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The Future of Growth and Competitive Advantage



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What you will take away

01

Expectations are rising

Budgets are shifting. Advertisers need stronger proof.

02

A decision gap remains

Most organisations cannot connect measurement to commercial decisions.

03

A structured way forward

The Ebiquity–WFA handbook offers a structured way to close that gap.

Advertising pays back well when done right.

When done right, advertising is a powerful growth driver

The prize: for every $ invested, advertising returns…

1.87

Short-term profit payback

4.11

Total-term profit payback

Profit Ability 2, Thinkbox, Ebiquity et al, 2024

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We work with 78 of the top 100 by ad spend



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Ebiquity is WFA's strategic partner for Effectiveness

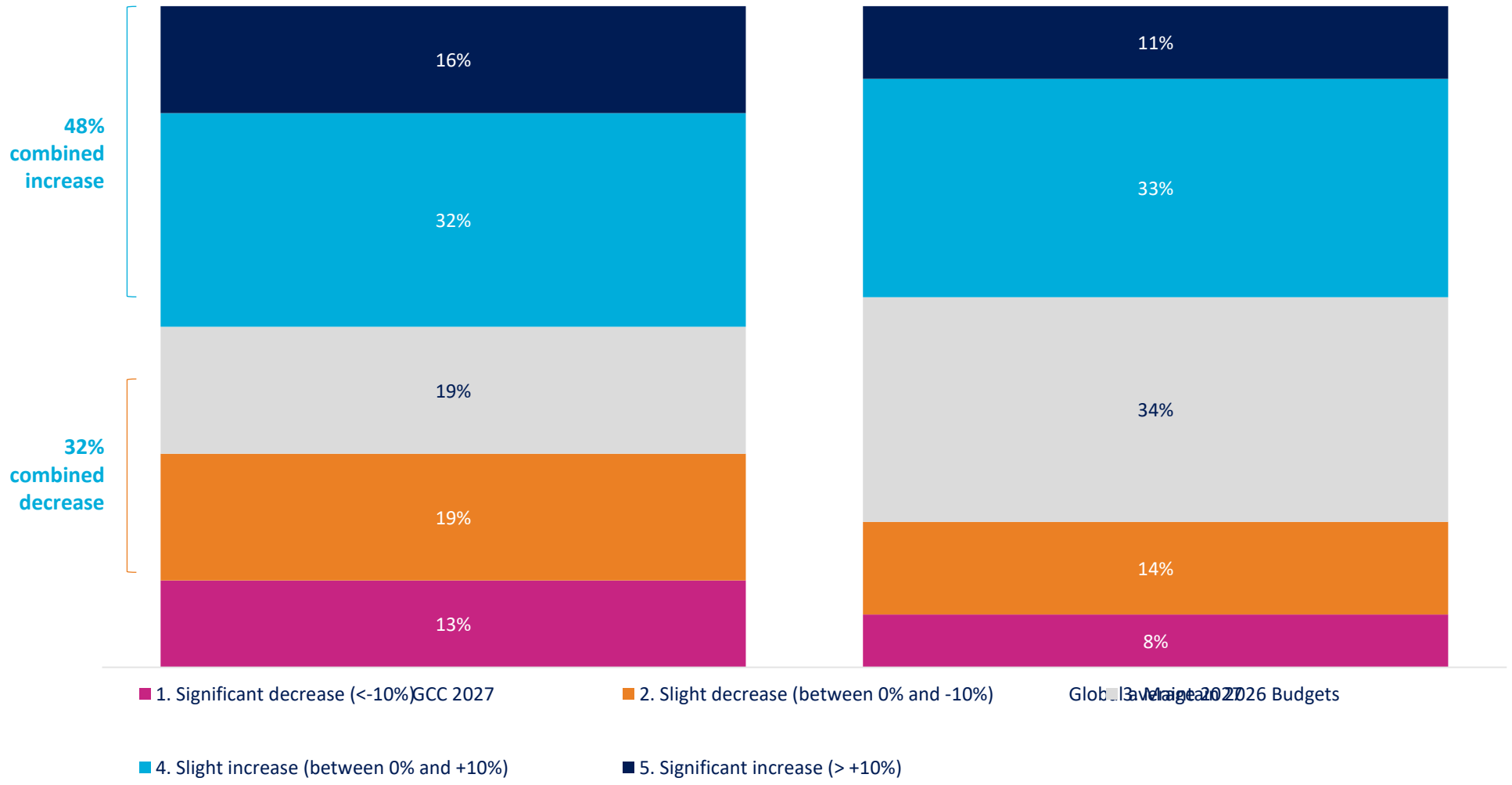


96%

of the world's largest brands are actively transforming their marketing operations.

