

Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

Keeping Up With The KPIs

10 Key Questions Answered by Marketers to Understand Priorities Across Businesses



Inside how brand marketers set their strategic priorities

Amid continuing conversations across the ad industry around investment in branding and performance marketing, we sought to understand **what KPIs matter most to businesses of all sizes – and how are they determined?**

To explore **what drives brand marketers' thinking and planning**, we partnered with Advertiser Perceptions on a custom survey of 200 marketers.

Our goal was to **examine organizational priorities, uncover internal disconnects and identify new opportunities for media partners** to deliver on what marketers really need.

This guide answers **10 essential questions** that offer a clearer view into how marketers set strategic priorities. Additionally, **we provide playbooks** on how businesses can work with the right media partners who can help deliver on what matters most.

Note: see appendix for full details on methodology behind the custom survey



We analyzed three segments based on total ad spend to understand how marketing priorities and decision-making differs by business size

For the purposes of this custom study analysis, we created these three 'brand marketer' segments:

'Small-Sized' Businesses

Brand marketer respondents working for a brand that spent ***less than \$1MM*** in total on advertising over the past 12 months

'Medium-Sized' Businesses

Brand marketer respondents working for a brand that spent ***\$1MM to less than \$25MM*** in total on advertising over the past 12 months

'Large-Sized' Businesses

Brand marketer respondents working for a brand that spent ***\$25MM or more*** in total on advertising over the past 12 months

Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend (n=65), 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend (n=70), 'Large-Sized' Businesses: \$25MM or more in annual ad spend (n=65).

We answered **10 key questions** to help understand how businesses of different sizes **set strategy, define success and plan for growth**

1

How well do business and marketing objectives align?

2

Who are the key decision-makers guiding marketing strategy?

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How do marketers balance short-term sales with long-term brand growth?

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What factors influence an organization's selection of marketing KPIs?

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Would marketers shift their strategy if they could develop longer-term plans?

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What KPIs would marketers be focused on for future growth?

Click through any question box to be brought directly to the appropriate section

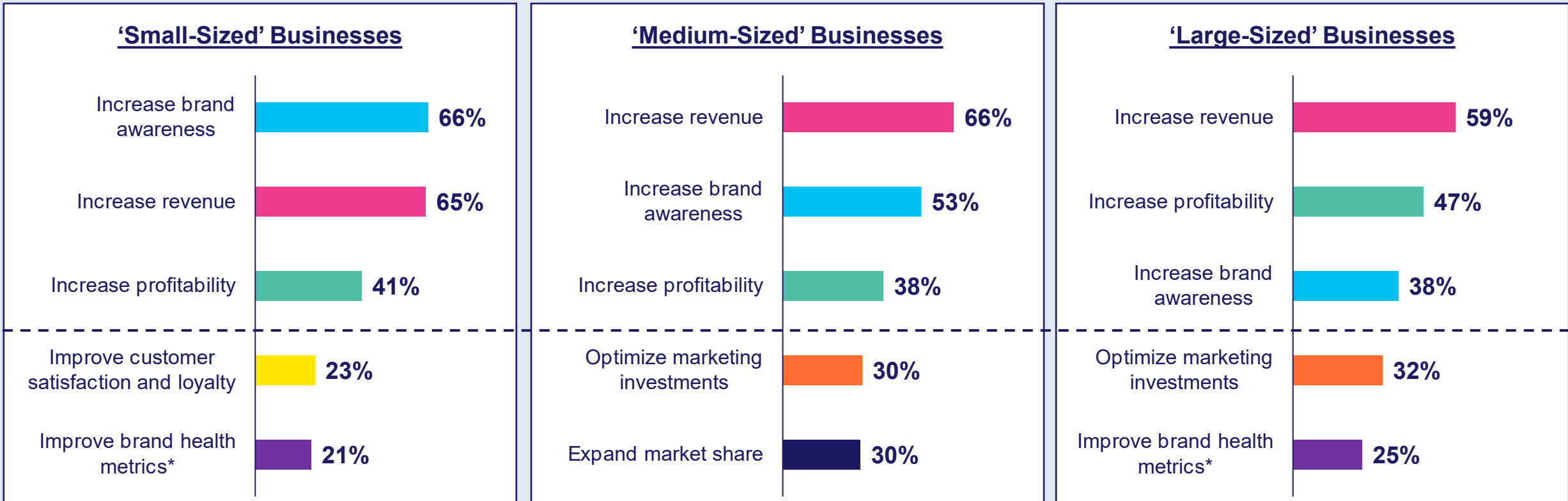
1

How well do business and marketing objectives align?



Brand awareness is a top business objective for smaller businesses while revenue and profitability become more important for larger companies

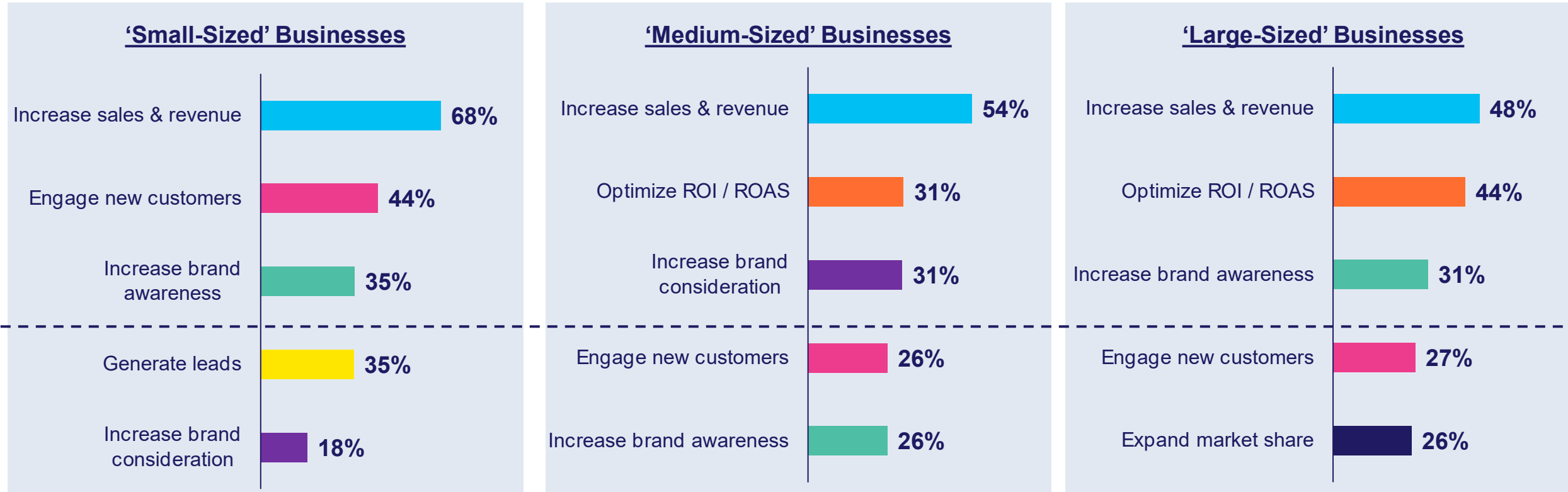
Top 5 Overall Business Objectives/Goals % of brand marketer respondents



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q1. Which of the following would you consider to be your overall business objectives/goals? Based on respondents selecting up to 3 choices. Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. *Consideration, favorability, memorability, interest, etc. Dotted line across chart denotes the top 3.

For marketing, increasing sales is the most important objective for brands of all sizes, with investment optimization also key for larger ones

Top 5 Overall Marketing Objectives/Goals % of brand marketer respondents



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q2. Which of the following would you consider to be your overall marketing objectives/goals? Based on respondents selecting up to 3 choices. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. Dotted line across chart denotes the top 3.

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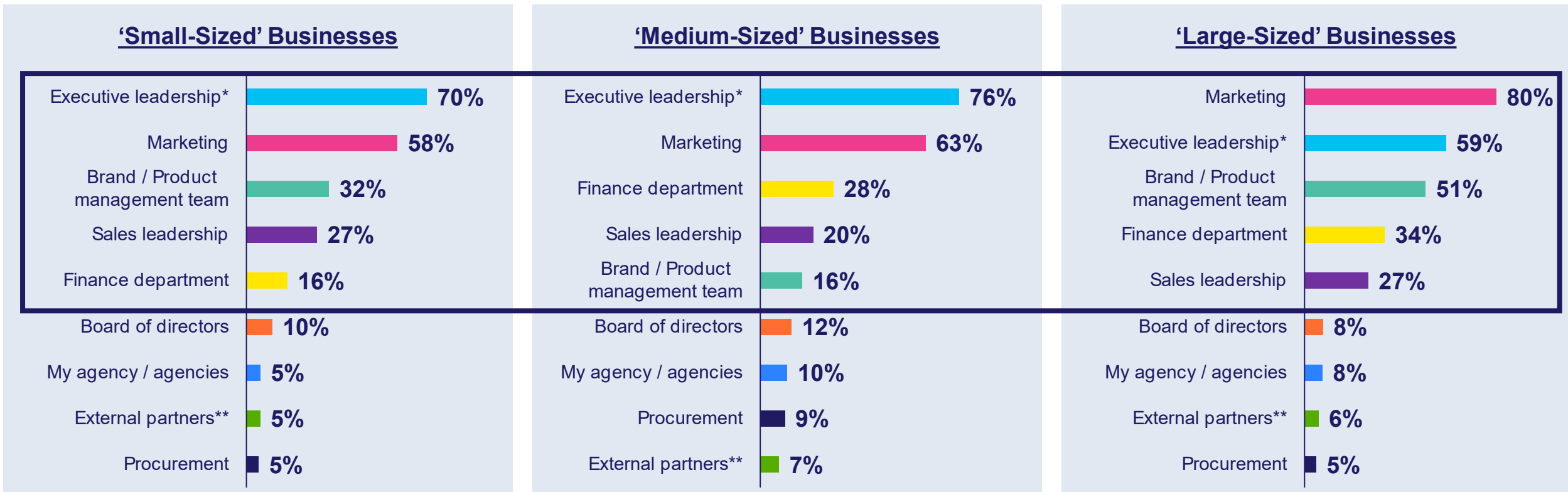
Who are the key decision-makers guiding marketing strategy?



