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making measurement make sense

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BENEFITS

Why Making Measurement Make Sense (3MS) Matters

The absence of a consistent approach to measuring and assessing the effects of digital media has resulted in competing and contradictory measurement systems that contributed to a complex and costly supply chain for the industry.

To help resolve this long-standing problem, and move digital measurement forward, Making Measurement Make Sense (3MS) was born as a joint undertaking of the ANA (Association of National Advertisers), IAB (Interactive Advertising Bureau) and the 4A's (American Association of Advertising Agencies). Collectively, these organizations represent the entire value chain in marketing and advertising. Together, they recognize the need for digital measurement that works smoothly in a cross platform world, facilitating decisions for brand marketers.

3MS Objectives

Officially launched in March 2011 with the support of Bain & Co and MediaLink, 3MS currently has four primary objectives. They are:

- Shift digital measurement from a "served" to a "viewable" impression standard.
- Introduce an online Gross Ratings Point (GRP) metric, providing reach and frequency reporting of viewable impressions.
- Implement classification system and taxonomy for banner, rich media and streaming video ads.
- The Media Rating Council (MRC) has agreed to be the standard setting body for the industry. In that role, MRC will lead the industry in developing standard and transparent definitions and methods for digital and cross platform media planning, buying and evaluating. Examples that are already in process include view throughs and GRP's.

Industry Benefits

3MS will provide the ecosystem with a variety of benefits including: a consistent approach and reliable metrics for new platforms, including tablets and mobile. Ensure a roadmap and structure exists for ongoing standards development and measurement change management.

agency benefits

- Adds display advertising as credible, verifiable ad platform for reluctant digital advertisers(e.g., CPG)
- Facilitates comparison to audience based legacy media via impressions that, like legacy media impressions, have the opportunity to be seen
- Encourages cross platform media buys because now there is a common audience based currency for planning, buying, measuring, and tracking ALL media
- Creates significantly improved message verification via implementation of a uniform industry accepted unique ad asset identifier (Ad-Id)
- Prospectively yields significant agency cost reductions (\$50-100 million annually according to Bain)

Duration Media v. Rich Media Club
IPR 2023-00953 (Patent 11,443,329)

Rich Media Club Exhibit 2032

marketer benefits

Further, specific benefits accruing to the buy side include:

- Enhances cost effectiveness (ROI) of media spend
 - Supports and facilitates comparison across platforms, which helps to optimize allocations
 - Encourages and allows the use of better creative and inventory for branding
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publisher benefits

- Builds greater confidence in digital metrics
- Supports and facilitates comparison across media platforms, which helps to make digital media a part of brand allocations, not apart from them.
- Permits more accurate brand impact cross platform measurement that can demonstrate digital media's effects.
- Encourages and allows optimizing inventory and pricing.
- Makes selling digital inventory simpler by providing a consistent language to describe it.
- Paves the way for transparent, standardized measurement of interactivity or brand performance metrics, thus permitting assessing brand building value to the uniquely interactive elements of digital advertising.