



THE MARKETERS LENS: YOUR VIEWS ON MEDIA MEASUREMENT

M+C SAATCHI
PERFORMANCE

SECTION 1

INTRODUCTION

Some tech topics continue to dominate the news, and media measurement is no exception.

The truth is uncomfortable. Despite all the tools, AI, and data available, most marketers still can't confidently answer this one simple question:

'Is my media working?'

If you recognize this frustration, fear not, you are not alone.

We surveyed **240 marketers** responsible for strategy, planning, and technology decisions. We learned that there are measurement opportunities to be realized. One thing that stood out was the huge advantage that advertisers who adopt a three-pronged '**measurement trifecta**' approach consisting of Attribution, Incrementality, and Media Mix Models will have over their competitors.

The good news is that many of the gaps can be closed, and OneView, our brand new media measurement solution, can offer a true view of media impact. Visit www.mcsaatchiperformance.com to find out how.

One final introductory note. Though the respondents were based in the U.S. the findings apply to other markets and cover universal questions for all Performance Marketers.

Read on please...



SECTION 2

KEY MEDIA MEASUREMENT TAKEAWAYS



One-third of those surveyed do not have an established measurement framework in place.

92%

would find a single measurement platform beneficial to unlock better planning and budget justification.

The most common ‘pain points’ experienced by businesses concerning media measurement are;



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"These are uncomfortable truths to acknowledge, but the opportunities brought with change are significant. With two-thirds of advertisers unable to truly measure media impact due to lacking a unified approach, there will be budget wastage happening in many areas of media spend."

DANE BUCHANAN

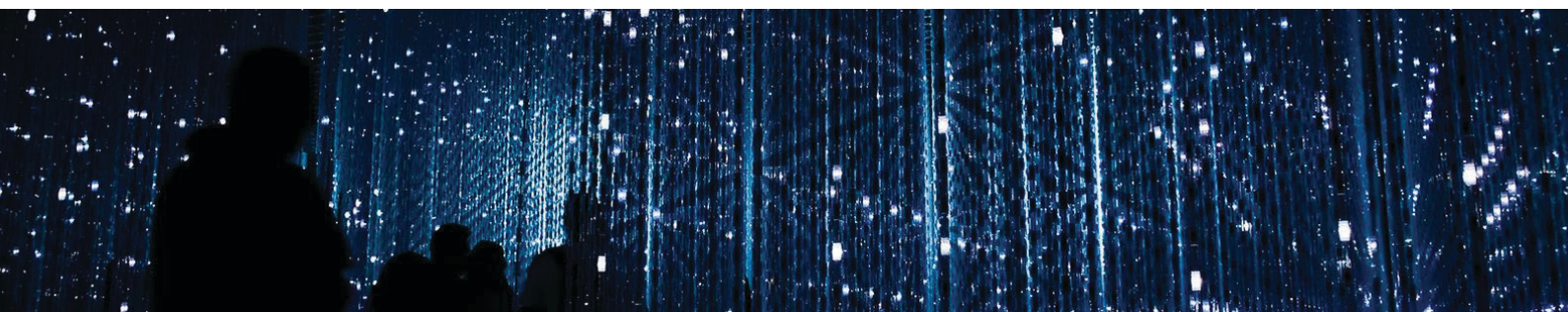
Chief Data & Analytics Officer,
M+C Saatchi Performance

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SECTION 3

DIGGING DEEPER INTO THE DATA

The following responses were recorded by those who said they had established a measurement framework.



56% of respondents have established Media Mix Modeling (MMM).



“Measurement is not easy; if it were, the industry would have cracked the code a long time ago. However there is huge progress being made and it’s great to see adoption growing. However, my worry is that the interpretation of MMM may vary, and some brands may be using simplified versions rather than robust, validated models.”

- Dane Buchanan, Chief Data & Analytics Officer, M+C Saatchi Performance



60% said they manage Media Mix Models in-house.



Managing MMM internally can bring speed and control, but it does come with risks.

MMM requires a combination of technical skills alongside commercial and media expertise. Done without proper support, it can result in inaccurate insights, missed opportunities, and an erosion of trust across the broader business.



Of those who have not adopted MMM, only 24% are doing incrementality or geo-lift testing.



“This is fascinating and both a contradiction and a missed opportunity. Incrementality testing can act as a ground truth for your MMM program and give a more granular level of insight into specific activities or regional campaign nuances. While not everyone agrees that Incrementality testing has to be run alongside MMM we believe that by doing so as part of a unified measurement framework will provide a layer of truth for which to validate measurement models and therefore Incrementality testing and MMM should work hand in hand as part of an overall measurement trifecta approach.”