Strategy is most often led by senior leaders in small & medium-sized businesses while marketing takes the lead role in the largest companies

▶ Company size can mean more specialization and layers, giving marketing departments greater control over KPI and budget decisions

Key Stakeholders / Primary Decision-Makers Responsible For Marketing Strategy (Budget & Guiding Direction) % of brand marketer respondents



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q3. Who are the key stakeholders or primary decision-makers in your company responsible for budget and guiding direction (such as brand, goals, etc.)? Based on respondents selecting up to 3 choices. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. *C-Suite, Regional Heads. **Investors, franchisees. [Learn more about who the external partners responsible for budget and guiding direction are here.](#) Box around chart denotes the top 3.

3

How do marketers balance short-term sales with long-term brand growth?



Under pressure to grow revenue, marketers of all sizes feel their KPIs favor short-term performance over long-term brand building

% of brand marketers who believe their marketing KPIs reflect a prioritization to achieve short-term sales over long-term branding results

'Small-Sized' Businesses

74%

'Medium-Sized' Businesses

63%

'Large-Sized' Businesses

70%

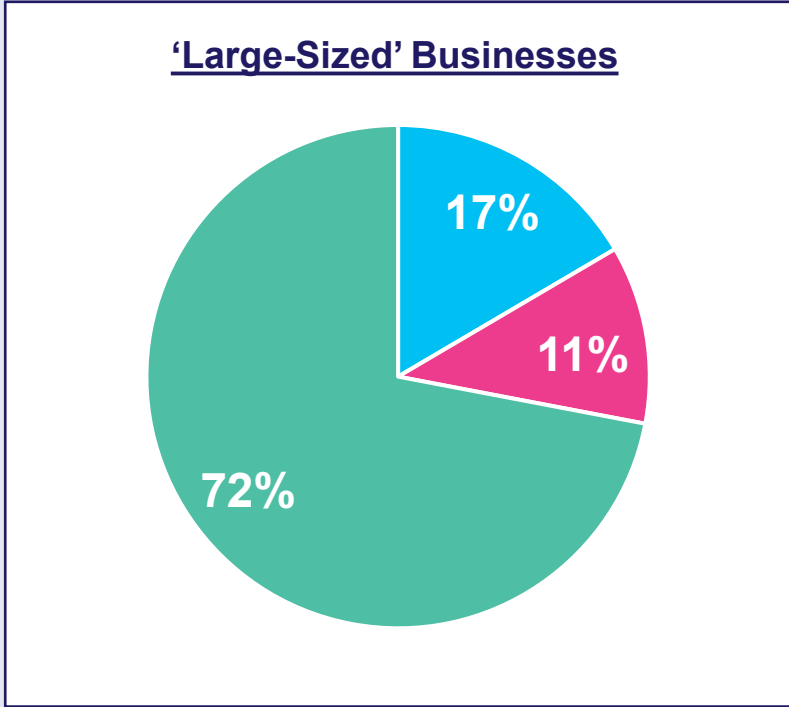
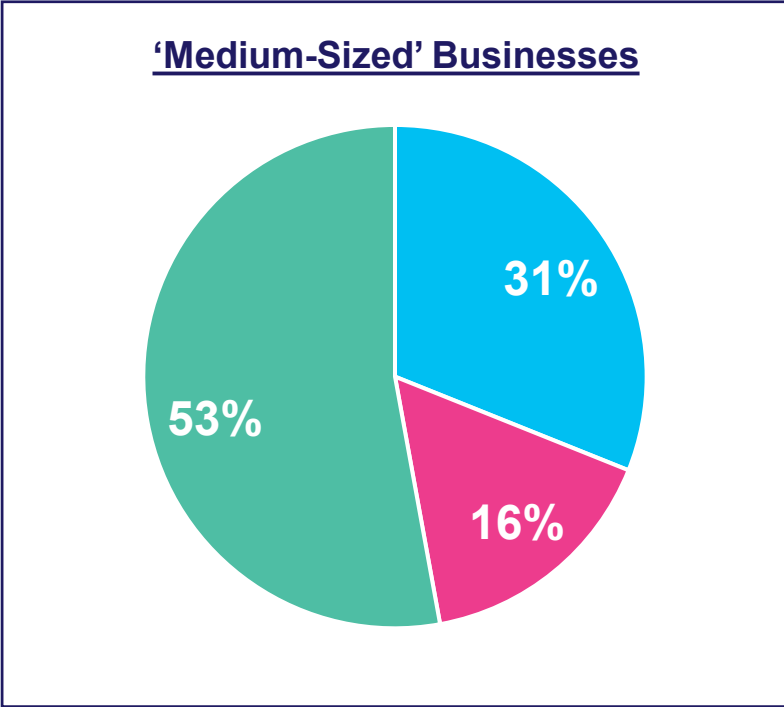
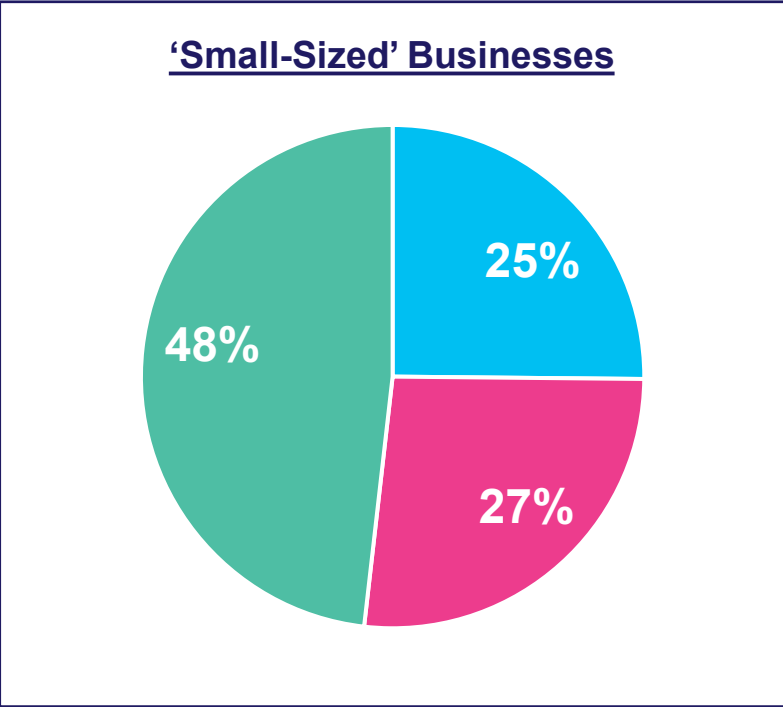
Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q15. Do you feel your KPIs reflect a prioritization to achieve short-term sales over long-term branding results? 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend.

Smaller brands are more split between short-term performance and long-term branding, while larger brands have more resources to balance both

Marketing Strategy's Primary Focus

% of brand marketer respondents

■ Performance* ■ Brand** ■ Balance between performance & brand***



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q4. Which best describes your marketing strategy's primary focus? 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. *Generating leads and driving immediate sales. **Building awareness and long-term customer relationships. ***Balance performance and brand building to achieve both short-term and long-term goals.

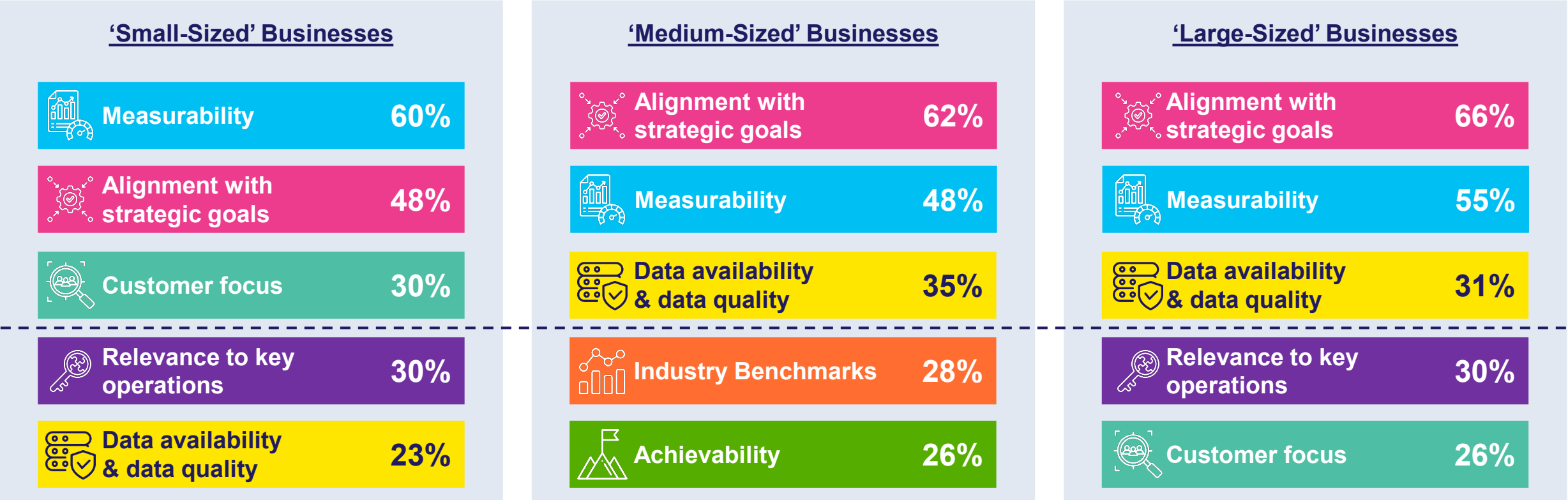
4

What factors influence an organization's selection of marketing KPIs?



