



SIDE 1
Targeting Obsession
The Fraudsters
Performance Mania
Tech Taxman
Burial of Creativity

SIDE 2
MFA's Here to Get Ya'
Short-Term Fixation
Bye-bye Salience
No Mental Avails
Longing for the Long of It



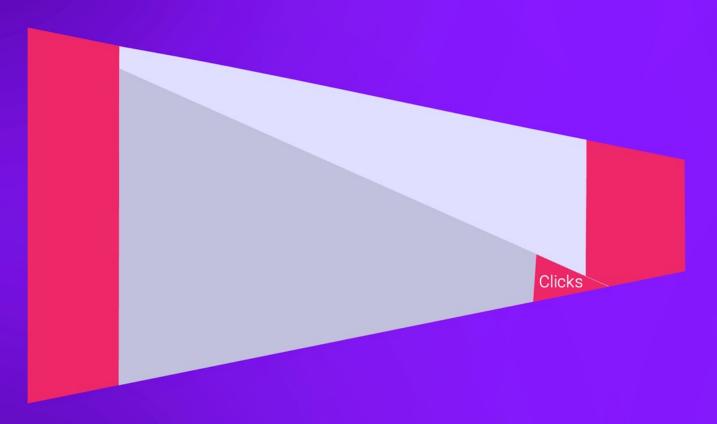




"What gets measured gets managed"



We've been looking here



ADVANTAGE

exactness and scale

DISADVANTAGE

lack of relevance

















When we should've been looking here



ADVANTAGE

relevance

(presumed) DISADVANTAGE

lack of exactness and scale











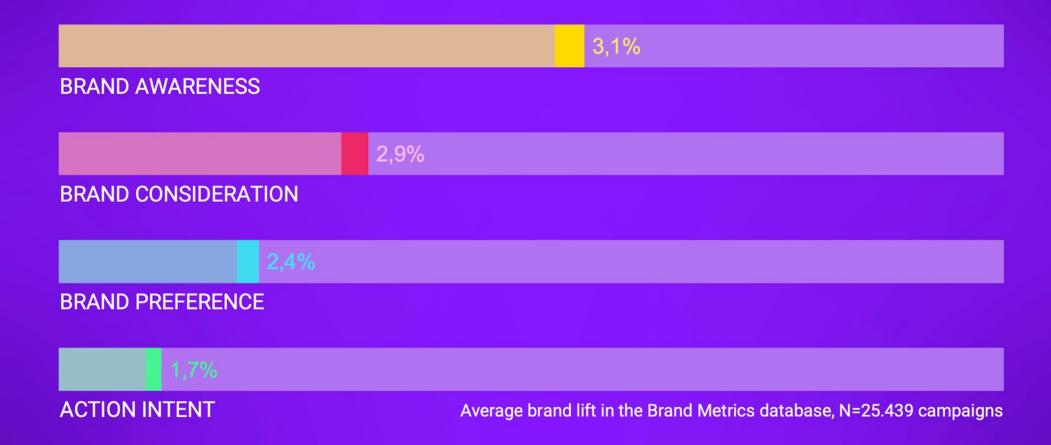






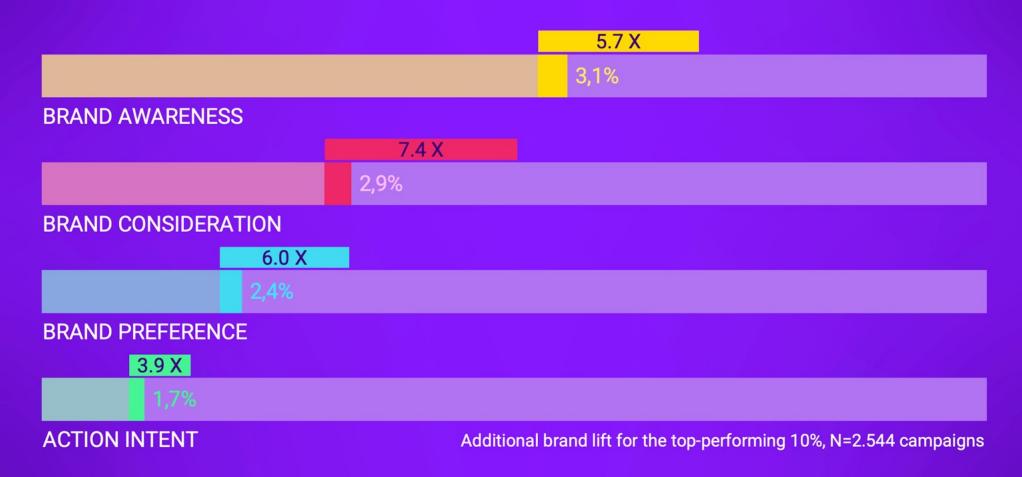
The Guardian	The New York Times	HEARST	FT FINANCIAL TIMES	dpg	The Washington Post	Paramount+	Adevinta
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FO MEDIAGROEP	funda	THE MATIMES	% ONEFOOTBALL	♠ Hemnet	HETTO;	mindbodygreen	marie Claire

The brand effect of digital advertisement





The brand potential of digital advertisement





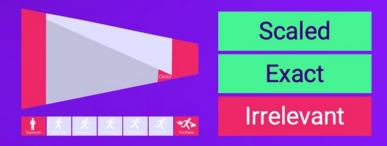
If we don't have measured data



We can use predicted data



If we don't have measured data





If we don't have measured data

Scaled

Exact

Irrelevant

We can use predicted data

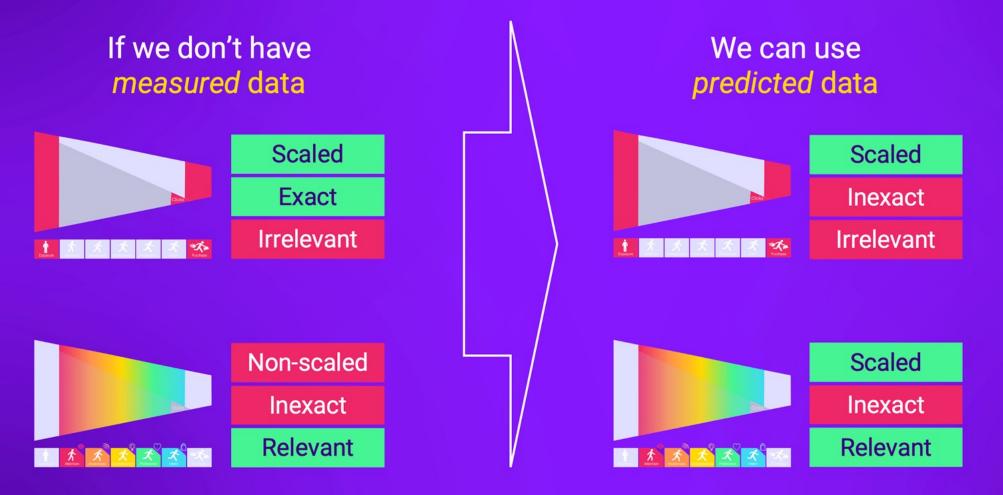
Scaled

Inexact

Irrelevant

Irrelevant







Thank you!



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