



9 Golden Rules for Measurement

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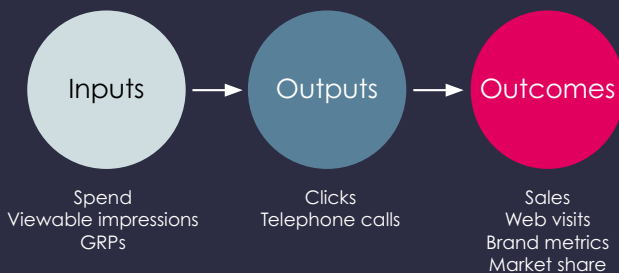
All simple. Always followed?

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

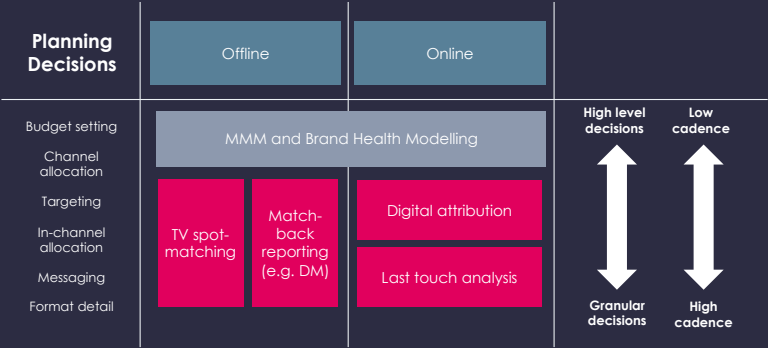


3. Know your fundamentals across all media channels

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

4. Right methodology, right job

Don't use partial methods, like digital attribution, for holistic challenges

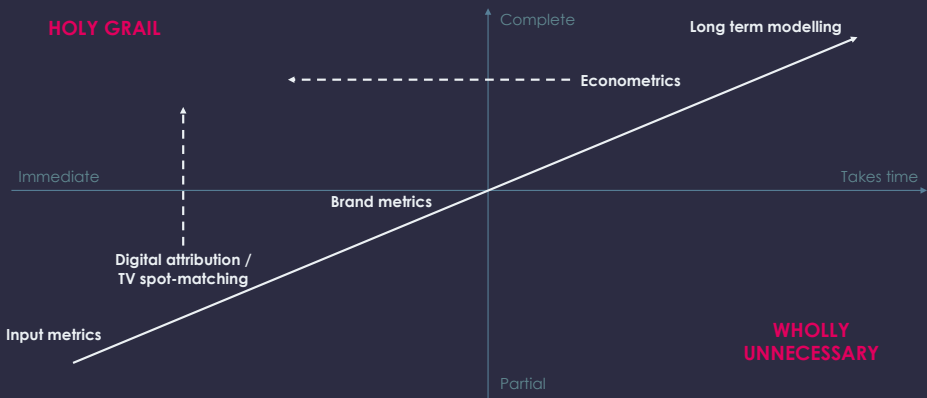


5. Triangulate

Seek consensus from multiple sources:
econometrics, attribution, brand metrics

6. Timely results

Be honest and realistic about what can be delivered



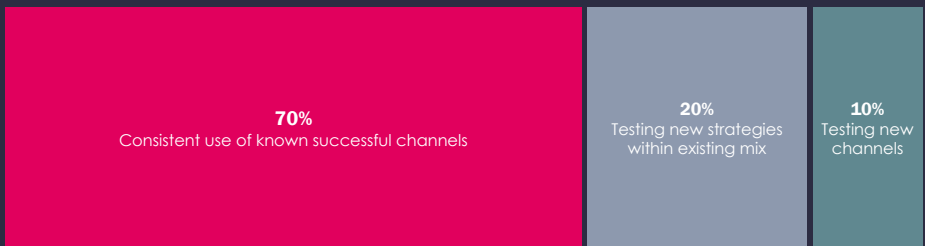
7. Be choosy about metrics

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 judgement to assess when this is true...
and what to do next