Top KPI factors like measurability and strategic alignment are driving the reliance on short-term performance KPIs across businesses of all sizes

Top 5 Factors Influencing KPI Selection % of brand marketers



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q13. What factors influenced your organization's decision in selecting your KPIs? [Rank 1-3]. Based on respondents ranking up to 3 choices. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. Dotted line across chart denotes the top 3.

5

Are there organizational disconnects between KPIs and overarching business goals?

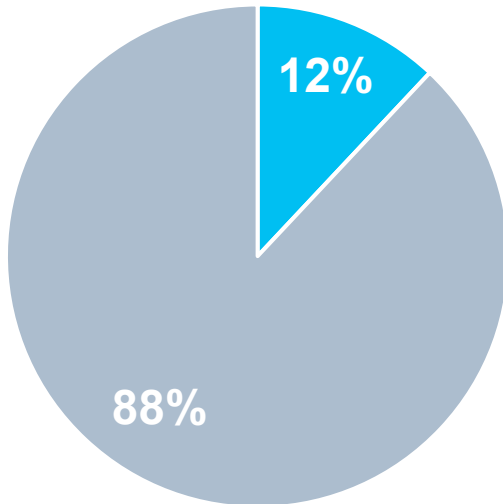


Marketers in larger, more layered companies are almost three times more likely than small businesses to believe there is an internal 'KPI disconnect'

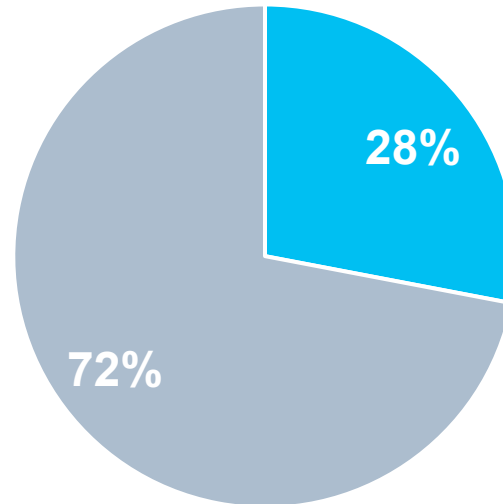
% of brand marketers who believe there is a disconnect between the KPIs and the goals their management has communicated for the organization

■ Yes ■ No

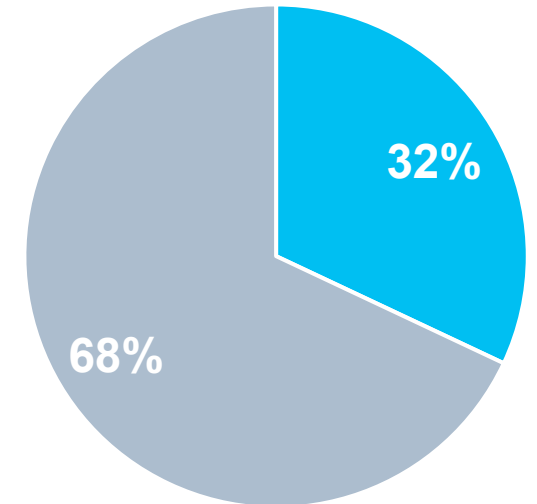
'Small-Sized' Businesses



'Medium-Sized' Businesses



'Large-Sized' Businesses



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q16. Do you believe there is a disconnect between the KPIs and the goals your management has communicated for the organization? 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend.

Marketers across sizes cite short-term pressures, misaligned priorities and measurement gaps as key drivers of KPI disconnects

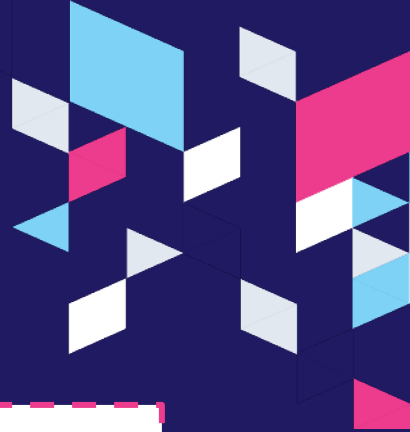
- ▶ Small brands face tactical hurdles, while large brands grapple with structural misalignment and resistance to long-term brand investment

Why do you think there is a disconnect between the KPIs and the goals your management has communicated for the organization?

Based on summary of verbatim responses

Category	Common Responses
 Short-Term vs. Long-Term Focus	<ul style="list-style-type: none"> ▶ KPIs prioritize short-term sales over long-term brand building ▶ Leadership reluctant to invest in brand if it doesn't show immediate revenue
 Misalignment Between Departments	<ul style="list-style-type: none"> ▶ Finance, sales, and marketing have different priorities ▶ Quarterly reporting doesn't align with customer buying cycles
 Measurement Challenges	<ul style="list-style-type: none"> ▶ KPIs focus on media efficiency rather than actual sales outcomes ▶ Metrics prioritize attention and attribution over brand health and customer experience
 Leadership & Organizational Gaps	<ul style="list-style-type: none"> ▶ Leadership doesn't fully understand brand marketing ▶ Marketing is seen as a cost center rather than a growth driver
 Unrealistic Goals & Budget Cuts	<ul style="list-style-type: none"> ▶ KPIs are set without considering real business needs ▶ Budgets get cut when business slows, even if brand building is needed
 Technology & Data Limitations	<ul style="list-style-type: none"> ▶ Difficulty integrating new technology effectively ▶ Lack of long-term data retention for measuring brand impact
 Compensation & Incentives	<ul style="list-style-type: none"> ▶ Employee incentives are tied to short-term performance, discouraging long-term thinking
 Consumer Buying Behavior	<ul style="list-style-type: none"> ▶ Decision-makers don't account for the long conversion timelines and multiple touchpoints needed to convert customers

Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q16a. Why do you think there is a disconnect?. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend.



“The **disconnect** for me is not just with the CEO, it’s the whole organization. I’m sitting in a company that is very tech-driven. In the past, **a lot of the work was a balance between short-term results and investing in the future of the brand.** Now everyone’s **focus is on the short term.**”

Maria Garrido, CMO, Deezer
(Ad Age, 9/30/2024)

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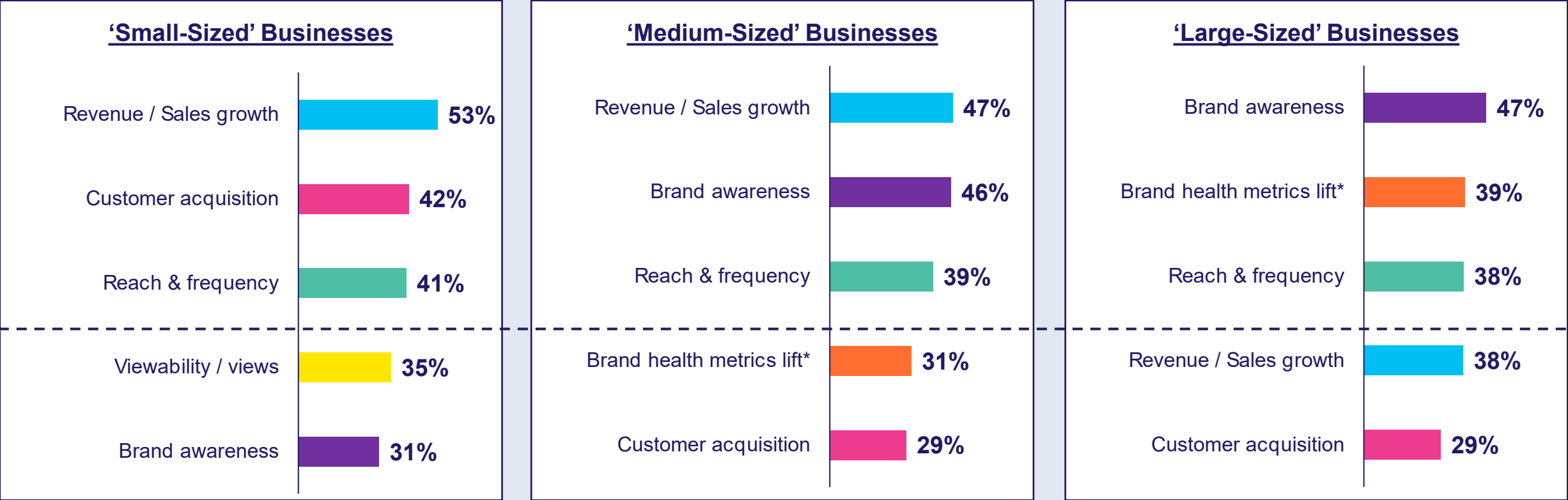
What KPIs do marketers use to evaluate the impact of their video campaigns?



