

THE UNIFIED REACH PARADOX:

WHY CROSS-PLATFORM REACH VARIES, WHAT REAL-WORLD
CAMPAIGNS REVEAL, AND WHAT THE INDUSTRY SHOULD DO NEXT

CONFIDENTIAL



CONTENTS

SETTING THE STAGE From Methodology to Meaning	3-7
PUTTING METHODOLOGY TO THE TEST What 50+ Real-World Campaigns Reveal	8-15
THE EXPERT PERSPECTIVE From Data to Debate	16-19
MOVING THE INDUSTRY FORWARD So, Where Do We Go From Here?	20-21

SETTING THE STAGE: *From Methodology to Meaning*

Reach is the foundation of measurement. Before attention, attribution, or return on ad spend (ROAS) mean anything, the fundamentals come first: how many people did the campaign reach? And how often?

Reach is the base, and any performance metric sits on top of it. Because of this, the industry agrees that unified reach is the north star. Buyers, sellers, and measurement providers all want a de-duplicated understanding of audiences across linear TV, CTV, digital video, and beyond. But while the goal may be unified, the engine behind the number is anything but. Different methodologies, inputs, and assumptions can produce different views of the same campaign.

To understand why, we set out to examine unified reach from every angle: how it is constructed, how agencies and marketers use it, how different methodologies perform against real campaigns, and what measurement leaders believe needs to happen next.

Here's how we did it:

01.

AGENCY + MARKETER PERSPECTIVES

Partnered with Advertiser Perceptions to survey 154 agency and marketing decision-makers

Assessed how unified reach informs planning and investment decisions

Evaluated tools, selection drivers, confidence, and gaps impacting usability

02.

METHODOLOGY DEEP DIVE

Engaged Comscore, Innovid, iSpot, Samba, and VideoAmp in a comprehensive evaluation

Collected and compared methodological documentation

Assessed how measurement approaches are constructed across providers

03.

CAMPAIGN ANALYSIS

Analyzed 50+ campaigns across participating measurement providers

Compared outputs to determine the effect of key drivers of variation

Connected methodological differences to performance patterns and areas of alignment

04.

INDUSTRY ROUNDTABLE

Convened six senior measurement leaders for a 90-minute discussion

Pressure-tested findings against real-world industry experience

Explored standards, transparency, and opportunities to move unified reach forward

The first two phases establish the foundation. The next two put that foundation into practice, testing the methodology against real campaigns and pressure-testing the findings with industry leaders. Together, they tell the full story.

The agency + marketer research and methodology deep dive revealed three key things about the state of unified reach today.



THE WHITE LOTUS

01.

Confidence Is In Question

We value the metric, but we don't fully trust it.

The industry wants unified reach to play a bigger role, but confidence in the metric has not kept pace. Buyers recognize its value while also acknowledging that different providers can produce different answers for the same campaign. That uncertainty matters when unified reach becomes the foundation for evaluating performance.

That variation is precisely why transparency matters. Understanding the methodology behind the metric is the first step. The challenge then becomes knowing where the number requires context and how buyers should reconcile variation across providers.

90% OF AGENCIES AND MARKETERS BELIEVE UNIFIED REACH SHOULD PLAY A LARGER ROLE

YET

91% SAY DIFFERENT METHODOLOGIES CAN PRODUCE SIGNIFICANTLY DIFFERENT UNIFIED REACH ESTIMATES FOR THE SAME CAMPAIGN

79% SAY WITHOUT CONFIDENCE IN UNIFIED REACH, THEY CANNOT FULLY TRUST CAMPAIGN OUTCOMES

Source: Advertiser Perceptions custom survey of 154 advertising and marketing decision-makers conducted online March 25–April 9, 2026.



02.

Unified Reach Breaks Down in Practice

Unified reach may help shape planning decisions, but it is not consistently available when advertisers need to monitor and optimize campaigns.

The result is a disconnect between the importance of the metric and its practical utility throughout the campaign lifecycle.

In practice, agencies and marketers aren't relying on a single source of truth. They combine third-party measurement providers, internal tools, and multiple data sources to build a more complete picture of campaign performance. Provider selection isn't driven by methodology alone. Cost, existing agreements, speed, and service can all play a role.

53% ARE MISSING DATA NEEDED TO MONITOR CAMPAIGN PROGRESS

73% RANK UNIFIED REACH AMONG THE MOST IMPORTANT MISSING DATA POINTS

03.

Measurement Is Built Differently

There is no single methodology behind unified reach.

Our evaluation of five leading measurement providers identified five methodological drivers that shape how the metric is constructed. Under each sits a series of inputs, assumptions, and decisions that can ultimately change the result.

