

FUTURE LABS

MATT

Marketing Attribution Think Tank



State of Brand Marketing Accountability

March 2026

MMA
Marketing + Media Alliance

WPROMOTE
GIANT SPOON

Decision Series

State of Marketing Ecosystem

Video & CTV (September)

AI and Changing Consumer (October)

Personalization (November)

AI and the New Operating Model – CMOs (January)

Performance Marketing (February)

State of Brand accountability (March)

How Marketers make decisions (April)

Measurement and attribution

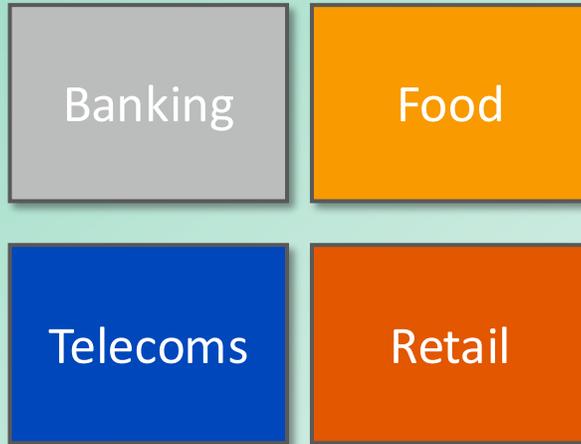
Agentic In Marketing

/ In 2020 we asked over 100 CMOs

How confident are you (...and can you prove) that investing in brand marketing has a tangible, financial impact?

MMA's Brand as Performance set out to answer that

4 categories learning to date



Breakthrough methodology

- \$3+ million in research
- 40,000+ surveys
- Sales and ad serving data from hundreds of thousands of Households
- HH level short term and long-term analysis

Sponsoring Partners



Research Partners



Participating Marketers



/ Six years later...

What is the state of “brand accountability?”

Three important questions

- 01** What does good measurement mean for brand budgets?
- 02** What can we learn from those who lead with data?
- 03** What are the biggest barriers and unlocks?

Study Makeup & Methodology

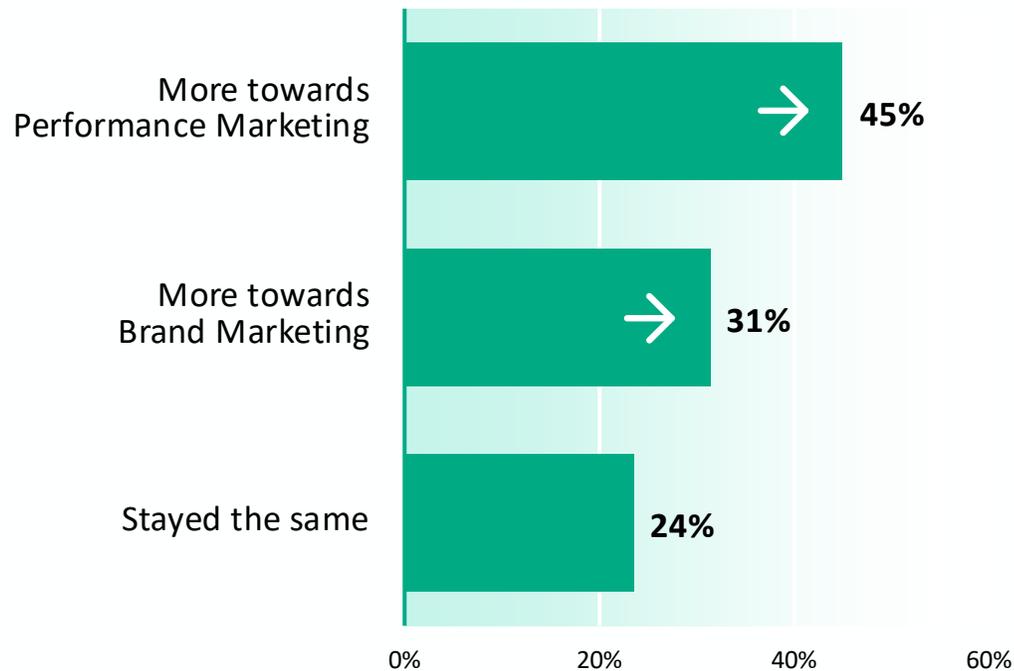
102 Private Sector Senior Marketers from
North America

Online Survey, LOI 13m
Fieldwork: Aug-Nov 2025

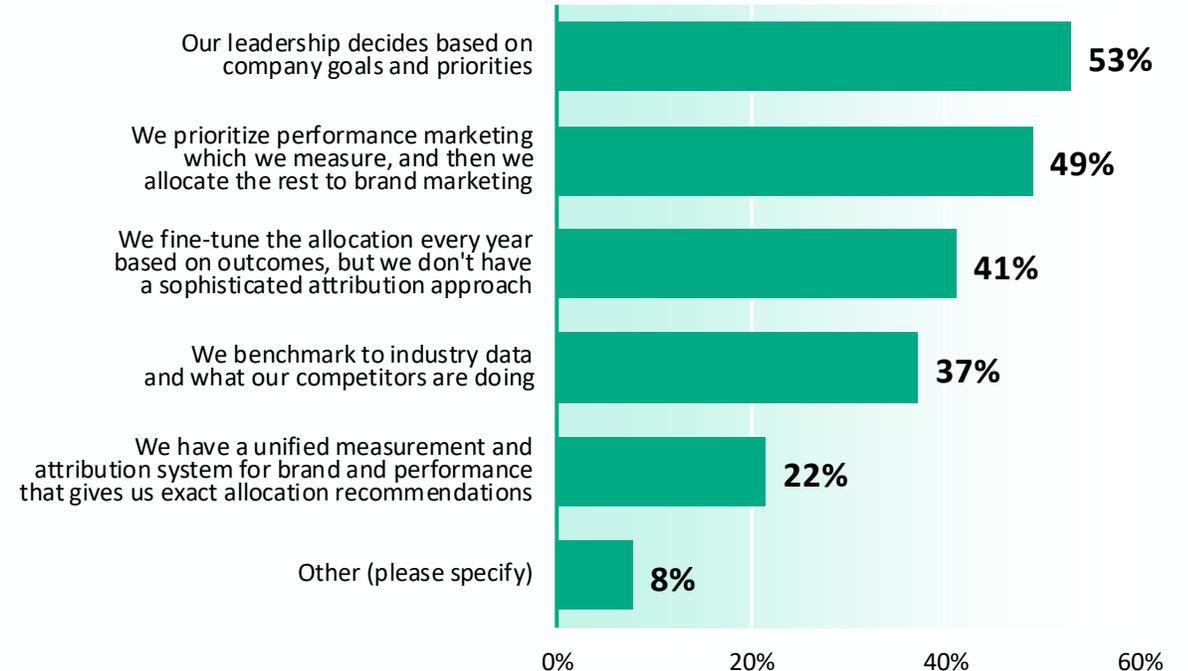
\$250M and above, mix of sectors, senior
manager and above, mix of roles

