

CITI

Transitioned
Media

**How is Measurement
Defined in a World of
Digital Distribution?**

Re-defining“ measurement”, and how it is applied

Audience



```
graph TD; A[Audience] --> B[Engagement]; B --> C[Sales];
```

- Am I reaching the right people?
- Dependant on real-time decisions

Engagement

- Did audience engage with ad?
- Dependant on interactive experiences

Sales

- Did product sales achieve goal?
- Dependant on product/offer

*Advertisers want to reach the right people,
in the right environments*

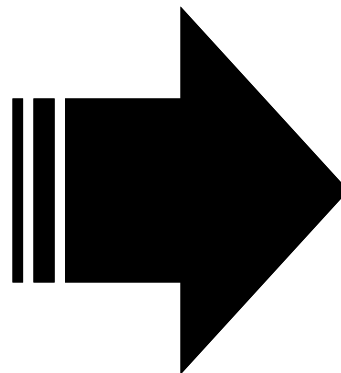
Opportunity

Unlimited data

New distribution

Addressability

Accountability



Challenge

Actionability

Fragmentation

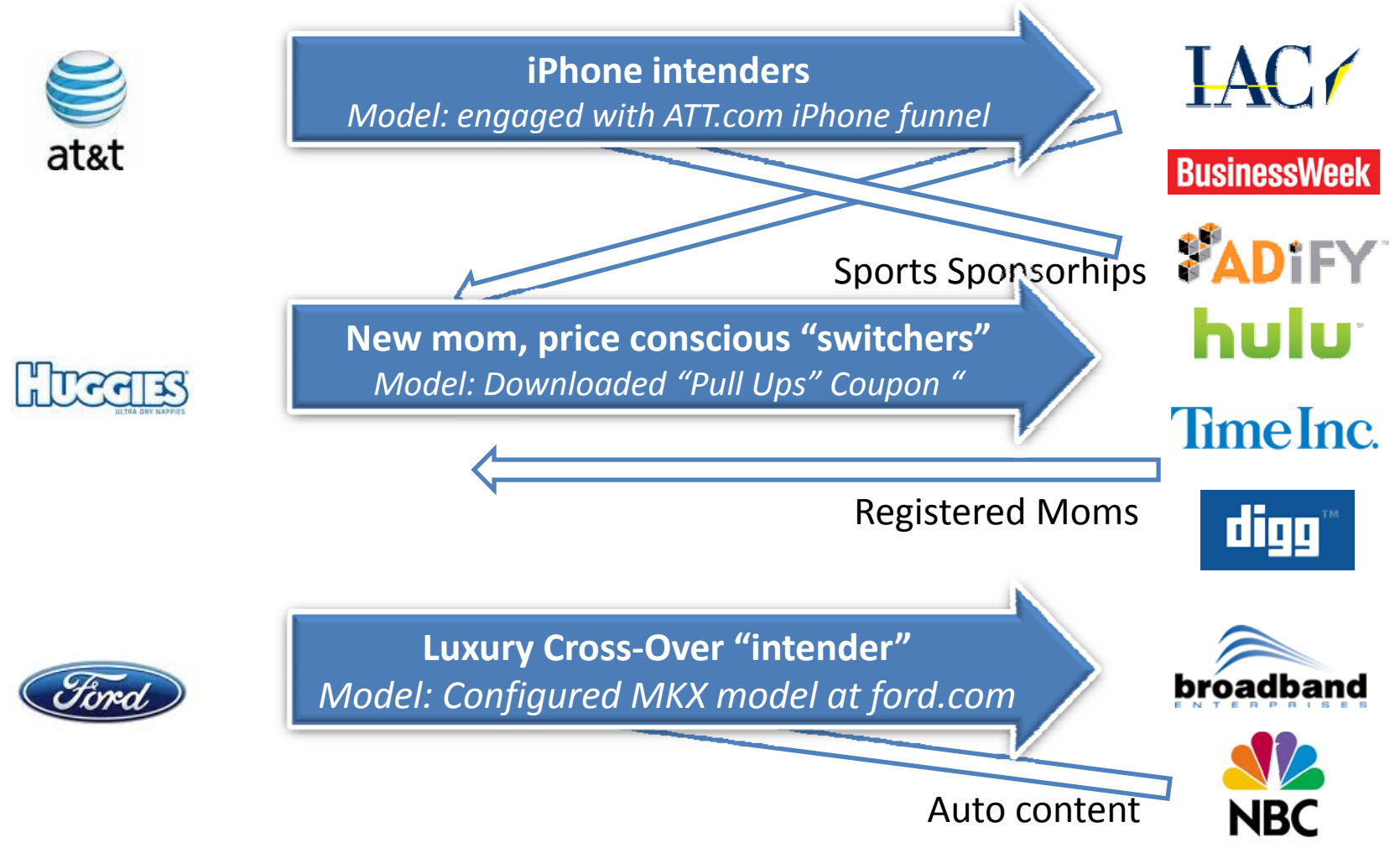
Scale/consistency

Data protection

Dynamic targeting adds massive complexity to the traditional media planning/buying model



Ultimately, marketers are changing how they target



What's needed is a simple way for:

- Marketers to **define** desired audiences
- Publishers to **forecast & sell** them
- Ad servers to **decision** them in real-time

**Across all content
experiences...**



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