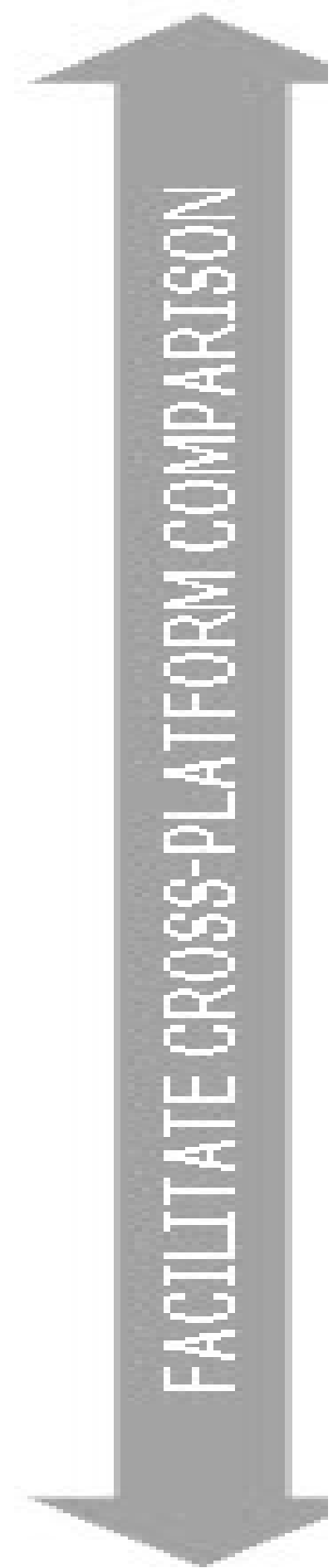


Consensus Across the Ecosystem for Five Guiding Principles of Measurement



1

Define Impression

2

Establish Audience Currency

3

Standard Classification of Ad Units

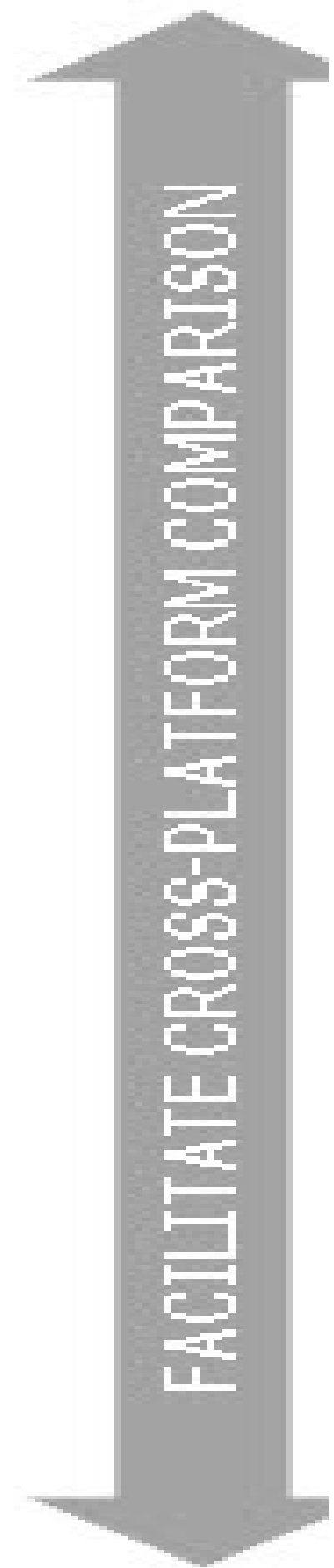
4

Brand Ad Performance Metrics

5

Brand Attitudinal Measures

Five Guiding Principles of Measurement Operationalized

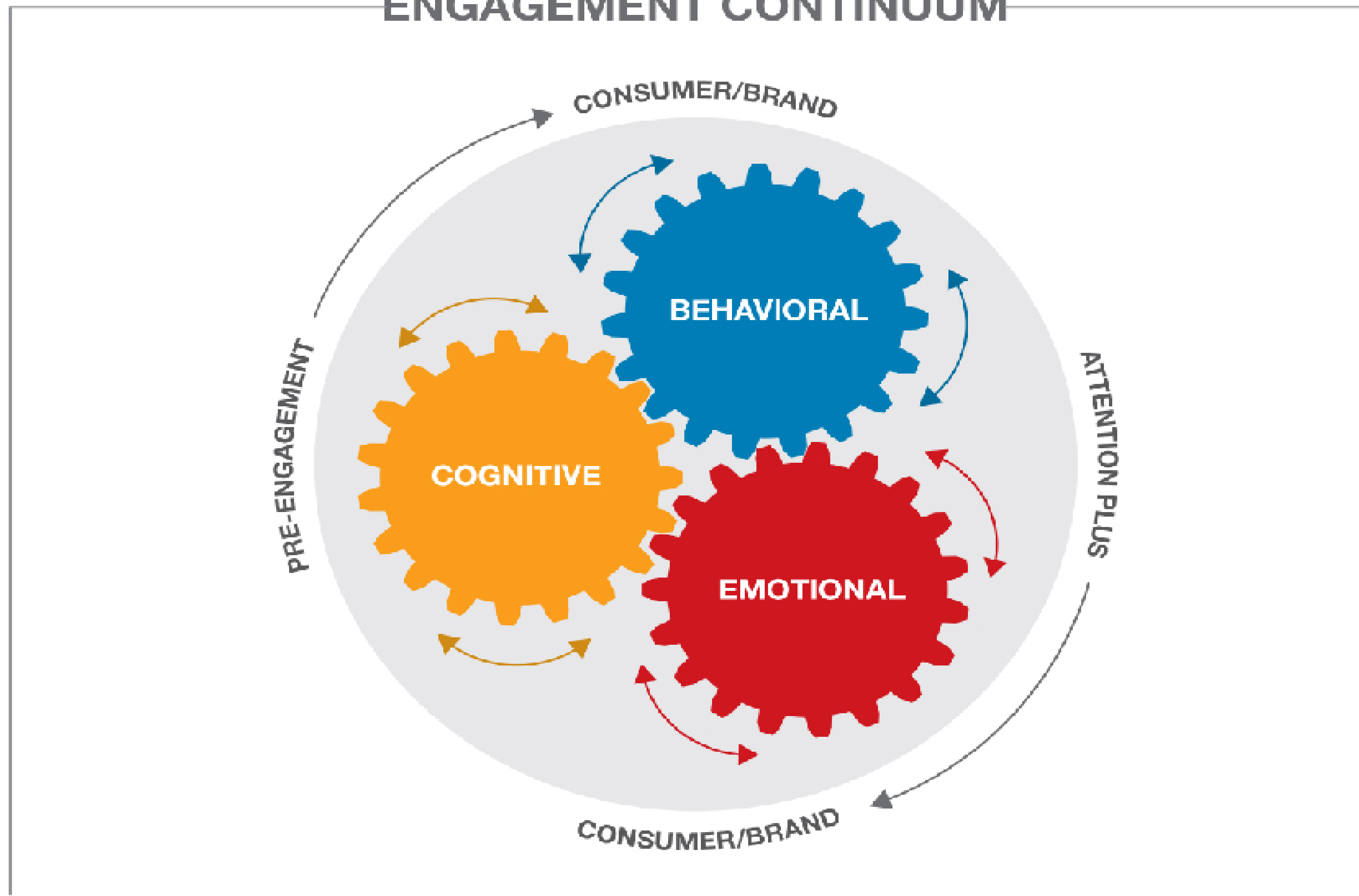


- 1 Shift from a served to a “viewable” impression
- 2 Introduce an online GRP metric, providing reach and frequency of viewable impressions
- 3 Implement classification system and taxonomy for banner, rich media and streaming video ads
- 4 Define standard and transparent metrics for view-through reporting and cumulative social activity (has evolved)
- 5 Establish standards and vendor validation to improve methodology for online brand attitudinal studies

Defining Engagement: First Big Step Forward

- “A spectrum of consumer advertising activities and experiences - cognitive, emotional, physical – that will have a positive impact on a brand.”

ENGAGEMENT CONTINUUM



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If You Really Want To Make An Impression, Make Sure Your Message Can Be Seen

Watch this PSA

Navigation arrows and carousel dots are also present.