- Dane Buchanan, Chief Data & Analytics Officer, M+C Saatchi Performance



Although more than half are investing in traditional brand tracking, only 35% of the survey respondents are adopting brand lift studies



This is an interesting finding and indicates that Brand Lift is being undervalued in the overarching measurement mix advertisers are relying upon. Typically brand lift studies can be executed in-platform at no cost to advertisers (caveat: minimum thresholds have to be met) and can give detailed insights on how a campaign has performed and therefore provide vital learnings for optimizing future spend.

Brand Lift can also be used to add detail to ongoing brand tracking, and potentially give context to shifts in brand perception so it is a useful and should not be overlooked.



Media measurement is overseen by a variety of different in-house stakeholders:



This is not surprising but it does cause potential issues for teams. The data highlights that measurement is truly a cross-functional challenge and highlights why alignment is vital. Clear ownership and shared usage are essential for advertisers to succeed otherwise at best, time, budget and energy is simply wasted and at worst the impact of campaigns is not understood.



More than half of respondents admit there is at least a partial challenge in executing an integrated, common framework across all parts of the business



“Without integration, even the best solutions and models will fail. While models are only as good as the data you put into them, their impact is only as good as their integration with your decision-making processes.”

- Bobbie Gersbach, Global Planning Director, M+C Saatchi Performance

SECTION 4

WHAT DOES THIS SURVEY TELL US ABOUT THE STATE OF **MEDIA MEASUREMENT**?

Measurement is advancing, but there is huge room for improvement

“A surprisingly high number of businesses appear to be missing a unified measurement framework. This is a huge opportunity, and without this framework, companies will lack a fundamental understanding of the true impact of media and the opportunity to make data-driven decisions about their marketing strategies. However, it’s extremely positive to see that **56% of brands have Media Mix Modelling in place**, as this is the foundation brands need to maximize their growth. Building a unified measurement framework that utilizes MMM will vastly improve the depth of measurement and understanding of outcomes.”

DANE BUCHANAN

Chief Data & Analytics Officer,
M+C Saatchi Performance

From our perspective, we believe there is no panacea when it comes to media measurement. It requires multiple methods, some technical nuance, and much media expertise.

This is why we recommend adopting a measurement framework that helps triangulate your media investments' impact. We call this a 'Measurement Trifecta' and consists of:



ATTRIBUTION



INCREMENTALITY



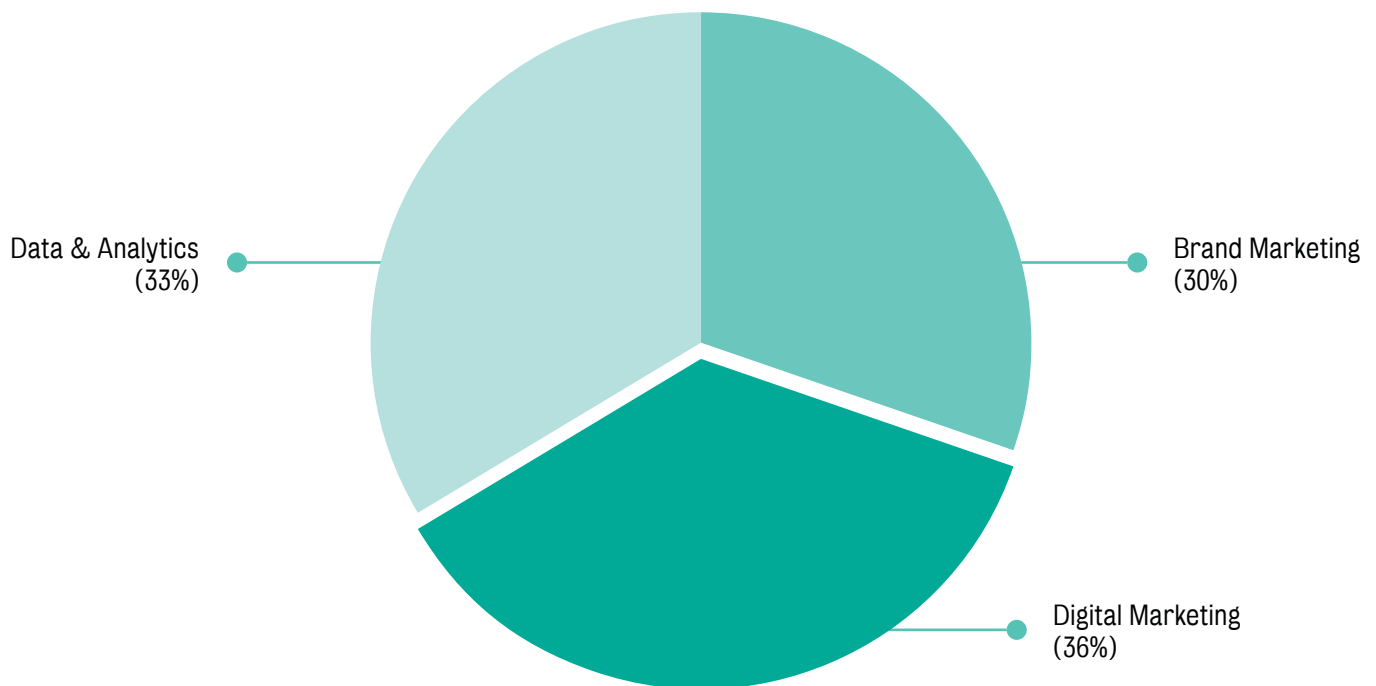
MEDIA MIX MODELS

[Find out more about the importance of the Measurement Trifecta here.](#)

For those that have adopted MMM, only 24% are doing incrementality or geo-lift testing. This highlights a potential blind spot for many brands, as geo-lift testing is a great supplement to a well-developed MMM program. It can act as a validation or a high-definition view on a key activation or regional nuance.

Clear Ownership Drives Unified Decision Making

When it comes to owning the media measurement framework, we saw a fairly even split across Brand Marketing (30%), Digital Marketing (36%), and Data & Analytics teams (33%), with over half of respondents reporting difficulty in aligning on a single framework.



“A robust media measurement framework should see marketing departments unified in their approach to planning, execution, and optimization.

When Media Mix Modelling is the core of this, it can also help to unify the entire organisation, as the outputs are not just focused on media but can include pricing, promotions, product changes, etc. A shared framework across departments not only unifies decision making, but it also builds internal trust in the numbers.”

DANE BUCHANAN

Chief Data & Analytics Officer,
M+C Saatchi Performance



Marketing teams still seek improvement and optimization

Although **56% of respondents use MMM**, only one third of those surveyed have an established measurement framework in place and **92%** said would find a single measurement platform beneficial to unlock better planning and budget justification.

This is a huge area of opportunity for advertisers. Having an MMM is just one part of the measurement puzzle and needs to be combined with other tools such as Attribution and Incrementality testing to really provide a true view to answer the fundamental question of **'Is my media working?'**

COMMON PAIN POINTS:



MMM can answer the question marketers struggle with the most - not just where to invest, but when, how much, and what the expected return will be. However, for a true view of media effectiveness, MMM should not operate in isolation.



The survey shows several issues marketers experience when planning and executing campaigns. The good news is that MMM could resolve all three of the top pain points - and help address a wide range of other measurement challenges, from budget allocation to seasonality to where and when to scale budget.

As stated anecdotally in the survey, Media Mix Models can help resolve many measurement issues. For example:



MMM has helped us become more agile and adjust for seasonality and trending campaigns. We have been able to micro-target certain regions with campaigns based on the performance found in the MMM.



MMM has made it easier to align business units across the organization. It's also helped the executive team understand certain marketing strategy aspects easily.



However, even within MMM, there's still room for improvement, with **57% of respondents** highlighting they want better media optimization and scenario capabilities from their MMM solution.



AI capabilities are a growing expectation

45%

of respondents want AI-powered recommendations within the next 12 months. We're seeing marketers rely more and more on AI-driven solutions. The latest generative AI models will help marketers simplify complex decisions – not just crunch numbers but to explain how to act on them and maximize their media effectiveness.

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“AI – two letters that can illicit an equal chorus of groans or applause. We see massive benefits for marketers, especially when it comes to simplifying decision-making. We're currently working on adding generative AI features to many of our solutions.”

DANE BUCHANAN

Chief Data & Analytics Officer,
M+C Saatchi Performance

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As we stated in the Creative and AI chapter of this survey, [available here](#), it is important for each brand to evaluate AI needs according to specific needs with an ‘AI-driven, human-curated’ approach. Advertisers will always need a person to oversee the interaction of AI tools and platforms. AI does not understand nuance well and in the world of media context is all important.

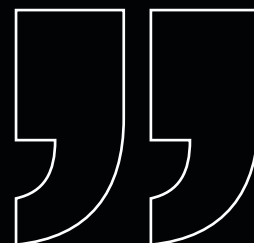
“ IN SUMMARY

“This survey confirms what we often see in practice - measurement matters, but many brands still have immense difficulty stitching their measurement together. We see a huge opportunity in bringing media measurement together into one unified framework through the lens of the Measurement Trifecta.

