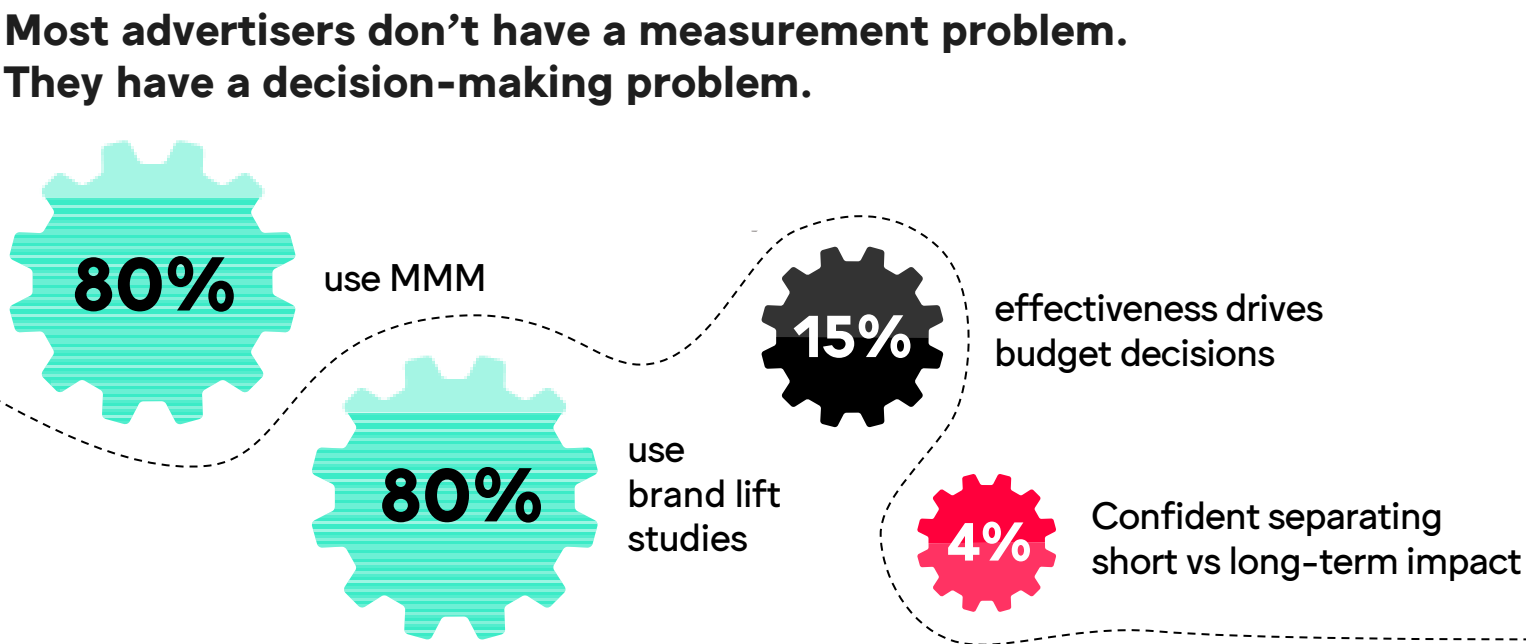


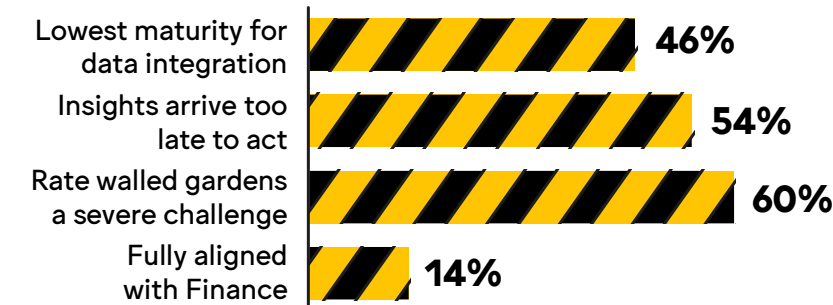
The Measurement Gap



The Story in One Sentence

 **Eight in ten** advertisers use sophisticated measurement tools, yet only 15% say effectiveness evidence is the primary driver of budget decisions.

