



The State of Programmatic Measurement

How top brands and agencies are optimizing their programmatic advertising measurement strategy



Table of Contents

Introduction	3
Executive Summary	4
I. Measurement Today	10
II. Measurement Approaches	16
III. Measurement Challenges	21
IV. Adapting for the Future.....	26
Methodology & About the Respondents	30
About DISQO	32



Introduction

The State of Programmatic Measurement: Brands & Agencies Research

HOW TOP BRANDS AND AGENCIES ARE OPTIMIZING THEIR PROGRAMMATIC ADVERTISING MEASUREMENT STRATEGY

DISQO and AdExchanger developed this study about brand and agency measurement strategies and approaches. It focuses on best practices and trend analysis of significant industry topics including:

- Satisfaction levels with various aspects of programmatic measurement
- Top measurement challenges and opportunities
- Measurement KPIs and ROI metrics
- Working with measurement partners
- Emerging technologies
- The outlook for the programmatic measurement improvement

The analysis is based on an exclusive survey of brand and agency executives. The survey was conducted in February 2025 and received 168 responses.

DISQO and AdExchanger thank the respondents for their important contributions to the study.



Executive Summary

Programmatic advertising measurement stands at a precipice. Brands and agencies rely on automated, data-driven media buying to target increasingly complex audiences. Yet, they face many challenges: shifting consumer behaviors, siloed platforms that stifle a unified view of performance, the pending demise of third-party cookies, and privacy concerns. These combine to make assessing campaign performance, calculating ROI, and other measurement tasks challenging. One agency executive noted that the main challenges are “data fragmentation across multiple platforms, lack of standardized metrics, and issues with attribution accuracy, making it difficult to track true performance.”

In response to these challenges brands and agencies prioritize better data integration, privacy-first measurement solutions rooted in first-party data, contextual targeting, and new ID frameworks. They are also exploring new opportunities to reach consumers such as CTV, retail media networks, and private marketplaces (PMPs). AI-embedded programs further complicate the landscape and add new opportunities for rapid insight and optimization. An agency C-level executive noted on the future of the industry: “Increased AI usage will have an impact, as will increased data security regulations, technology yielding to an increased creative experience, cross-channel integration, and stronger consumer insights.”

Adding to this complexity is that many of these areas and issues require constantly testing and adapting advanced techniques—and there is still no standard way to measure programmatic advertising success.

A CALL FOR COLLABORATION

In this report we explore these issues, strategies, and opportunities shaping our industry’s future. Addressing the challenges outlined requires strong collaboration among advertisers, publishers, ad tech platforms, and measurement providers. By partnering to build more consistent measurement frameworks that prioritize identity-based, cross-platform, and full-funnel measurement capabilities, without sacrificing consumer trust and privacy concerns, stakeholders can align on approaches that work for each advertisers’ unique needs and KPIs.

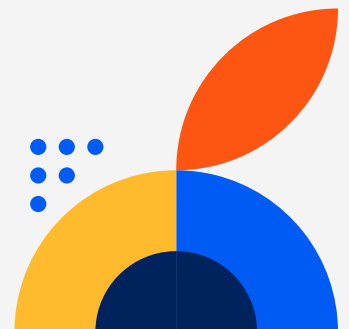
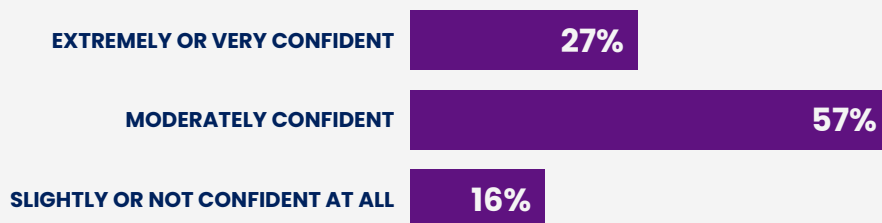
Here we highlight five critical areas impacting measurement and later in the report we explore additional challenges and opportunities more in-depth.

Insight #1

Programmatic measurement may not be in a crisis, but it clearly demands improvement as most advertisers are only moderately confident in their measurement accuracy

Brands and agencies face a range of issues with their current measurement approach. The survey finds that 57% of advertisers are moderately confident about the accuracy of their measurement and reporting efforts and 16% have little to no confidence. In contrast, only 27% of advertisers say they are extremely or very confident—highlighting the need for more reliable measurement solutions.

Advertiser Confidence in Measurement and Reporting Accuracy

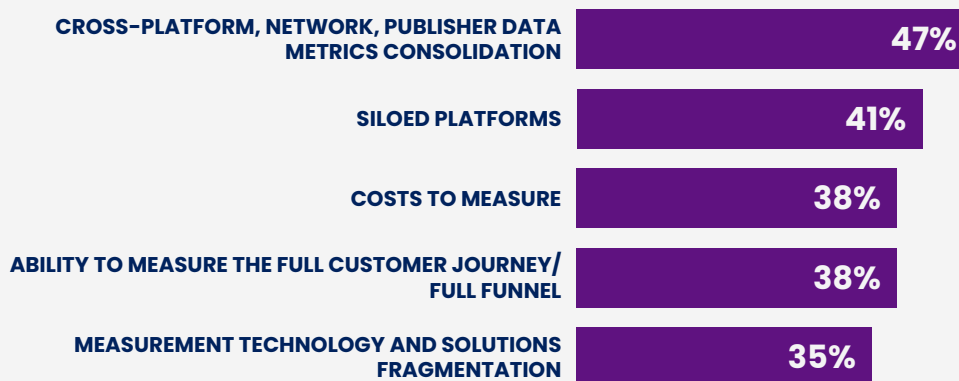


Insight #2

Cross-platform and channel performance metrics along with the siloed nature of platforms are the biggest programmatic measurement challenges

Forty-seven percent (47%) of advertisers cite consolidating fragmented metrics across platforms, networks, and media companies as the top challenge. This is followed by siloed platforms, which was selected by 41% of the respondents. Other top issues are costs to measure, tracking full-funnel customer journeys, and the fragmented market for measurement technology and solutions.