Shift towards performance continues due to an increased focus on outcomes.

Shift Last 2 Years



Factors Influencing Shift

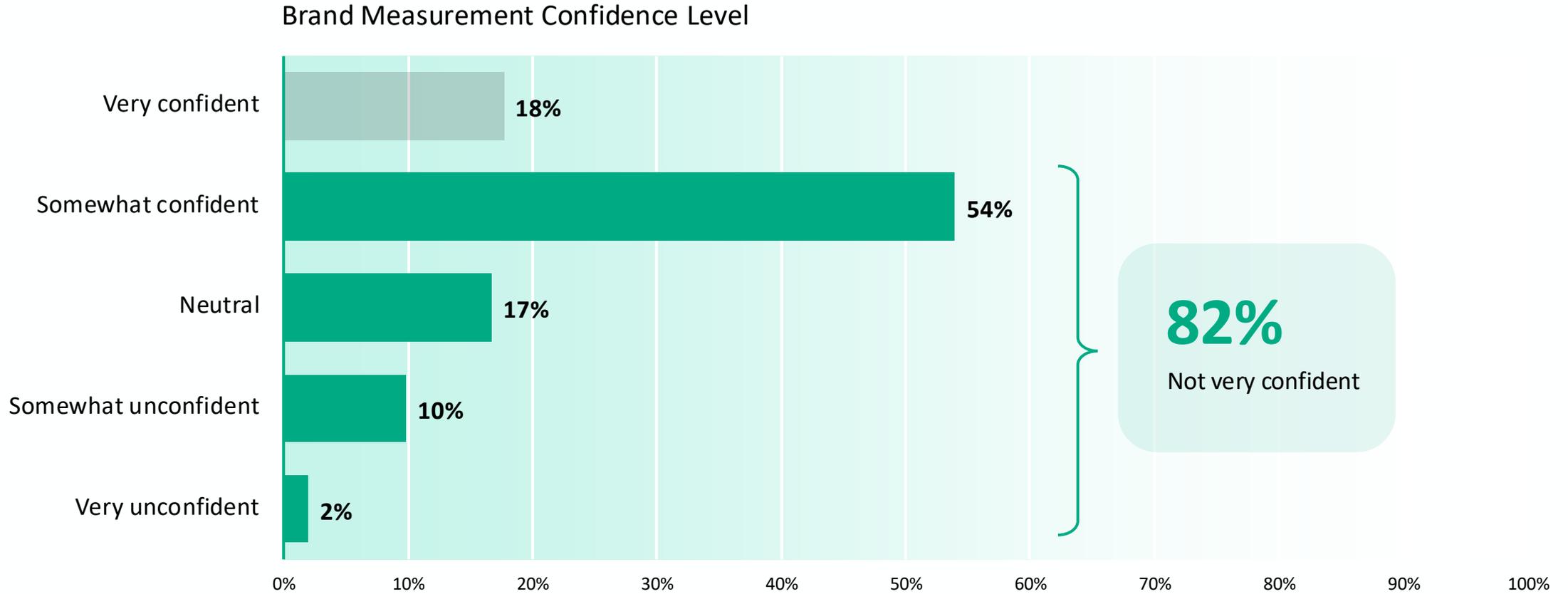


Q: Over the past two years, how has your budget allocation between brand and performance changed? (Select one)

Q: How did you arrive to this budget allocation between brand and performance? (Select all that apply)

N=102 Senior Marketers

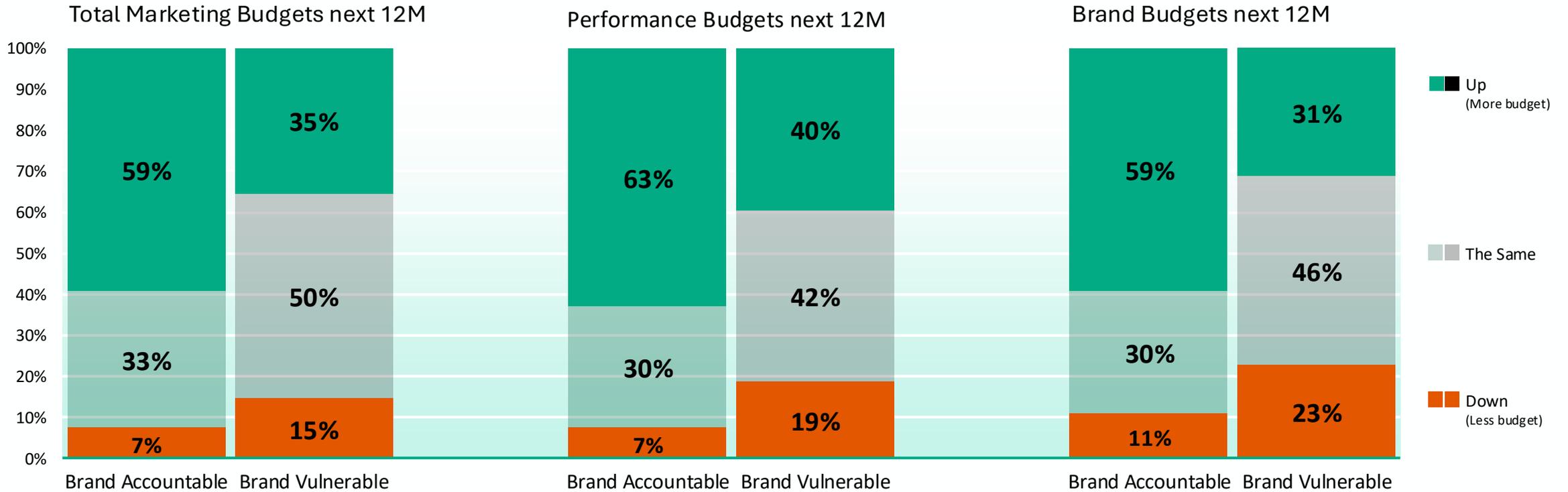
Low confidence in brand marketing measurement is part of the challenge



