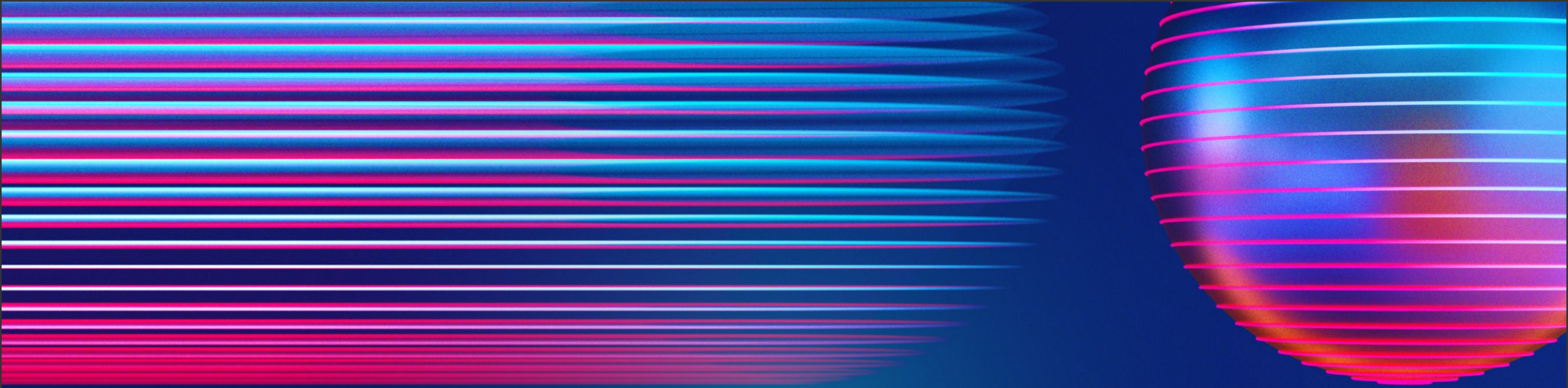




BRINGING MOMENTUM TO MEASUREMENT:

What Marketers are Missing in the Pursuit of Effectiveness

Wednesday, July 22, 2026

Basis[®]

The Future of Advertising Runs on Basis.

Award-winning technology and services that integrates and radically improves agency and marketer capabilities, drives outcomes for media campaigns and businesses.



What Marketers are Missing in the Pursuit of Effectiveness



NOOR NASEER

VP, MEDIA INNOVATIONS +
TECHNOLOGY

Basis®



LAUREN JOHNSON ALLENDER

EFFECTIVENESS LEAD,
STRATEGIC BUSINESS OUTCOMES

Basis®

Where we are headed in today's chat

Today we'll:

- Break down effectiveness as a concept and how measurement has pivoted
- Unpack what's missing in today's pursuit of effectiveness
- Share thought starters to help you think bigger in effectiveness and impact
- Offer practical guidance for how to win in this increasingly complex, overwhelming landscape

Today's effectiveness paradox

**Measuring
what matters**

The future of retail and
commerce media

Finally, a platform built for
the future of marketing ✨

**Looking forward: How AI is Reshaping Ad Creative
and Propelling MMM into a New Era**

Real-time insights rarely lead to immediate action,
report finds

**METRICS THAT MATTER: DECODING
THE NEW AGE OF MEDIA STRATEGIES**

**MMM delivers results, but marketers need to
make it more actionable**

We're measuring everything...and understanding less.

Measuring
what matters

The future of retail and
commerce media

Looking forward: How AI is Reshaping Ad Creative
and Propelling MMM into a New Era

Real-time insights rarely lead to immediate action,
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MMM delivers real-time insights marketers need to
make it more actionable