Advertisers' Top Five Measurement Challenges

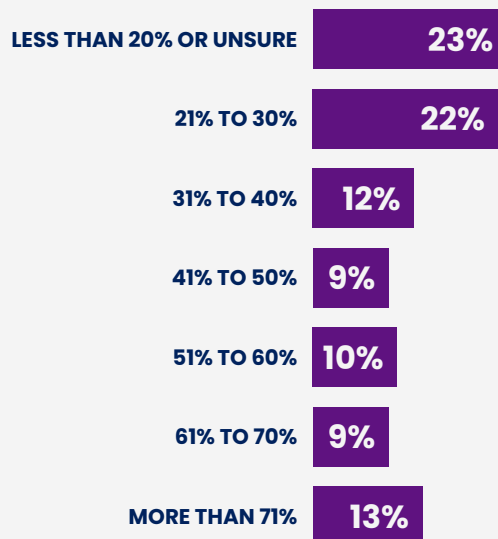


Insight #3

Programmatic campaign ROI metrics range widely—and the ability to determine ROI is low

Nearly half of advertisers (45%) say they can only demonstrate ROI through their current measurement tools for 30% or less of their programmatic campaigns. Thirty-one percent say they have better success with between 31% and 60% of their campaigns quantifying ROI. But only 22% of advertisers say they can demonstrate ROI for more than 60% of their programmatic campaigns.

Percentage of Programmatic Campaigns with Demonstrable ROI

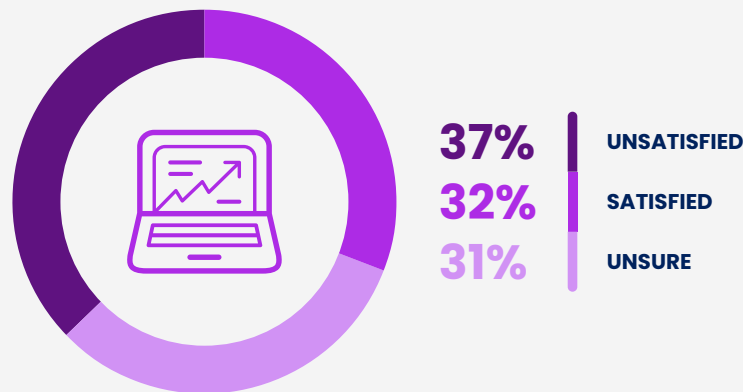


Insight #4

Most brands and agencies are not satisfied with current measurement tools

The industry is divided about whether current measurement tools are doing an acceptable job of helping advertisers measure ROI. The biggest slice, those who are unsatisfied, makes up 37% of advertisers, with those who are satisfied representing 32%, and those who are unsure representing 31%.

Percentage of Advertisers Satisfied with Their Ability to Demonstrate ROI with Current Measurement Tools

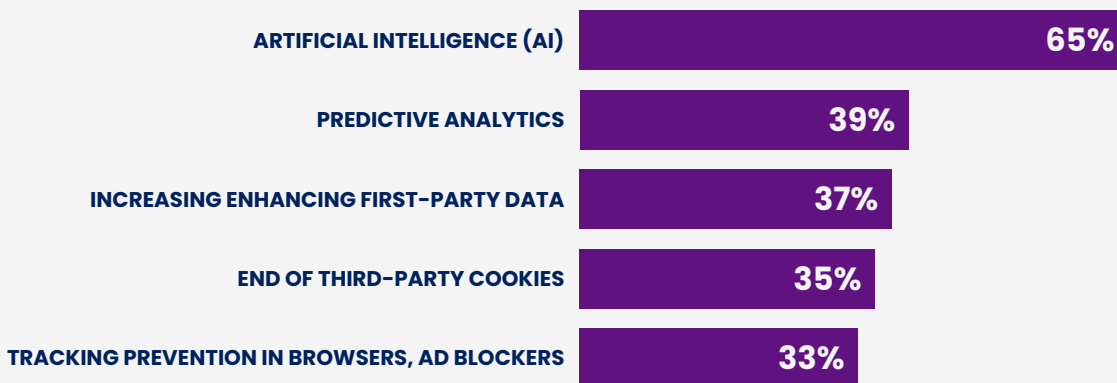


Insight #5

AI is by far the most important innovation impacting programmatic measurement

Besides AI, the other top innovations and trends advertisers expect to shape the future of programmatic measurement are predictive analytics (39%), improving the collection and use of first-party data (37%), the impact of third-party cookie deprecation (35%), and tracking prevention in browsers and ad blockers (33%).

Top Five Innovations and Trends Expected to Shape the Future of Programmatic Measurement



About the Respondents: The survey respondents are split evenly between brands and agencies serving various industry sectors. A total of 37% of the respondents are C-levels or VPs. Fifty-five percent work for companies with over \$100 million in sales. Fifty-eight percent of the respondents manage digital ad budgets over \$1 million, and 92% have worked in the programmatic advertising industry for at least three years.

The findings in this Executive Summary provide only a portion of the survey insights. The next sections provide additional insightful data, benchmarks, analysis, and executive comments.

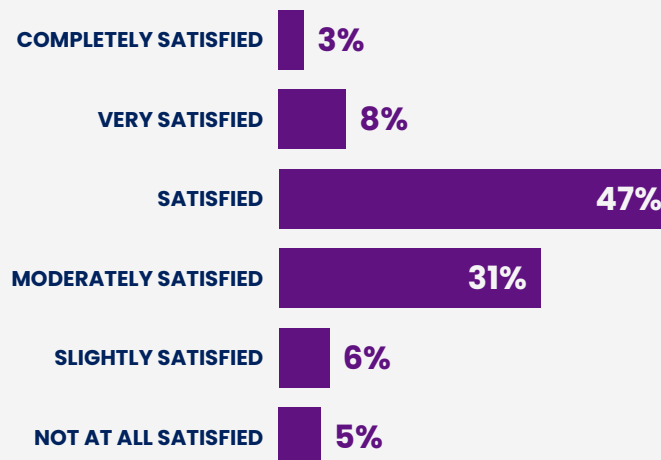
I. Measurement Today

In this first section of the report, we explore advertiser and agency perspectives on the current state of programmatic measurement, comparing it to other channels and highlighting persistent gaps and challenges. While most respondents claim to be satisfied or moderately satisfied with their measurement processes, deeper analysis indicates widespread concerns about accuracy, cross-platform consistency, and transparency. Only a small segment of respondents expresses high confidence in attributing campaign outcomes or trusts data from partners and exchanges without reservation. Many also cite siloed platforms, limited staff expertise, and a lack of standardized metrics as key hurdles, underscoring a need for more robust, holistic solutions to close these gaps and drive meaningful improvements.

