. BRAND MEASUREMENT
   - BEATGRID MEDIA
   - BERA
   - DISQO
   - EDO
   - EDO
   - Escollert
   - iSpot.tv
   - Kantar
   - Latitude
   - LinMedia
   - Nielsen
   - Prodigit
   - Upwave
   - YouGov

4. INCREMENTALITY MEASUREMENT
   - Website Conversion
     - Online/Offline Sales
     - ABCS Insights
     - DataPlus
     - Edison
     - FourWall
     - iSpot.tv
     - Kantar
     - Nielsen
     - NSC Solutions
     - RAM
     - TVSquared
     - Tattar
     - Vidamp

5. MULTI-TOUCH ATTRIBUTION
   - Adobe
   - C3 Metrics
   - Crossr
   - CIVIS
   - eDO
   - Emagine
   - IRI
   - IVOIA
   - KANTAR
   - KANTAR
   - Piqora
   - Rockerbox
   - TvSquared
   - Vidamp
   - Neustar
   - Nielsen
   - Numerator
   - MediaScience
   - MarketCast
   - RealEye
   - Reklint
   - Talkwalker
   - Tubular
   - Whip Media

6. BUSINESS OUTCOME GUARANTEE
   - Ninth
     - Decimal
     - Imran
   - ONspot
     - PlaceIQ
   - Acxiom
     - adstra
     - Choreograph
     - Conviva
     - Epsilon
     - Experian
     - LiveRamp
     - Neustar
     - TransUnion
     - Truth(set)

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1. **AUDIENCE MEASUREMENT**

**DEFINITION**

Provides historical measures, or forecasts of:

1. The total number of times consumers with specific characteristics have had an opportunity to see an ad campaign (Impressions)
2. The net number of times those consumers saw the ad campaign or program, usually as a percent of the relevant population (Reach)
3. The frequency distribution of exposures for those consumers, typically expressed as an average (Average Frequency)
4. Typical audience characteristics include age/gender, geographic location, more advanced demos (i.e., income, race and ethnicity) and advanced audiences based on product purchase or related behaviors

**WHY IT MATTERS**

- The use of high-quality audience measurement solutions gives advertisers confidence they are reaching their desired target audience.
- Acts as currency – the basis for invoice payment
- Acts as an input for further evaluative analytic solutions (MMM, MTA, Lift) that enable Outcome Guarantees
- Can be further refined by Audience Verification

2. **AUDIENCE VERIFICATION**

**DEFINITION**

Audience Verification are enrichment metrics that quantify the increase in perceptual brand KPIs generated by the brand’s advertising, beyond what would have occurred in the absence of the advertising.

**WHY IT MATTERS**

These long-term advertising outcomes differentiate a brand and engender loyalty, making the brand more valuable. These upper-funnel effects work in concert with lower-funnel conversion tactics to enhance marketing productivity.

**KEY EVALUATION FACTORS**

- Experimental designs, in which test and control groups have identical propensities for conversion and exposure, estimate the incremental contribution of advertising to KPIs such as brand awareness, favorability, consideration, purchase intent, loyalty, advocacy, etc. All of which are survey-based.

3. **BRAND MEASUREMENT**

**DEFINITION**

Provides an estimate of the increase in in-market behavioral KPIs generated by the brand’s advertising, beyond what would have occurred in the absence of the advertising.

**WHY IT MATTERS**

Lift studies quantify the incremental contribution of advertising in terms of sales or mid-funnel outcomes related to sales. They provide a measure of the return on an advertiser’s media investment.

**KEY EVALUATION FACTORS**

- Experimental designs, in which test and control groups have identical propensities for conversion and exposure, provide a measure of incremental conversion in website visits, app downloads, retail location visits, sales, and other consumer behaviors related to an advertiser’s campaign objectives.

4. **SALES IMPACT (INDUSTRY SPECIFIC)**

**DEFINITION**

Provides an estimate of the increase in in-market behavioral KPIs generated by the brand’s advertising, beyond what would have occurred in the absence of the advertising.

**WHY IT MATTERS**

The granularity and cadence of MTA enables quantification of the value of all TV touchpoints (linear, broadcast, cable, VOD, addressable, and streaming) and creative executions, quickly enough to enable optimization mid-campaigns to enhance performance.

**KEY EVALUATION FACTORS**

- Conversion contribution for website visits, app downloads, retail location visits, or sales, for each media tactic and creative execution. Walled Gardens, both TV & Digital, are a barrier to complete and deliver on accurate attribution.

5. **MMM& MULTI-TOUCH GUARANTEE**

**DEFINITION**

Currency guarantee framework based on business outcome for behavioral mid-to-lower funnel KPIs. An enhancement to audience-based guarantees. Guarantees could be actual ROI or ROAS measurement or lift in ROI/ROAS.

**WHY IT MATTERS**

Moves the dialogue from delivering audiences to delivering outcomes of value to advertisers. Provides the certainty of fulfilling the brands objectives and justifying their media investment.

**KEY EVALUATION FACTORS**

- Incremental website visits, app downloads, retail location visits, sales, etc.