65%

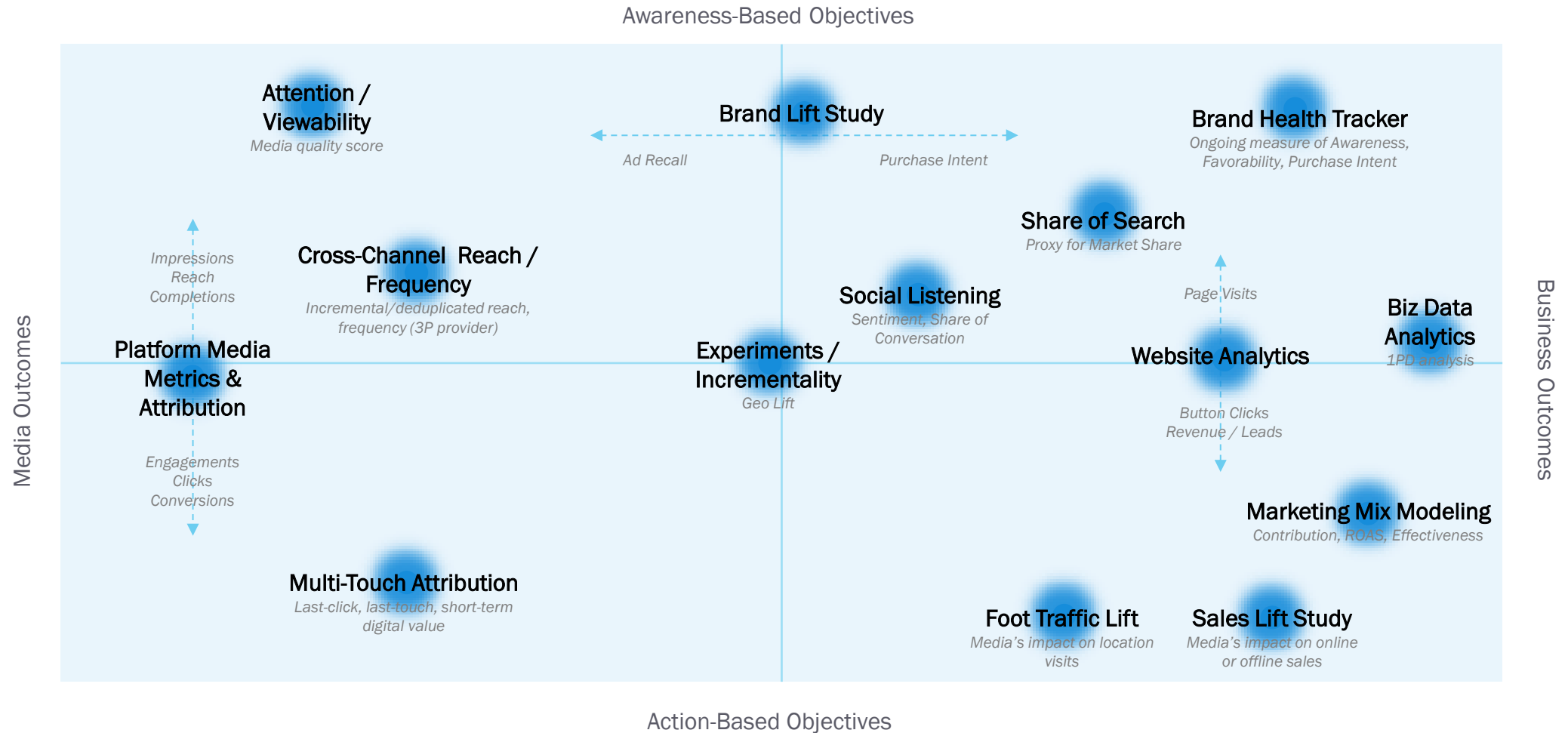
of marketers
are unsatisfied
with advanced
measurement
solutions

Source: IAB State of Data 2026

Effectiveness is more than media performance against benchmarks, it's producing the desired business outcome.

The landscape is mature & fragmented

Solutions are constantly evolving and launching.