Source: World Federation of Advertisers / Ogilvy

48% of GCC marketers are planning media budget growth and almost 1/3rd is expecting a decrease



Source: ABG/ WFA/ Ebiquity GCC 2027 budget survey

ROI: Gateway to drive efficient growth but not the destination

ROI = $\frac{\text{Incremental PROFIT}}{\text{SPEND}}$

Effectiveness

Scale & Margin
Brand Equity
Creative Strength
Format

Media Mix
Audience Reach
Quality
Placement

Efficiency

Waste
Cost per
Benchmarks

What drives your impact and how can you accelerate it?

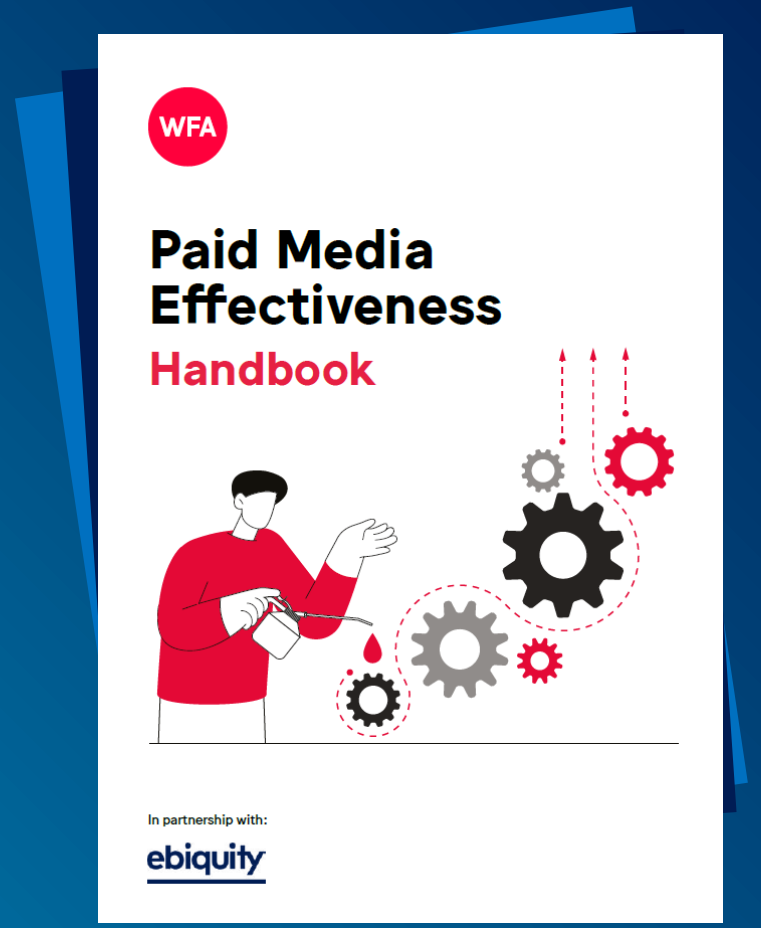
What drives your cost, and can you optimize it?

