

The Ad Platform: How the MRC Is Creating Standards for Measuring Outcomes

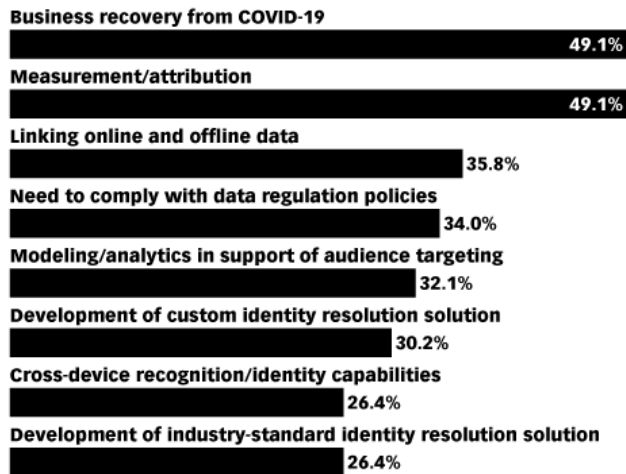
AUDIO |

Nicole Perrin

In June, the Media Rating Council (MRC) announced it would be shifting its focus from ad delivery to outcomes in its standards development work. MRC senior vice president of digital research and standards Ron Pinelli joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to talk about what the MRC has learned so far about current measurement and attribution practices, why it's important to have a shared set of standards for measuring outcomes, and whether advertisers are ready for a shift away from user-level attribution.

What General Topics/Industry Trends Do Data Professionals in North America Feel Will Command Their Attention the Most in the Year Ahead?

% of respondents, May 2020



Source: Winterberry Group, "The State of Data 2020" in partnership with Interactive Advertising Bureau (IAB), July 22, 2020

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