THE DRIVER	WHAT IT IS	WHY IT MATTERS	WHAT WE'VE LEARNED
UNIVERSE ESTIMATES	The population baseline reach is projected against.	A larger universe lowers the reach percentage; a smaller one raises it.	We saw a 32.5M gap in UEs across the measurement providers.
IDENTITY SOLUTIONS	How ad exposures are attributed and de-duplicated across devices and platforms.	Identity determines which exposures are counted, and therefore what de-duplication looks like.	A leading source of variation, as different signals used across providers can provide different results. One provider observed a 5% - 48% match rate across campaigns.
IMPRESSIONS & VIEWABILITY	The rules that qualify an ad exposure before reach is calculated.	Different qualifiers change what enters the count, and shift the balance between reach and frequency.	Definitions vary, particularly on linear, where qualifiers ranged from 0 to 5 seconds .
PLATFORM MEASUREMENT & AVAILABILITY	Which platforms a provider can measure or integrate directly.	Less coverage means more modeling, and unmeasured platforms mean unmeasured audiences.	All providers' linear coverage was widely consistent, but when evaluating coverage across more than 20+ digital platforms , no provider was able to deliver comprehensive campaign measurement across all of them.
DEMOGRAPHICS & AUDIENCES	How household-level measurement is translated into demographics.	Person-level and household-presence approaches estimate audiences in fundamentally different ways.	Where household results align, demographic results can still diverge based on household viewing assignments and co-viewing. For example, linear co-viewing of A25-54 ranged from 0.37 to 0.61 .

Those methodological **differences**
don't stay theoretical.
They **show up** in the numbers.



SUPERGIRL

TO SEE HOW, WE MOVED FROM
METHODOLOGY TO MEASUREMENT,
EXAMINING MORE THAN
50+ REAL-WORLD CAMPAIGNS
ACROSS PARTICIPATING PROVIDERS

NOW IT'S *FINALLY* TIME
TO GET OUT FROM UNDER THE HOOD
AND TAKE THIS DATA FOR A TEST DRIVE.

PUTTING METHODOLOGY TO THE TEST: *What 50+ Real-World Campaigns Reveal*

Unified reach is shaped by a series of intricate methodological decisions: the universe a provider projects against, the identity inputs used to resolve ad exposures, what qualifies as an impression, which platforms are captured, and how households are translated into demographics. What happens when those choices are applied to real campaigns?

The answer from the campaign analysis is not that unified reach is unreliable. It is that unified reach is highly dependent on these methodological decisions. The same campaign can produce different outputs across providers because the measurement systems are solving the problem with different data assets, definitions, and coverage.

What We Tested

We identified **50+ campaigns** to represent the major spectrum of WBD's cross-platform clients, totaling **1.87B digital impressions**. The campaigns were balanced on the following criteria:

01.

MAJOR WBD OFFERINGS:

HBO Max, discovery+, News, Sports, and Entertainment, to evaluate potential reach differences by inventory package.

02.

DELIVERY MIX:

A range of digital and linear impression bands to examine unified reach measurement across different campaign sizes and media mixes.

03.

TIMING:

Campaigns spanning Q1–Q4 2025 to capture seasonality.

04.

AUDIENCE:

Varied demographic targets and gender skews.

Disclaimer: Common proof-of-concept challenges, including standing up data clean rooms, use of varying currencies of records, and the measurement of already completed campaigns, limited the completeness of some analyses. Campaign results reflect the strongest available data at the time.

Before comparing reach, the analysis first checked whether top-line digital impression delivery was directionally credible to our internal reporting. Compared with a similar analysis that WBD did in 2023 using older methodologies, data clean-room workflows materially narrowed the gaps between provider-reported impressions and WBD internal delivery. In the current analysis, median digital impression gaps improved for several providers, though alignment was still not perfect.

This distinction matters: impression alignment does not guarantee reach alignment. Two measurement systems can see broadly similar delivery but translate that delivery into different reach and frequency based on how they resolve identities, count exposures, and deduplicate audiences.

What The Campaign Analysis Revealed

WHERE VARIATION IS LARGEST: DIGITAL REACH AND INCREMENTAL LIFT

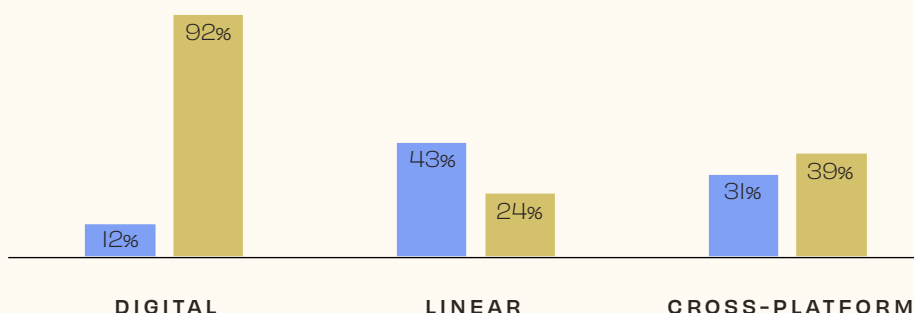
The largest campaign-level variance was seen in digital reach and digital incremental lift. Overall, across **48 campaigns** with **2 or more providers measuring the campaign**, digital impressions only differed by **12% on average**, while digital reach differed by **92%** (and unified reach by 39%).