Q30: How confident are you about your current brand measurement strategy? (Select one)
N=102 Senior Marketers

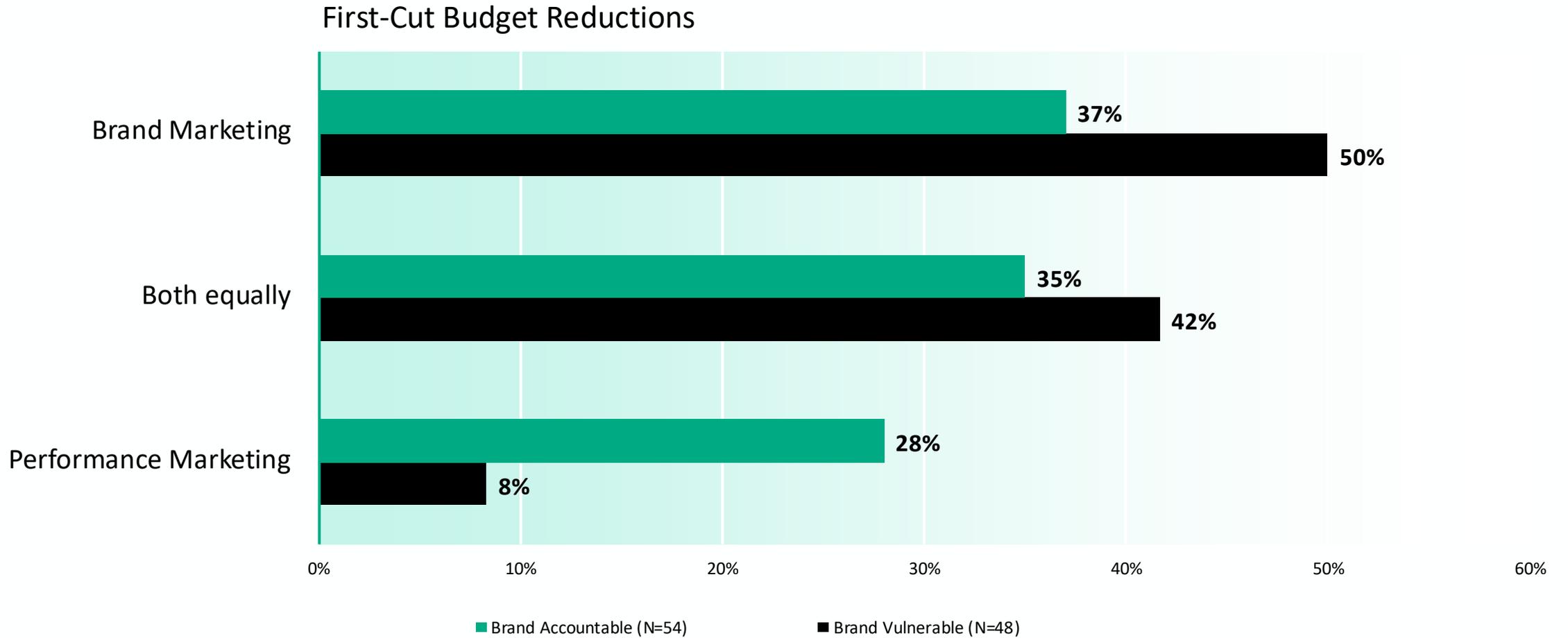
**One out of two marketers has
used measurement insights to
defend (or increase) brand
marketing budget**

