

# THE IMPACT OF CREATIVE IN MEASUREMENT

## ROUNDTABLE CHAIR



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## ROUNDTABLE SUMMARY

The success of a campaign is a combination of different elements, such as; the target group, the creative, the geo, the message, the objectives, the context, the media channel(s) etc. MMM is the gold standard for measuring the sales success of paid media but it's usually only evaluating one of the above elements; the media channels. So, the challenge when evaluating the true effect of campaigns is to include as many elements as possible, but especially the creative as it contributes a lot to the success of a campaign.

## ROUNDTABLE KEY TAKEAWAYS

1. Impact of creative in terms of business value
2. What is the future of AI in creative evaluation, activation & creation?
3. How can we utilize the latest technology to extract more information from media data in an MMM context to gain actionable recommendations.