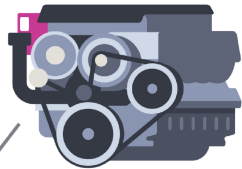


How To Build an Ad Measurement Vehicle

Modern B2B digital advertising has spent decades driving in circles. If the value of advertising lies in its ability to captivate a specific audience, why are we so preoccupied with getting clicks? Shouldn't ad effectiveness be measured by both the influence of advertising creative and the number of clicks?

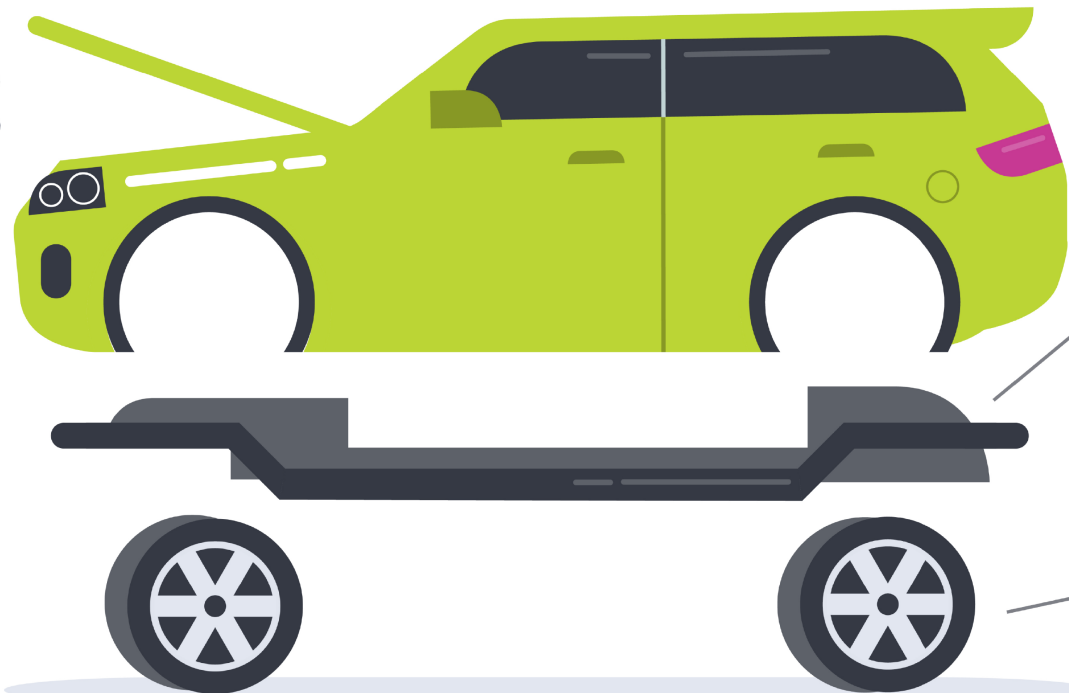
That's where the maximization model comes in.

B2B advertising maximization focuses on three core results: efficacy, amplitude, and value. To break it down, let's pretend that your digital marketing program is a car.



Efficacy should be your engine. It's what determines how fast you can go. When evaluating efficacy, you're really looking at the quality of the audience you've reached; essentially, it's the percentage of people within your ideal customer profile (ICP) who saw your ad. That can be based on your ICP or a carefully defined target audience.

If you want to go fast, you need to have a well tuned engine. And if your engine isn't perfectly suited to your car, you'll move, but like a '90s sedan, not a '22 supercar.



Big cars need big chassis. That's amplitude. It all comes down to your car's structure and what it can handle. If your campaign isn't driving results that warrant the spend, then it might be time to downsize.

It's the percentage found when dividing the target audience influenced by the target audience reached.

$$\text{amplitude} = \frac{\text{target audience influenced}}{\text{target audience reached}}$$

Depending on the needs and requirements of your organization, you can use amplitude to manage advertising spend or determine the point of diminishing returns.

Finally, we begin to see value. Value is your wheels, it's what keeps you going. And value isn't determined by a single factor. It isn't clicks or the ROI of target account conversions, it's both. An ad campaign could generate a 30% increase in clicks, but that hardly matters if they aren't tied to target accounts converting.

You could have the flashiest, coolest car in the parking lot, but without wheels, it's not going anywhere. Same with your advertising flight. There's no point to "optimized" creatives if they're not maximized to drive results.