You're not truly measuring impact if you're not unifying attribution, incrementality, and MMM. You're simply guessing. At best you're leaving money on the table for competitors, and at worst, burning your hard-earned marketing dollars.”

DANE BUCHANAN

Chief Data & Analytics Officer,
M+C Saatchi Performance



INTRODUCING ONEVIEW

Marketers don't just need another measurement tool – they need a solution that delivers real, actionable insights at the speed and accuracy required to grow their business. Built by Data Scientists, Refined by Media Strategists.

OneView simplifies complex media measurement — combining modern MMM with attribution and geo-testing to help you measure and optimize the impact of all your media investments

Designed by leading data scientists and media strategists OneView has been built to ensure brands get both statistical accuracy and actionable, commercial insights.

So, if you're a marketer struggling to answer the question, 'Is my media working?' we can help.

By combining Media Mix Modeling (MMM), Attribution and Incrementality Testing, OneView enables brands to understand the true incremental impact of their media investments – at a speed and granularity that works for both digital and offline channels, as well as Brand & Performance teams.

Find out more about how we help clients truly understand the impact of their media here, www.mcsaatchiperformance.com

KEY TAKEAWAYS



UNIFY YOUR MEASUREMENT

Fragmented tools and methodologies lead to disconnected insights. A single framework brings clarity and improves decision-making.



TRIANGULATE PERFORMANCE

Attribution, Incrementality, and Media Mix Modelling can be used together to give a complete view of media impact.



DON'T SKIP TESTING

Only 24% of MMM users validate results with geo-lift or holdout testing - it's a massive potential blind spot.



MAKE OWNERSHIP CLEAR

Ownership spread across teams is common, but alignment is what drives tangible business outcomes.



USE MMM FOR PLANNING, NOT JUST REPORTING

Marketers want better forecasting from their models. Modern MMM should power future planning - not just explain the past.



LEVERAGE AI TO SIMPLIFY DECISIONS

45% of marketers want AI-driven recommendations. AI can help marketers understand, act, and optimize faster.

MEET THE TEAM



DANE BUCHANAN

Chief Data & Analytics Officer,
M+C Saatchi Performance

As Chief Data & Analytics Officer at M&C Saatchi Performance, Dane is responsible for the agency's global data and analytics strategy, which leverages advanced data science and analytics techniques to help clients measure and optimize their media activity and is the mind behind OneView, our new holistic media measurement solution.

He brings over 15 years of experience in advanced analytics and data science, having worked with industry leaders across the Financial Services, Telecoms, FMCG, and Retail sectors. Before joining M&C Saatchi Performance, Dane held senior analytics roles at leading organizations, including Ebiquity and TikTok.

Based in London, Dane leads a talented team of analysts and data scientists dedicated to creating unified measurement frameworks that drive results through actionable insights and recommendations. He is passionate about data and is committed to helping brands maximize the impact of their media investments through innovative data solutions.



BOBBIE GERSBACH

Global Planning Director,
M+C Saatchi Performance

Bobbie Gersbach has spent the past 17 years working in digital media with network agencies including Publicis and Dentsu before joining M&C Saatchi Performance in 2015. As one of the first employees of M&C Saatchi Performance in the APAC region, Bobbie has been key to the growth of the agency and its clients, particularly regarding Amazon and Grab. She pioneered mobile marketing, strategic growth planning and privacy-centric measurement. In 2023 Bobbie was promoted to Global Planning Director and is now responsible for managing the agency's Global Strategy & Insights team and leading the Australia & New Zealand business.

Contact us to learn more about how we enable clients to succeed in their Media Measurement challenges. Dane is also available to discuss your needs. To request a no-obligation consultation, email us at Marketing@mcsaatchiperformance.com

**FIND OUT MORE ABOUT
M&C SAATCHI PERFORMANCE**



ABOUT M+C SAATCHI PERFORMANCE

M&C Saatchi Performance is a leading global performance marketing agency, we are the growth agency for digitally driven brands. We started in 2006 with a focus on mobile. Since then we have expanded to provide profitable growth across digital channels, leveraging the reach of paid search & social, programmatic, retail media, CTV, influencer marketing, ASO, creative, measurement solutions and more.

To find out about how [OneView](#) ensures clients have a full view of their media measurement can answer the question; [Is my media working?](#) contact us.

CONTACT US



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[linkedin.com/company/m-c-saatchi-performance](https://www.linkedin.com/company/m-c-saatchi-performance)



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FIRST TWO CHAPTERS HERE:

The Marketer's Lens: What Marketers Think About Commerce Media

The Marketer's Lens: What Marketers Really Think about Creative and AI