

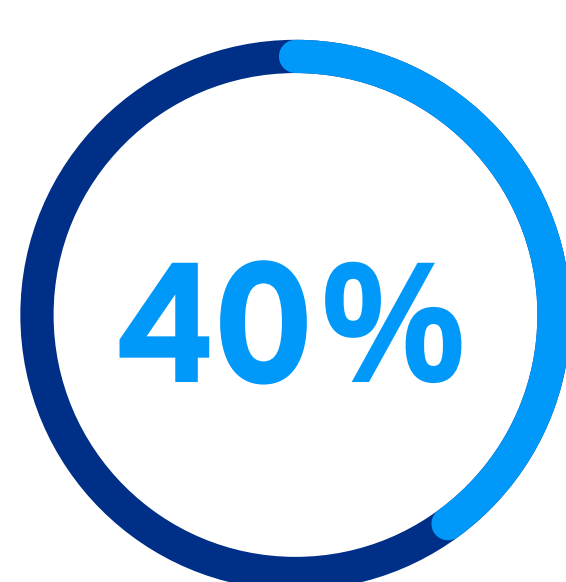
3 Ways Advanced Marketers are Redefining Measurement



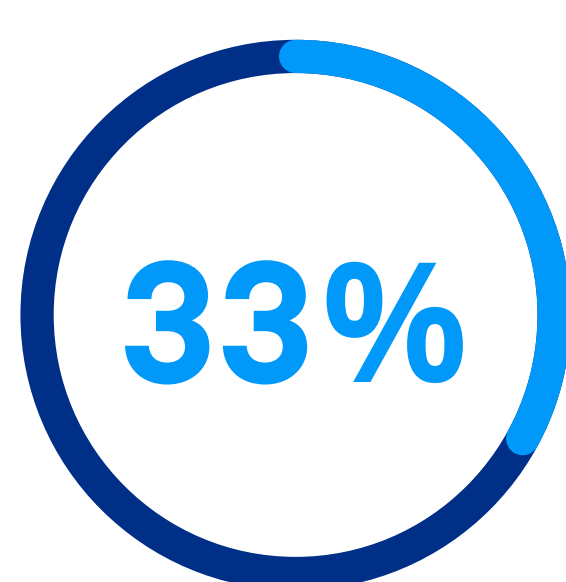
In a recent survey we conducted with Adweek, **80% of marketing experts said they no longer rely solely on proxy metrics like clicks and views**. But a smaller subset of programmatic-first “advanced digital marketers” have found new ways to connect their work to real business outcomes. Learn how they’re using smarter measurement to set their brands apart.

1 They connect their media investment to real-world business results

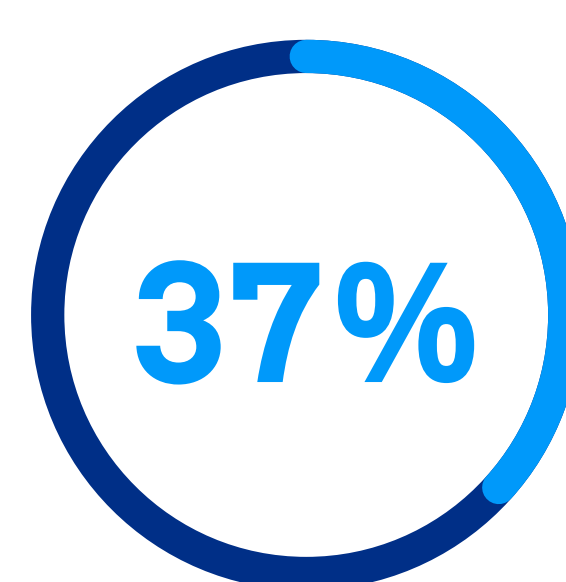
By measuring concrete business objectives like store visits, purchases, and brand lift, advanced digital marketers are:



more likely to **connect digital metrics** to real-world outcomes



more likely to successfully **measure attribution and sales lift**



more confident in their ability to **assess the impact** of their media



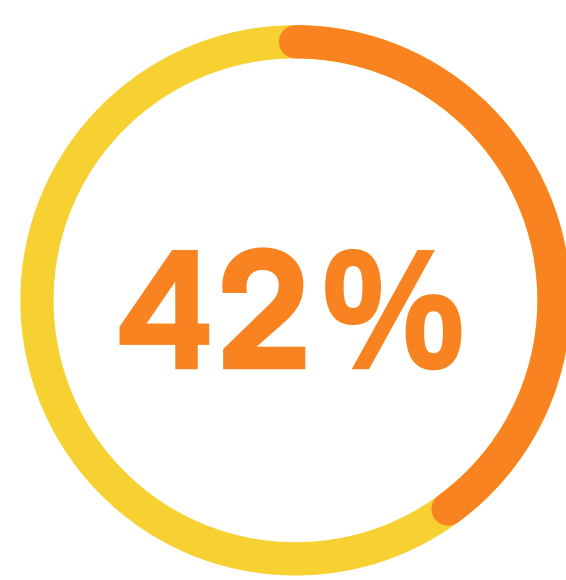
Lift studies demonstrate which ads and channels drove net-new sales, growth, awareness, or other outcomes that wouldn't have happened otherwise.

