

THE CANADIAN OUTCOME MEDIA REPORT:

A SURVEY OF 501 DIGITAL MARKETERS IN CANADA

Understanding how marketers value and measure their digital media

The recent surge of data, analytics, and measurement options has resulted in **greater opportunities** as well as **escalating complexity** for marketers.



70%

agree that **evaluating the effectiveness of their digital media spend has become more difficult** over the past five years.

For marketers to have an advantage in today's complex landscape, being able to demonstrate a **clear correlation between marketing spend and business outcomes is essential.**



73%

agree that understanding **how media meets business objectives** gives them a **competitive advantage.**

Evolving with the rapid pace of change



64%

are likely to change their primary metric in the next 24-48 months.

Custom KPIs are playing an increased role in linking media with outcomes. 80% say they are easy to link to actual business results.



84%

use at least **one custom KPI.**

Even as they face clear barriers in changing their KPIs:



13%

struggle with the challenge that **"existing metrics are too embedded with external partners and industry."**



14%

feel that **"existing metrics are too embedded internally."**



16%

blame a **lack of budget or resources.**



78%

would work with an **outcomes-driven media partner** that could help them deliver on marketing and business objectives.

Xaxis is the outcome media company.