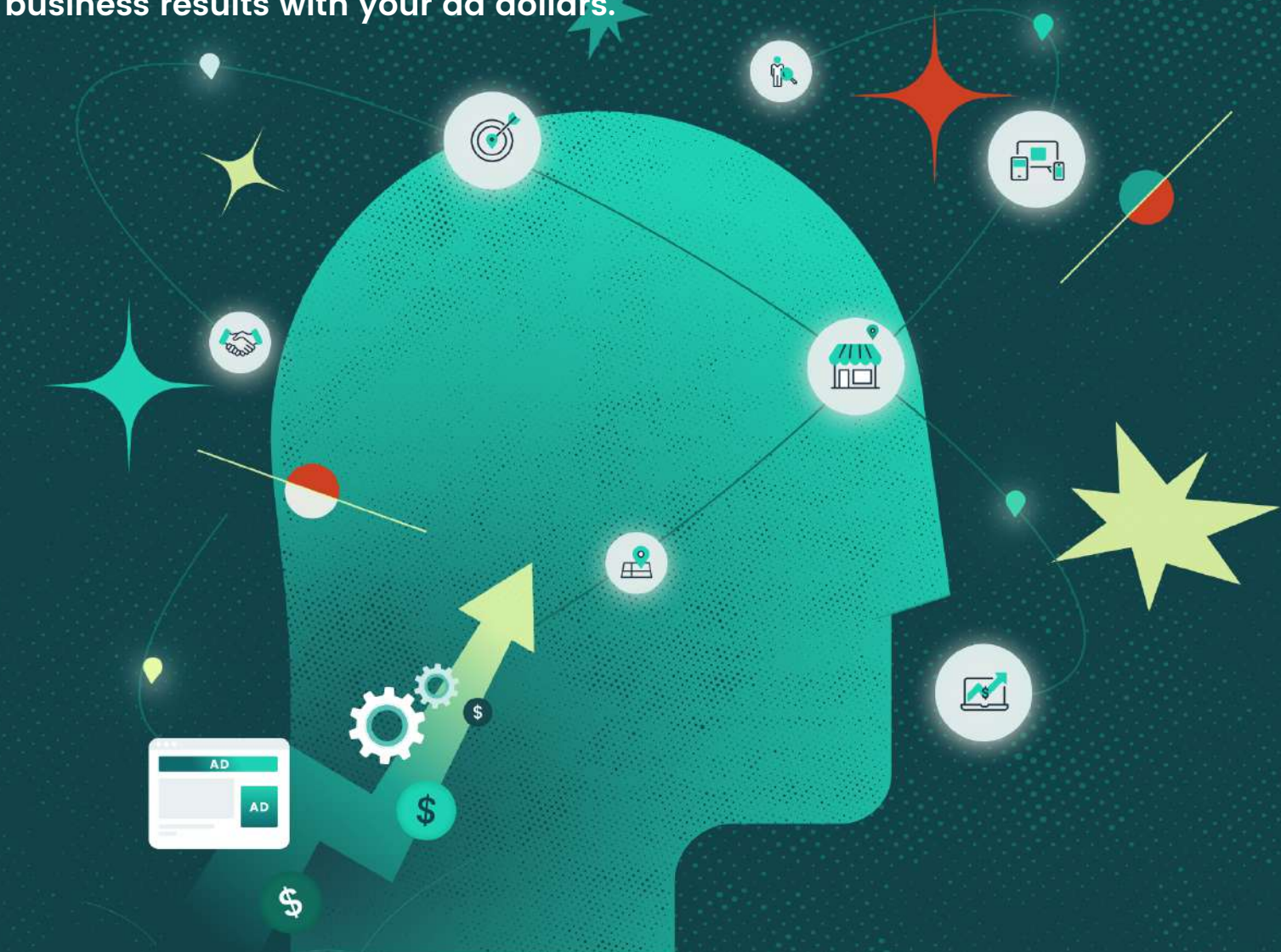


Real Business Results:

The CMO Playbook for Choosing the Right Media Platform

Everything you need to know to drive real
business results with your ad dollars.



Better Ad Performance Starts with Better Platforms

60% of marketers believe their budgets and the ROI they deliver are under greater scrutiny now than ever before.