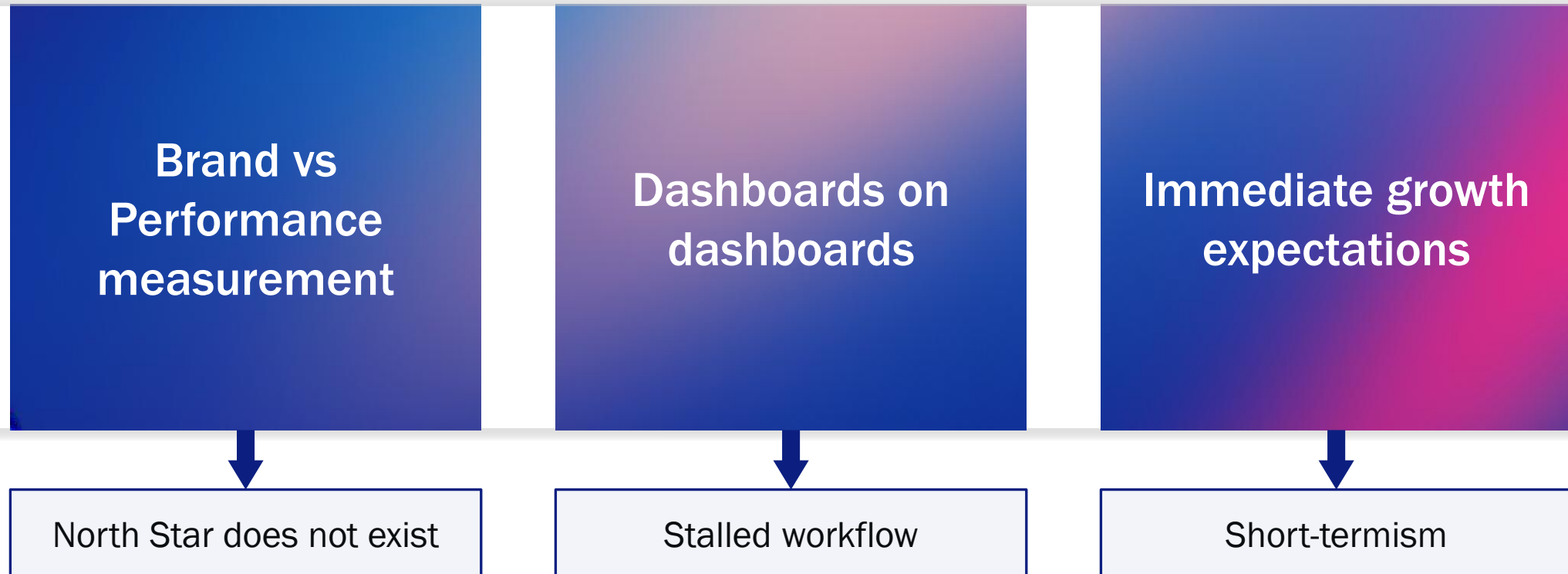
**The
measurement
pivot.**

**We're trying to
measure too
many things in
too many ways.**

The industry is experiencing:

- A fundamental shift in attribution – but we're still chasing path to conversion
- Measurement tool explosion – but more tools don't create clarity
- Metric overload – but we're unable to understand what's most important

This has created tension, stalled workflows and misalignment



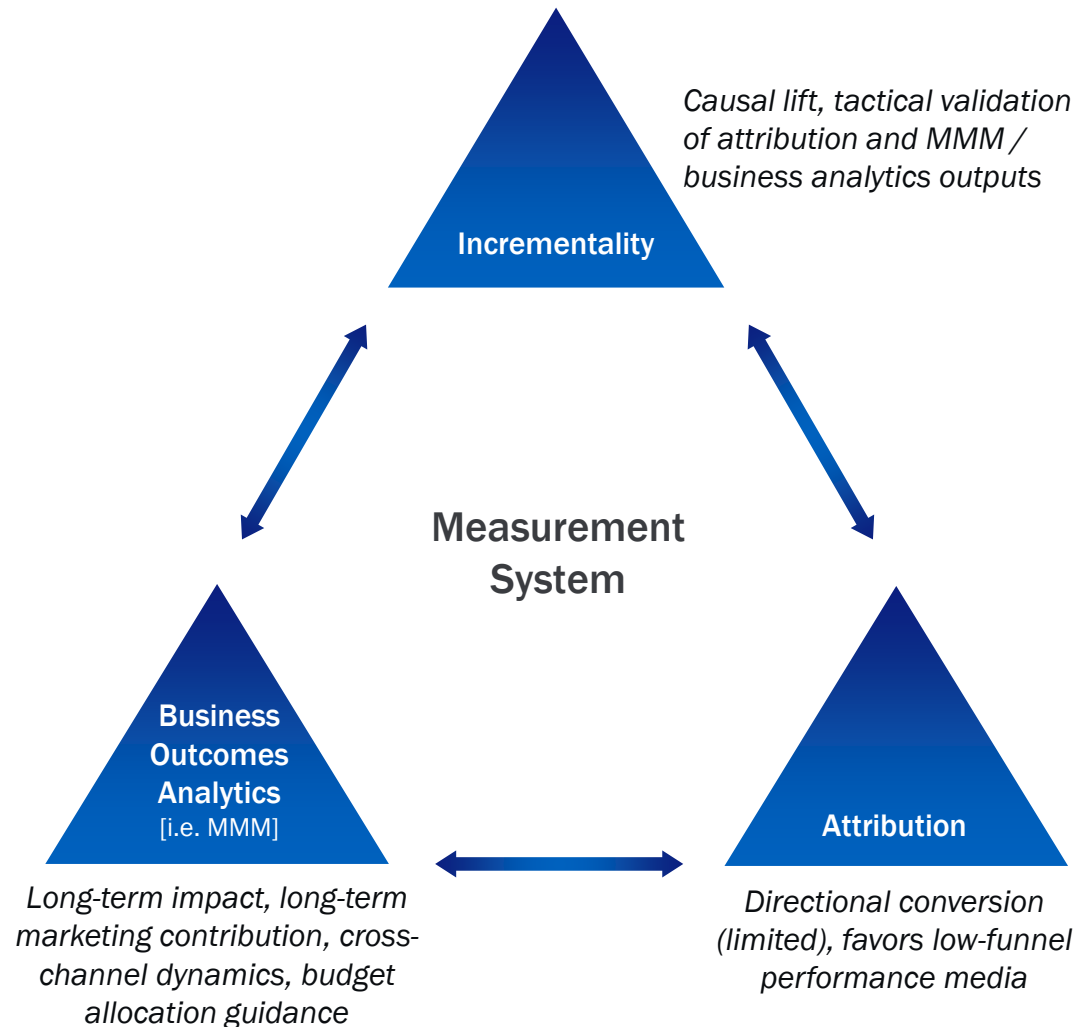
If more data more often is not solving the problem...what is?

THINK SYSTEM, NOT STACK.

Three methodologies.
Each answers a different
question. None answers
all of them.

Only 39% of marketers
use all three together.

Source: IAB State of Data 2026



A man and a woman are working together at a computer. The man is sitting at the desk, looking at the screen, and the woman is standing next to him, also looking at the screen. They are both smiling. The image is overlaid with a blue gradient.

