How is Measurement Defined in a World of Digital Distribution?
Re-defining “measurement”, and how it is applied

- **Audience**
  - 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:

- **iPhone intenders**
  Model: engaged with ATT.com iPhone funnel

- **New mom, price conscious “switchers”**
  Model: Downloaded “Pull Ups” Coupon

- **Luxury Cross-Over “intender”**
  Model: Configured MKX model at ford.com

**Related Brand Logos:**
- AT&T
- Huggies
- Ford
- IAC
- BusinessWeek
- ADiFY
- Hulu
- TimeInc.
- Digg
- Broadband
- NBC

**Other Terms:**
- Sports Sponsorships
- Registered Moms
- Auto content
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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