The cost of advertising increases year over year. Across industries, advertisers are paying more to get in front of their target audience, but struggle to prove that those dollars are impacting the business goals.

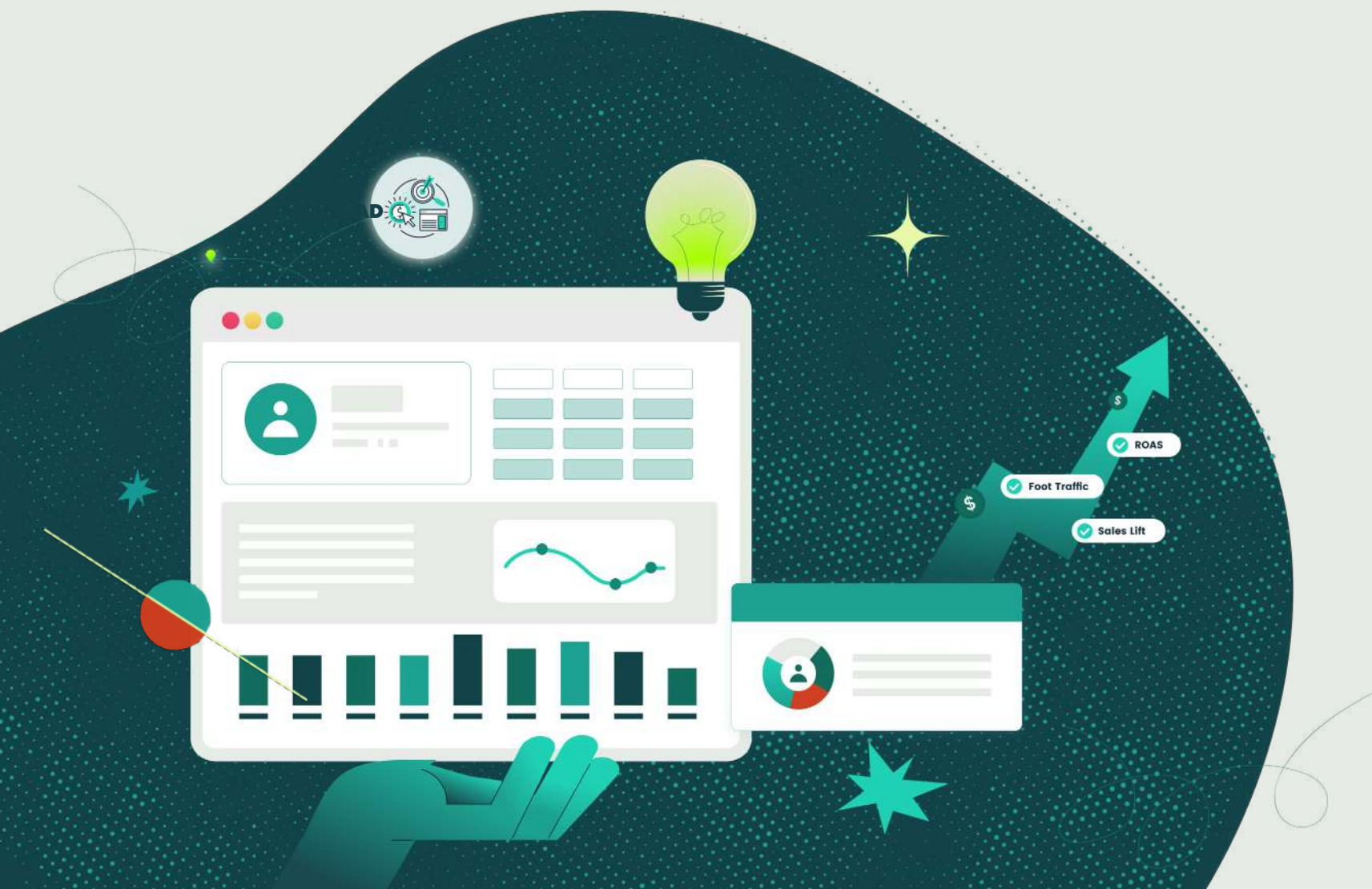
Despite new capabilities and ad channels emerging all the time, performance metrics seem to remain the same.

Too many platforms focus on vanity metrics, like clicks or impressions, instead of what truly matters: foot traffic, sales, and revenue. Your CFO doesn't want clicks; they want results.

