

COLLABORATION CORNER: URBAN SCIENCE & THE TRADE DESK

Marketers are talking about importance of measurement and how to use it as part of your automotive digital strategy. While everyone agrees you should include it (if you haven't already) they seem to differ on how and when to integrate it into your strategy. Our collaborators at The Trade Desk recently dove into measurement to create a comprehensive guide that tackles some of the big measurement myths.

See what our expert, Carl Matter, has to say about our collaboration:



Key points to take note of:

The Trade Desk hits on many key points in their measurement playbook that Urban Science has also been touting in the market for years. I could not agree more with their support of actionable business goals and aligning KPIs with campaign objectives. In addition, breaking down silos is key, everyone in automotive should be including offline sales measurement in their strategy in some capacity.

Take action today, not tomorrow:

With the speed of our data and the optimization capabilities of The Trade Desk, advertisers can focus on what is important and do something about it today, not tomorrow. In addition, it is great to see them champion that measurement doesn't have to occur only at the end of a campaign. Through our collaboration, advertisers can look at the sales conversions their campaigns are driving every day.

The unrecognized value of video:

Lastly, their stance on video and CTV is well said, we must get past the idea that video is just a reach play and not measurable in terms of sales conversions. While they may not be a primary KPI, sales are an important piece of the puzzle that we are putting together with The Trade Desk. Advertisers are spending more on video than any other digital medium, they really need to understand what kind of ROI it is generating.

Understanding the myths behind implementing a measurement strategy in your digital marketing is one piece of the measurement puzzle. The Trade Desk offers thoughtful resources to help marketers understand what measurement is and how it's useful for campaigns; to download the *Myths of Measurement Playbook*, [click here](#). We look forward to continuing to work with such a strong collaborator and providing automotive marketers with the fastest and most comprehensive data around.

If you'd like to talk to someone about Urban Science and the power of Media Performance, call or email me. And let us show you how we can apply the power of science to your challenges.

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