Digital Reach

GREATER VARIANCE ACROSS DIGITAL REACH VERSUS LINEAR REACH

Total Household %
Variance Across
Providers
By Platform

■ IMPRESSIONS
■ REACH



| STD DEV DIVIDED BY MEAN |

NOTE: "% VARIANCE" IS OFFICIALLY THE COEFFICIENT OF VARIATION

In a Q3 2025 QSR household case study, total cross-platform reach ranged from 7.4M to 19.2M across providers. The digital component drove much of that variance, with digital reach ranging from 3.4M to 15.5M, while linear reach fell within a narrower range of 2.2M to 4.2M. iSpot and Innovid both report the highest digital reach and lowest frequency, while VideoAmp and Samba were more aligned, with lower reach and higher frequency.

A similar pattern emerged in a finance campaign targeting Persons 25–54. Digital reach again showed iSpot with the highest digital reach and lowest frequency, while Comscore boasted the largest linear reach, driven by significantly higher linear impressions.

CASE STUDIES

Digital Reach

QSR BRAND
3Q'25

	AVG IMPS.	AVG REACH	AVG FREQ
CROSS-PLATFORM			
iSpot	60.5M	19.2M	3.2
Samba	73.3M	7.4M	10.0
VideoAmp	63.8M	7.4M	8.6
innovid	45.1M	11.8M	3.8

DIGITAL			
iSpot	34.9M	15.5M	2.3
Samba	62.6M	4.4M	14.2
VideoAmp	35.0M	3.4M	10.3
Innovid	31.8M	9.6M	3.3

LINEAR			
iSpot	25.6M	4.2M	6.1
Samba	10.7M	3.1M	3.5
VideoAmp	28.9M	4.1M	7.0
Innovid	13.3M	2.2M	5.9

*COMSCORE DOES NOT REPORT ON HH

FINANCIAL BRAND
4Q'25

	AVG IMPS.	AVG REACH	AVG FREQ
CROSS-PLATFORM			
iSpot	24.6M	12.1M	2.0
Samba	31.9M	7.0M	4.5
Comscore	43.5M	12.5M	3.5

DIGITAL			
iSpot	10.6M	7.7M	1.4
Samba	20.2M	3.9M	5.1
Comscore	9.8M	3.3M	3.0

LINEAR			
iSpot	14.0M	4.6M	3.1
Samba	17.1M	3.3M	5.3
Comscore	33.7M	10.2M	3.3

*INNOVID DOES NOT REPORT ON P25-54' | VIDEOAMP EXCLUDED DUE TO PROCESSING ISSUES.

That pattern also holds looking across the campaigns in aggregate.

Across campaign averages, iSpot and Innovid reported broader household digital reach with a lower digital frequency, while Samba and VideoAmp reported lower digital reach with a higher digital frequency. The implication is that digital reach can

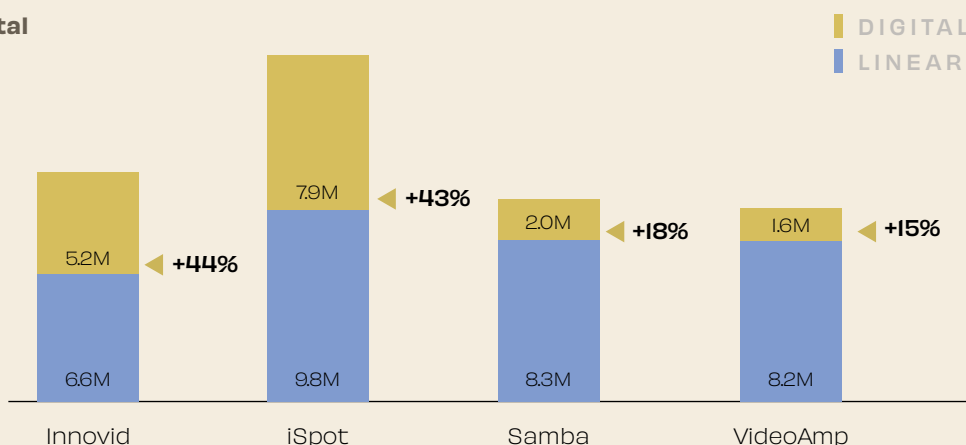
change the story of whether a campaign was broad and efficient or concentrated with high frequency.

Higher digital reach also translates into greater incremental lift. iSpot and Innovid, with broad digital reach, showed digital providing larger incremental reach on top of linear.