Smaller businesses prioritize lower-funnel KPIs to drive immediate returns, while larger brands focus on upper-funnel metrics to build brand equity

Top 5 KPIs Used to Measure Effectiveness of Video Ad Campaigns

% of brand marketer respondents



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q12. What are the main KPIs you currently use to measure the effectiveness of your company's video advertising? Based on respondents selecting up to 3 choices. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. *Perception, memorability, favorability, consideration, etc. Dotted line across chart denotes the top 3.

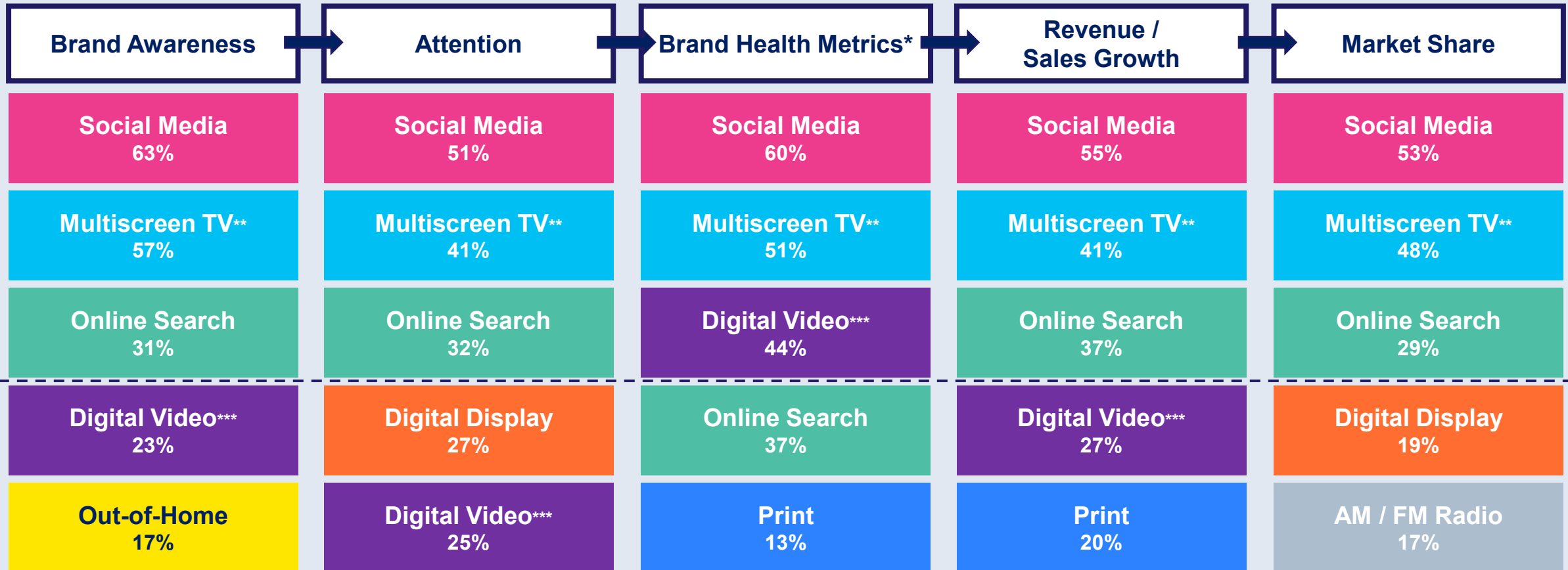
7

Which media channels do marketers believe are the most effective in achieving KPIs throughout the funnel?



Small-sized businesses: Social media is seen as the most effective at driving outcomes throughout the funnel, with multiscreen TV second

Top media channels that are effective at achieving the following KPIs
based on % of respondents that ranked the respective KPI within the top three KPIs of each media channel

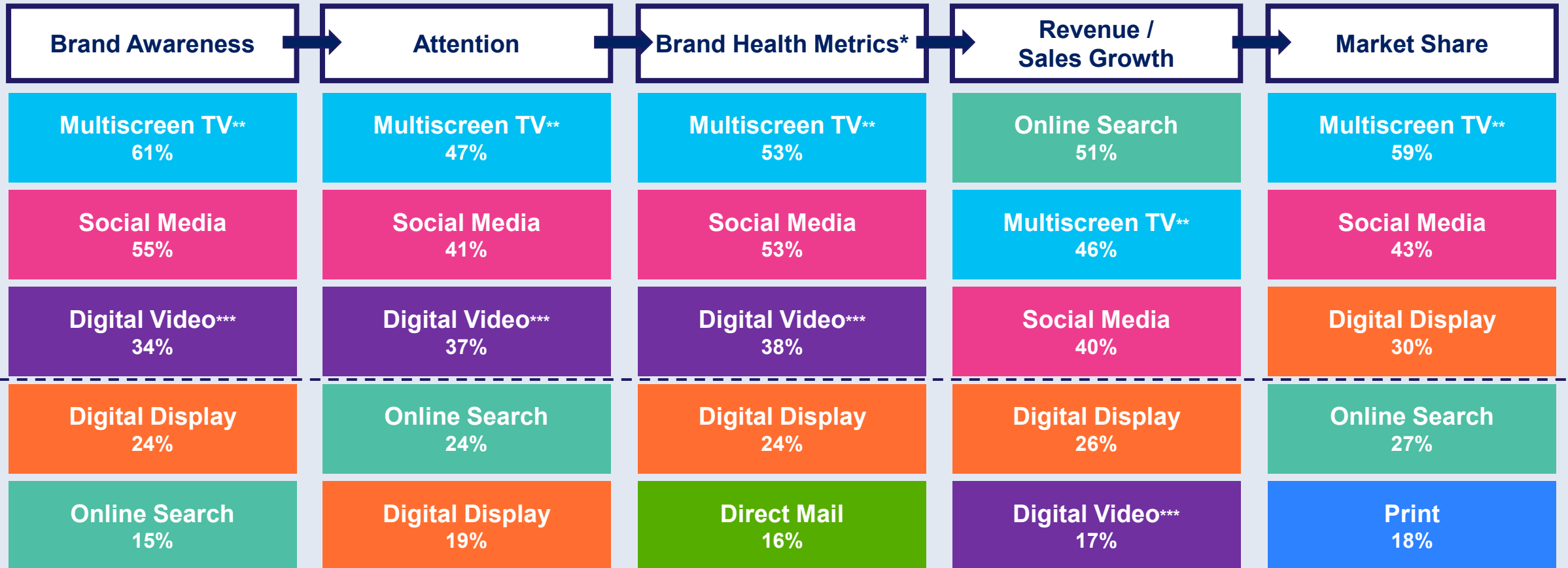


Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q19. Which of the following media channels is effective in achieving the listed KPIs? Based on respondents selecting up to 3 choices. 'Small Business' Brand Marketers: Less than \$1MM in annual ad spend. *Perception, memorability, favorability, consideration, etc. **Broadcast / Cable TV, Advanced TV (Addressable TV, Data Driven Linear TV), CTV / Streaming. ***Online video, non-CTV. Dotted line across chart denotes the top 3.

Medium-sized businesses: Multiscreen TV is seen as an effective channel for both upper and lower funnel metrics, with search a key driver of sales

▶ VAB has conducted several analyses highlighting multiscreen TV's ability to drive online search including [Breaking Through](#), [Dedicated to Your Good Health](#) and [Welcome to TV](#)

Top media channels that are effective at achieving the following KPIs
based on % of respondents that ranked the respective KPI within the top three KPIs of each media channel

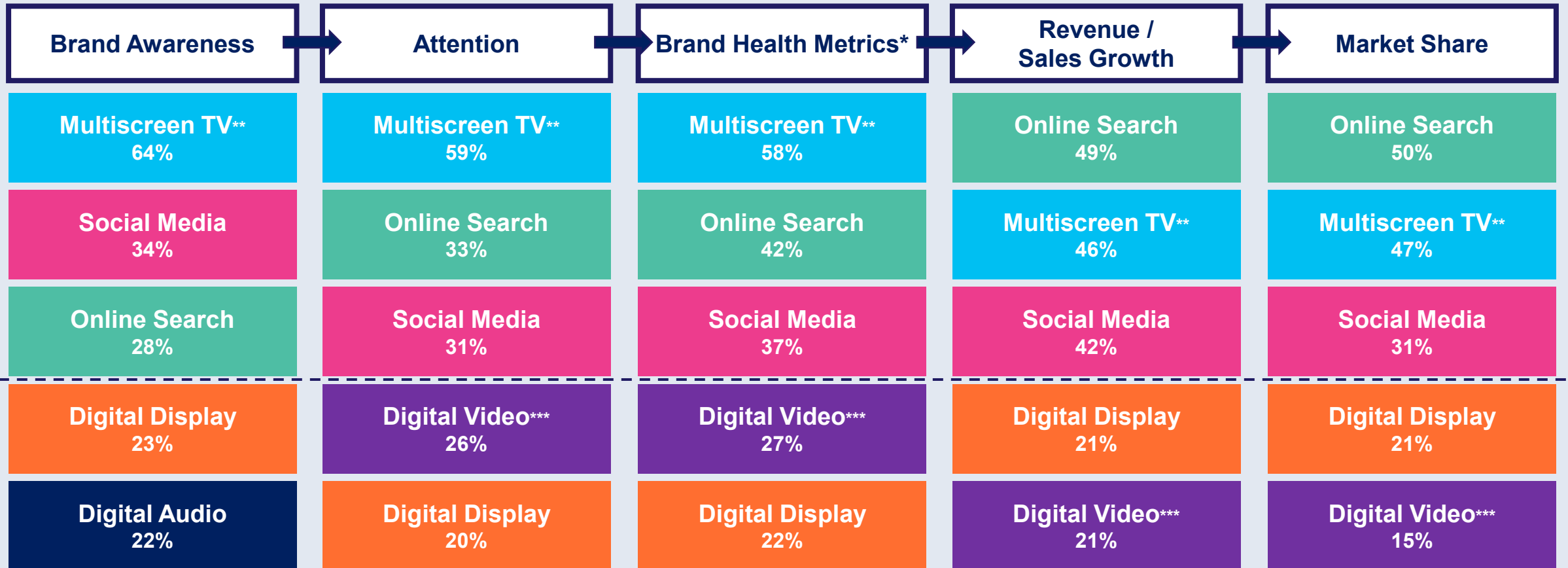


Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q19. Which of the following media channels is effective in achieving the listed KPIs? Based on respondents selecting up to 3 choices. 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend. *Perception, memorability, favorability, consideration, etc. **Broadcast / Cable TV, Advanced TV (Addressable TV, Data Driven Linear TV), CTV / Streaming. ***Online video, non-CTV. Dotted line across chart denotes the top 3.