**Better measurement only
matters if it empowers
better decisions.**



Five expectations for the future of effectiveness

- 1 Legacy signals cannot be the only evaluation lens
- 2 Not every problem needs a new tool
- 3 Shift from looking backwards to modeling forward
- 4 Experimentation drives continuous learning
- 5 Creative is the biggest untapped lever for growth



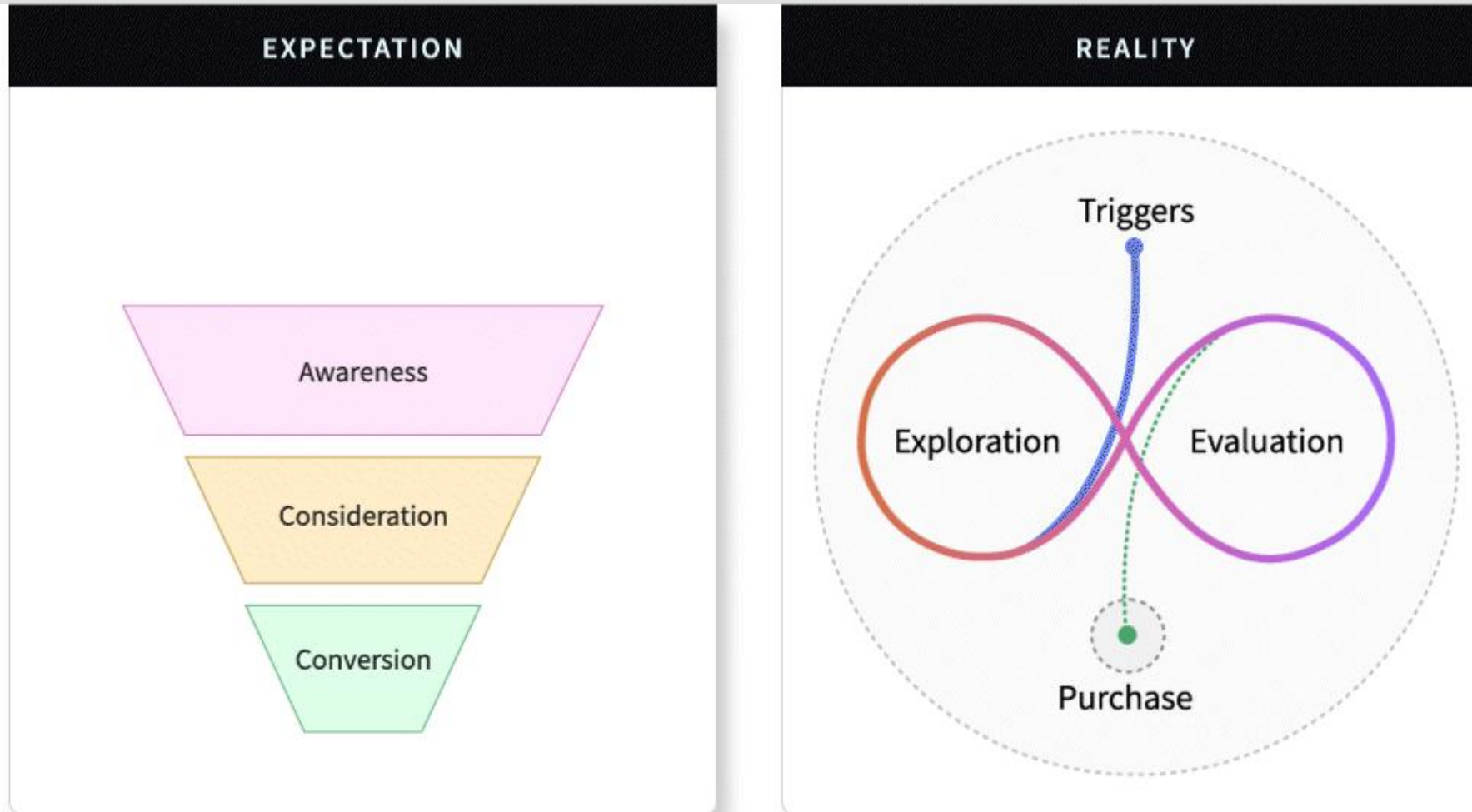
Legacy signals cannot be the only evaluation lens

Attribution is necessary for optimizing and measuring short-term signals by platform.