Better brand measurement = increased budgets



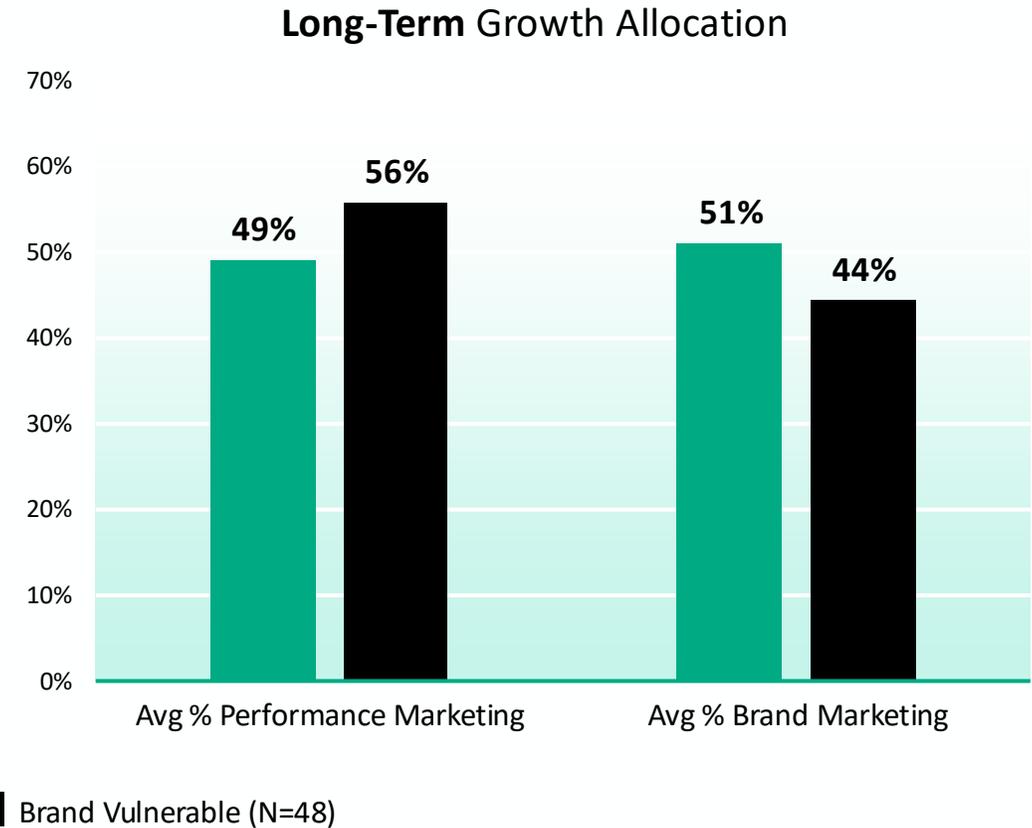
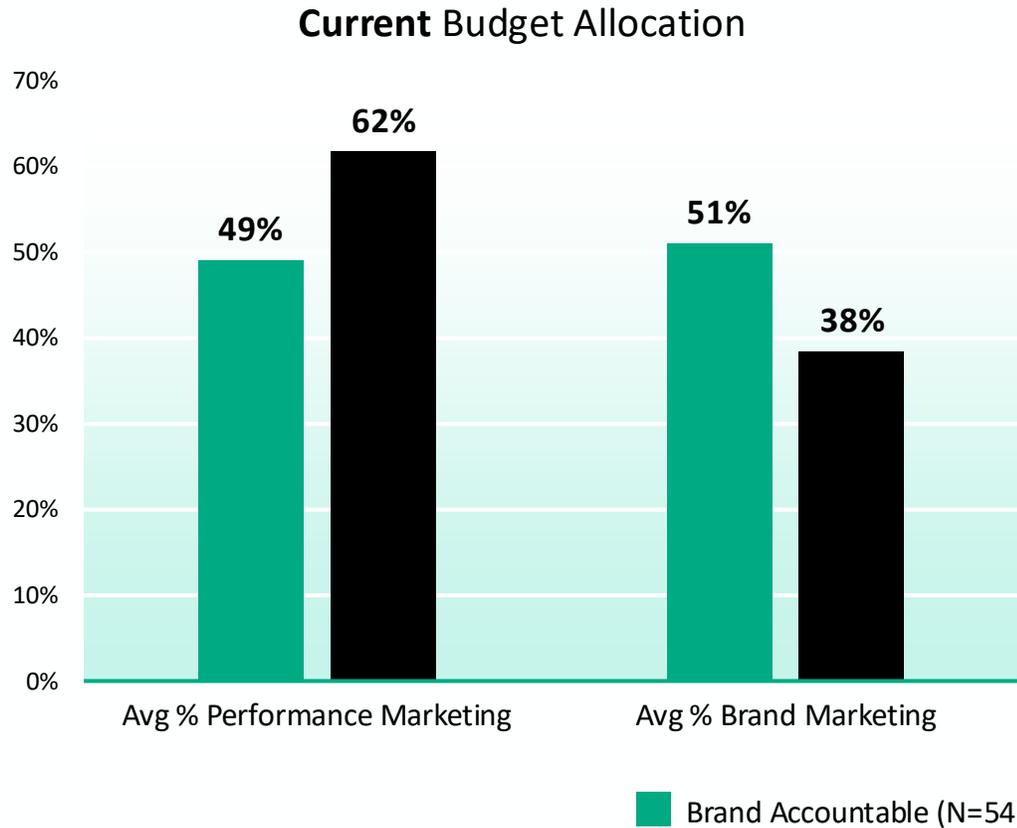
Q: Thinking about the next 12 months how do you expect your budgets to be (up, same down) for...
N=102 Senior Marketers

Better brand measurement = protecting brand budget in case of a downturn



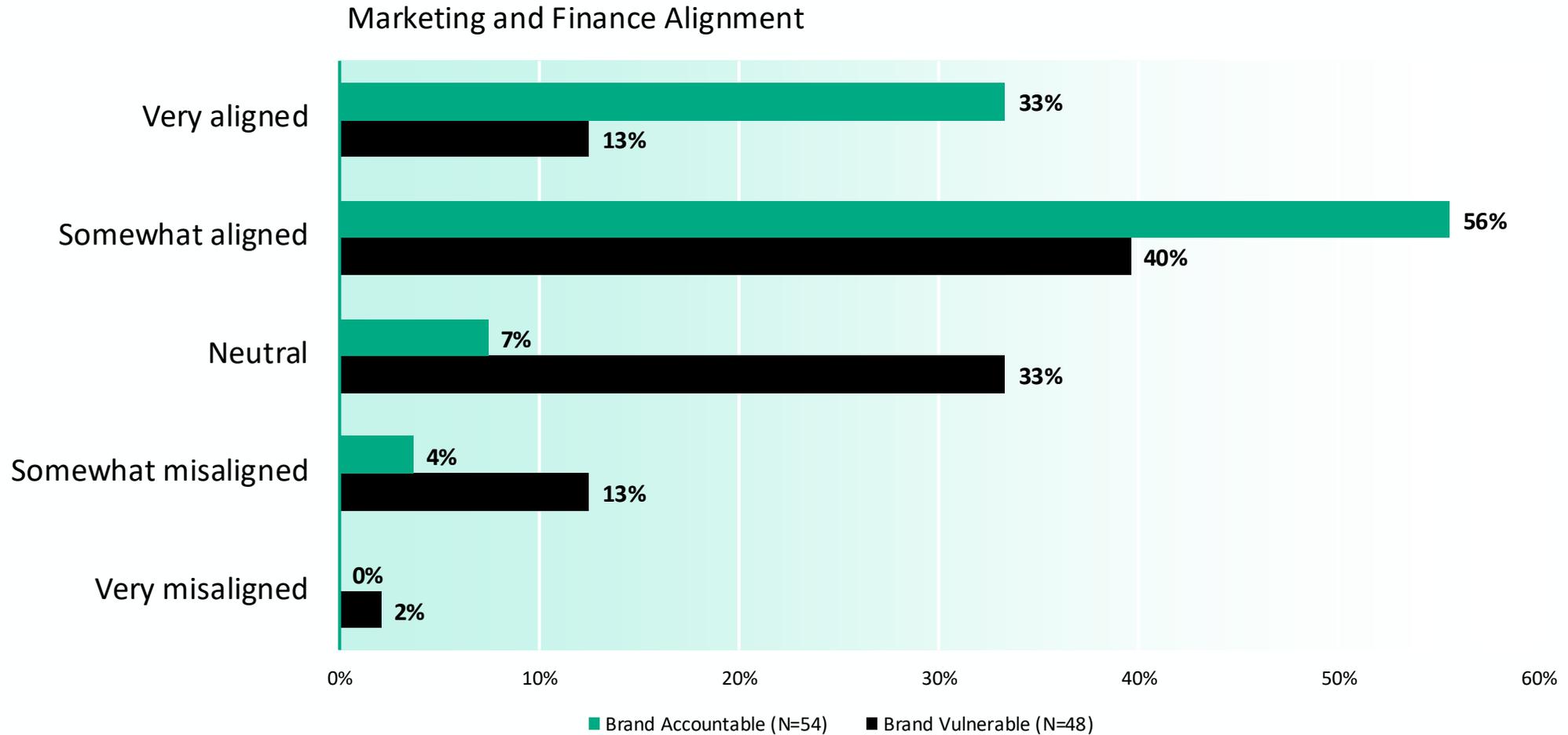
Q: If you had to reduce your marketing budget today, which area would likely be cut first? (Select one)
 N=102 Senior Marketers