Large-sized businesses: Multiscreen TV is seen as most effective in upper funnel metrics, although it is a close second to search for lower funnel

▶ VAB has conducted several analyses highlighting multiscreen TV's ability to drive online search including [Breaking Through](#), [Dedicated to Your Good Health](#) and [Welcome to TV](#)

Top media channels that are effective at achieving the following KPIs
based on % of respondents that ranked the respective KPI within the top three KPIs of each media channel



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q19. Which of the following media channels is effective in achieving the listed KPIs? Based on respondents selecting up to 3 choices. 'Large-Sized' Businesses: \$25MM or more in annual ad spend. *Perception, memorability, favorability, consideration, etc. **Broadcast / Cable TV, Advanced TV (Addressable TV, Data Driven Linear TV), CTV / Streaming. ***Online video, non-CTV. Dotted line across chart denotes the top 3.

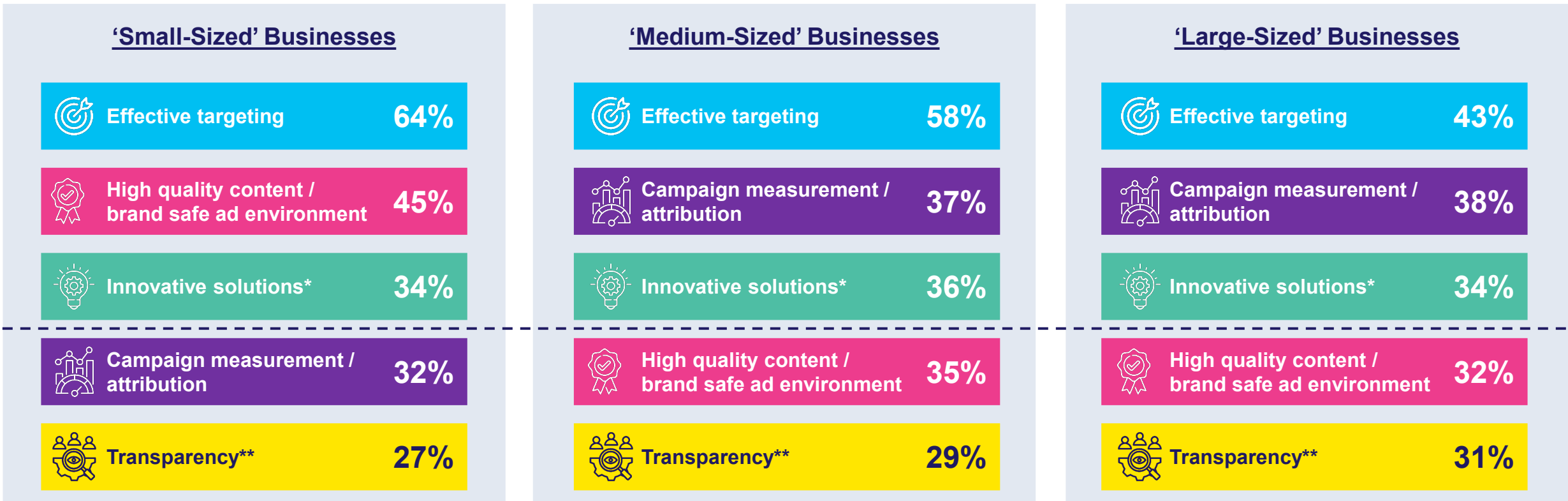
8

What do marketers expect from their media partners to help achieve campaign success?



Businesses of all sizes expect their media partners to deliver precision, attribution and innovation in trusted, transparent, high-quality content

Top 5 Criteria Brand Marketers Expect Their Media Partners to Deliver on % of brand marketer respondents



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q11. As a brand marketer, which of the following criteria do you expect your media partners to deliver on the most? Based on respondents selecting up to 3 choices. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. *Media, creative, measurement, etc. **Buying, placements, reporting, etc. Dotted line across chart denotes the top 3.

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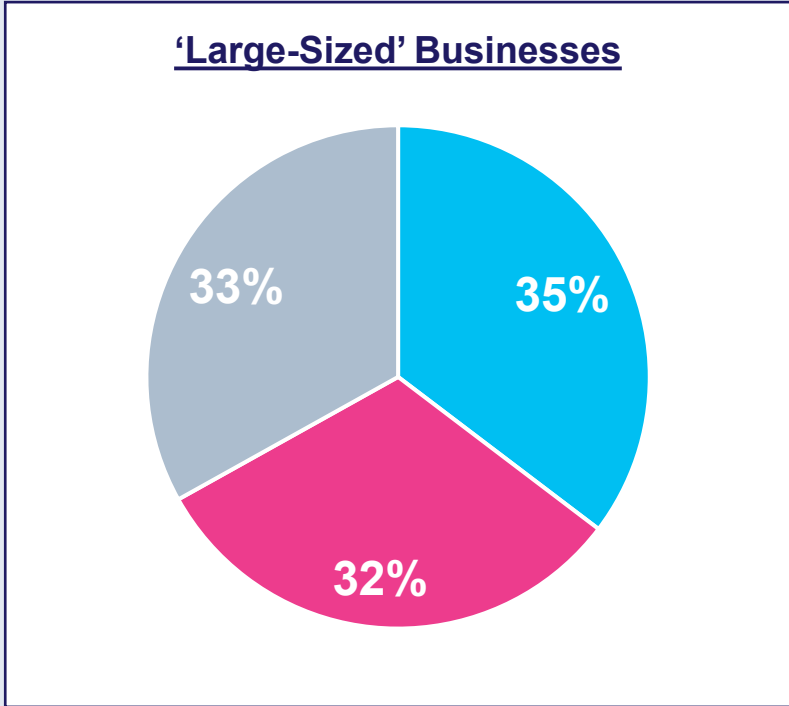
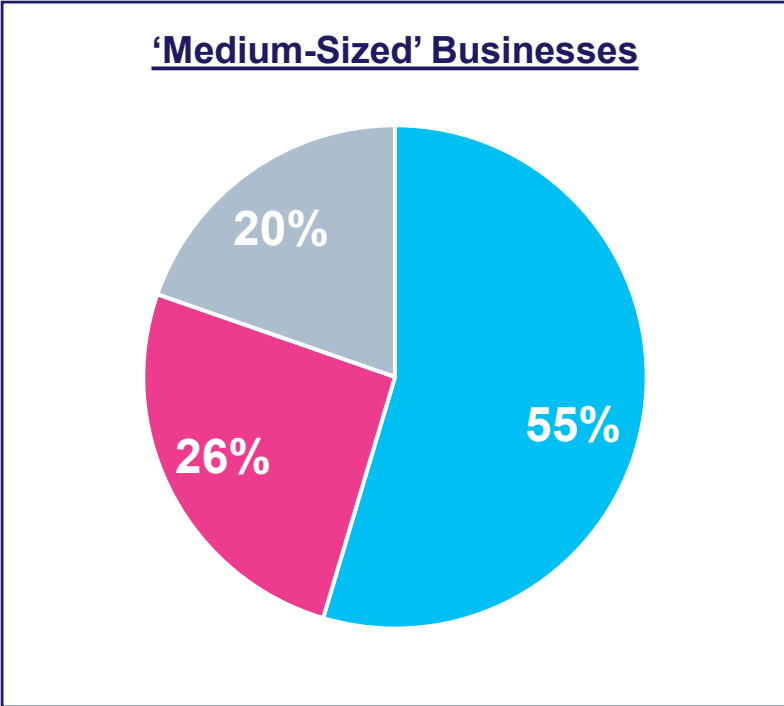
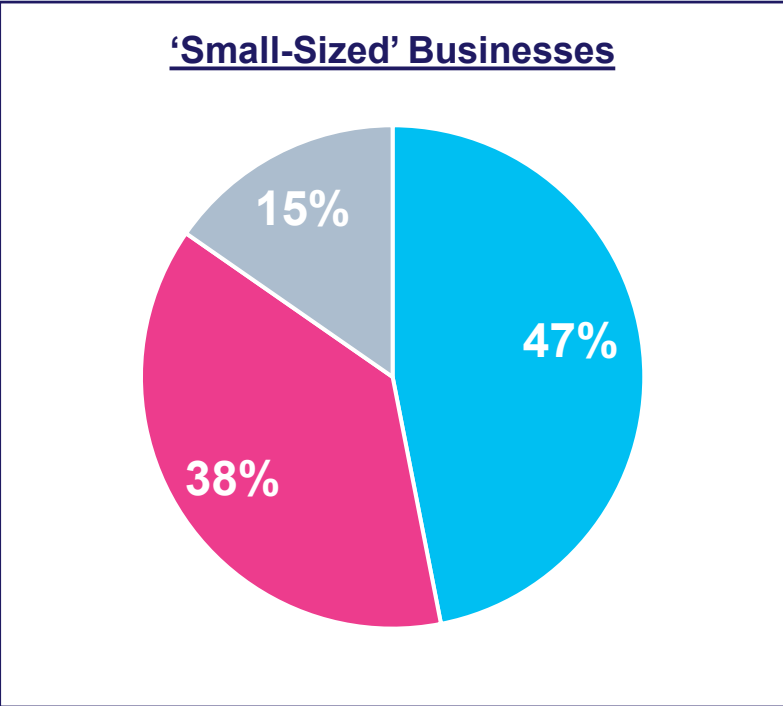
Would marketers shift their strategy if they could develop longer-term plans?