IMPORTANT BARRIERS:

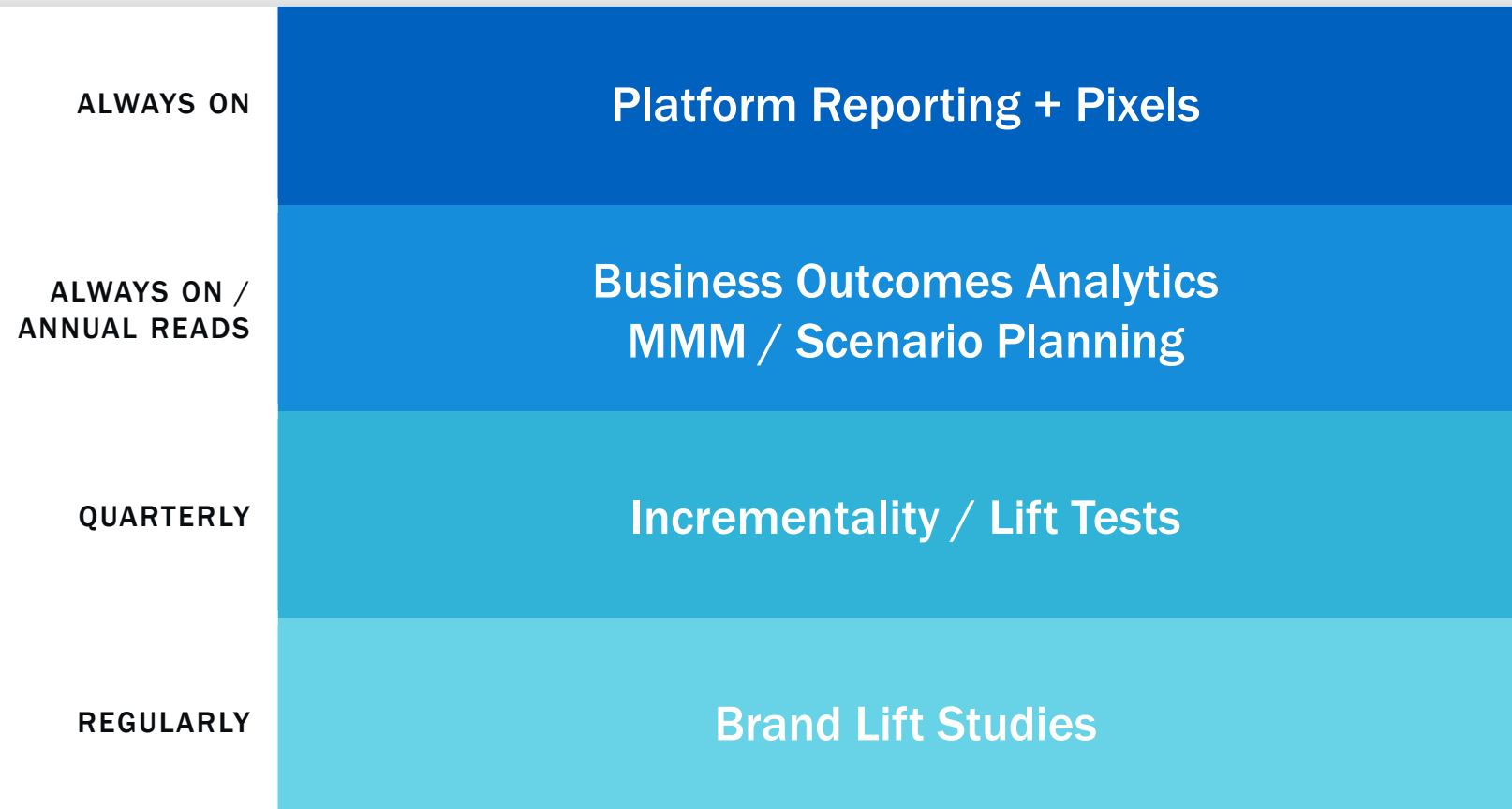
- This is not cross-platform. This is not holistic.
- If this is the only lens, we're missing signals

Because we are solving for the messy middle



If you're still chasing the path to conversion, you're behind

The modern measurement system is layered





Not every problem needs a new tool

THE REALITY

- Tool overload is real
- Constant onboarding = costly + disruptive
- It doesn't have to be a tool – it can be your data evaluated differently

