How a Focus on Innovative Performance Can Sync Media and Creativity

Is our creative investment really paying off? That’s a big blind spot for a generation of marketers hyper-focused on media efficiency. In fact, most shy away from looking because it seems so much easier to pressure media into delivering more audience at a lower cost per thousand (CPM) and say you raised your return on… https://www.adweek.com/agencies/how-a-focus-on-innovative-performance-can-sync-media-and-creativity/