The good news is platforms with real-world performance data do exist.

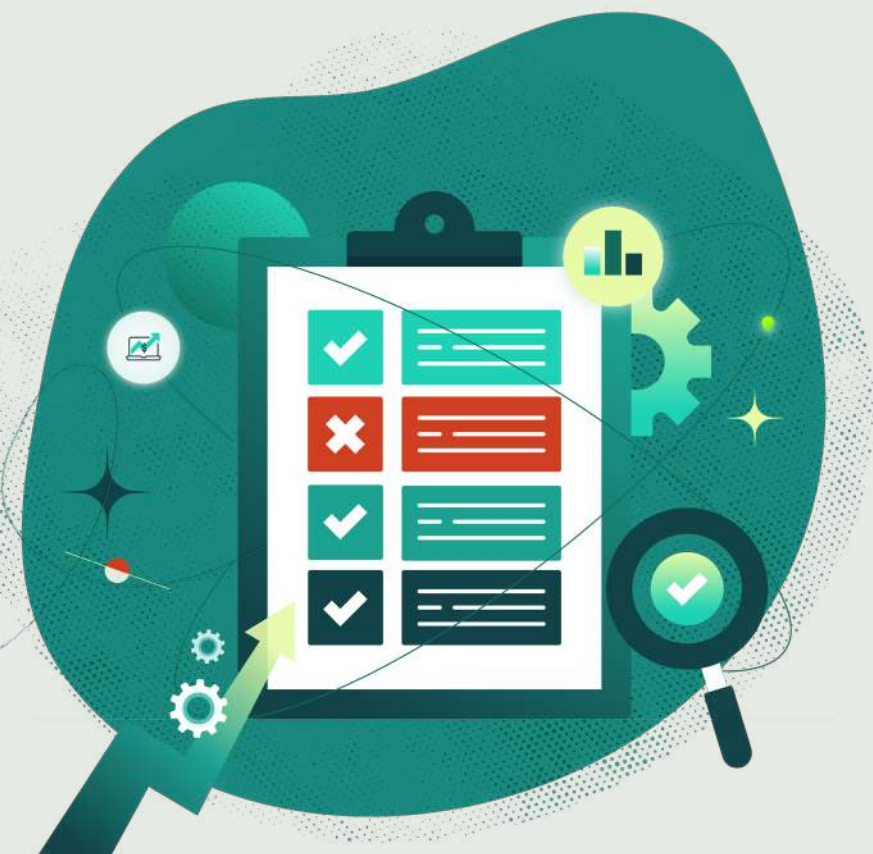
To find the right media platform with data you can use to reliably grow your business, there are a few questions to ask yourself (and your media partners). In this guide, we'll outline how to clarify what you need from a media platform, how to evaluate potential platform partners, and how to ensure that you get the most out of your campaigns in 2025.

Ready to make the upgrade? 



Questions to Ask Before Choosing A Media Platform

Just like a media mix, most platforms will work for most companies. But nothing is a one-size-fits-all solution. You need to be clear about what you're trying to achieve and how you plan to get there. Here are questions to ask yourself before narrowing down your media platform options.



○ What real business results are you trying to achieve?

Before you can choose the right media platform, it's important to get clear on the results that actually matter. If you're a restaurant, it might be bigger check sizes or more diners each month. For retail, it could be foot traffic and repeat customers. Maybe it's app downloads or voter turnout in key locations.

Align with your team to figure out what you're already tracking and what you really want to achieve in 2025. Then, look for a platform that helps fill those gaps and keeps your marketing efforts focused on results that truly make a difference.

○ What problem are we trying to solve?

The first step in building a successful strategy is to be crystal clear about what's working and what's not. Ask yourself: What's holding us back? Is it low foot traffic to our stores? Campaigns that don't deliver a strong ROAS (return on ad spend)? Or maybe our team lacks accurate targeting or insights into customer behavior?

Once you've identified the main issues, map out what success would look like. For example:

—————
Problem: Low foot traffic to stores.

Solution: Use a media platform that targets audiences based on real-world behaviors, such as past visits to similar businesses, to increase in-store visits.

—————
Problem: Inefficient audience segmentation.

Solution: Partner with a platform offering first-party, real-world behavior data to refine audience targeting and improve your ROAS.

○ How well do we know our audience?