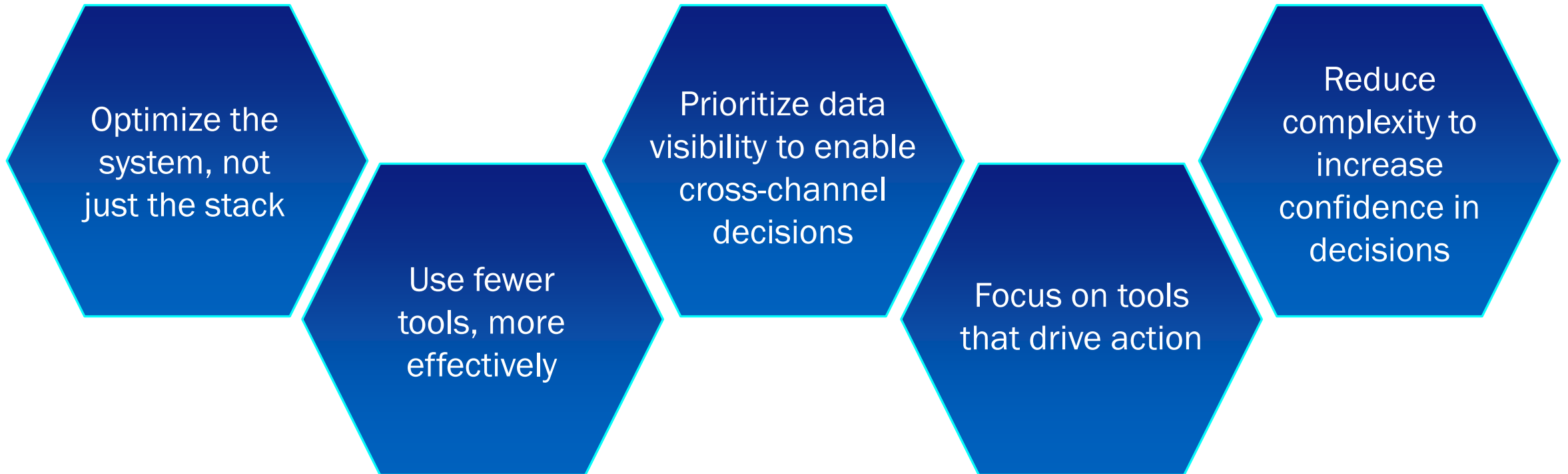
5

minimum number of
tools teams use to
evaluate strength of
cross-channel
investments

*i.e. Search, Social, DSP, Direct
Buys, Dashboarding tech*

Prioritize what helps drives decisions, not outputs

A BETTER APPROACH



Be choosy about building the measurement system using the solutions that work for your needs.



Shift from looking backwards to modeling forward

Modern modeling is powering smarter decisioning

Because...

- ...Math has always been the foundation
- ...Predictions are powerful
- ...Rationale and data points confidently steward dollars towards expected outcomes

+\$15B

In media spending unlocked from use of modern scenario planning tools, expected by marketing leaders

Source: IAB State of Data 2026

We shouldn't get stuck planning based on past principles

Harness predictive analysis within workflows

THIS FUELS PLANNING FOR:

- Budget shifts
- Channel tradeoffs
- Outcome forecasting

OPTIMAL BUDGET ADJUSTMENTS

1. Good / 2. Better / 3. Best

ACTIVATION

Apply knowledge / expectations / restraints

Implement budget adjustments

MONITOR / OPTIMIZE

Measurement framework

Improved decisioning, improved confidence

OBJECTIVES:

- Understand full impact of marketing efforts
- Identify growth levers for future budget decisioning

SOLUTIONS:

- Applied predictive forecasting by channel
- Identified channel investment tradeoffs for dual audiences
- Delivered data-driven budget decisioning with expected growth outcomes



BUDGET OPTIMIZER – SCENARIO ONE			\$5	\$7MM
MEDIA PLATFORM	RECOMMENDED SPEND	RECOMMENDED SPEND SHARE	MODELED ROAS	MODELED SALES
Online Video	\$	7%	\$10	\$500k
YouTube	\$\$	10%	\$4	\$400k
Endemic	\$	2%	\$1	\$50k
Meta	\$	7%	\$7	\$550k
RMN	\$\$	23%	\$2	\$700k
Brand Search	\$	8%	\$1	\$200k

Clear connection to
77%
of sales outcomes

+75%
investment
confidence
improvement

+30%
incremental
investments



Experimentation drives continuous learning

In the spirit of building new principles for planning, we embrace the case for experimentation

- Geo experiments offer gold standard for true causal impact
- Scalable with confidence
- Especially critical as signal loss continues

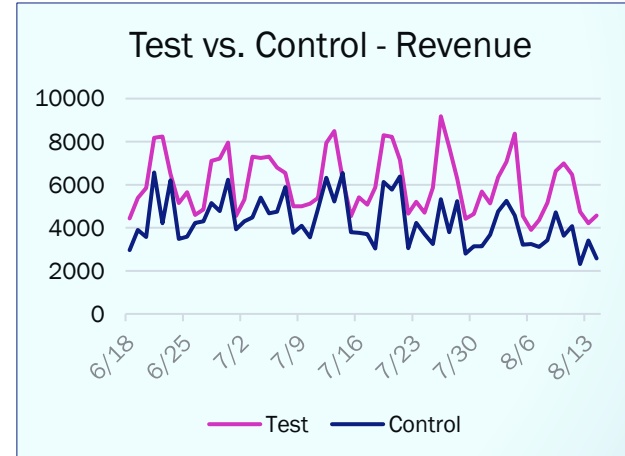
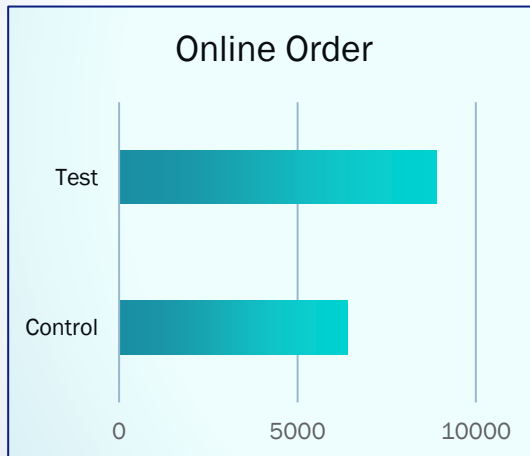
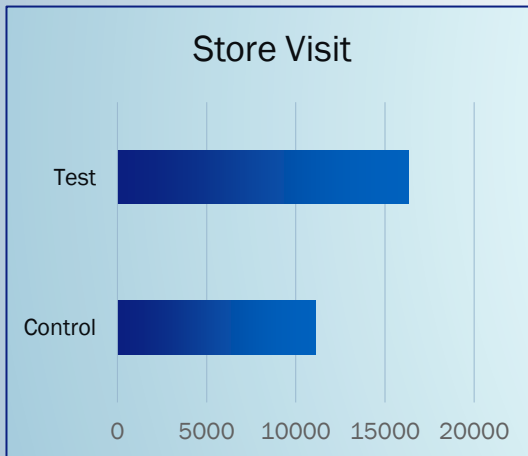
A small geo test can scale big benefits