Better brand measurement = Optimizing for short term and long term growth.



Q: Approximately what percentage of your marketing budget goes to brand-building (upper funnel) vs performance marketing (lower funnel)? (Must total 100%)
 Q: Ideally, what would your budget split between brand and performance be to drive long-term growth? (Must total 100%)
 N=102 Senior Marketers

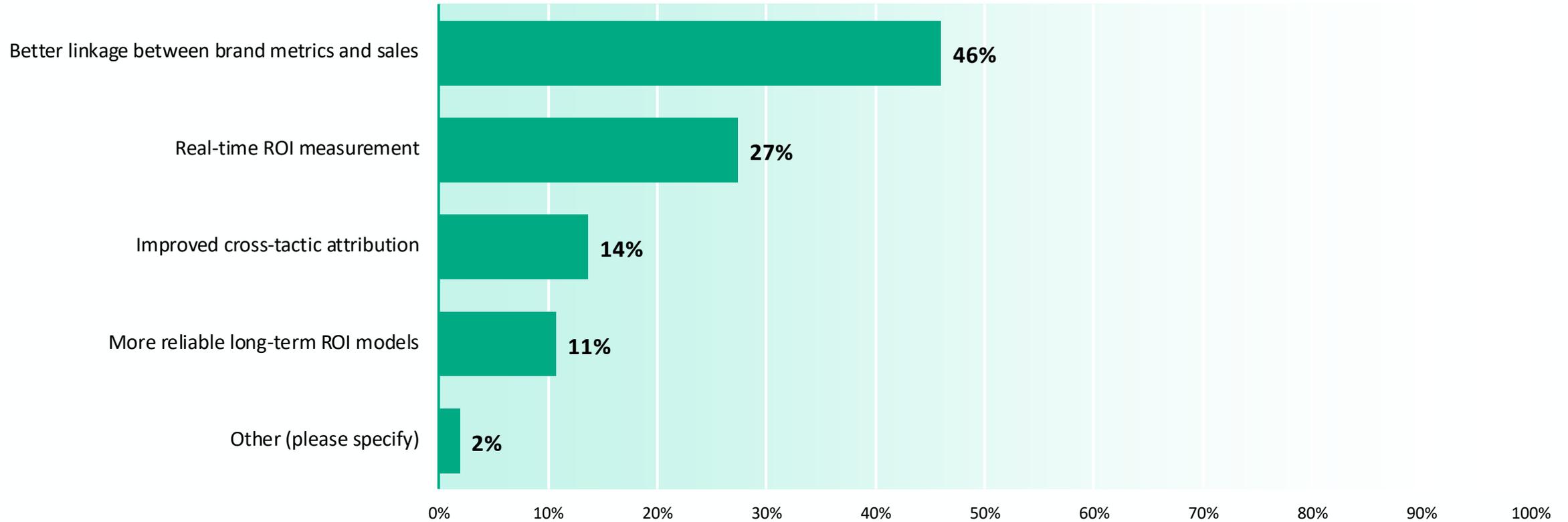
Better brand measurement = better alignment with Finance



Q: How aligned are your marketing and finance teams on evaluating brand investment ROI? (Select one)
 N=102 Senior Marketers

