



Building an Ad Measurement Ecosystem in Canada



Sue Haas

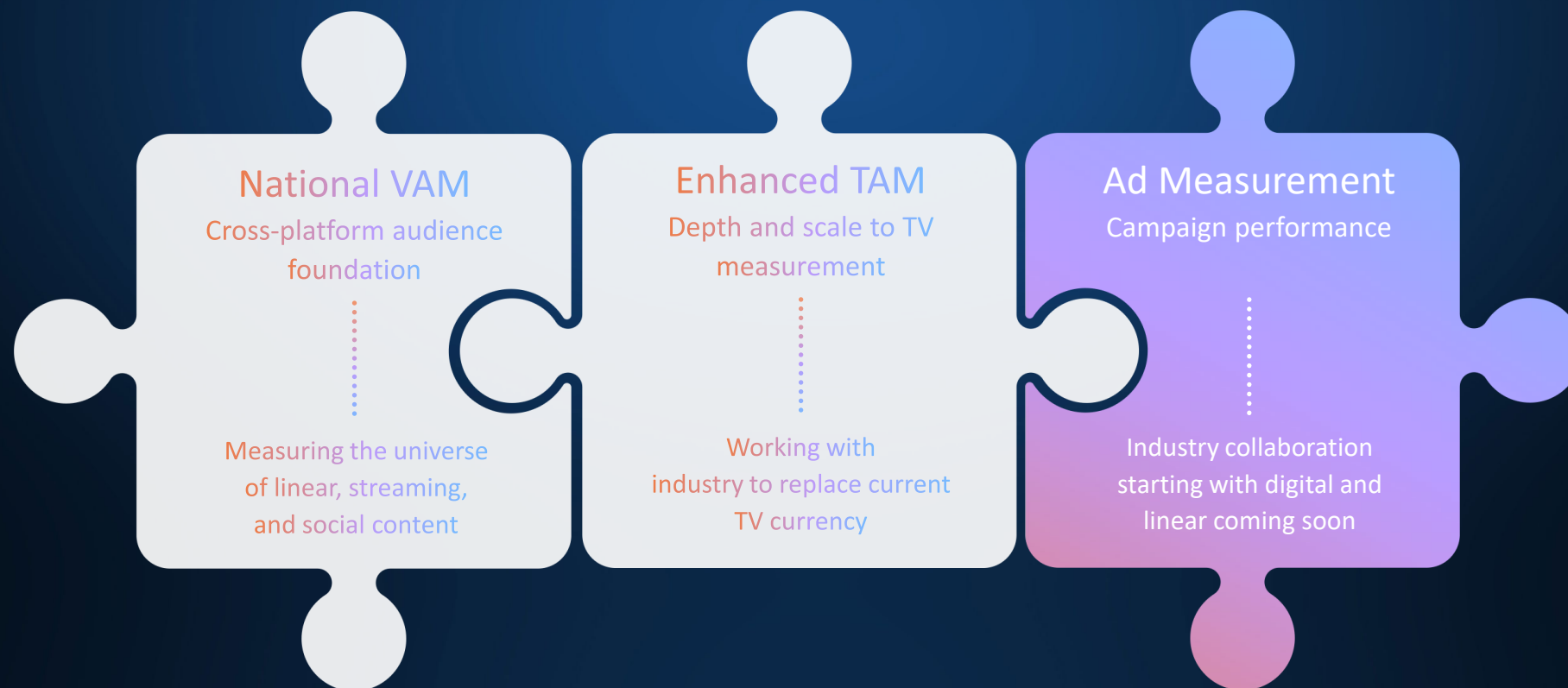
President & COO | NLogic



Our Vision

To build a holistic media measurement ecosystem that captures both ad performance and audience consumption across platforms

What's next?





Why we are the best fit



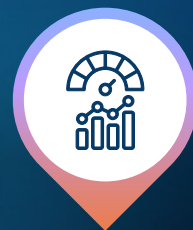
Shared Resources



Transparent



Industry
Collaboration



Standardized
Metrics



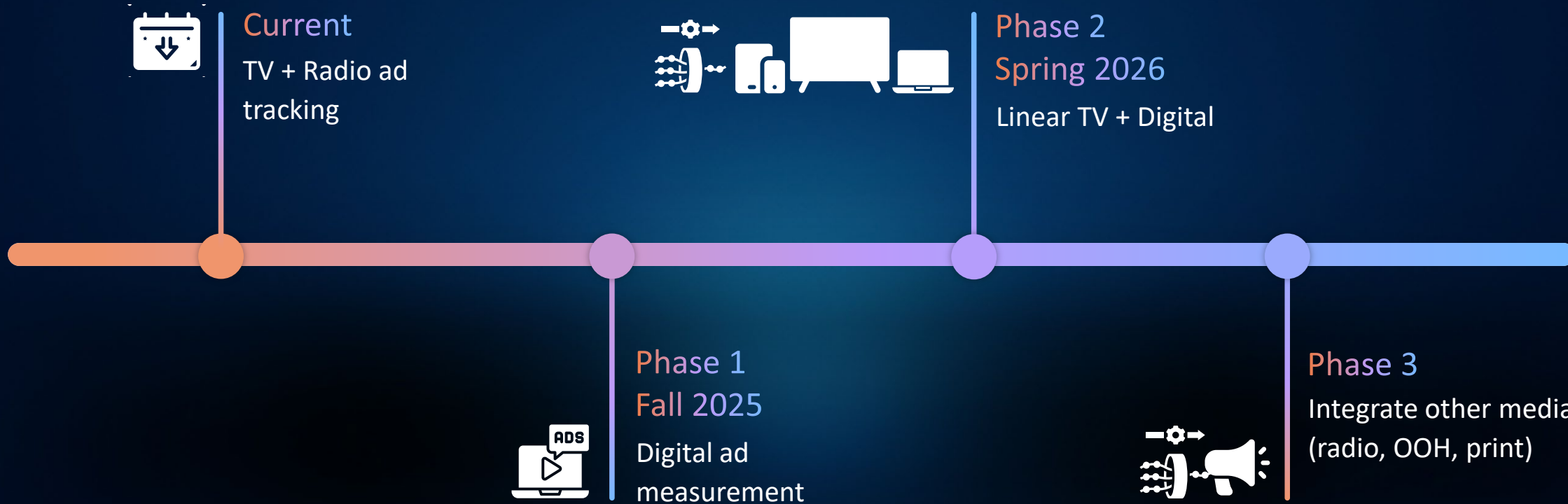
Trusted



Future-Proof



Roadmap





AudienceProject >=

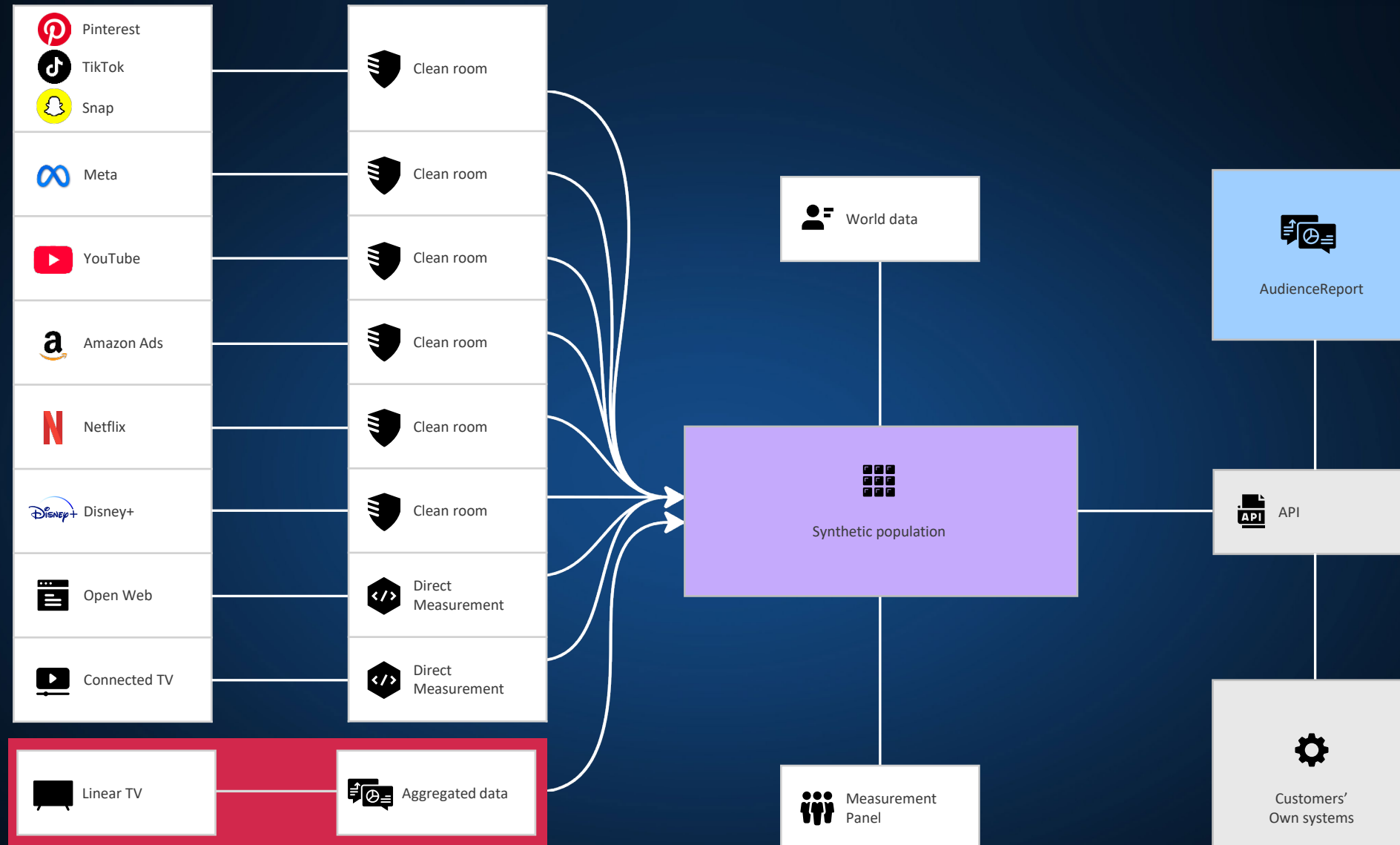




Why AudienceProject?

- ✓✓ Independent, 3rd party measurement company
- Follow's the WFA Advertiser North
- ✓✓ Star principles
- 15-year proven track record
- ✓✓ Global trust and buy-in
- ✓✓ Validated by other global JICs
- ✓✓

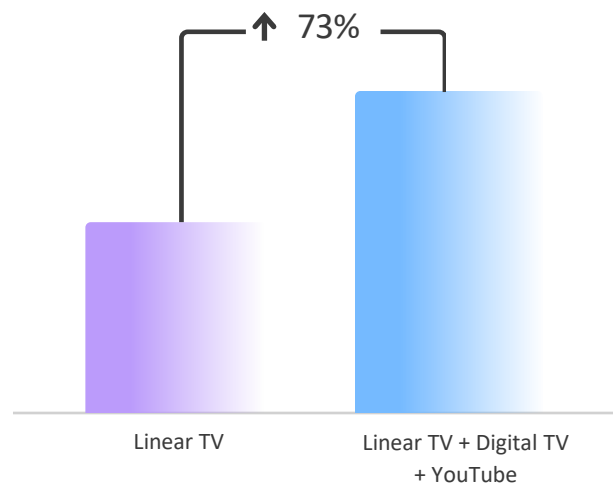
How it works



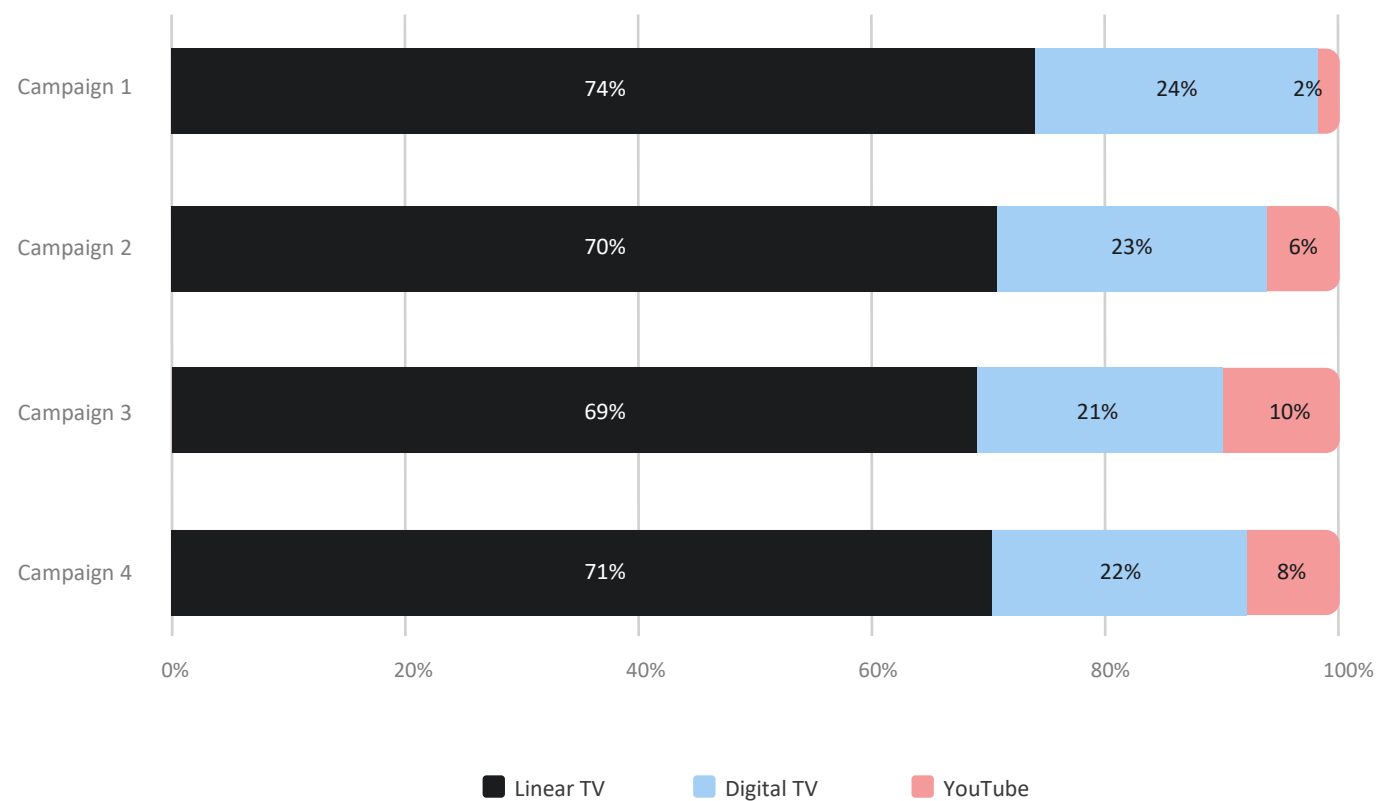


Kia extends net reach in target audience by up to 73% with redistributed ad budget

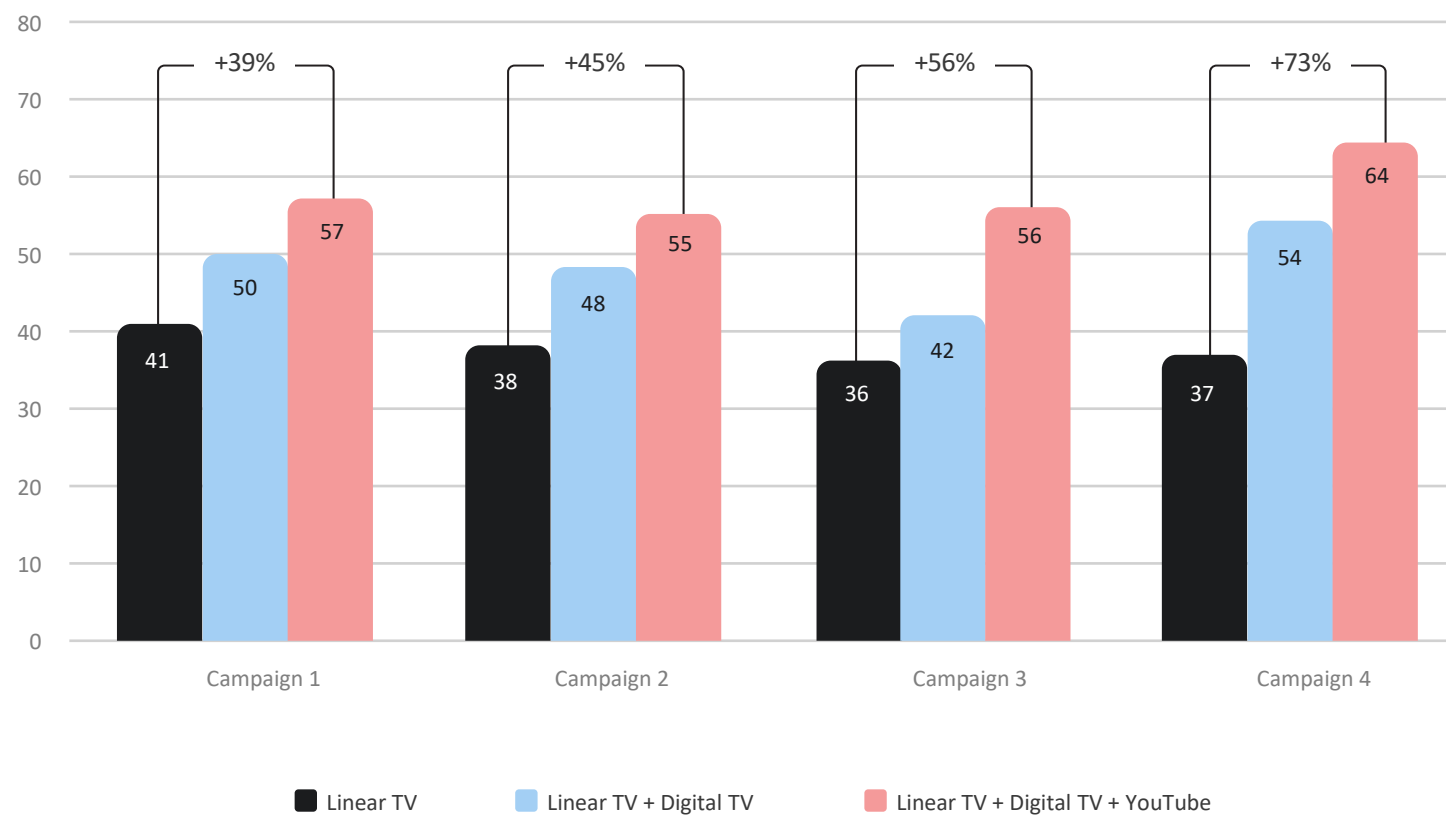
Net reach in target audience



Budget allocation of campaigns



Net reach in target audience 25-60





Complements National VAM

Complete cross-platform deduplication

+ National
VAM



Audience consumption

AudienceProject >=



Ad performance

Key takeaways

- Canada is closing the cross-media measurement gap
- Advertisers will gain clarity on true campaign impact
- Collaboration is key to industry-wide success

Thank You