The Paid Media Effectiveness Handbook

In collaboration with

World Federation of Advertisers

Advertising Business Group



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71

responses

22

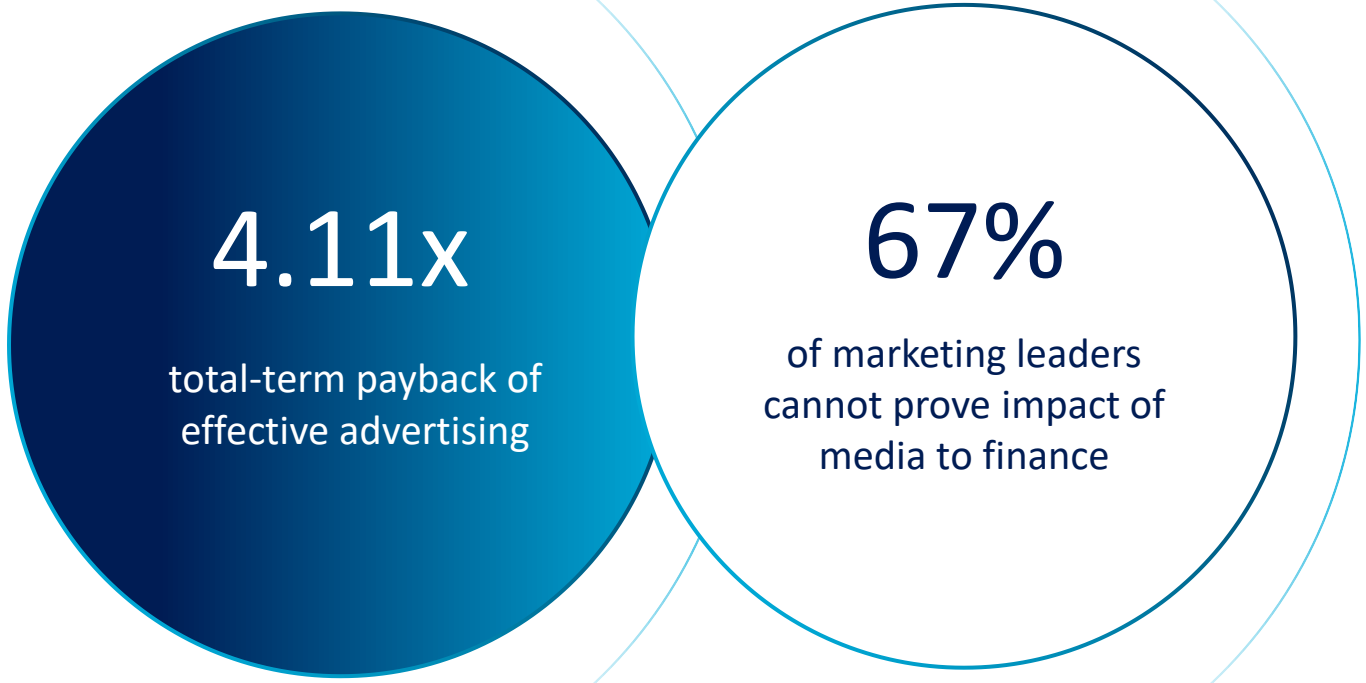
interviews

~$40bn

media budget managed

ebiquity | WFA World Federation of Advertisers

More data than ever. Less action than we need.



Source: WFA x Ebiquity PMEH 2026

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Hands up…

If you use marketing mix modelling and if it changed your last big budget decision



More data than ever. Less action than we need.