The main goal: Linking brand metrics with sales

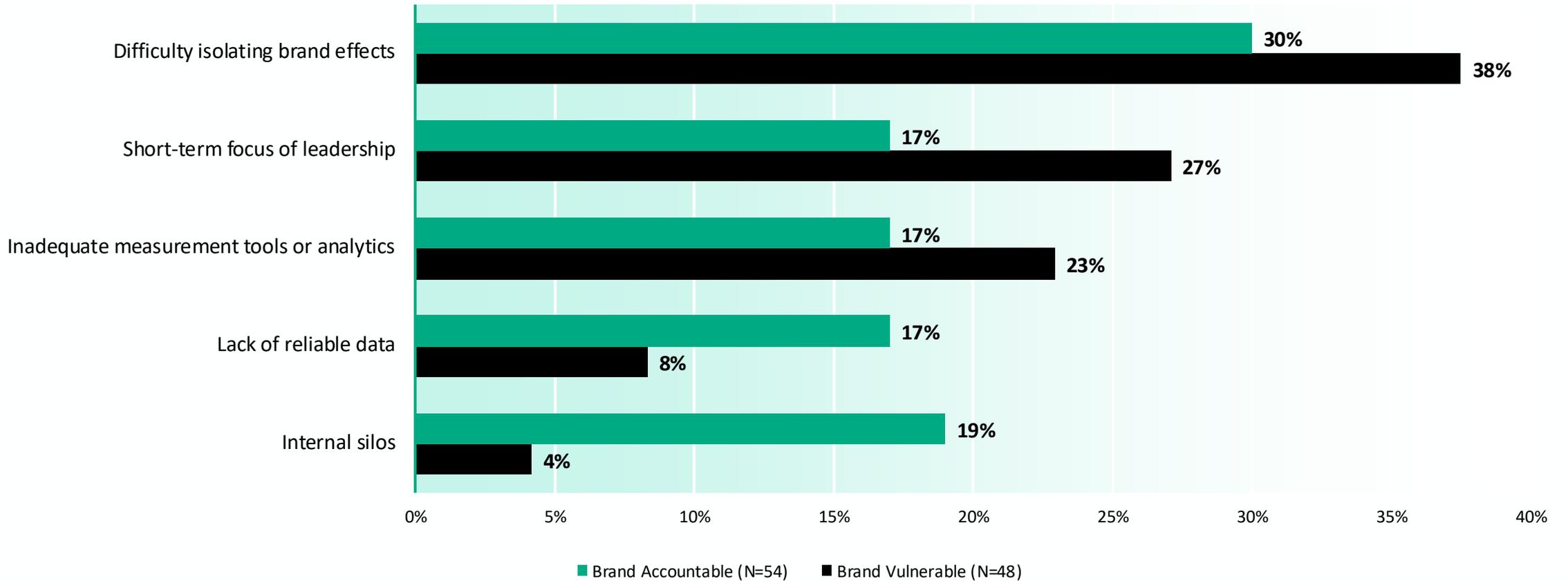
Capability Improvement Needed



Q: What single measurement capability do you most wish you had to improve brand marketing accountability? (Select one)
N=102 Senior Marketers

The main challenge: Difficulty of isolating brand effects

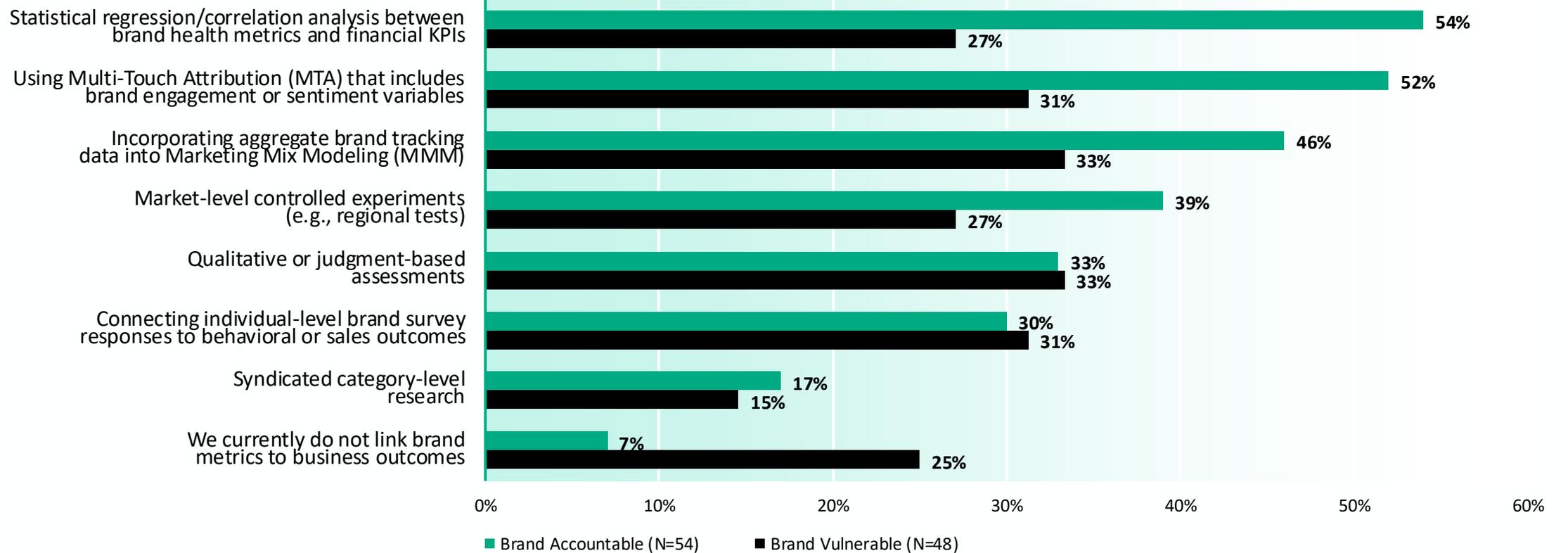
Key Barriers in Proving Brand ROI



Q: What is the greatest barrier you currently face in proving brand marketing ROI? (Select one)
N=102 Senior Marketers

