

Questions to Ask When Assessing a Cross-Screen Measurement Partner



What datasets power your TV measurement campaigns — is there diversity and scale?

Consider this:

Access to both ACR and STB gives scale, accuracy and coverage of all TVs in the home when tying impressions to business outcomes



What are the different types of video viewership that your measurement report captures?

Consider this:

Modern TV consumption habits requires advertisers to have complete coverage of all platforms, including CTV, OTT, linear and digital to capture the consumer's exposures to ads



How are you capturing the cross-screen ad experience of my consumers?

Consider this:

A unified solution built on the same technology across TV and digital is best suited to create a holistic view of the cross-screen customer journey



What is the identity spine powering your measurement solution?

Consider this:

Identity built solely on IP addresses is flawed. Household and people-based identity provide accuracy and better cross-screen audience analysis.



What is your methodology for enabling business outcome guarantees?

Consider this:

Accurate baselining is required to build effective business outcome deals tailored to your individual KPIs and prove value.

Your measurement partner should be able to confidently answer these questions with full transparency and help you understand their cross-screen measurement methodology. Armed with the right information, you can confidently apply measurement and attribution findings to improve your media strategies.

Interested in learning how LiveRamp can help you seamlessly plan, activate, measure, and quantify your TV spend?
 Contact info@LiveRamp.com