BRAND AND AGENCY SATISFACTION WITH STATE OF PROGRAMMATIC MEASUREMENT LEAVES ROOM FOR IMPROVEMENT

Survey Question: *How satisfied are you with the overall current state of programmatic measurement?*

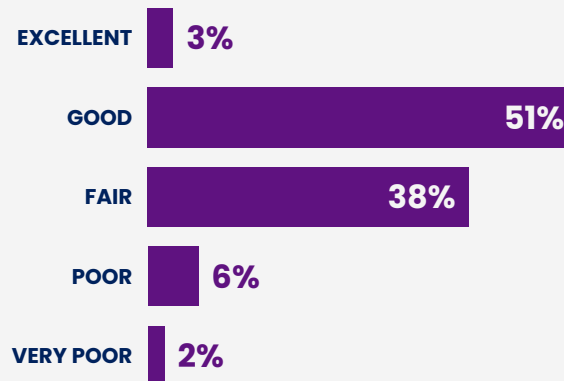
The bulk of the industry is satisfied (47% of advertisers) to moderately satisfied (31%) with the state of programmatic measurement. But there's an opportunity for growth as only 11% of the respondents said they are completely or very satisfied.



INDUSTRY AGREES PROGRAMMATIC MEASUREMENT PROCESS IS SOMEWHAT LACKING

Survey Question: How would you rate your programmatic measurement process?

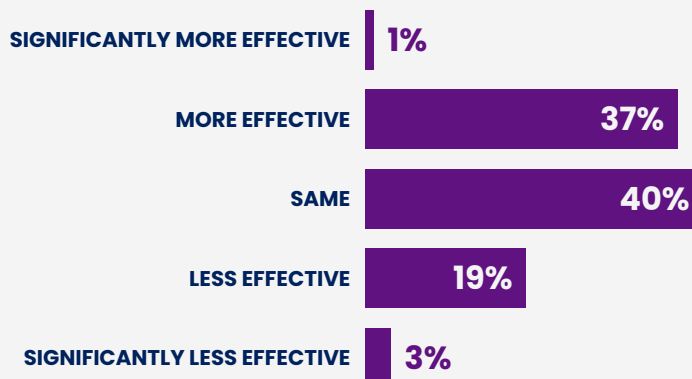
The programmatic measurement process is rated as good by 51% of advertisers, and fair by 38%. Clearly, advertisers feel their measurement is not meeting all of their needs.



PERCEPTIONS OF PROGRAMMATIC MEASUREMENT ON PAR WITH THAT OF OTHER CHANNELS

Survey Question: How does your programmatic measurement compare to other channel measurements?

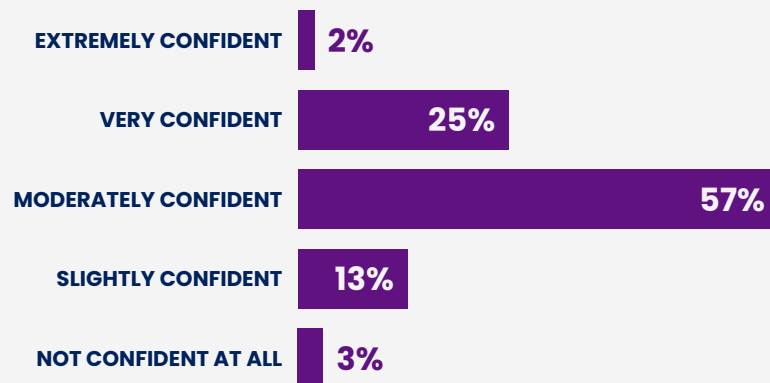
Forty percent (40%) of the industry considers programmatic measurement to be similar to other advertising and marketing channels and 38% see it as more effective.



ADVERTISERS NEED IMPROVED CONFIDENCE IN MEASUREMENT AND REPORTING ACCURACY

Survey Question: *How confident are you in the accuracy of your measurement and reporting?*

Overall, most advertisers are fairly satisfied with their programmatic measurement process, but digging deeper, there are many issues that need to be addressed. For example, and as covered throughout this report, 57% of advertisers are moderately confident about the accuracy of their measurement and reporting efforts, and only 27% are extremely or very confident.



DISQO Ad Effectiveness Benchmarks 2025

With DISQO's unique ability to connect attitudinal and behavioral outcomes, we provide the only cross-platform, full-funnel normative benchmarks for ad effectiveness.

[Read more.](#)

BRAND AND AGENCY EXECUTIVES EXPLAIN THE GAPS AND CHALLENGES IMPACTING PROGRAMMATIC MEASUREMENT

Survey Question: *What are the gaps and challenges in the programmatic measurement process?*

When asked to provide write-in responses about their challenges, advertisers cited issues across the spectrum of quality to quantity. From lack of transparency to siloed walls to inconsistent data and KPIs, they feel the industry has work to do.

Key themes in the written responses:

- Transparency and trust
- Platform, channel and media fragmentation
- Data integration, consistency and consolidation issues
- Cross-device, multiple-screen tracking and matching
- Reporting frequency and format differences between platforms and channels
- Multiple KPIs and measurement metrics
- Accessing complete holistic campaigns views
- Data and insight reporting and interpretation issues
- Calculating ROI
- Lack of staff expertise

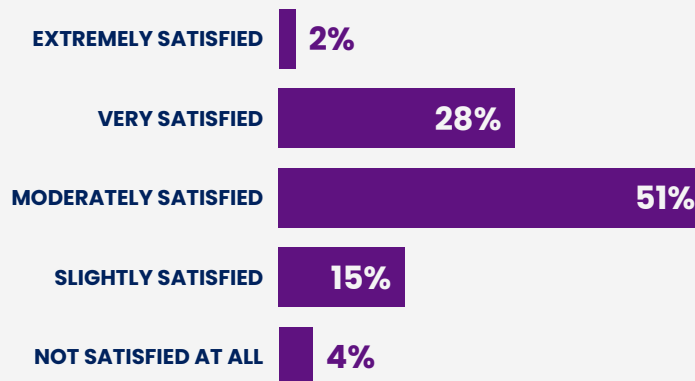
Select comments:

- "Ad fraud is number one. Lack of transparency, which opens up issues such as the lack of human touch leading to suspicion of fealty of the data. No cross-channel interaction tracking."
- "Analyzing metrics that matter and getting close enough to real-time data."
- "Being able to measure true ROI."
- "Closing the loop between channels, ensuring accurate counting, difficulty tracking things like impact of CTV, audio or OOH bought programmatically."
- "Customer journey from start to finish. There's usually a disconnect at some point once the responsibility is on the client."
- "Getting the right talent to orchestrate this process."
- "Insights and takeaways from the data."
- "Lack of trust in the accuracy."
- "Not having access to more robust AI and recommendations."
- "Still getting undercut by MMM, and walled gardens make it hard to measure especially if some do not allow for measurement tags or integration."

MOST ADVERTISERS EXPRESS ONLY MODERATE CONFIDENCE IN PROGRAMMATIC ATTRIBUTION

Survey Question: How satisfied are you with your ability to accurately attribute programmatic campaign performance to specific outcomes?

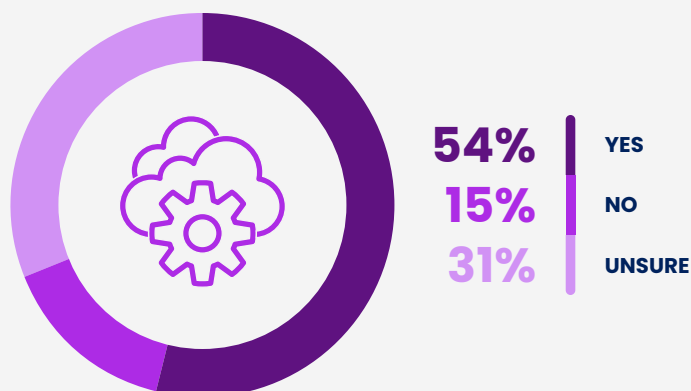
Although 30% of advertisers are extremely or very satisfied with their ability to attribute programmatic campaign performance to specific outcomes accurately, the majority indicate only moderate satisfaction—highlighting a persistent gap in effectively linking campaigns to tangible results.



MOST TRUST THE DATA PROGRAMMATIC PARTNERS PROVIDE

Survey Question: Do you trust the data provided by your programmatic partners (e.g., DSPs, exchanges)?

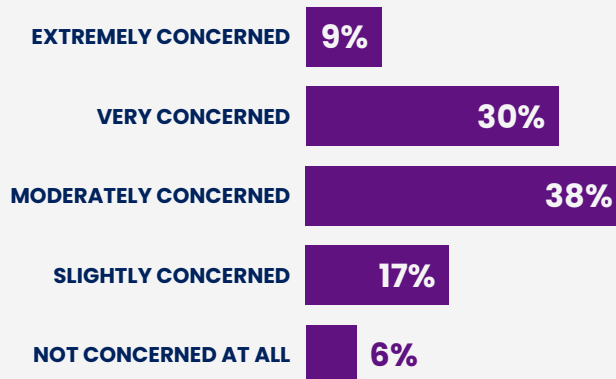
While over half of the respondents (54%) trust data provided by their key programmatic partners such as DSPs and exchanges, 15% lack trust and a significant 31% are unsure, meaning they haven't tried to verify data quality or they are simply unable or lack the knowledge in this area.



SILOED PLATFORMS ARE ADVERTISERS' BIGGEST CONCERNS

Survey Question: *How concerned are you about siloed platforms, like social media, and their impact on measurement accuracy?*

Most advertisers share at least some level of unease about siloed platforms—only 6% report no concerns at all, while 38% are moderately concerned and nearly 40% (9% extremely, 30% very) express stronger worries. These fragmented data sources—across social channels, DSPs, and retail media—undermine a unified view of campaign performance. When metrics are split among multiple silos, advertisers face critical gaps in attribution and consistency, often leading to a reduced ability to accurately gauge success.



II. Measurement Approaches

This section looks at the tactics and tools used to measure programmatic advertising across multiple channels. It highlights the most prevalent measurement technologies—from analytics platforms to brand lift studies to viewability tools—and what KPIs advertisers are prioritizing. We also examine how practitioners address data inconsistencies across platforms, the role of first-party data in measurement, and why cross-platform measurement is a priority and a challenge. Finally, we explore how well advertisers integrate diverse datasets to achieve unified performance views.

ADVERTISERS USE A MIX OF MEASUREMENT TECHNOLOGIES AND PLATFORMS

Survey Question: *What technologies or platforms are you leveraging for measurement?*

Analytics platforms remain the leading choice for measurement. Advertisers also rely heavily on data management platforms and reporting from ad servers and DSPs. Close behind are marketing or media mix models and brand lift studies—methodologies that, though serving distinct purposes, each offer valuable attribution insights when executed effectively.

Analytics platforms (Google Analytics, Adobe Analytics, etc.)	71%
Data management or customer data platforms	47%
Ad servers	44%
Marketing or media mix models	43%
DSP(s) reporting	42%
Brand lift studies	39%
Verification and viewability solutions	27%
Attribution and incrementality platforms	23%
SSP(s) reporting	21%
Other	6%

Programmatic Platform Proves Incremental Awareness Lift with DISQO

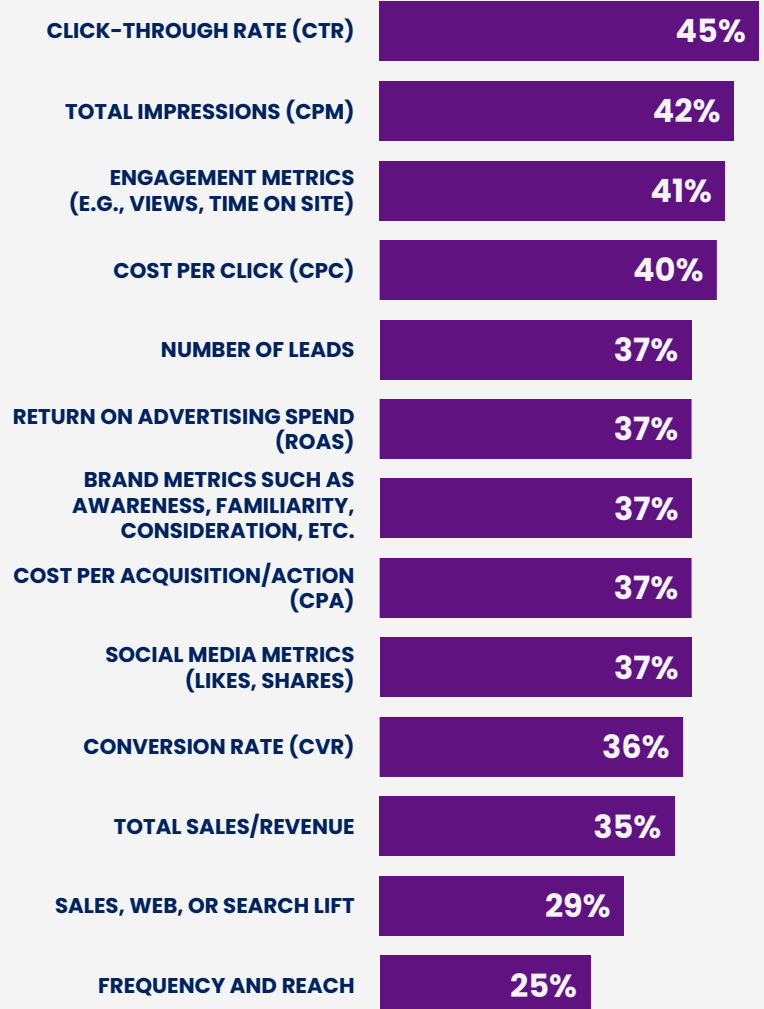
Ad agency VITRO and CTV programmatic platform PDi trusted DISQO to measure their energy drink client's campaign, revealing how it resonated with the target audience and drove brand metric KPIs.

[Read more.](#)

MEASUREMENT KPIS VARY

Survey Question: What are the primary KPIs used to measure programmatic campaign success?

At least 40% of the industry uses click-through rate (CTR), total impressions (CPM), engagement metrics, and cost per click (CPC) as its primary KPIs. The sheer number of KPIs illustrates just one of the key challenges facing brands and agencies. Programmatic advertising success often means performing well with several metrics.



ADVERTISERS HANDLE CROSS-PLATFORM DISCREPANCIES IN A VARIETY OF WAYS

Survey Question: *How do you handle discrepancies between platforms?*

In this open-ended question we see that advertisers take a variety of approaches when reconciling inconsistent data across platforms. Many start by designating a “source of truth”—often a preferred platform, first-party data, or a third-party reporting tool—to align conflicting metrics. Others rely on manual reconciliation, deeper analytics, or data normalization methods, such as standardizing KPIs or applying benchmarks for allowable variance. In some cases, teams collaborate directly with external partners, agencies, or vendors to clarify and resolve discrepancies. While some accept a degree of misalignment as inevitable, most respondents aim to minimize it by dedicating staff time, comparing multiple data sources, and leveraging additional methodologies (e.g., marketing mix modeling). Despite these efforts, the range of strategies signals an ongoing challenge in harmonizing metrics across an increasingly fragmented ecosystem.

Select comments:

- “Accept that there will be discrepancies and allowed to be within a certain range. If outside the accepted range, then I take a closer look on each side.”
- “Choosing either first-party or third-party data from the start and remaining consistent.”
- “Depending on the number or variance of discrepancy I will utilize one platform that provides more data over another.”
- “Extracting insights and having a holistic view to be able to handle discrepancies.”
- “Generally average out the difference.”
- “Handling discrepancies between platforms involves data normalization to standardize metrics and ensure comparability. Using cross-platform tools can help integrate and align data from different sources. Sometimes, manual reconciliation is necessary to understand and adjust for the nuances of each platform.”
- “I compare data sources to identify inconsistencies, prioritize first-party data, and establish a standardized measurement framework to ensure consistency.”
- “I don’t and I can’t, I can only demand to get daily traffic report from our suppliers.”
- “Look to secondary KPIs that can be comparable.”
- “We look at each independently and benchmark off of past performance.”
- “We note any discrepancies to provide proper context around the reporting.”
- “We often take a blended approach to measurement. Use multiple models and see what numbers make the most sense.”

FIRST-PARTY DATA COST IS A LIMITATION FOR MANY ADVERTISERS

Survey Question: What role does first-party data play in your measurement strategies?

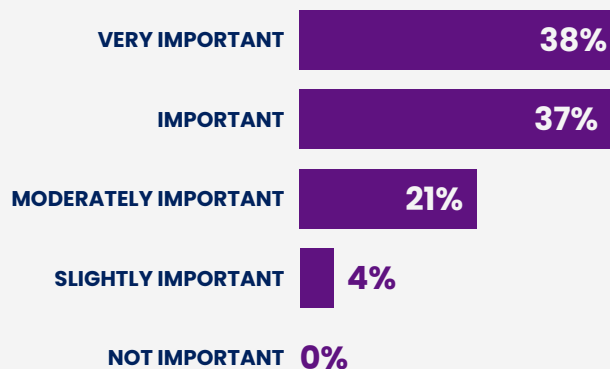
The focus on first-party data has been growing in importance as privacy concerns mount, but it is only a partial solution. While 46% of advertisers say they “make some effort to source it,” effort or cost restraints can limit adoption. First-party data, while critical and valuable, is limited by factors like scale and completeness, organizations’ data silos, and compliance—highlighting the need for complementary data strategies.

It’s the only data source I use	4%
A lot—I prioritize it and am willing to use resources and pay more for it	35%
Some—I’ll make some effort to source it, but effort or cost can limit me	46%
A little—I’ll use it if it’s easily and cheaply available	11%
None	4%

CROSS-PLATFORM MEASUREMENT IS CRITICAL

Survey Question: How important is the ability to measure campaigns across platforms?

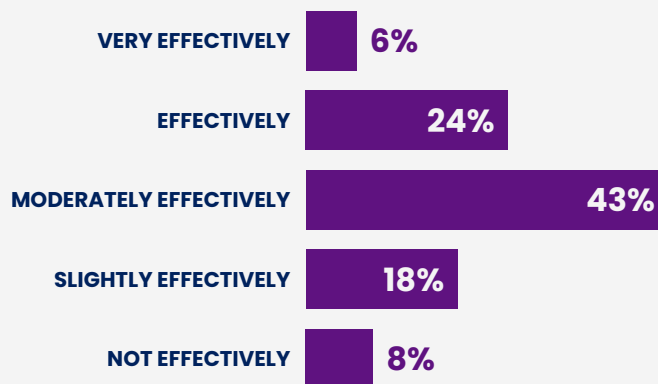
Advertisers overwhelmingly prioritize cross-platform measurement—three-quarters rate it as “very important” or “important”—underscoring the urgent need for unified data and performance visibility across disparate channels.



SOME ARE EFFECTIVELY UNIFYING THEIR PERFORMANCE VIEW

Survey Question: *How effectively can you integrate data from different platforms (e.g., DSPs, SSPs, analytics tools) for a unified view of performance?*

Although most advertisers consider themselves moderately successful at combining data from various platforms, many still struggle to achieve a truly cohesive view—leaving room for improvement in their cross-platform measurement capabilities.



III. Measurement Challenges

Advertisers today grapple with a number of programmatic measurement hurdles. On one hand, they need to consolidate data from a growing array of platforms—each with its own metrics and reporting standards—while on the other, the deprecation of third-party cookies continues to disrupt traditional tracking and attribution. Demonstrating clear ROI remains elusive for many, as fragmented data and privacy regulations challenge established measurement frameworks. In this section, we examine these pain points from multiple angles—highlighting the top obstacles advertisers face, the difficulties in cross-channel data consolidation, and the increasing strain on existing measurement tools.

CROSS-PLATFORM MEASUREMENT TOPS THE LIST OF CHALLENGES

Survey Question: *What are the biggest challenges in measuring programmatic advertising effectiveness?*

Cross-platform and channel performance metrics and platforms' siloed nature stand out as the biggest programmatic measurement challenges facing advertisers. Forty-seven percent of advertisers cite consolidating fragmented metrics across platforms, networks and media companies as a challenge, followed by 41% who said siloed platforms are a challenge. Other concerns are the costs to measure, tracking full-funnel customer journeys, and the fragmented measurement technology and solutions market.

Cross-platform, network and publisher data/performance metrics consolidation	47%
Siloed platforms	41%
Costs to measure	38%
Ability to measure the full customer journey/full funnel	38%
Measurement technology and solutions fragmentation	35%
Staff experience/expertise	33%
Staff time	32%
Identity and attribution limitations	31%
Selecting the right metrics to measure	29%
Number, range and type of advertising campaigns to measure	25%
Deprecation of cookies and other identifiers	24%
Privacy and security compliance	23%

DATA QUALITY AND STAFF RESOURCES ARE THE TOP OBSTACLES FOR DATA CONSOLIDATION

Survey Question: *What challenges do you face in consolidating data across channels?*

The issue of data quality and completeness is tied with the staff time required to manage data consolidation as the top cross-channel data concerns. Other challenges noted by more than one-third of advertisers are the number of platforms and overall industry fragmentation, data format incompatibility and interoperability issues, and identity and attribution limitations.

Data quality and completeness	48%
Amount of staff time to manage process	48%
Number of platforms and industry fragmentation	40%
Data format incompatibility and interoperability	37%
Identity and attribution limitations	34%
Transparency	29%
Staff lack of experience in these areas	26%
Privacy and security compliance	24%
Availability of measurement providers that do this	20%
Other	2%

THIRD-PARTY COOKIE DEPRECATION CONTINUES TO IMPACT MEASUREMENT

Survey Question: *How has the deprecation of third-party cookies impacted your ability to measure programmatic performance?*

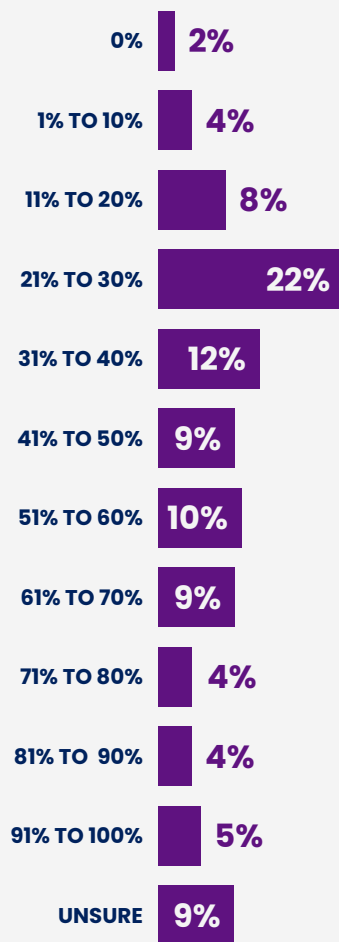
The industry continues to struggle with third-party cookie deprecation, with 40% of respondents saying the issue has impacted their ability to track across sites, platforms, and devices. They also remain concerned about their ability to target customers. However, while this industry shift presents challenges, advertisers are also using it as an opportunity to explore alternatives, such as first-party data, contextual advertising, and new measurement approaches.