Incremental Digital Lift

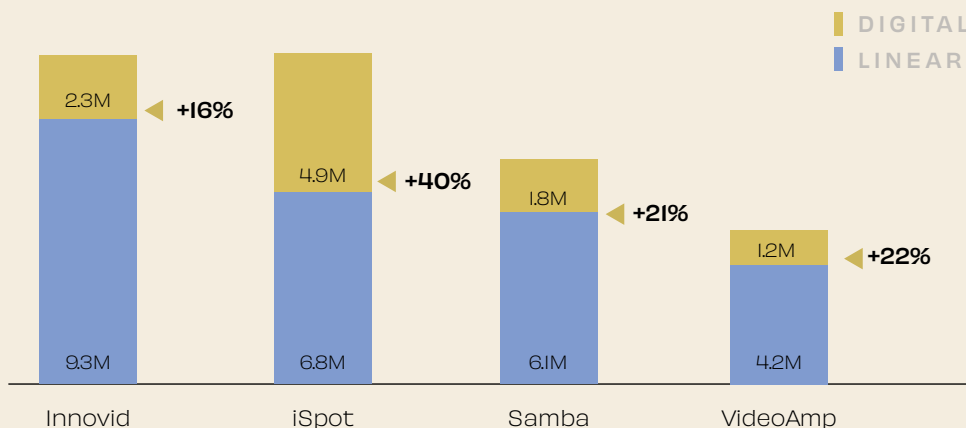
ALL CAMPAIGNS MEASURED

**Total Household
Digital Incremental
Lift**



*COMSCORE DOES NOT REPORT ON HH

**Total Persons
25-54 Incremental
Digital Lift**



*INNOVID DOES NOT REPORT ON P25-54, COMSCORE ONLY REPORTED ON CAMPAIGNS IN 4Q'25

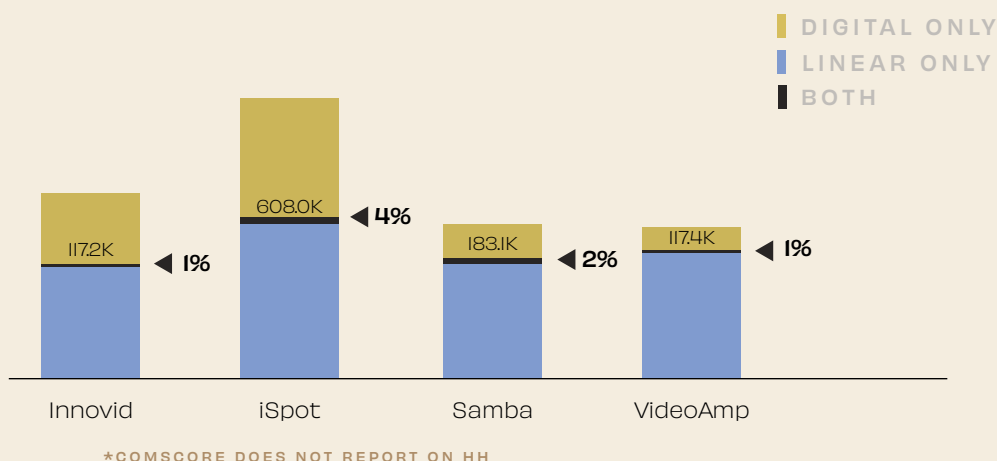
Where Outputs Converge:

LINEAR REACH AND LOW OVERLAP

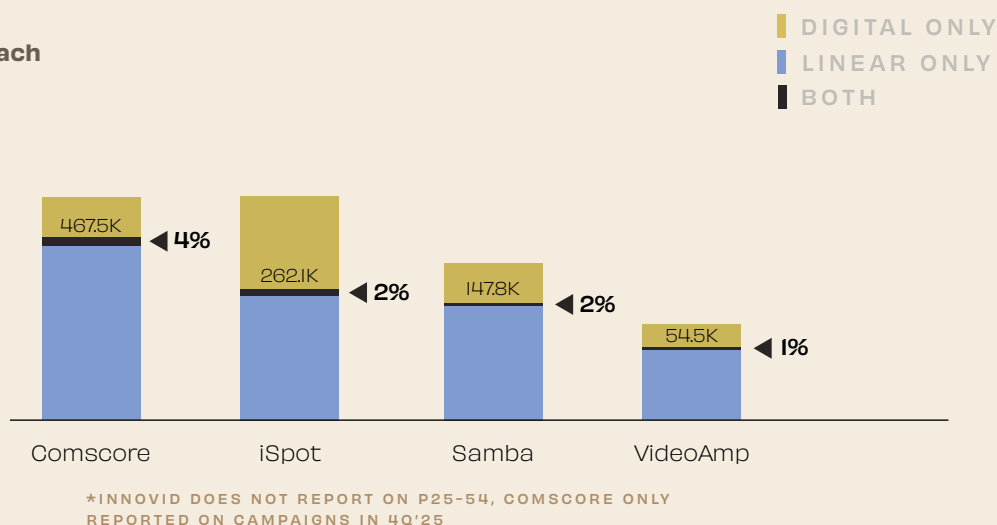
Linear outputs were more aligned than digital outputs. In the household campaign overview, linear reach ranged from 6.8M to 9.4M across iSpot, Samba, VideoAmp, and Innovid, less variance than seen in digital reach. A similar pattern emerged in the Persons 25–54 reads, with Comscore as the outlier, driven by a higher projected number of Persons 25–54 per household in its linear reads.