Many marketers would enact a different marketing approach if they could implement a longer-term strategy that is free from short-term pressures

“If you had three years to enact a marketing/advertising strategy and plan vs. quarterly output, would you do anything differently?”
 % of brand marketer respondents

■ Yes ■ No ■ Unsure



Source: VAB / Advertiser Perceptions ‘Marketer KPI Survey,’ February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q14. If you had three years to enact a marketing/advertising strategy and plan vs. quarterly output (to satisfy short-term goals and investors), would you do anything differently? ‘Small-Sized’ Businesses: Less than \$1MM in annual ad spend, ‘Medium-Sized’ Businesses: \$1MM to less than \$25MM in annual ad spend, ‘Large-Sized’ Businesses: \$25MM or more in annual ad spend.

Long-term planning without short-term pressures is seen as key to building stronger brands, improving retention and driving higher ROI

- ▶ Given more time, small brands would build greater awareness, medium brands would balance brand and performance better, and large brands would optimize with automation and strategic refinement

If you had three years to enact a marketing/advertising strategy and plan vs. quarterly output, what would you do differently and how would that affect your KPIs?

Based on summary of verbatim responses

Category	Common Responses	Expected KPI Impact
 Brand Strategy	Invest in brand awareness, long-term equity	<ul style="list-style-type: none"> ▶ Higher brand recognition & trust ▶ Improved customer retention
 KPIs & Measurement	Shift from quarterly to 3-year goals	<ul style="list-style-type: none"> ▶ More accurate success measurement ▶ Stronger alignment with long-term growth
 Marketing Mix	Balance upper and lower funnel investments	<ul style="list-style-type: none"> ▶ Increased reach & engagement ▶ Improved cost efficiency over time
 Customer Focus	Improve segmentation, retention strategies	<ul style="list-style-type: none"> ▶ Higher customer lifetime value (LTV) ▶ Better conversion & engagement rates
 Budget & Resources	Increase budget for brand-building efforts	<ul style="list-style-type: none"> ▶ Stronger brand presence ▶ More efficient content and ad production
 Innovation & Testing	Pilot more, adjust based on insights	<ul style="list-style-type: none"> ▶ Optimized campaigns with higher ROI ▶ Faster adaptation to market shifts

Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q14a. What would you do differently and how would that affect your KPIs? 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend.

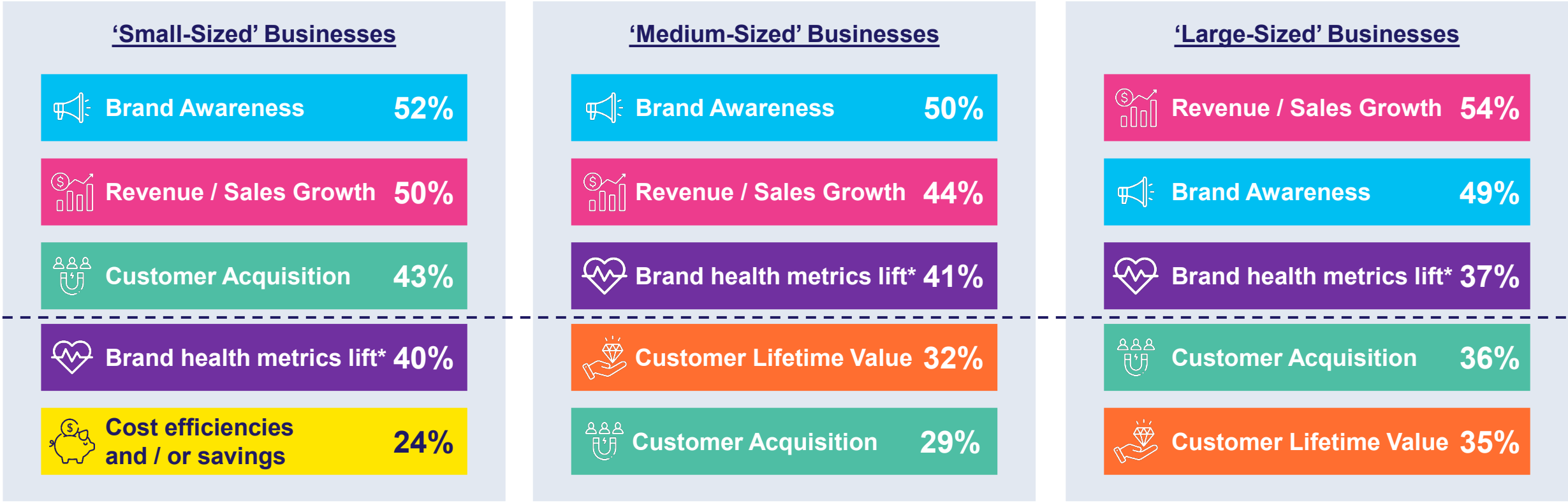
10

What KPIs would marketers be focused on for future growth?



Moving forward, marketers believe their business should focus on KPIs that strengthen brand equity and deepen customer relationships

Top 5 KPIs That Brand Marketers' Think Their Company Should Focus On Over The Next 12 Months & Beyond
 % of brand marketers



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q18. Which of the following KPIs should your company focus on over the next 12 months or beyond? Based on respondents selecting up to 3 choices. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. *Perception, memorability, favorability, consideration, etc. Dotted line across chart denotes the top 3. See how this compares to the top 5 KPIs used to measure effectiveness of video ad campaigns on [slide 20](#).

10 Questions Answered by Brand Marketers

1

Q: How well do business and marketing objectives align?

A: Business and marketing goals generally align around growth, with some shifts by company size. Smaller companies **prioritize brand awareness**, while larger ones focus more on **profitability and efficiency**. However, **driving sales is the top marketing goal** across all sizes.

2

Q: Who are the key decision-makers guiding marketing strategy?

A: As companies scale, strategic decision-making **shifts from centralized executive leadership control to more specialized roles**, with marketing departments in larger organizations gaining greater authority over budgets and KPIs.

3

Q: How do marketers balance short-term sales with long-term brand growth?

A: Larger brands are better equipped to strike a **balance between immediate results and long-term brand-building**, thanks to greater resources, while **smaller businesses often prioritize short-term gains** to meet urgent growth demands.

4

Q: What factors influence an organization's selection of marketing KPIs?

A: **Measurability** is a key factor for smaller businesses as they look to optimize their limited investments while larger organizations prioritize KPIs that **align with strategic goals and are supported by data**; operational relevance plays a stronger role as company size increases.

5

Q: Are there organizational disconnects between KPIs and overarching business goals?

A: **Disconnects are almost three times more likely to exist in large companies**, which are driven by layered structures, misalignment between departments, measurement challenges and short-term pressures.

10 Questions Answered by Brand Marketers

6

Q: What KPIs do marketers use to evaluate the impact of their video campaigns?

A: **Smaller businesses prioritize lower-funnel KPIs** to drive immediate results which aligns with their overall marketing goals, while larger businesses use video to deliver on **upper-funnel, brand equity metrics.**

7

Q: Which media channels do marketers believe are the most effective in achieving KPIs throughout the funnel?

A: Smaller businesses see social media as the most effective at driving outcomes with multiscreen TV a close second, **confidence in multiscreen TV's ability to build brands grows as businesses grow** while online search is considered the top sales driver for larger businesses.

8

Q: What do marketers expect from their media partners to help achieve campaign success?

A: Marketers across all business sizes seek media partners who can deliver **precise targeting and innovation in trusted, transparent, high-quality ad environments** with **clear attribution** as proof of campaign performance grows in importance.

9

Q: Would marketers shift their strategy if they could develop longer-term plans?

A: At least one-third of marketers across all business sizes would enact a different approach if they could implement a longer-term strategy. Long-term planning without short-term pressures is seen as **key to building stronger brands, improving retention and driving higher ROI.**

10

Q: What KPIs would marketers be focused on for future growth?

A: Moving forward, marketers believe their business should prioritize long-term growth by focusing on KPIs that **build brand equity** and **deepen customer relationships** that lead to increased acquisitions, sales and higher lifetime value.

VAB playbooks for 'Small-Sized' Businesses

What They Care About Most:

- ▶ **Building brand and awareness** through customer engagement
- ▶ **Immediate growth outcomes** like revenue, sales, leads and new customer acquisition
- ▶ **Tangible, measurable KPIs** like reach and conversions to understand brand awareness impact

Key Media Expectations:

- ▶ Effective **targeting**, high-quality **content** and campaign **measurement**
- ▶ Solutions that drive **cost efficiencies** and **performance**
- ▶ Value **simplicity**, **speed** and **ROI**

How **Multiscreen TV** Helps Small Businesses Achieve Their KPIs



Transform
Impact in Action
Practical guidance from real-world marketing examples
Breaking Through
How New Advertisers Are Using TV To Ignite Interest & Turn Consumers Into Customers
VAB Insights. Inspiration. Impact.

