

Measuring Advertising

Marketing

Separating the effect of advertising from everything else happening.

Methods, weakest to strongest.

Weak evidence

Sales rose during the campaign

Recall scores from a tracking survey

Platform-reported conversions

Engagement rates and shares

Strong evidence

Regional holdout comparison

Randomised exposure test

Marketing mix modelling over time

Switch-off test with a clean baseline

Long-term effects are consistently underestimated: most measurement windows close before the brand effect has accrued.