80%

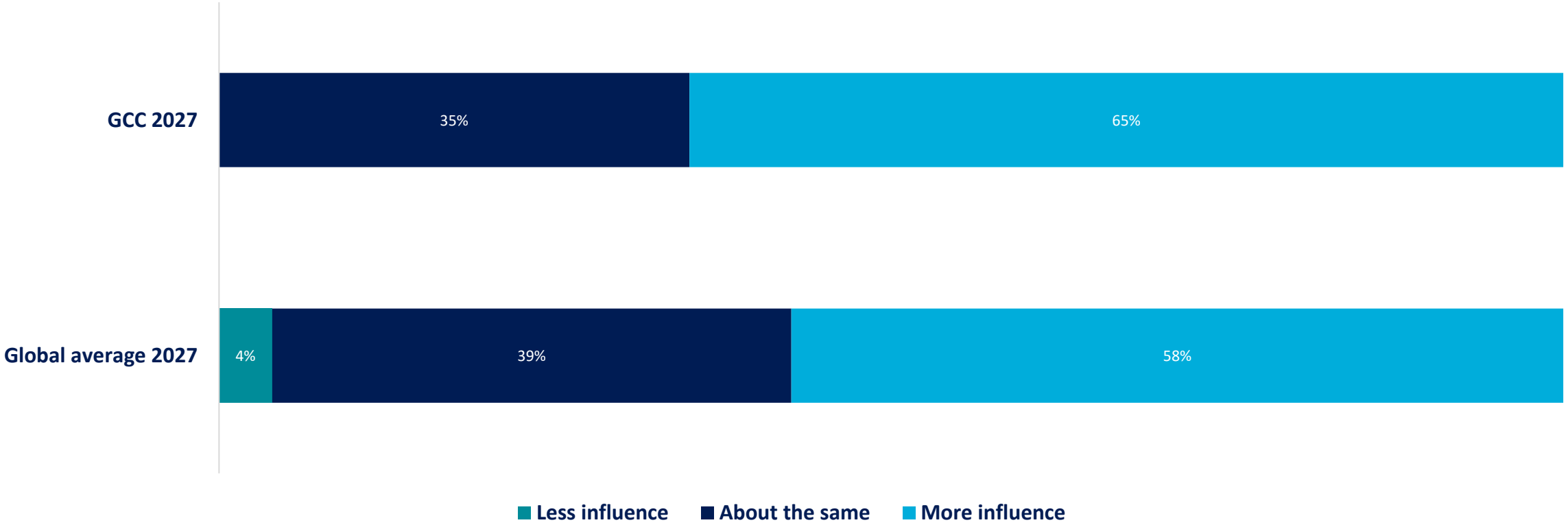
Use MMM

15%

Say effectiveness drives budget decisions

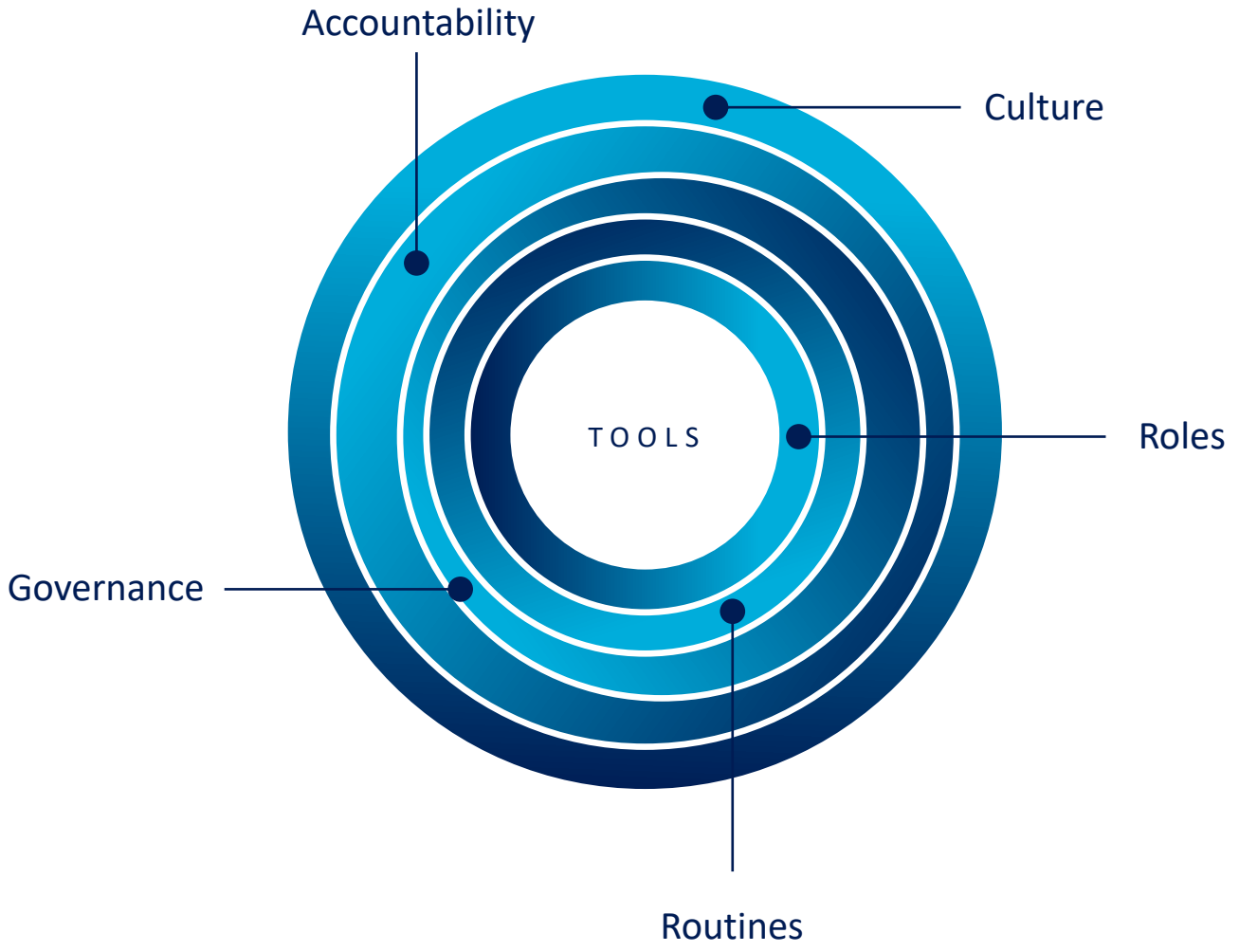
Source: WFA x Ebiquity PMEH 2026

65% of GCC marketers expect effectiveness evidence to be more influential in media budget decisions