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Transform
Impact in Action
Practical guidance from real-world marketing examples
A Commanding Presence
How Ad Continuity in Multiscreen TV Drives Incremental Growth for Brands
VAB Insights. Inspiration. Impact.

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Discover
A Fresh Take
Staying ahead of evolving dynamics in the marketplace and our culture
Disconnect to Reconnect
How Real-Life Shared Experiences Are the Antidote for Social Media Isolation Among Gen Z
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Simplify
What Is...
Clarifying marketing topics and terms
VAB Insights. Inspiration. Impact.
Addressable TV
Embracing Innovation Through the Exploration of Modern Ad Solutions
September 2024
VAB Insights. Inspiration. Impact.

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VAB playbooks for 'Medium-Sized' Businesses

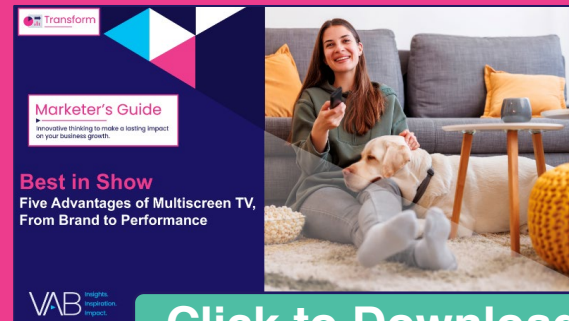
What They Care About Most:

- ▶ Balancing **brand health** and **growth**
- ▶ Rising focus on **customer lifetime value**, **market share** and **ROI / ROAS**
- ▶ KPI selections reflect growing maturity – **brand-focused** and **performance-minded**

Key Media Expectations:

- ▶ **High-quality content** environments with strong **brand safety**
- ▶ Strong mix of **efficiency** (cost, optimization) and **equity** (awareness, health metrics)
- ▶ Seek **adaptability**: partners who can help them scale both perception and performance

How **Multiscreen TV** Helps Medium-Sized Businesses Achieve Their KPIs



Transform

Marketer's Guide
Innovative thinking to make a lasting impact on your business growth.

Best in Show
Five Advantages of Multiscreen TV, From Brand to Performance

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Simplify

What Is...
Clarifying marketing topics and terms

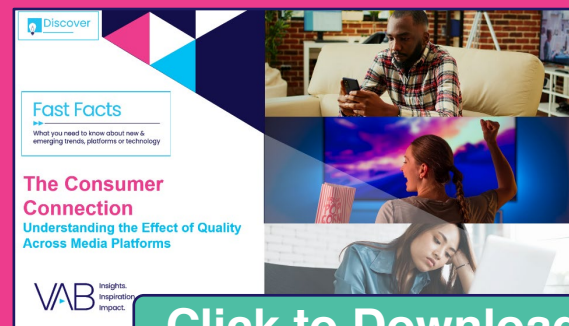
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Brand Safety

A Look Into Critical Issues Impacting Marketers Today

February 2024

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Discover

Fast Facts
What you need to know about new & emerging trends, platforms or technology.

The Consumer Connection
Understanding the Effect of Quality Across Media Platforms

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You Oughta Know:
Why All & What

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VAB playbooks for 'Large-Sized' Businesses

What They Care About Most:

- ▶ Long-term **brand value** and **profitability**
- ▶ **Sophisticated metrics:** brand health, customer lifetime value and ROI
- ▶ Pressure to **align with executive and financial expectations**

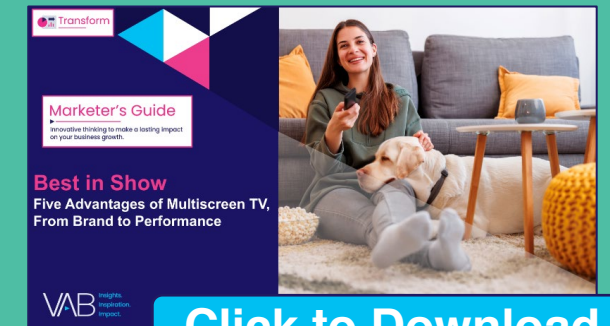
Key Media Expectations:

- ▶ **Transparency and accountability** in delivery and reporting
- ▶ Partners who **support strategic brand building** at scale
- ▶ **Premium environments with high attention, viewability** and **content alignment**

How **Multiscreen TV** Helps Large Businesses Achieve Their KPIs



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Creators

Jason Wiese

EVP, Strategic Insights & Measurement
jasonw@thevab.com

Leah Montner-Dixon

Director, Audience & Behavioral Insights
leahm@thevab.com

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Looking for more data, insights and takeaways?
Check out this related VAB content

Through Upfront season, marketers are making important decisions about their video investment strategy.

We're here to help.

Visit our [Upfront Planning Resource Center](#) for a curated a list of resources filled with the data, analysis and insights needed to make informed investment decisions.



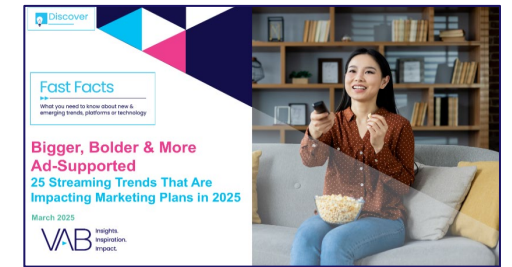
“What does ‘brand’ mean and how does it drive growth for my business?”



Welcome to TV – Full Year 2024
The Billion and a Half Dollar Investment from New Advertisers



What Is CTV?
Defining and Understanding the Connected TV Advertising Ecosystem



Bigger, Bolder & More Ad-Supported
25 Streaming Trends That Are Impacting Marketing Plans in 2025



25 Ways TV Grows Brands
Powering Performance Through Full-Funnel Business Outcomes



Show Me The Money
Highlighting the Value of Moviegoers Across 20 Major Categories

VAB Members, brand marketers and agencies get free and immediate access to VAB’s content library. Get access at [theVAB.com](https://thevab.com)

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

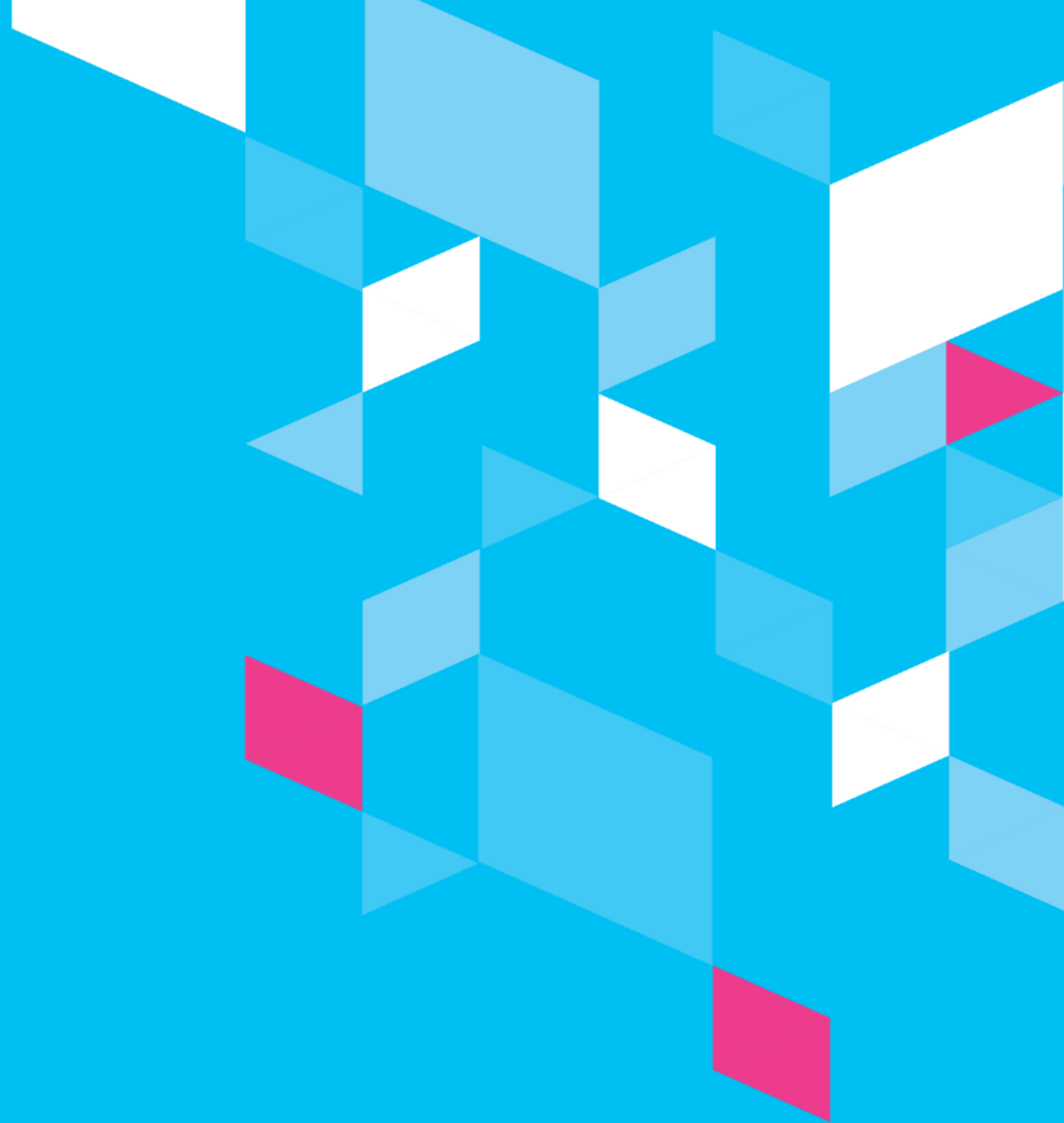
Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**



Appendix



Custom Study Methodology



VAB commissioned *Advertiser Perceptions* to conduct an online survey between January-February 2025.

