

Kaleidoscope for Cross Platform Measurement

How measurement silos distort
brand and behavioral lift research

 DISQO



Measurement complexity

In the war between privacy and identifiers, have marketers already agreed to become collateral damage?



Only 39% of marketers require all platform providers to use consistent measurement approaches



**Media engagement
is not siloed**

62%

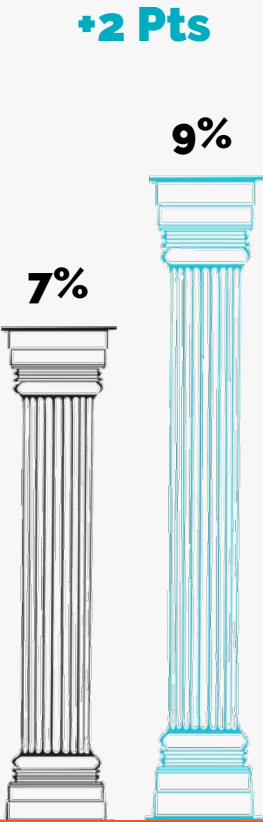
**Of people use multiple
social media platforms
each month**

**Without a cross-platform view
you get contaminated control,
leading to...**

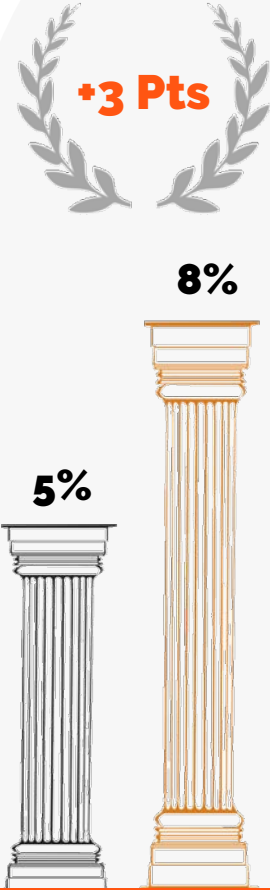
Mutant measurement



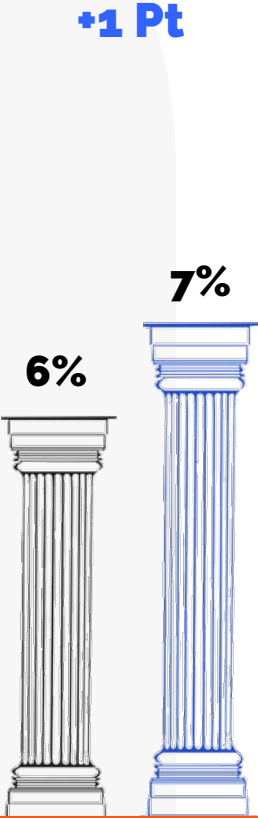
Siloed brand lift results



Platform A



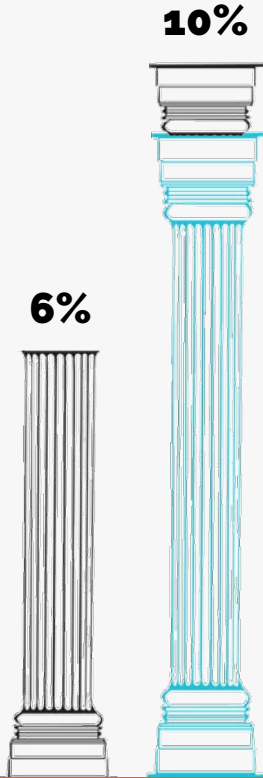
Platform B



Platform C

Real brand lift when you can see cross-platform

+4 Pts



Platform A

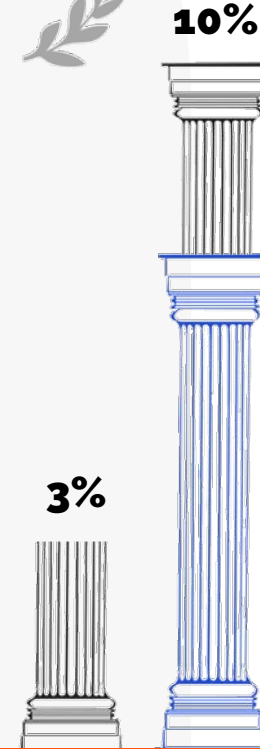
+5 Pts



Platform B



+7 Pts

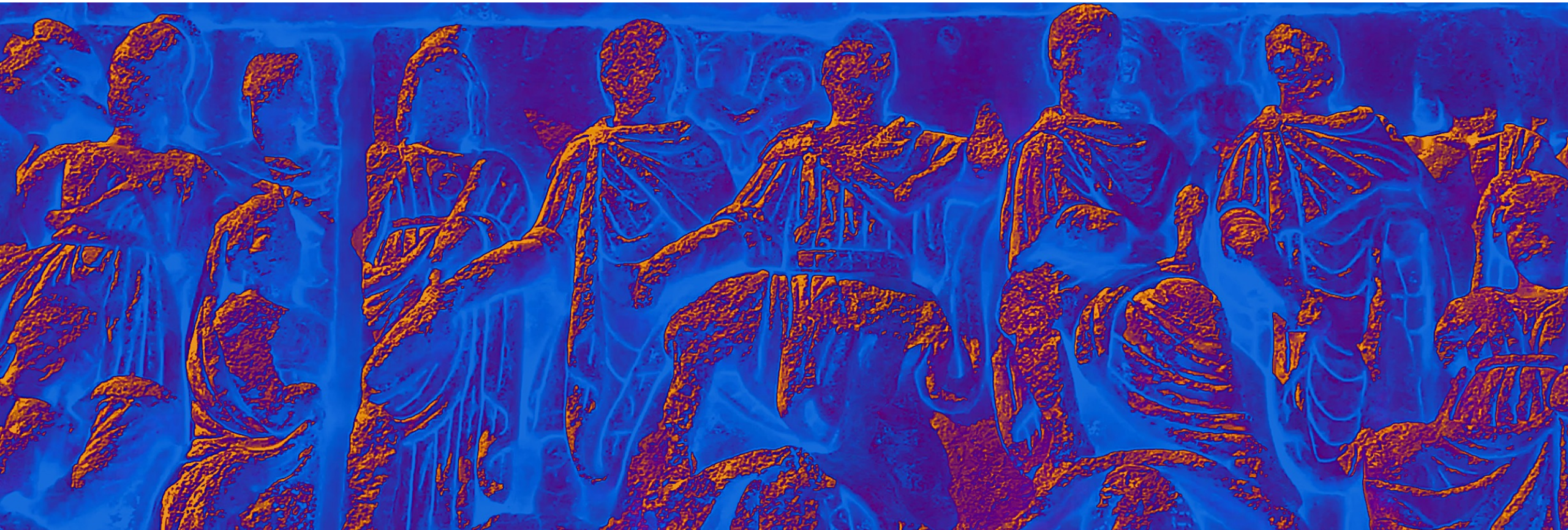


Platform C

The solution?

Single-source measurement

Confidence in insights | Future-proof IDs | Neutral assessment | Reduced workload



Let's Discuss.