The usual process: Multiple approaches with MTA and MMM at the core

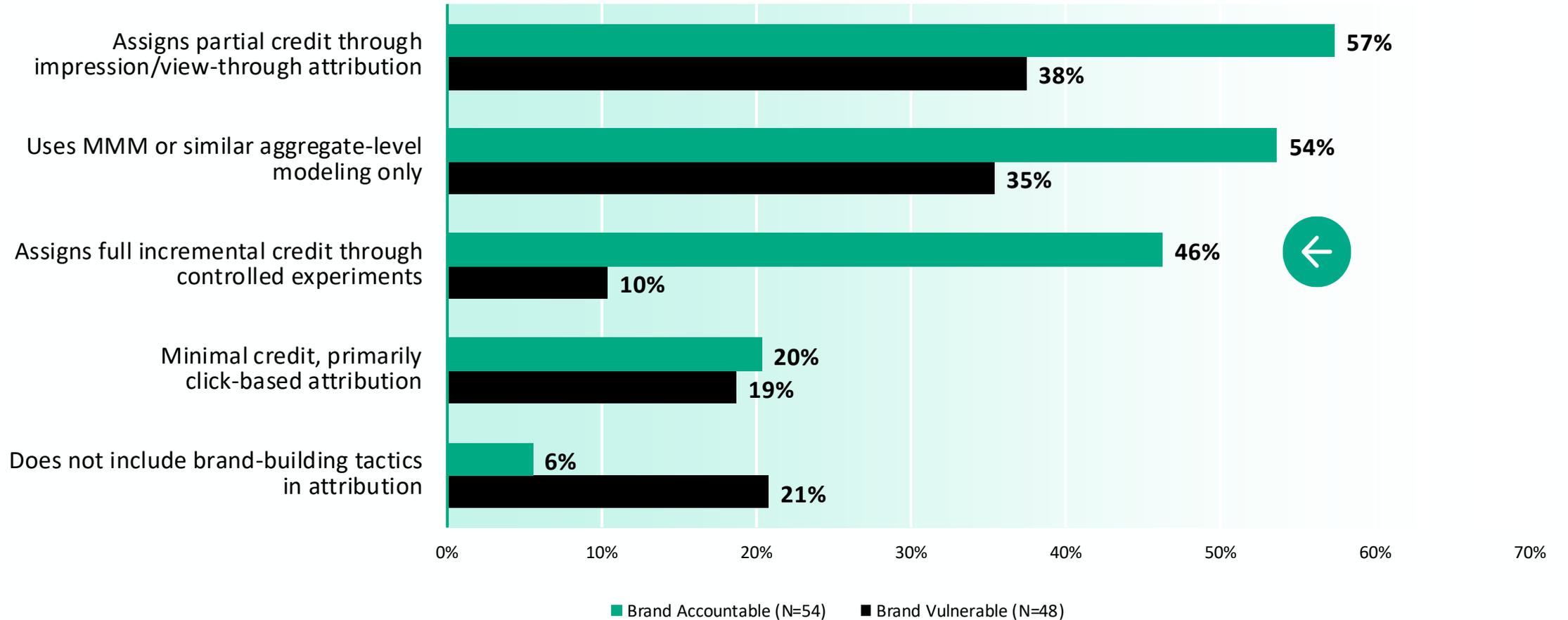
Methods for Linking Brand Metrics to Financial Outcomes



Q: In what specific ways do you link brand metrics to financial or business outcomes (sales, revenue, market share)? (Select all that apply)
N=102 Senior Marketers