Key Barriers

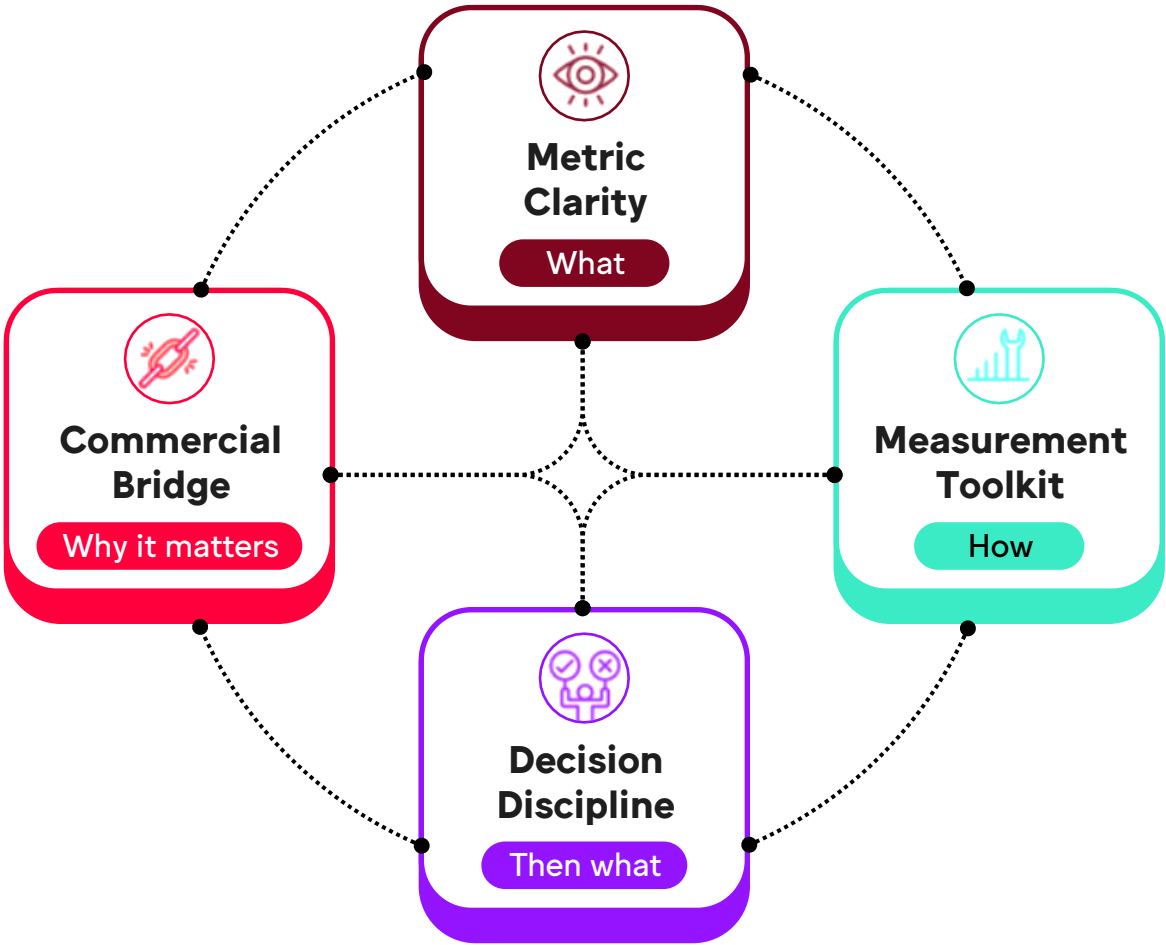


Final Takeaway

The leaders are not necessarily the organisations with the most sophisticated tools. They are the organisations that ensure measurement reaches the decision, every time.

Introducing the Measurement Operating System

Four dimensions, one connected system



✓ The system only works when all four are connected.

Download the handbook:
wfanet.org/MediaEffectiveness