OBJECTIVE:

Understand influence of diversified media mix

SOLUTIONS:

Designed matched market test to isolate variables for max learnings



Test Market's Revenue

+41%

Overall, Test Market's acquired a 41% lift in Revenue compared to Control Markets.

KEY TAKEAWAYS:

Store Visits had the biggest impact on the lift in each market, suggesting that driving more Store Visits will have a stronger effect on overall revenue.



Creative is the biggest untapped lever for growth

We've optimized
media to death.

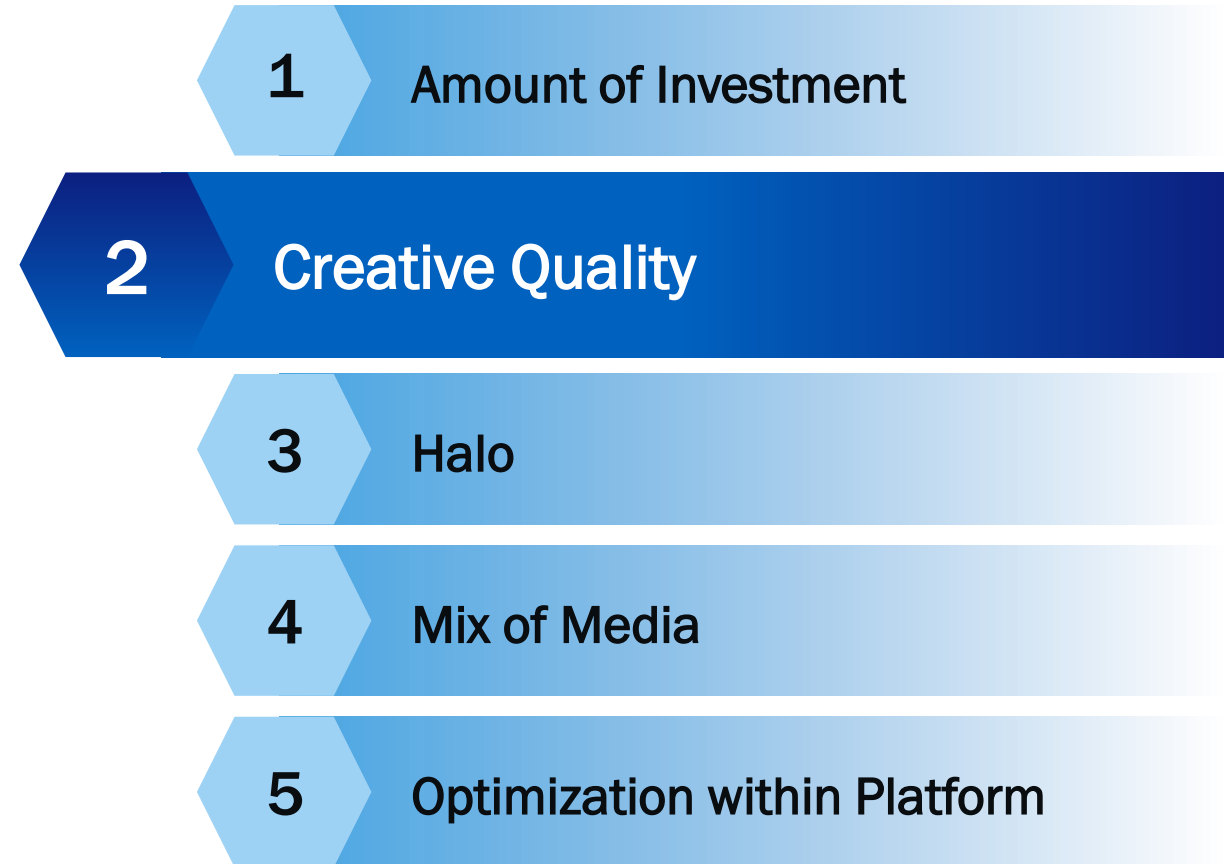
Creative is the
next frontier.