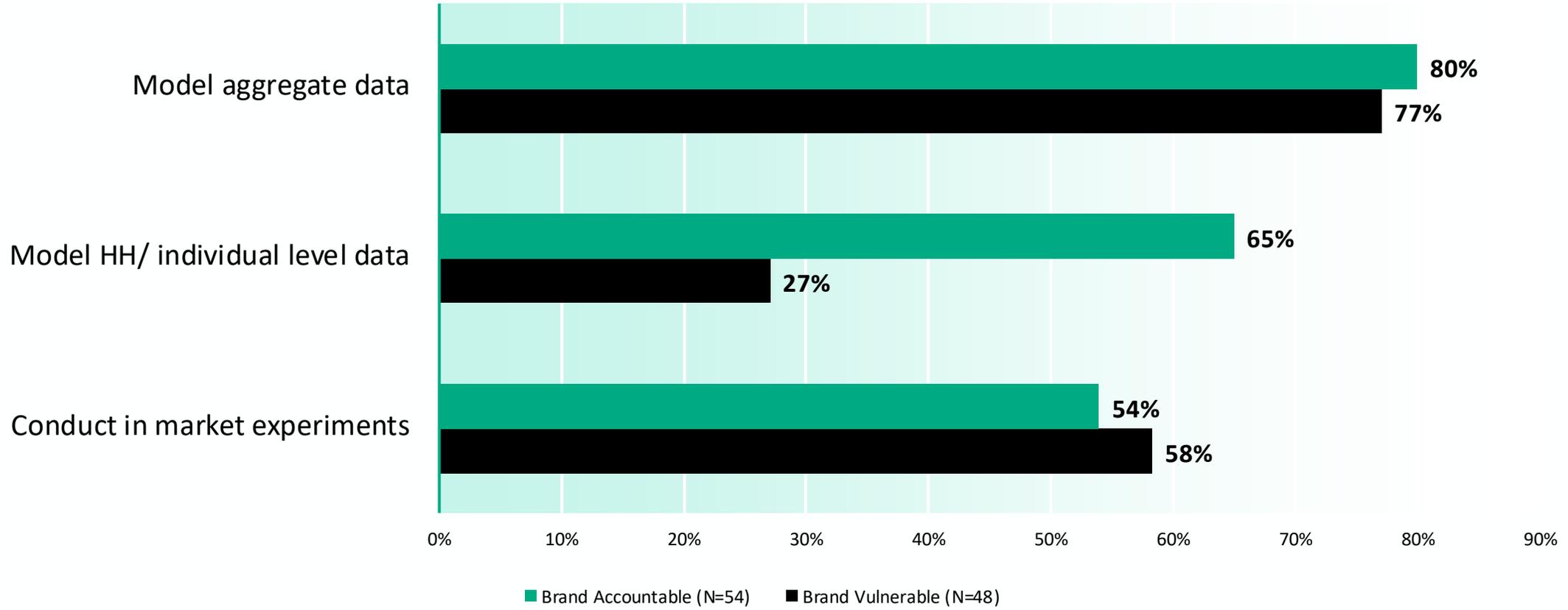
The first unlock: experiments

How Measurement Incorporates Brand Tactics



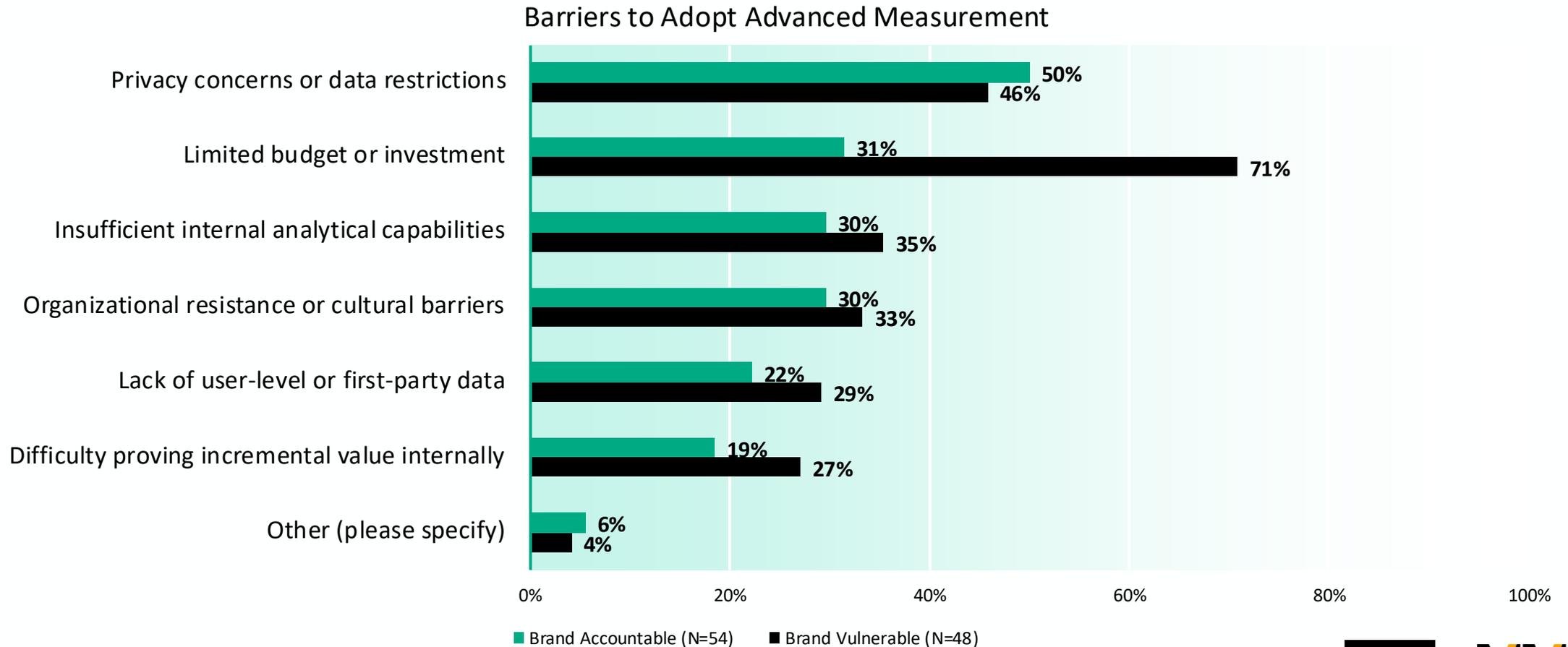
/ The second unlock: individual-level data

Analytical Approaches used to Measure Impact



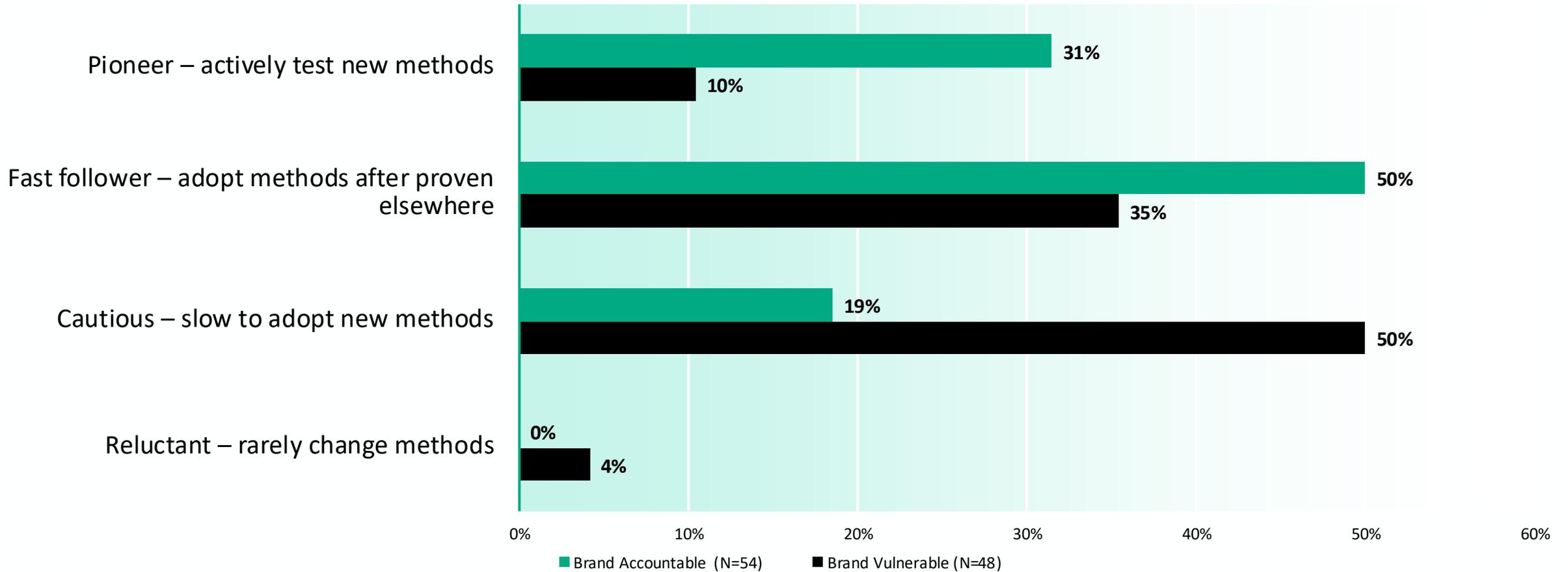
Q: What type of analytical approaches do you use to measure impact: (Select all that apply)
 N=102 Senior Marketers

Common barriers: Budget, privacy and data restrictions



The real unlock: a culture of continuous measurement improvement

Openness to New Measurement Approaches



Q: How would you describe your organization's openness to adopting new measurement methods? (Select one)
N=102 Senior Marketers



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