



9 Golden Rules for Measurement

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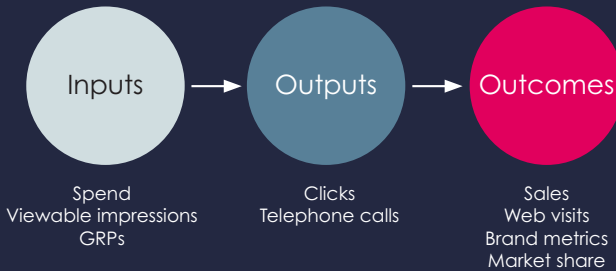
All simple. Always followed?

1. Define success in advance

Avoid the Texas sharpshooter fallacy:
Painting the target once the shots have been fired

2. Use a level playing field

Treat every channel alike



3. Know your fundamentals across all media channels

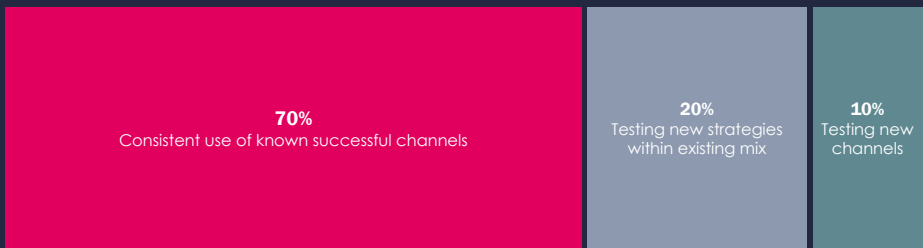
Cost per thousand impressions, cost per TVR,
viewability, advertising context

7. Be choosy about metrics

Don't succumb to death by data

8. Allocate budget towards testing

Don't optimise into a corner
Be prepared to fail and learn



9. Context is important

Context changes
So what worked in the past, might not work today

Apply human judgment to assess when this is true...
and what to do next