Cross-platform overlap was another area that was relatively consistent. Across both the household and Persons 25–54 analyses, overlap remained low across providers. As a result, digital often appeared highly incremental to linear, although the size of that incremental contribution still depended on each provider's digital reach capture and deduplication logic.

Total Household Overlap Reach



Total Persons 25-54 Overlap Reach

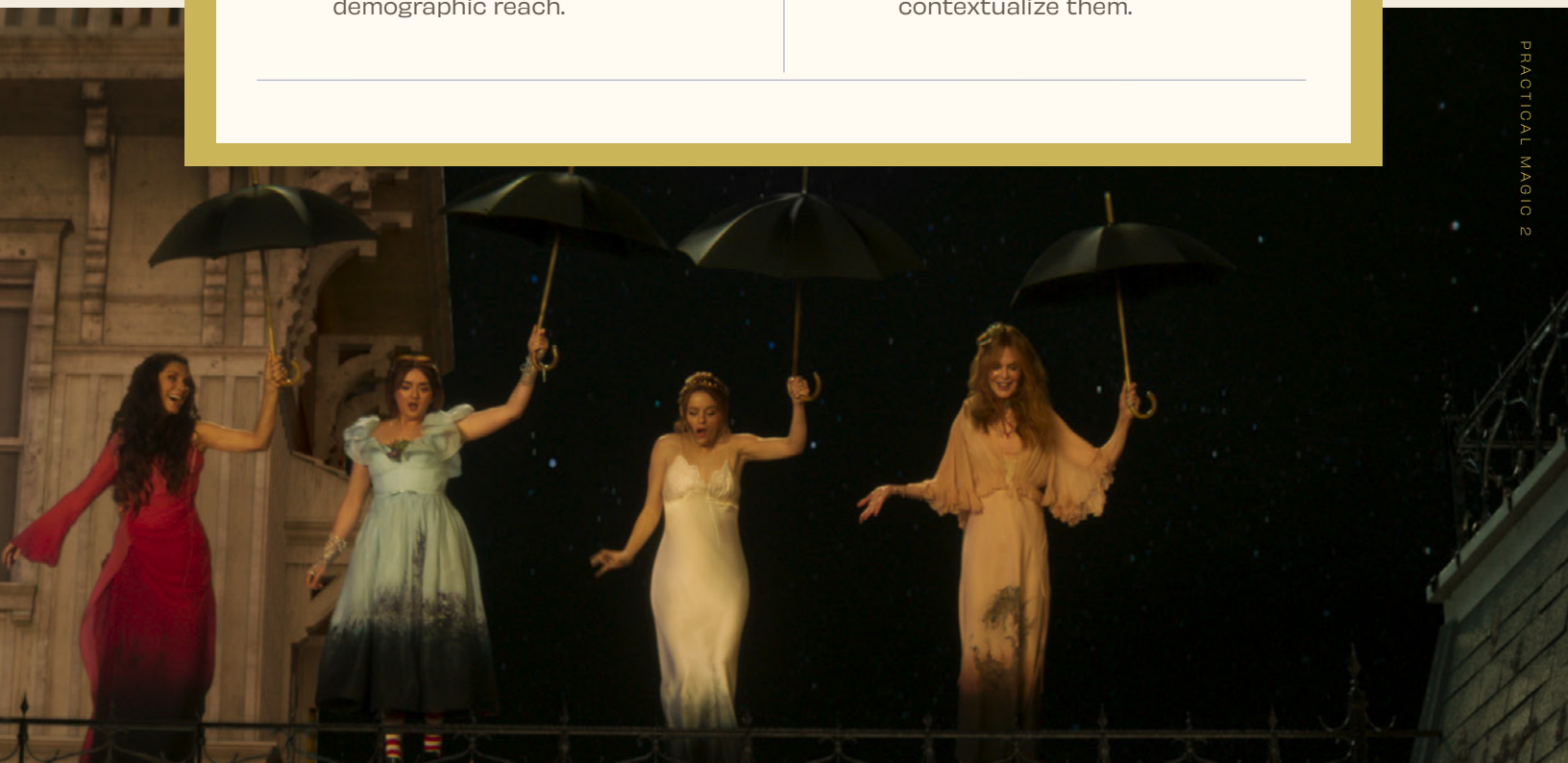


What Drives the Differences

Before we dive in, it should be noted that the variation across the five drivers is not a flaw. It is a signal that the number needs context.