CUSTOMER JOURNEY

2 They understand their impact across the customer journey



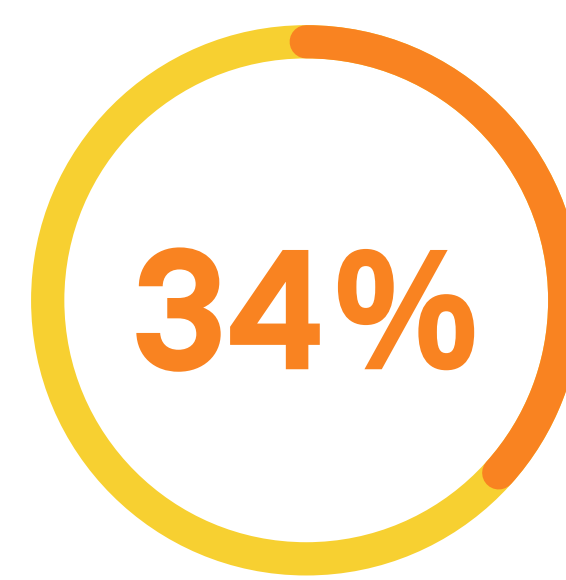
With smarter targeting, broader reach, and better data, they are:



more likely to **target their audience** with greater precision



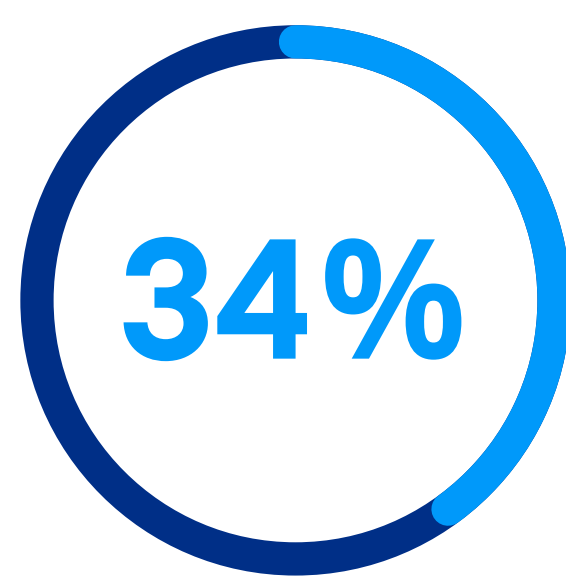
more likely to access a wider swath of ad inventory, **reaching more customers**



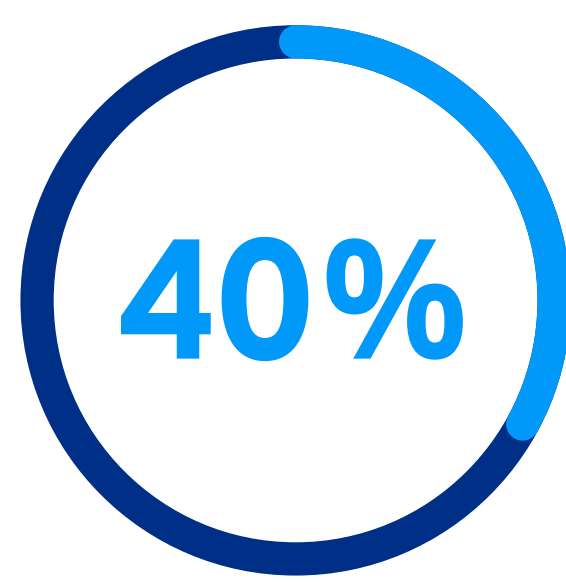
more likely to **use customer data** effectively

3 They consider first-party data a competitive advantage

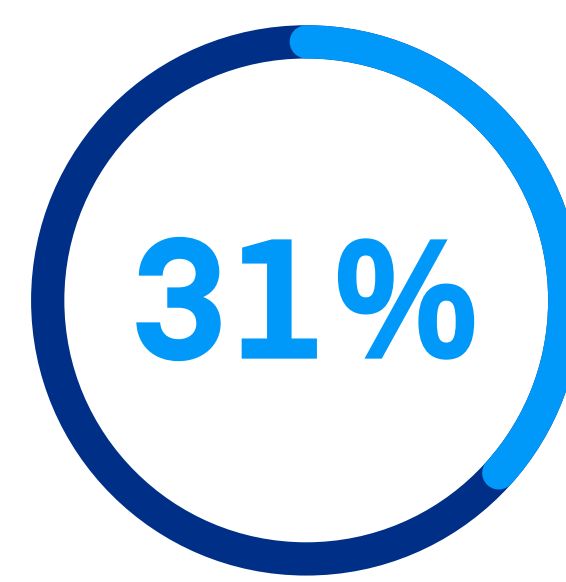
By uncovering valuable insights mid-flight — even in traditional channels like TV — they are:



more likely to **extract the most value** from their data



more likely to **personalize ads** for different audiences



more likely to **adjust their strategies** with changing marketing conditions

Connect your digital campaigns to key business results

Marketers are at the forefront of driving growth, and they're under more scrutiny than ever to make every dollar count. With The Trade Desk, you can connect your ad spend to the results that help grow your business — like online and offline sales, brand lift, and ROI.

Contact us at info@thetradedesk.com to get started