

# Driving to Outcomes: a Global View on Measurement Leadership

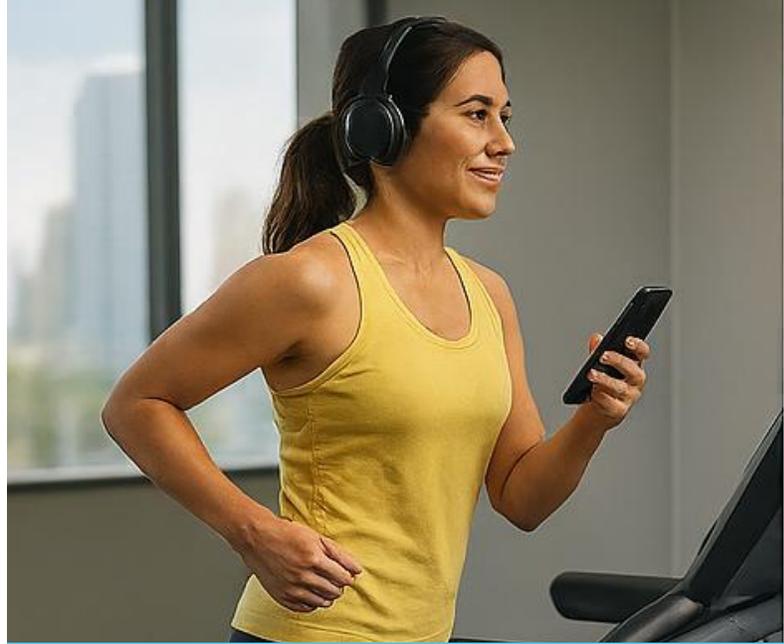


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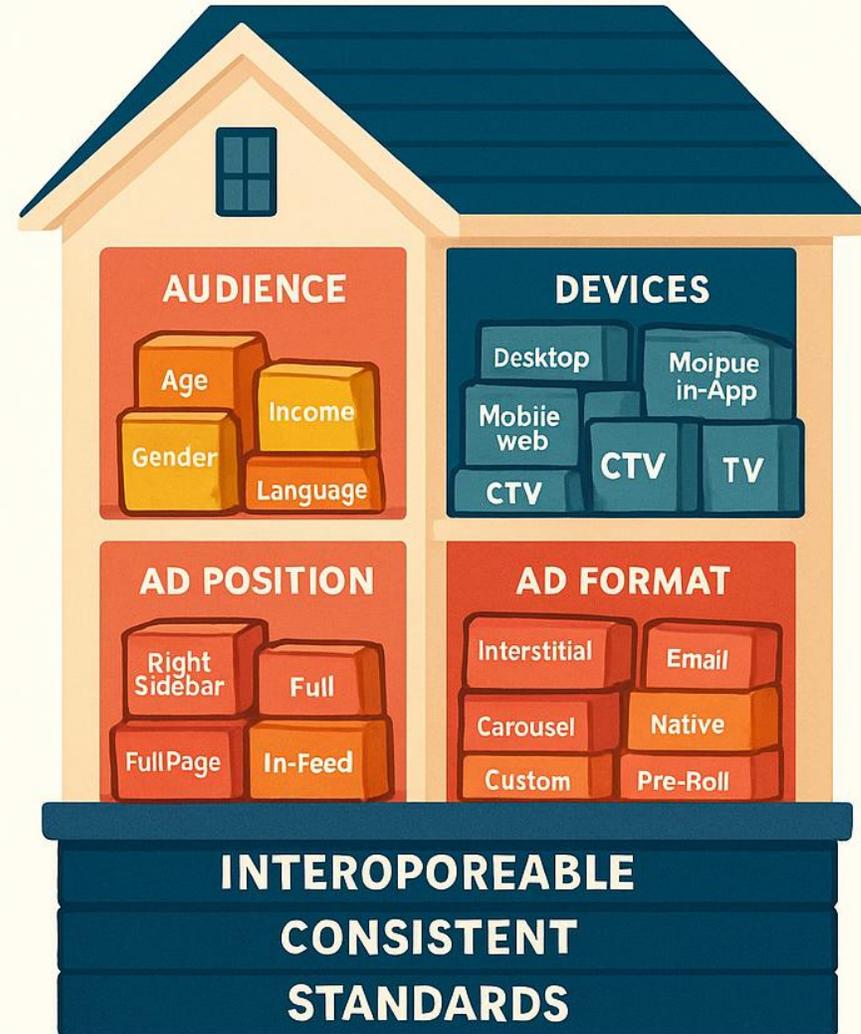
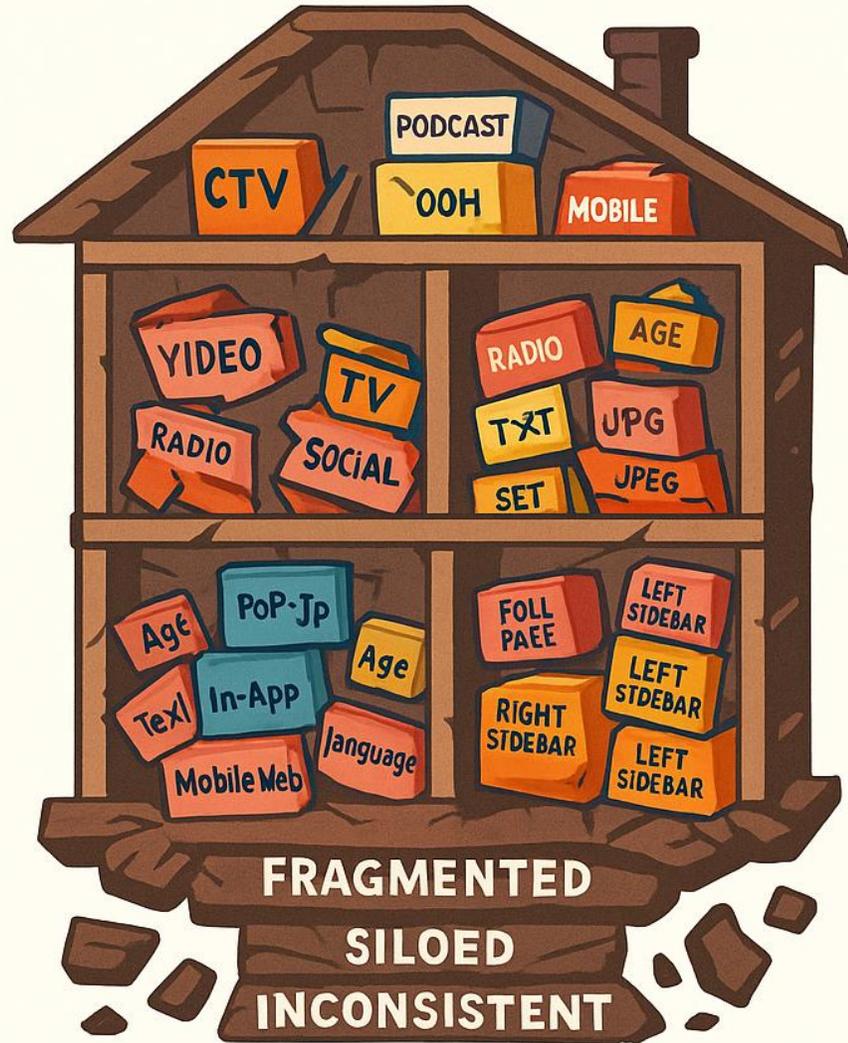
**iab.**