The same campaign can be measured through different inputs and assumptions, especially when digital endpoints, clean-room paths, platform availability, and audience match differ. In this sense, variation is an interpretive prompt: before acting on a reach output, users should understand what the estimate includes, excludes, projects, and models.

VARIATION CAN MEAN...	VARIATION <i>DOES NOT</i> AUTOMATICALLY MEAN...
✓ Different universe denominators are being used.	✗ The highest reach % is the most accurate.
✓ Identity resolution is matching more or fewer exposures to households or people.	✗ The lowest reach % is wrong.
✓ Digital platforms are missing or not commingled.	✗ A provider should be ranked without reviewing method, coverage, and use case.
✓ Personification and co-viewing assumptions are moving demographic reach.	✗ Unified reach should replace outcomes metrics; it should contextualize them.



Identity Resolution Drives the Digital Swings

Identity resolution is a key factor contributing to the variation across providers.

These methodologies are a core component of a provider's measurement approach and represent an area of ongoing innovation across the industry.

The findings from this study proved that differences in resolving audiences can have a meaningful impact on digital reach and, by extension, overall Unified Reach metrics. Factors such as the hierarchy of signals use, the degree of deterministic vs modeled data and the methodologies used to determine overlap across platforms all influence unified reach measurement. Additionally, as the digital ecosystem continues to evolve, the long-term effectiveness of specific audience resolution signals may change, further emphasizing the importance of adaptable and privacy-conscious measurement.

Platform Coverage Helps Explain Where Outputs Align

Platform coverage is another important component of Unified Reach measurement. Regardless of methodology, providers can only measure the data available to them, meaning differences in data access, integration approaches, and measurable inventory can influence outcomes.

One of the more notable findings from this analysis was the relative consistency observed in linear measurement. Most providers rely on broadly similar sources of linear viewing data, including set-top box (STB) and Automatic Content Recognition (ACR) datasets. STB and ACR data can be thought of as the industry's "crude oil" – the foundational raw material from which measurement solutions are built. While providers refine and process that data differently, they often begin with a similar foundation, contributing to greater alignment in linear measurement results. This consistency was evident throughout the analysis.

The analysis also reinforced the value of direct integrations for digital measurement. Compared with prior measurement approaches, direct integrations provided more complete campaign data and improved visibility into digital delivery. While they do not eliminate methodological differences, direct integrations create a stronger measurement foundation by reducing gaps in observable campaign activity and expanding the inventory available for measurement.

Demographic Assignment Helps Explain Where Results Diverge

While much of the variation in Unified Reach measurement was concentrated in digital reach, the analysis also highlighted differences in how providers translate household viewing into demographic audiences. Broader demographic reads, such as Household or P2+, were generally aligned across providers, but greater variation emerged as measurement moved to more granular person-level demographics.

For example, Adults 25-54 universe estimates ranged from approximately 129 million to 134 million across providers, indicating broad agreement on the underlying population. However, differences became apparent when those audiences were translated into campaign delivery. Among providers offering person-level measurement, differences in audience assignment and co-viewing assumptions contributed to variability in reported results. In one comparison, Comscore reported 0.61 Adults 25-54 per household on linear, compared with 0.42 for iSpot and 0.37 for VideoAmp, contributing to higher person-level reach estimates despite similar linear household viewing inputs.

The analysis also highlighted the challenge of comparing the person-level methodologies of Comscore, iSpot and VideoAmp with presence-based demographic approaches of Samba and Innovid. While both methodologies provide valuable insights, they represent fundamentally different ways of describing audiences and are not always directly comparable.

The Other Drivers Still Matter, Just Differently

Universe estimates varied across providers, but their impact on campaign outputs was less meaningful than the other drivers.

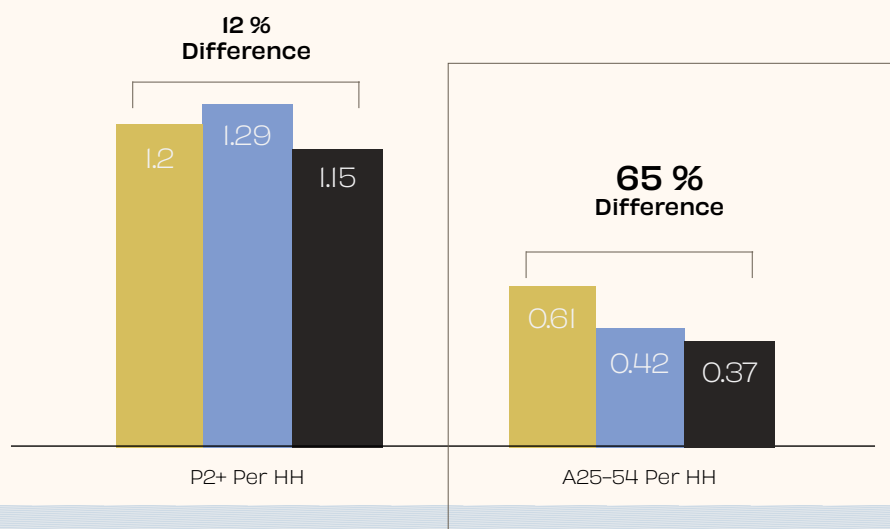
Similarly, there are differences in how linear impressions are defined, although this did not have a substantial impact on linear campaign metrics.