The results are based on 200 U.S. brand marketer respondents from Advertiser Perceptions' survey panel with a wide range of annual total advertising budgets (\$10K - \$250 MM+) across a variety of market sectors (e.g., CPG, retail, financial, auto, food / B2B, technology, entertainment, etc.)

Respondent Qualifications:

- ▶ Brand marketer decision maker involved in influencing or executing video advertising
- ▶ National / Regional sales focus
- ▶ Mix of job titles (junior, mid, senior level)

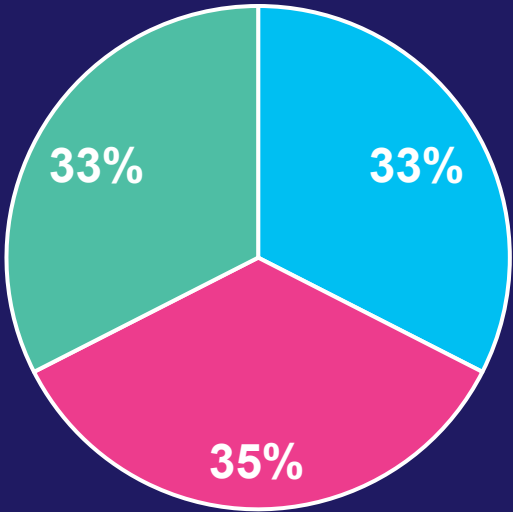


Respondents across all business sizes were primarily senior and mid-level decision-makers, with junior roles more common at larger companies

Estimated Annual Ad Spend

% of brand marketer respondents

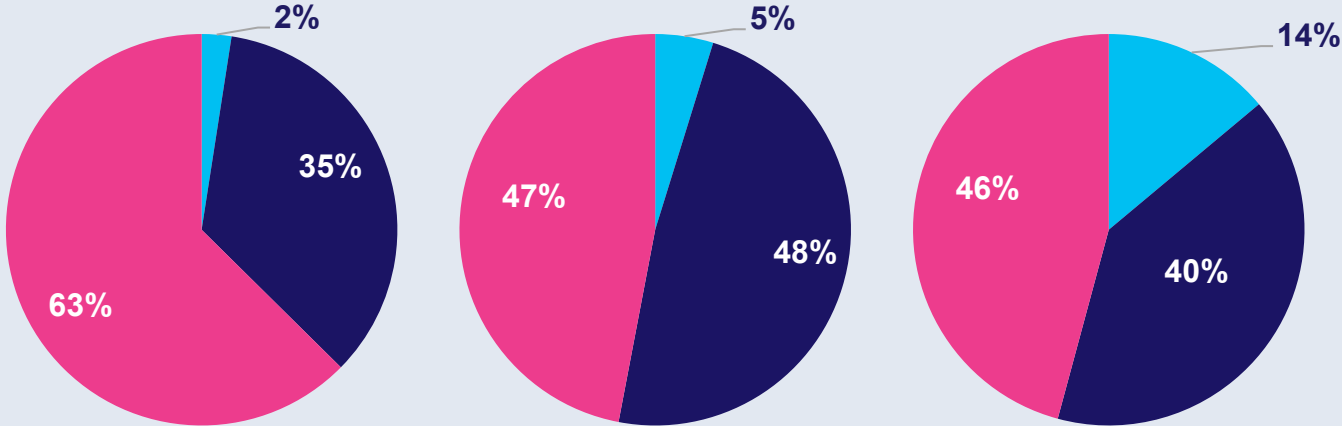
■ Less than \$1MM ■ \$1MM to less than \$25MM ■ \$25MM or more



Respondents by Job Title*

■ Junior Level ■ Mid Level ■ Senior Level

'Small-Sized' Businesses 'Medium-Sized' Businesses 'Large-Sized' Businesses



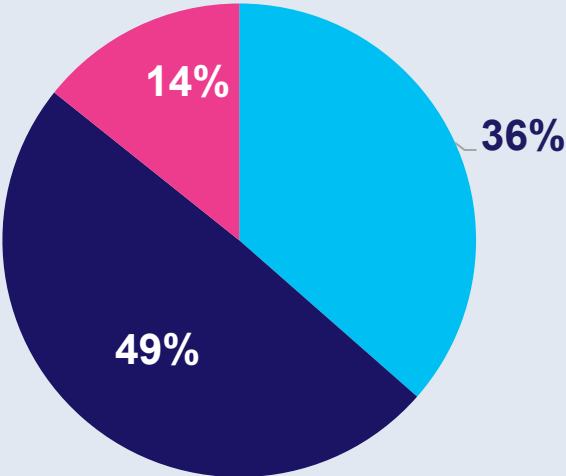
Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q25. Approximately, how much in total advertising spending (all media types including: digital, mobile, TV, print, radio, out of home, etc.) did your company spend in the past 12 months? *Q25. What is your current job title/level? 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. 'Junior level' includes Manager, Strategist, Associate, Analyst, Buyer, Planner. 'Mid level' includes Director, Supervisor/Department Head/Group Manager. 'Senior level' includes C-Level, President, EVP, SVP, VP.

Respondents were geographically diverse, with large businesses strongest in the eastern U.S. and small businesses in the central region

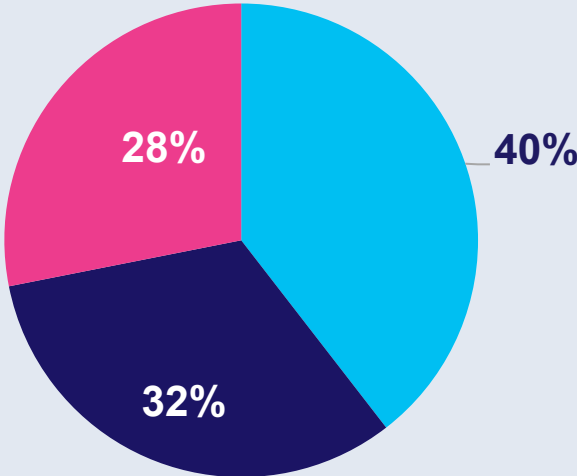
Respondents by Region

■ East ■ Central ■ West

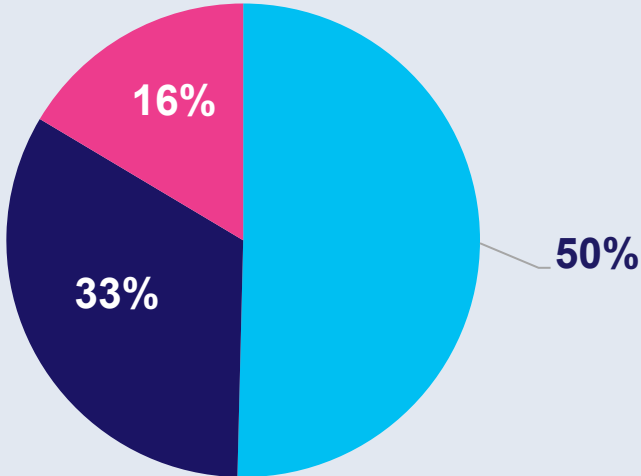
'Small-Sized' Businesses



'Medium-Sized' Businesses



'Large-Sized' Businesses








Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. QS1. In which state are you currently employed? 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend.

For marketers with external influence on decisions, those stakeholders range from investors and consultants to co-owners and hybrid teams



You mentioned that external partners are responsible for budget and guiding direction. Please specify which type of external partners
Based on summary of verbatim responses

Category	Examples of External Partners
 Board & Stakeholders	Board of Directors (BOD), Stakeholders, Shareholders, Former Executives
 Investors & Financial Partners	Angel Investors, External Investors, Bank & Financial Institutions, Donors
 Agencies & Consultants	Marketing Agencies, SEO Agencies, Consultants, Auditing Firms
 Business Partners	Vendors, Data Support Providers, Business Individuals, Co-Owners
 Internal-External Hybrid	Marketing Department (partially outsourced)

Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q3a. You mentioned that external partners are responsible for budget and guiding direction. Please specify which type of external partners. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend.

Though not widely cited, internal and external pressures, from leadership or market forces, also shape some marketers' KPI decisions

% of brand marketers who say internal / external pressures influence their organization's KPI decisions

'Small-Sized' Businesses

8%

'Medium-Sized' Businesses

7%

'Large-Sized' Businesses

3%

Type of Pressure*	Details / Examples
Organizational Goals	▶ Growth goals; The pressures of making sure organization makes money
Leadership & Stakeholder Influence	▶ Input from senior leaders, board members, and industry organizations
Post-Merger Integration	▶ Post-merger operationalization
Internal Reporting & Data Issues	▶ Issues with internal reporting and attribution; need to sync data with members for client information
Historical Consistency	▶ Pressure to align or match back to previous results and methods used
Market & Competitive Forces	▶ Competitive pressure, inflation, pricing, distribution partnerships
Resource & Effectiveness Considerations	▶ The price and effectiveness
External Stakeholder Demands	▶ To address needs of various stakeholders from industry to government
Technology Evaluation	▶ Whether organization should turn to AI for marketing

Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q13. What factors influenced your organization's decision in selecting your KPIs? [Rank 1-3] (n=200). *Q13a. You mentioned that internal/external pressures influenced your organization's decision in selecting your KPIs. What kind of pressures are you facing? 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend.