



Lost in Clicks

Measuring Impact Instead of Polishing Figures

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Many Clicks, Little Impact

Many campaigns may deliver impressive click rates, but still generate no real impact. Poor data quality, unclear KPIs and a fragmented measurement setup are the key reasons why success can no longer be reliably measured. Where there is a lack of control, impact also dwindles.

Four Levers One Goal – Measurable Impact

1. Goals & KPIs: Making Success Measurable

When unclear or contradictory KPIs distort success, measurement quickly becomes interpretation – and data becomes opinion. A campaign with uncertain impact is an inefficient use of budget. Clear goals and consistent metrics are the basis for impact and control.

What to do now:

- Define goals and make them measurable so that campaigns can be evaluated using objective criteria.
- Create a coordinated KPI structure that contributes to overarching business goals.
- Standardise briefings so that all stakeholders understand the unified success criteria.
- Ensure a long-term perspective is applied so that KPIs are not adjusted from campaign to campaign.

2. Targeting & Messaging: Refine impact

When strong messages reach the wrong target groups – or vice versa – potential is wasted. Random execution in the cheapest inventory rarely leads to the desired result. Relevance arises when target groups, messages and channels are aligned. Because what works for performance can be counterproductive for brand building.

What to do now:

- Integrate campaign strategy and media planning to ensure consistent communication.
- Understand push and pull mechanisms and use them in a targeted manner.
- Create realistic timelines so that the creation of target groups and creative work do not suffer from time pressure.
- Implement landing pages to convey messages consistently.

3. Measurement Setup: Making Impact Visible

Regulatory requirements and technical changes make it increasingly difficult to measure success. If the tracking setup also grows in an uncoordinated manner over time, gaps and contradictions arise, making the impact invisible. A clear, stable measurement concept creates the basis for making success truly visible.

What to do now:

- Define ownership and decision-making responsibilities so that measurement does not fall between the cracks.
- Secure technical expertise, either internally or with partners.
- Modernise tracking setups, e.g. with first-party data and consent solutions.
- Create a 'single source of truth' to consolidate data and inform decisions.

4. Ad Fraud: Protect Budgets

Bots, click farms and fake traffic are no longer the exception, but have long been part of everyday digital advertising. They generate clicks without effect and make ad fraud a billion-dollar business that has direct consequences for budgets and control. Understanding how they work protects budgets and ensures real impact.

What to do now:

- Raise awareness of the impact ad fraud actively has on campaigns.
- Check the quality of the inventory instead of just optimising for reach or price.
- Perform short-term log analyses to detect anomalies early on.
- Work with specialised partners such as Integral Ad Science, DoubleVerify or HUMAN/Fraud0.

How We Support You

- **KPI workshop:** Our experts work with you to develop a well-thought-out concept of metrics that are tailored to your company and your overall goals. This creates a common language for impact and success across all teams.
- **Media strategy consulting:** We translate your campaign goals into 360° media strategies and media mixes. Based on customer and market data, we define messages, channels and formats that really reach your target groups.
- **Measurement consulting:** Our analytics team combines technical expertise with a deep understanding of marketing. Together with you, we build a measurement infrastructure that strengthens data quality, makes impact visible and reliably measures success.

From strategy to implementation: In digital advertising, many paths lead astray. We help you focus on what matters – impact, control and clear goals. Together, we ensure that your campaigns not only perform well, but also have a demonstrable impact.

Ready to measure impact instead of clicks?

We accompany you – from strategy to implementation.

Let's talk

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