CREATIVE DRIVES:

- Incrementality
- Engagement
- Efficiency

Creative is the #2 driver of campaign performance, second to spend

Source: *Analytic Partners ROI Genome, WARC, Drivers of advertising profitability, 2023*



**Regardless of who develops creative,
it's our job to evaluate whether it's positioned to succeed.**

**BRAND DISTINCTIVENESS:
HOW WE SHOW UP**

- Understanding position in landscape
- Being memorable

ACCELERATED CREATIVE TESTING

- Finding resonance before go to market
- In-flight A/B tests
- Post-campaign cross-channel analysis

Creative validation in three phases to unlock stronger performance

When the three stages feed each other, your creative intelligence compounds over time.





Ways to win in today's landscape

Decisioning > Measurement

**Think System,
not Stack**

From fragmented tools and excessive data →
to connected systems that drive action

Forward Decisioning

From historical benchmarks → to scenario
planning + continuous experimentation

**Creative as
Performance Lever**

Shift from media-first optimization → to creative-led
performance thinking

To bring momentum to measurement



IS NOT:

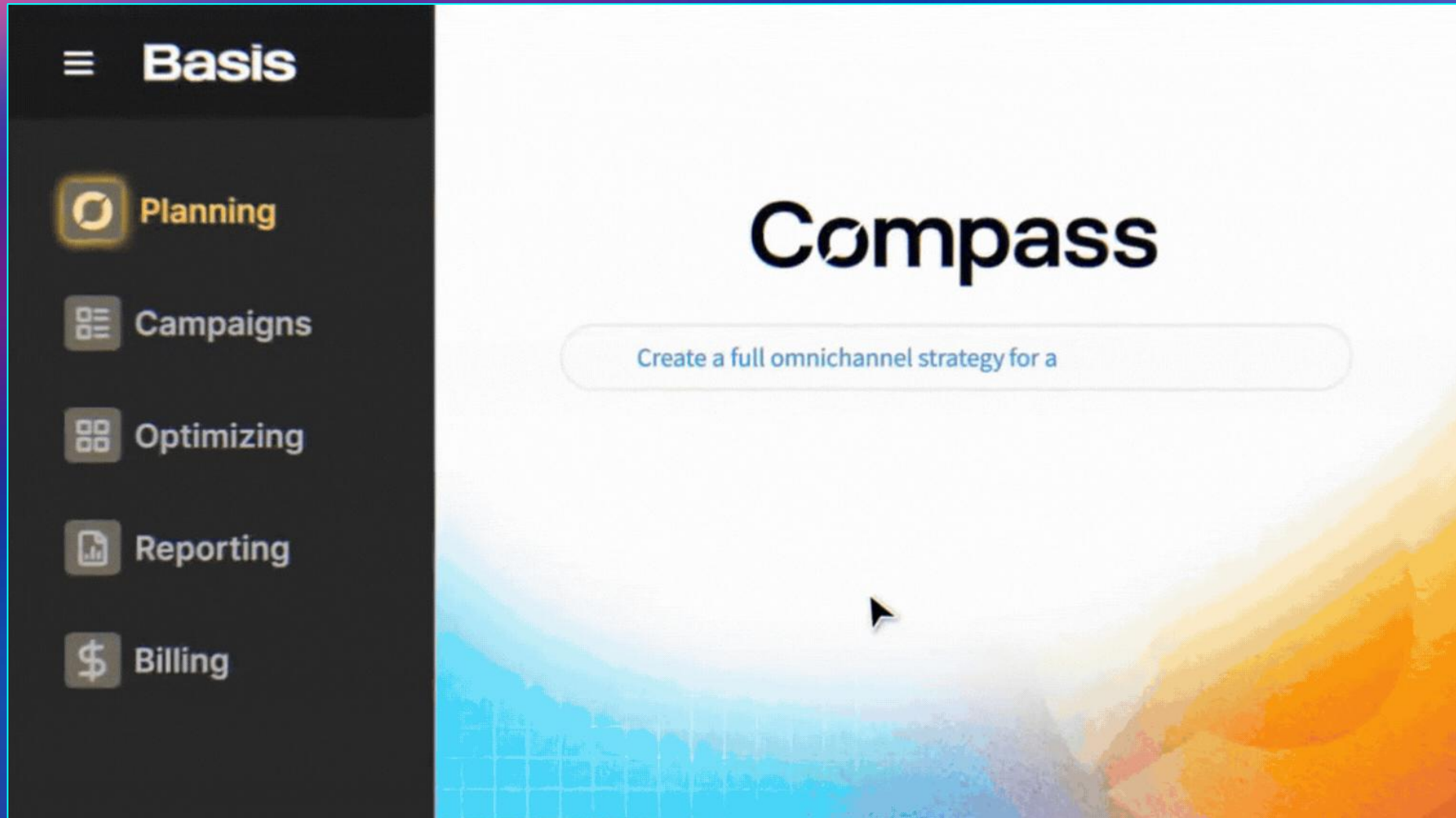
- More tools
- More data points
- More measurement



BUT INSTEAD, THIS:

- Simpler systems
- Clearer decisions
- Smarter experimentation

Consolidate Your Workflow



Q&A

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