While universe estimates and impression definitions are important, they are likely not dominant drivers of variance in campaign measurement.

Co-View Factor Among Persons Demos

AVG ACROSS ALL CAMPAIGNS

COMSCORE
ISPOT
VIDEOAMP



THE EXPERT PERSPECTIVE: From Data To Debate

Understanding how and why campaign delivery metrics differ is only part of the story.

To further explore the impact of these differences, we brought together six senior measurement leaders representing agency, media owner, and independent measurement perspectives for a 90-minute executive roundtable moderated by Advertiser Perceptions.

The discussion explored findings through the lens of real-world experience:

Do the five drivers hold up? Where does variation matter most? What should be standardized? How should buyers evaluate measurement partners? And ultimately, what will it take to make unified reach a more trusted and usable metric?

ROUNDTABLE PARTICIPANTS



Josh Chasin

PRINCIPAL, KNOTSIMPLER, INC.
MEASUREMENT EXECUTIVE
AQUILA



Howard Shimmel

HEAD OF STRATEGY
DATAFUELX, INC.



Kym Frank

SVP, PORTFOLIO
RESEARCH + MEASUREMENT
FOX ADVERTISING



Erica Sklar

EVP, PMX LIFT



Mike Piner

EXECUTIVE VICE PRESIDENT,
PARTNERSHIPS & INVESTMENTS
MISSIONONE MEDIA



Pete Doe

MEASUREMENT CONSULTANT
FORMERLY WITH
NIELSEN AND XANDR

WHILE PERSPECTIVES AT TIMES VARIED, THE DISCUSSION CONSISTENTLY RETURNED TO A **SHARED CHALLENGE**: Methodological differences are part of today's measurement landscape. Buyers need a better way to understand what those differences mean and when they matter.

ACROSS THE DISCUSSION, THREE KEY TENSIONS EMERGED.

Everyone Wants Transparency Until Convenience Wins

If there was one point of unanimous agreement, it was that transparency is essential.

Transparency into methodology and underlying data is table stakes. Without it, buyers cannot understand why outputs differ, evaluate anomalies, or confidently recommend one measurement solution over another.

"

I want to know the data that's going into it, and I want to know how you're calculating things so that I can understand, when the anomalies come through, what drove that.

"

This is not always aligned with how measurement providers are actually selected. Campaign objectives, target audiences, and media partners matter. So do speed, presentation, service, existing relationships, and the time and effort required to integrate a new provider.

"

Transparency into methodology and underlying data is table stakes. Without it, buyers cannot understand why outputs differ, evaluate anomalies, or confidently recommend one measurement solution over another.

"

It's the speed of results. It's how they present the information, the level of service we're getting... not all of them are methodology- or accuracy-related.

"

If I can't understand your methodology... then I can't make a recommendation in good faith.

"

Sometimes the calculus is even simpler: Who do we already have [legal] paper with?

- ROUNDTABLE PARTICIPANTS

Therein lies the tension. Transparency may be table stakes for trust, but efficiency often shapes adoption. The easiest or fastest solution may be entirely appropriate for the job, but buyers still need to understand what sits behind the reach estimate and what that means for how it should be interpreted.

The opportunity is greater methodological transparency, making differences easier to evaluate and harder to overlook.

The Industry Wants Standards, Just Not Standardization

If transparency helps buyers understand why unified reach numbers differ, the next question is whether some of those differences should exist in the first place.

The roundtable drew an important distinction between standards and standardization.

I don't think you can force standardization on people, but what you can do is lay out standards.

Participants saw value in methodological differentiation. The goal isn't to make every unified reach solution work the same way, but not every component of measurement benefits from being different.

The strongest case for greater consistency was around foundational definitions, particularly what qualifies as an ad exposure and universe estimates. These inputs shape downstream unified reach calculations before proprietary methodologies even come into play.

Definitions of an ad exposure emerged as a particular pressure point.

Bonkers we can't even agree on what constitutes a video impression!

Greater alignment around what qualifies as an exposure could improve comparability without sacrificing methodological innovation. The discussion also highlighted the challenge of bridging environments that aren't simply measured differently but are also bought and activated differently.