Made cross-site, cross-platform, and cross-device tracking more difficult	40%
Reduced ability to target	31%
Increased reliance on first-party data and contextual	31%
Impact on personalization	29%
Required new measurement approaches	28%
Required use of new/different privacy-centric solutions	25%
Reduced reach	23%
No impact	15%
Negative financial impact	9%
Other	3%

DEMONSTRATING ROI IS A CHALLENGE FOR MOST

Survey Question: What percentage of your campaigns have demonstrable ROI based on current measurement tools?

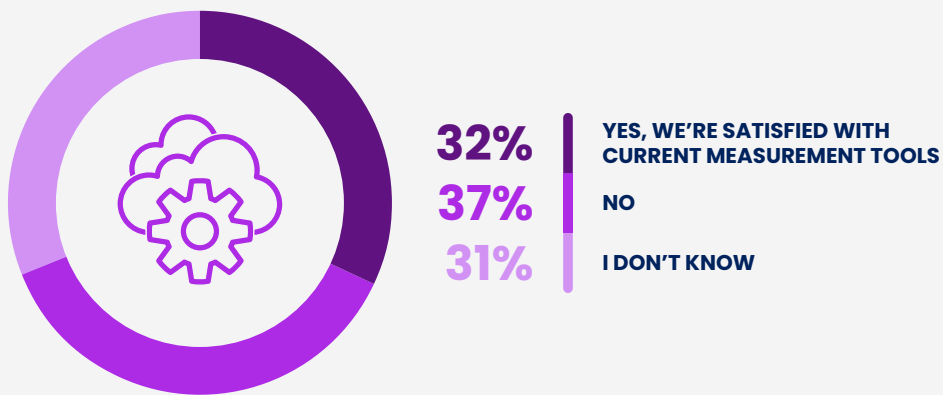
The survey finds that programmatic campaign ROI performance metrics range widely, and the ability to determine ROI is low, with just less than a third of advertisers who say they are able to do so on the majority of their campaigns. That leaves many flying blind in terms of programmatic ROI.



MOST BRANDS AND AGENCIES ARE NOT SATISFIED WITH CURRENT MEASUREMENT TOOLS

Survey Question: Are you satisfied with your campaigns' demonstrable ROI based on current measurement tools?

Most advertisers are either not satisfied with or are unsure about their current measurement tools. The industry is essentially separated into three segments—32% who are satisfied with their ability to demonstrate campaign ROI with current measurement tools, 37% who are not pleased with ROI measurement abilities, and a last group who are unsure about the quality of their measurement practices and technologies. The split demonstrates an opportunity for measurement providers to advance the conversation.



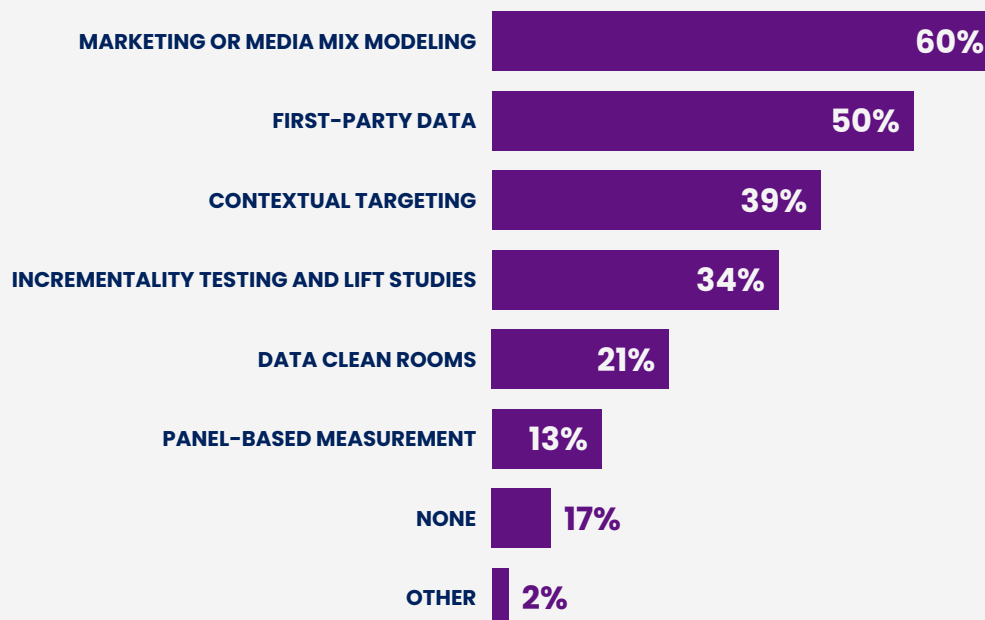
IV. Adapting for the Future

Advertisers are turning toward new strategies, technologies, and partnerships to stay ahead of evolving measurement challenges. In this section, we examine key alternatives—such as marketing/media mix models, first-party data initiatives, and contextual targeting—and explore how emerging innovations, especially AI, are reshaping attribution and optimization. We also look at how well advertisers feel prepared to measure the impact of emerging channels (like CTV and programmatic DOOH) and conclude with forward-looking perspectives on privacy, consolidation, and the future trajectory of programmatic advertising.

ADVERTISERS ARE EXPLORING A RANGE OF MEASUREMENT ALTERNATIVES

Survey Question: *What alternative measurement strategies are you exploring?*

Over half (60%) of advertisers say they're exploring marketing or media mix models. They're also employing first-party data, contextual targeting, and incrementality testing as they evolve their strategies to address today's measurement challenges.



AI TOPS THE LIST OF INNOVATIONS AND TRENDS EXPECTED TO SHAPE THE FUTURE

Survey Question: What innovations or trends do you see shaping the future of programmatic measurement?