Source: ABG/ WFA/ Ebiquity GCC 2027 budget survey

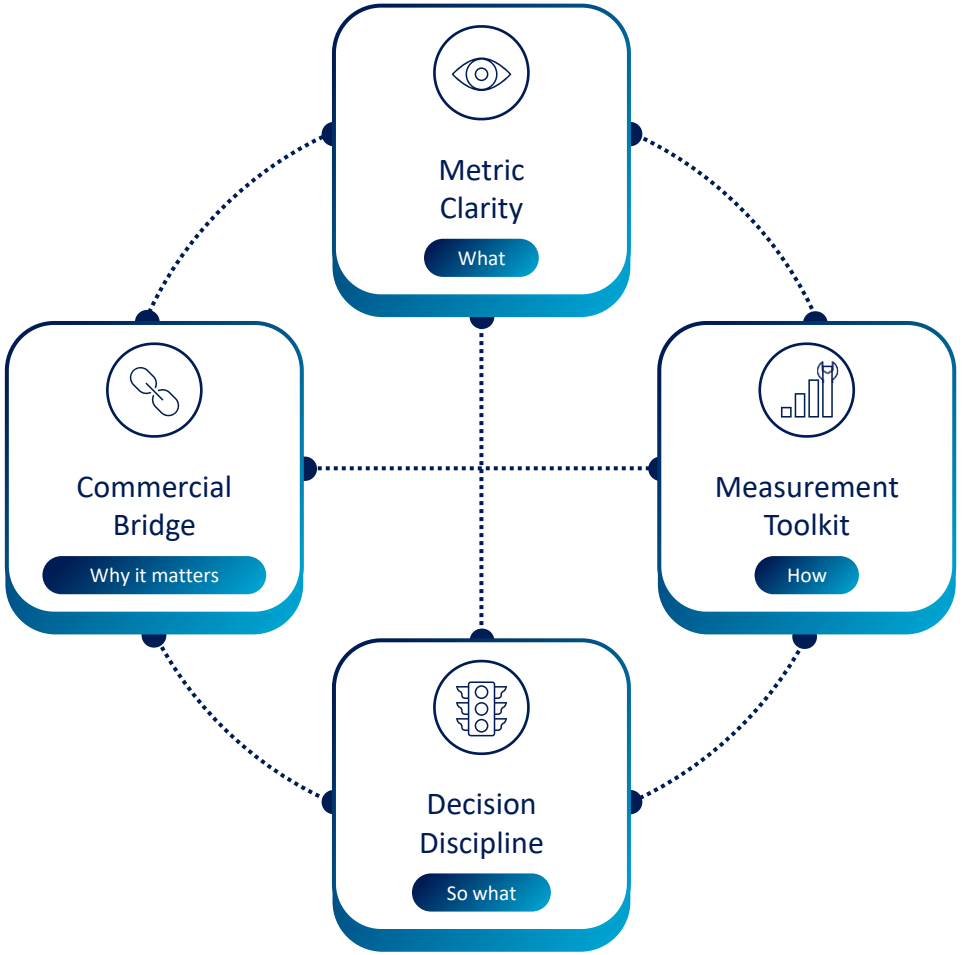
The tools exist. The missing piece is the system around them.



Source: WFA x Ebiquity PMEH 2026

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Four dimensions. One connected measurement system.



