



The **ANA Measurement Practice** leads the measurement agenda for marketers by advancing methodologies and metrics that deliver accurate, representative, and reliable data. Better measurement guides better decisions which drive growth across the industry.

Our practice tackles the industry's key measurement challenges and elevates our members' understanding through meaningful events, research, and resources.

ANA Cross-Media Measurement

- Helping marketers drive significant improvements in marketing effectiveness through a privacy-first, transparent, and neutral approach across media, starting with digital and TV
- Enabling marketers and brands to plan, optimize, and measure their ad spending

Retail Media Networks Measurement

- Defining common metrics of success for advertisers that provide the baseline for comparability
- Establishing data sharing and integration principles with RMNs
- Advocating for experimentation (e.g., A/B testing) within platforms without "going dark"
- Championing the push for RMNs to achieve MRC accreditation

Video Environment Measurement

- Guiding advertisers in measurement transitions within linear and CTV environments
- Championing transparency in CTV video buying and measurement practices
- Advocating for prioritizing audience-based metrics in CTV alongside impressions

Representation in Measurement

- Driving representation in measurement improvements through collaboration with AIMM, SeeHer, and other organizations
- Leading education efforts on biases in big data and AI training data
- Partnering with MRC to address and disclose measurement variability

Impacts of Privacy and Artificial Intelligence on Measurement

- Leading research on privacy/AI impacts on data quality and availability for marketers
- Exploring and promoting the use of privacy-safe audience measurement, such as Virtual IDs
- Ensuring AI is used to improve measurement quality while addressing bias concerns

For more information on ANA Measurement for Marketers resources, training, communities, or events, contact Jackson Bazley at measurement@ana.net. For more information on the full suite of ANA member benefits and other ANA business practices, contact Membership at membership@ana.net.



Our **active measurement community** includes a committee, providing a forum for you and other members to support and mentor each other for success:

The **Measurement and Accountability Committee** offers measurement executives, researchers, digital analysts, and consumer insight specialists an opportunity to foster a measurement community, establish and drive measurement standards, and research best practices.

Measurement and Accountability Committee Meeting, Virtual: With marketers facing significant challenges navigating a complex measurement ecosystem, this committee provides a forum to discuss prevailing obstacles, outline solutions, and foster change across issues including increasingly fragmented audiences, varying measurement capabilities across platforms, and stricter privacy regulations.

Measurement training resources to support every stage of your career:

Live Training Workshops:

- [Digital Metrics that Matter](#)
- [Measuring and Improving the Customer Experience](#)

On-Demand Courses:

- [Digital Metrics that Matter](#)
- [Measuring and Improving the Customer Experience](#)
- [Marketing Measurement and Analytics](#)

Events and Programs

October 28, Bethesda, Md.

Reclaiming Quality in Go-to-Market: Imperatives for Marketing and Measurement:

Hosted by Marketbridge, this is a deep dive into the future of marketing quality and trust. Featuring leaders from Mitsubishi Motors, The Trade Desk, Adelaide, and USPS, this event will explore practical strategies to elevate analytics, optimize tiered audiences, measure attention, and deliver higher-value omnichannel campaigns.

November 12, New York, N.Y.

Measurement Powered Growth: Turning Insights into Impact:

Hosted by Google at the St. John's Terminal office, this is a full day of thought leadership on marketing measurement. Featuring speakers from Google, Kenvue, Penguin Random House, and Comscore, this event will showcase practical strategies, data-driven insights, and networking opportunities to help marketers elevate their measurement practices.

December 9, Boston, Mass.

Measure Up Boston!

Hosted by Arnold Worldwide, this event focuses on advancing marketing measurement through case studies, expert insights, Q&A, and networking to sharpen your approach to analytics, attribution, and performance.

September 28–30, 2026, Chicago, Ill.

2026 ANA Measurement & Analytics Conference: This event will explore how marketers leverage evolving measurement tools to drive growth. A dynamic lineup of speakers will share creative, data-driven solutions that power better decision-making.

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