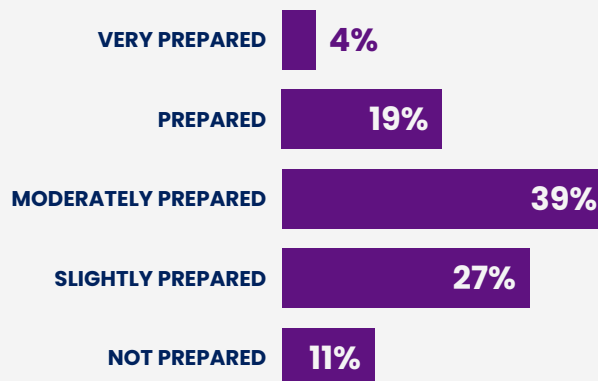
Advertisers are bracing for a rapidly changing landscape where they expect AI to be the most significant innovation to impact programmatic measurement. The other top innovations and trends are predictive analytics (39%), improving the collection and use of first-party data (37%), third-party cookie deprecation (35%), and tracking prevention in browsers and ad blockers (33%).

Artificial Intelligence (AI)	65%
Predictive analytics	39%
Increasing and enhancing first-party data	37%
End of third-party cookies	35%
Tracking prevention in browsers and ad blockers	33%
Fragmentation and range of solutions and platforms	30%
Consumer privacy and regulation	28%
Identity and attribution challenges	28%
Emerging platforms to measure	26%
Emergence of new identity resolution solutions	26%
Brand safety issues	23%
Online ad fraud	23%
User, customer and audience content and advertising consumption experience	23%
Made-for-advertising sites	10%
Other	1%

ADVERTISERS ARE NOT PREPARED TO MEASURE THE IMPACT OF EMERGING PLATFORMS

Survey Question: *How prepared is your organization to be able to measure the impact of emerging platforms?*

Most brand and agency executives say they are only moderately to slightly prepared to transition to measuring the impact of emerging advertising and marketing platforms. Emerging platforms and technologies are often considered to include but may not be limited to AI-driven campaign optimization and content, CTV, programmatic digital out-of-home (DOOH) and audio, cross-device and omnichannel integration, hyper-personalization, retail media networks, and gaming platforms.



IN A FORWARD LOOK, EXECUTIVES BALANCE OPTIMISM WITH CAUTION

Survey Question: *How do you expect the programmatic advertising industry to change over the next few years?*

Advertisers' written responses to the question about the future demonstrate that they're excited about the potential for the programmatic industry. The rise of AI and growing importance of first-party data are recurring optimism themes. Many foresee a wave of consolidation and partnerships in response to challenges by the marketplace to integrate measurement. While others predict more precise targeting and better performance as AI matures, others warn of intensified challenges, including higher costs, fragmented tools, and stricter data compliance. Overall, the outlook combines optimism about innovation with caution around evolving regulatory and consumer demands, signifying a future that will reward those who can adapt nimbly to these major shifts.

Select comments:

- "Better targeting, reporting and incorporating AI."
- "Far more use of AI-modelled insights and measurement. A return to more PII-based identity solutions."
- "Growing confusion, need more education on how to address these challenges."
- "I expect it to become more complex and costly."
- "I expect the programmatic advertising industry to offer more omnichannel platforms, integrations with AI and more partnerships with data visualizations platforms."
- "I think privacy is going to increase and it will become more and more crucial to collect first-party data."
- "Increased AI usage will have an impact, as will increased data security regulations, technology yielding to an increased creative experience, cross channel integration, and stronger consumer insights."
- "More challenging to target very granularly, will need to use broader categories."
- "Rapidly becoming more challenging for accuracy."
- "Some refinement and consolidation, but growth as well."
- "The programmatic advertising industry is poised for significant transformation over the next few years, driven by privacy regulations, AI advancements, and shifting consumer behaviors."
- "The shift away from cookies is going to be hugely impactful."
- "We need a lot more help with this."

Methodology & About the Respondents

DISQO and AdExchanger surveyed a cross-section of brands and agencies serving a range of industry sectors. The survey was conducted in February 2025 and received 168 responses.

Organization Type



Job Role

C-level	21%
EVP/SVP/VP	16%
Director	38%
Manager	21%
Other	4%

Involved in Measurement Strategy

Very involved	22%
Involved	38%
Moderately involved	26%
Slightly involved	14%
Other	4%

Length of Time Working in Programmatic Advertising

Less than 12 months	3%
1 to 2 years	5%
3 to 4 years	25%
5 to 7 years	26%
8 to 10 years	18%
11+ years	23%

Primary Industry Sector

Business (Services)	14%
Retail	10%
Information Technology	9%
Finance	7%
Food and Beverages	7%
Home and Garden (retail)	5%
Medical, Healthcare or Pharmaceuticals	5%
Entertainment	4%
Home and Garden (Goods)	4%
Automotive	3%
Electronics	3%
Insurance	3%
Travel	3%
Automotive Supplies	2%
Organizations	2%
Health and Beauty	1%
Leisure Goods	1%
Utilities	1%
Other	16%

Organization Size: Total Gross Revenue

Less than \$100 million	45%
\$100 million to \$500 million	22%
\$500 million to \$1 billion	14%
\$1 billion to \$10 billion	15%
Over \$10 billion	4%

Size of Digital Advertising Budget

Less than \$1 million	42%
\$1 million to \$10 million	32%
\$11 million to \$50 million	15%
Over \$50 million	11%
Over \$10 billion	4%



About DISQO

DISQO is the leading ad effectiveness measurement platform, empowering brands, agencies, and media companies to drive growth with trusted, brand-and-performance, cross-media insights. Powered by the industry's largest opt-in consumer data platform, DISQO delivers identity-based measurement and audience solutions backed by millions of engaged consumers. By capturing real journeys and sentiments, we help connect people with the brands and media they value while proving media impact across all channels through DISQO's expert insight and AI-driven intelligence. Recognized by Deloitte's Fast 500, Ad Age's Best Places to Work, and awarded for excellence in ad measurement by Digiday and Cynopsis Media, DISQO is shaping the future of advertising. Follow @DISQO on LinkedIn.