## From Chaos to Clarity: The Push for Measurement Alignment



# Fix the Foundation, Unlock the Future



**KPI?**

**Sales?**

**ROI?**

**Attention?**

**Engagement?**

**Add to  
Cart?**

**Last  
Touch?**

**Video  
Plays?**

**Reach?**

**Listens?**

**Measure What  
Matters Most**

**Assisted  
Conversions?**

**Downloads?**

# PRIVACY IS DRIVING INNOVATION IN MEASUREMENT



# Building Smarter Measurement Frameworks



**LAST  
TOUCH**



**MMM  
(TV-FIRST)**

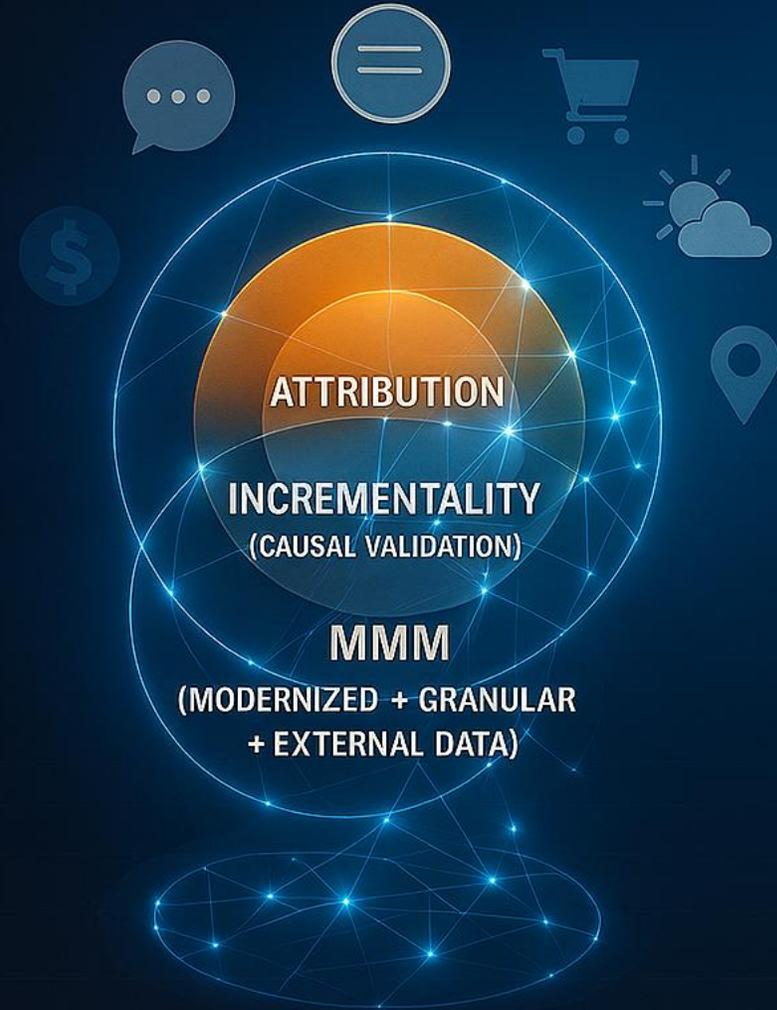


**BIAS**



**SYNTHETIC**

**HALLUCINATION**





# Building the Future of Measurement — Together



**Thank You!**

The logo for the International Association of Broadcasters (iAB) is located in the bottom right corner. It consists of a black circle containing the lowercase letters "iab." in white. This circle is partially overlapped by a larger, light gray circle behind it. The background of the slide features a blue curved shape in the top right corner and a white curved shape in the bottom right corner.

**iab.**