Source: WFA x Ebiquity PMEH 2026

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5 levels of measurement

From fast signals to strategic outcomes

Slower / Strategic

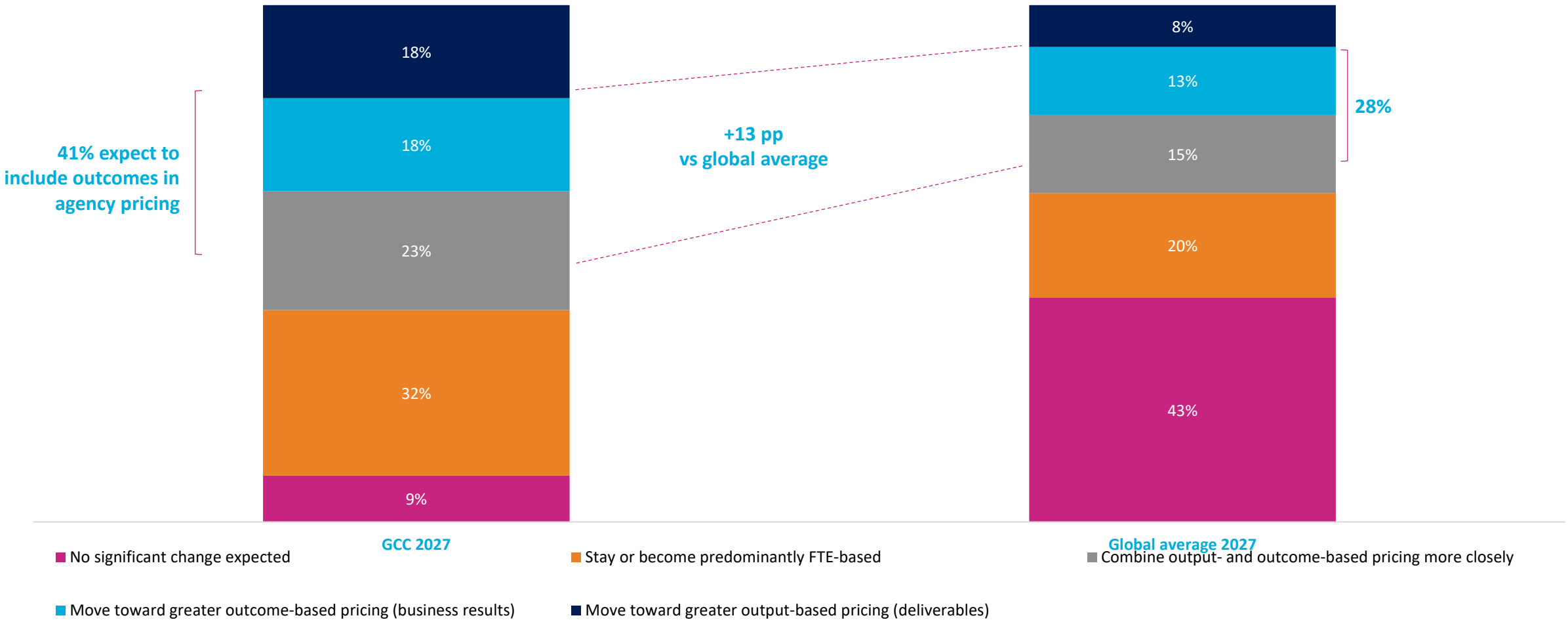
Faster / Operational

1. **Business Outcomes**
   Revenue, profit, market share
2. **Brand Metrics**
   Awareness, consideration, equity
3. **Performance & Effectiveness Measures**
   MMM, incrementality, attribution
4. **Media Quality Metrics**
   Viewability, attention, brand safety
5. **Platform Metrics**
   Impressions, clicks, CTA

Source: WFA x Ebiquity PMEH 2026

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41% of GCC marketers to increase use of outcomes in agency pricing models



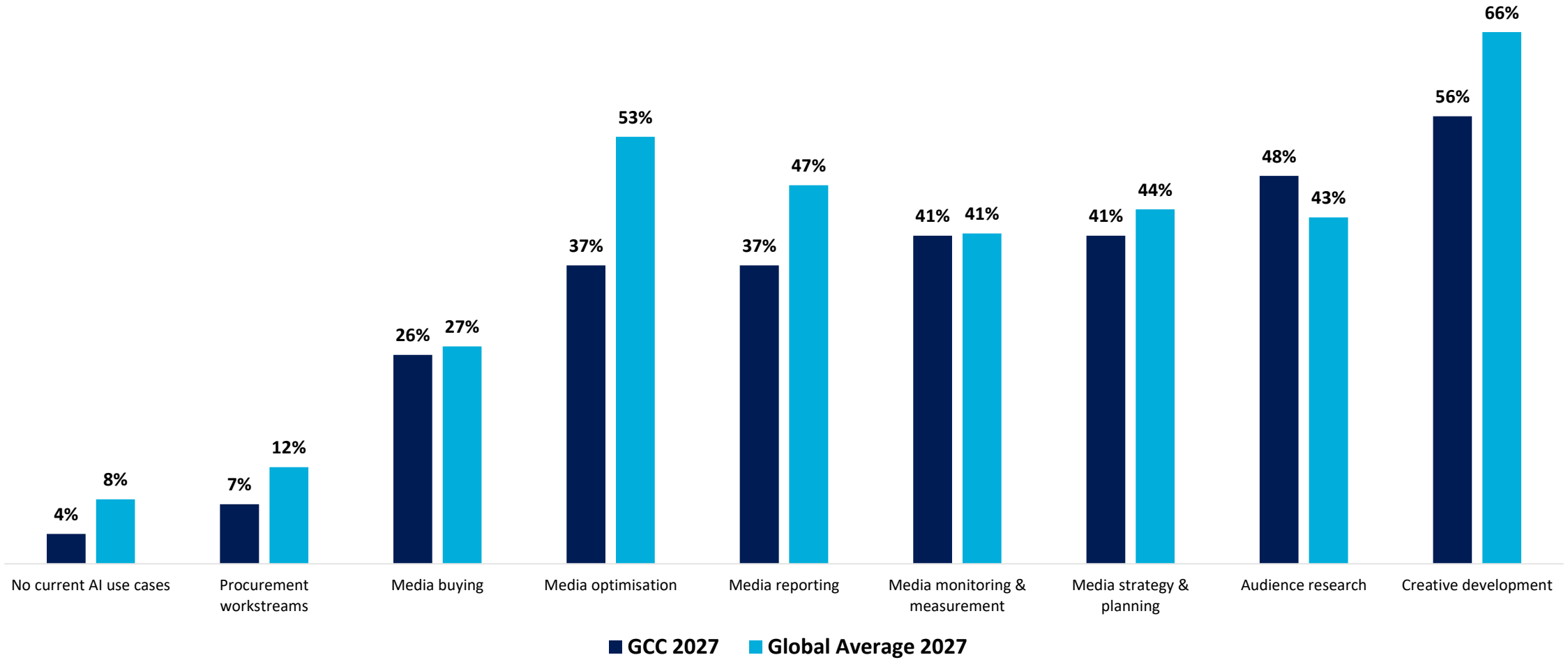
Source: ABG/ WFA/ Ebiquity GCC 2027 budget survey