We're living in a world where linear is bought and transacted on a spot level, and digital is transacted on an impression level. And [measurement providers] need to make their underlying respondent-level TV data available for activation.

The level of standardization needed may depend on how unified reach is being used. Participants saw a stronger case for standardization when measurement is tied to currency, guarantees, and investment.

More standardized methodologies become more important when it's tied to guarantees, when it's tied to money.

The goal is to identify where unified reach needs common ground and where methodological differences can continue to drive innovation.

The Rush to Outcomes Makes Reach More Important, Not Less

As the market focuses more on lower-funnel goals and outcomes-based measurement, the roundtable reinforced that accurately measuring views across platforms remains foundational to everything that follows.

So-called vanity metrics will always be needed.

Notably, no participant questioned the value of unified reach itself. Understanding who was exposed to advertising across platforms, and how often, provides the backbone for additional measurement and attribution.

Knowing how many people of a particular type I actually reached, and how many times uniquely, is an outcome... And I think it's the first outcome. So it's foundational, and everything builds upon that.

Individual publishers, networks, and walled gardens may have strong first-party data, but advertisers still need third-party measurement across channels to understand the "rest of the market."

The discussion also cautioned against defining outcomes too narrowly. Not every product category operates on a short- or medium-term purchase cycle.

I got a new product, and it's a product in a category with a two-year purchase cycle. I need awareness, not cash register sales.

The shift toward outcomes doesn't make unified reach less relevant. It raises the stakes for getting it right.

Taken together, the discussion did not point toward a single measurement solution or methodology. It reinforced the need for clearer standards around the fundamentals, greater transparency into how unified reach is calculated, and a measurement ecosystem that can accommodate multiple providers.

The question then becomes how to turn those principles into practice.

MOVING THE INDUSTRY FORWARD: So, Where Do We Go From Here?

The research points to several clear opportunities for progress. Some require greater alignment across the industry. Others require greater transparency into the differences that will remain. Together, they provide a practical path toward making unified reach more understandable, usable, and actionable.

Here's Where To Start:

01. STANDARDIZE THE RULES, NOT THE METHODOLOGY

Innovation depends on providers doing things differently. But not every difference adds value.

The industry should establish greater consistency around foundational definitions such as universe estimates, impressions, and viewability, while developing more current guidance for emerging areas such as identity resolution and match-key methodologies. MRC accreditation remains valuable, particularly for currency-grade measurement, but it is not necessarily table stakes for every use case.

The goal is to establish common ground on the fundamentals while preserving room for proprietary methodologies and continued innovation.

02. MAKE TRANSPARENCY NON-NEGOTIABLE

If methodologies are going to differ, stakeholders need to understand how and why.

Providers should openly disclose the inputs, assumptions, and methodological choices behind their unified reach outputs. This will allow for easier understanding and comparisons, particularly around identity resolution, cross-platform deduplication, universe estimates, and platform coverage. They should also make independent evaluation easier, giving stakeholders the ability to validate results and understand what is driving differences across providers.

Another reason transparency will become increasingly important is the potential use of AI in campaign workflows. When the inputs behind campaign measurement are not fully understood, it becomes harder to know what the results mean and, just as importantly, what they do not mean. As AI and automation play a larger role in campaign workflows, that risk becomes even greater, as automated systems may not fully account for the impact of those inputs.

Transparency does not mean giving away proprietary IP. It means providing visibility for buyers, sellers, and agencies to ask the right questions, compare solutions, and confidently determine which approach is best suited to their needs.

03. EMBRACE A MULTI-MEASUREMENT WORLD

Different providers bring different strengths, methodologies, and capabilities, creating a more complete picture of today's fragmented landscape and enabling more meaningful comparisons.

The priority should be fit for purpose: matching measurement solutions to the decisions they are best equipped to inform, from campaign reporting and planning to optimization, audience activation, attribution, and media mix modeling.

As unified reach expands across the marketing workflow, success will depend less on selecting a single provider and more on understanding where each measurement approach provides the greatest value.

04. STRENGTHEN MEASUREMENT THROUGH DIRECT INTEGRATION

Methodology can only take unified reach so far. Measurement providers also need better access to the data they are trying to measure.

Our analysis showed the difference direct integration can make. Secure access to campaign impression logs allowed providers to capture more measured impressions than prior measurement approaches, creating a more complete foundation for unified reach.

As campaigns fragment and third-party identifiers decline, direct partnerships between measurement providers, advertisers, agencies, publishers, and platforms will become even more important. Trusted data-sharing frameworks can improve accuracy and scale while supporting a more privacy-conscious approach to measurement.

THE WORK DOES NOT END HERE.

As unified reach continues to evolve,
so will the methodologies, data sources, and
applications behind it. What matters now is what
the industry does with what we've learned.

When we truly understand measurement, we make better decisions.
The opportunity is right in front of us. Now it's time to put the playbook to work
and turn better measurement into a competitive advantage.