With your strategy decided, the next step is to look at the audience you're trying to target. For most companies, the most engaged customers change over time. New product offerings, new locations, and new customer interests can all impact who wants to buy your products. Make sure that you have a comprehensive picture of your ideal audience members, and then look for matches in media platforms.

Don't settle for sheer numbers. Impressions from imprecise audiences will only decrease your ROAS. Ask your media partners how they create audience segments, what signals they use to determine users' interests and how they grow their available audiences.

Must-Have Features for Media Success in 2025

Knowing what you need from a media platform, specifically, means you'll pick the right partner. But it's also important to know what features should be table stakes for media platforms so you don't waste time evaluating platforms that can't be a long-term partner for you.

These should be standard in all of your choices



Omnichannel Capabilities

Today's customer expects to see their favorite brands across all their favorite media platforms—that means digital and analog advertising channels. Make sure that the media platform you use allows you to reach your ideal audience on every channel, from audio to digital-out-of-home and CTV to direct mail.

Data Quality

Metrics that focus on online behavior can help in specific kinds of campaigns, like retargeting campaigns. But often, it's difficult to prove their accuracy. Vanity metrics, video views, for example, can be inflated across different platforms.

Ad platforms that focus on offline behavior tend to have a much higher threshold for accuracy. Similarly, platforms that use robust identity graphs ensure that the data you see is verified in a multitude of ways.



The good news is platforms with real-world performance data do exist.



A Note On Customer Data & Privacy

Customer concerns over data privacy won't go away. In fact, it'll only grow. Add that to Google's indecisive approach to cookies and the outlook for digital audience targeting gets a little murky.

While digital behaviors might be easier to track, real-world behavioral data will always be more valuable for two essential reasons:

In-store visits prove intent: What you browse online and the stores you visit are very different. And no one casually strolls into a restaurant without a high likelihood of ordering something. Real-world behaviors help you build audiences who have proven to take the actions important to your business goals. Real-world behaviors, such as in-store visits, are proven indicators of intent. A recent study showed that 76% of online shoppers visit a physical store before buying online.*

In-store visits support new and existing customer journeys: Knowing what campaigns bring new people to your locations, what compels people to come back, and what doesn't, helps build more effective campaigns across all channels. That means not only will digital advertising improve, but off line channels, like out-of-home or direct mail ads will perform better.

Audience Targeting

Another way to verify the data used by your ad platform is to investigate its audience segmentation. Ask about the criteria put in place to determine who is included in an audience segment and who is not. Make sure that the audiences are built on intent to purchase (or visit) rather than a passive interest in your product or service. Remember, the way the platform builds the parameters around their audience segments directly impacts how far each dollar of your media spend will go.



First Party Data

Many ad platforms rely on third-party data to create their audiences. Although they give their best effort to verify the accuracy of the data set, nothing will ever be as accurate and effective as first-party data.

Ad platforms that use first-party data built on real-world behaviors are not only more accurate but also future-proof as cookies eventually phase out.



Your Media Platform Checklist

Platform Name

Platform Contact

Our Real Business Goals

List top three goals for campaigns in 2025

1
2
3

Our Target Audience

Note any important real-world habits your target audience makes

Media Channels Available

Check off all ad channels this platform offers

<input type="checkbox"/> TV & CTV/OTT	<input type="checkbox"/> Out of Home	<input type="checkbox"/> Display
<input type="checkbox"/> Mobile	<input type="checkbox"/> Audio	<input type="checkbox"/> Direct Mail
<input type="checkbox"/> Social	<input type="checkbox"/> Premium Placement	

Metrics Reported

Note all metrics reported based on your real business goals

Data Accuracy

Notes for how audience targeting and segmentation is built and verified

Proven Customer Success

List existing customers with success similar to what you want to

1
2
3

Overall Impression

Score out of 10

Results you can measure, growth you can see. It's time to choose GroundTruth.

ABOUT GROUNDTRUTH

GroundTruth is a media platform that drives in-store visits and other real business results. Using observed real-world consumer behavior, including location and purchase data, GroundTruth creates targeted advertising campaigns across all screens for advertisers. GroundTruth then measures how consumers respond to the campaigns, including if they physically show up to a store location or website, to understand the real business results generated by a brand's advertising.

Learn more at groundtruth.com