Hands up…

If you know exactly where your agencies use AI on your business

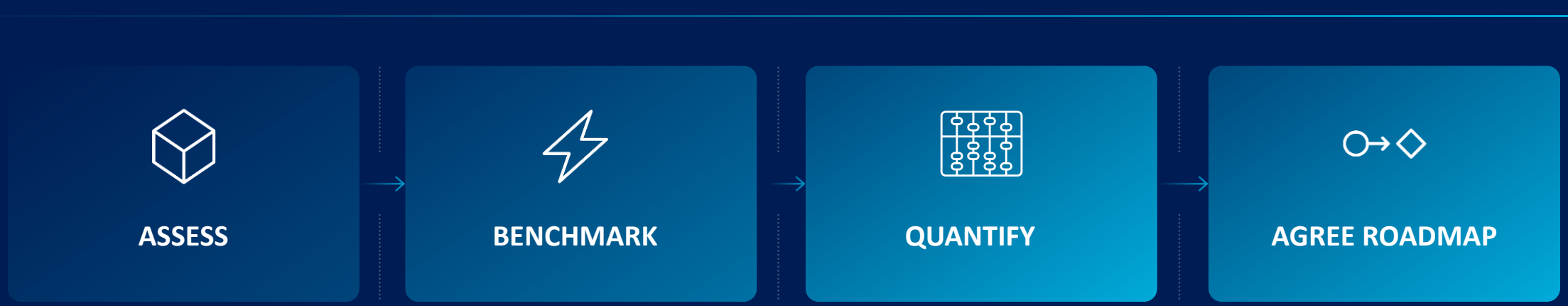


Creative development is the most common AI use case for marketers in GCC and globally (56% and 66%)



