

# Turning media complexity into media value

A 10-point advertiser self-assessment

Media markets are becoming increasingly complex. While this creates new opportunities to maximize value, it can also make it harder to understand whether your current media approach is delivering the outcomes it should.

On the next page you will find a short self-assessment that offers a simple way to check the health of your media model, identify areas of untapped potential, and gain clearer insight into where targeted intervention could unlock stronger business outcomes.



### 1. Transparency

We have clear visibility over how our media agency partners generate margin and where value is created across the supply chain.

Yes No Unsure

### 2. Commercial incentives

Our agency remuneration and commercial structures reward outcomes and value, not just activity or media spend volume.

### 3. Governance

Marketing and procurement share a common definition of value and work together on media governance.

### 4. KPI-setting

Our media KPIs balance cost efficiency with quality and effectiveness metrics.

### 5. Benchmarking

We regularly benchmark pricing, performance and commercial models against the wider market.

### 6. Measurement integrity

We evaluate media performance beyond platform-reported metrics to understand the true business impact of our media investments.

### 7. AI and automation oversight

We understand where AI is improving efficiency in our media buying and where it may create transparency or control risks.

### 8. Media approach review

We regularly review our media approach in light of industry consolidation and evolving trading models.

### 9. Commercial control

We have strong controls in place to monitor pricing, delivery and value across our media investments, including biddable media.

### 10. Independent validation

We leverage independent expertise to review performance, transparency and commercial effectiveness.

If you answered 'no' or 'unsure' to several of these statements, there may be untapped opportunities to strengthen the clarity, control and value delivered by your media investment.

We would be happy to discuss your diagnosis and explore practical steps to unlock stronger business outcomes.

**Talk to us about how to turn media complexity into clarity, and ultimately a source of competitive advantage.**