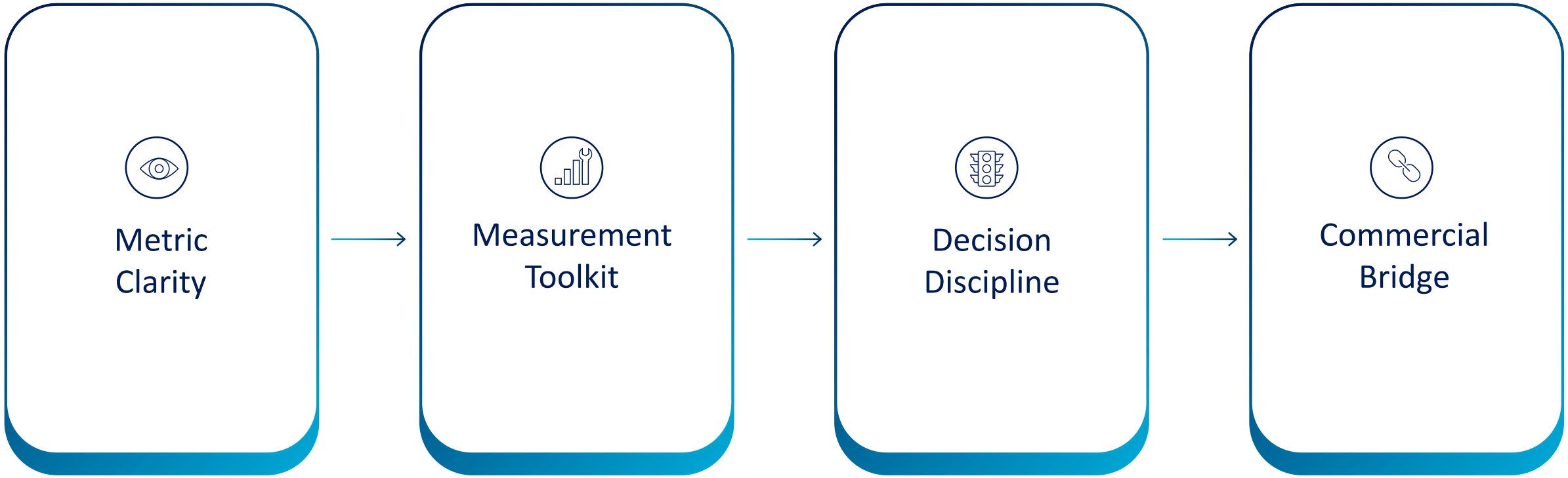
Source: ABG/ WFA/ Ebiquity GCC 2027 budget survey

A structured way to close the gap between measurement capability and commercial decision making

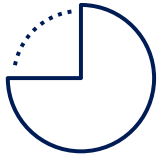


Source: WFA x Ebiquity PMEH 2026

By each dimension of the measurement operating system



Source: WFA x Ebiquity PMEH 2026



The ambition

75% of budget decisions informed by robust measurement within three years.

Source: WFA x Ebiquity PMEH 2026

To start: ask yourself where your current gaps are

FOR EXAMPLE ...

"Which recommendations from last debrief actually made it onto the plan, and which quietly did not?"

"Does someone own your metric definitions?"

"When was the last time our CFO cited media effectiveness data unprompted?"

"Before buying another tool, are the one you already have connected and used?"

Source: WFA x Ebiquity PMEH 2026

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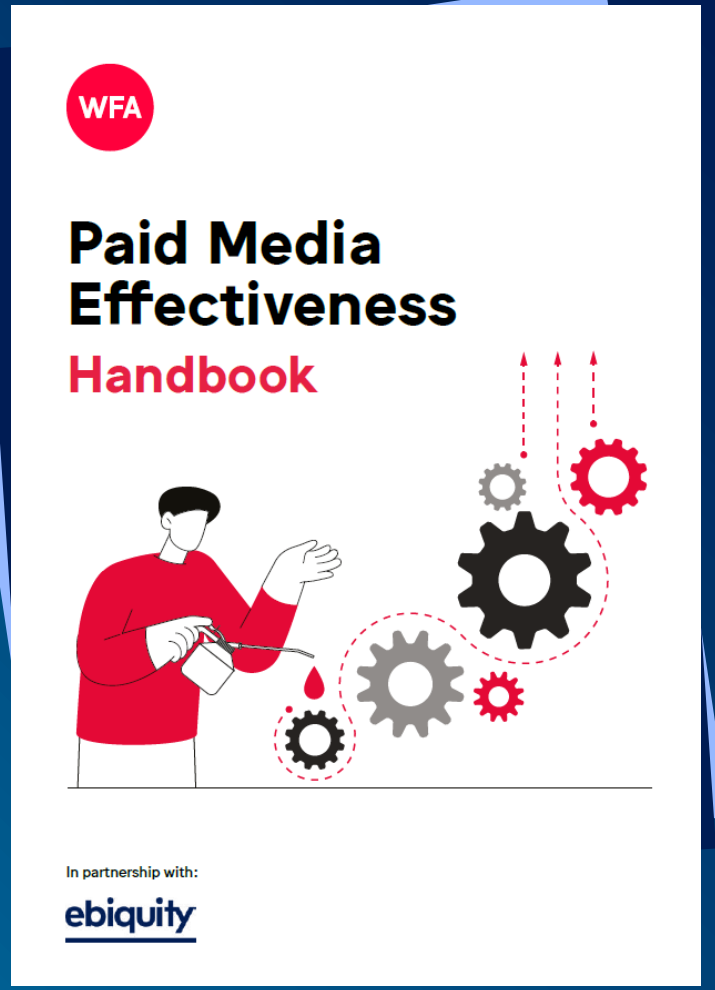
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Growth without the guesswork

