Outcomes Measurement, Enhanced

From clicks and impressions to the results that actually drive business

David Phillips

ENVIRONICS ANALYTICS

© Environics Analytics 2026

Data or it didn’t happen

50% of marketers worldwide see measurement and attribution as their top priority



Source: Mediaocean

© Environics Analytics 2026

Lack of data leads to sub-optimal outcomes



"CMOs have among the shortest tenures in the C-Suite. It's not because most are bad at marketing. It's because they struggle to connect marketing's impact to the business outcomes that finance and executive teams actually care about."

Harvard Business Review, Sep 2025

© Environics Analytics 2026

ENVIRONICS ANALYTICS

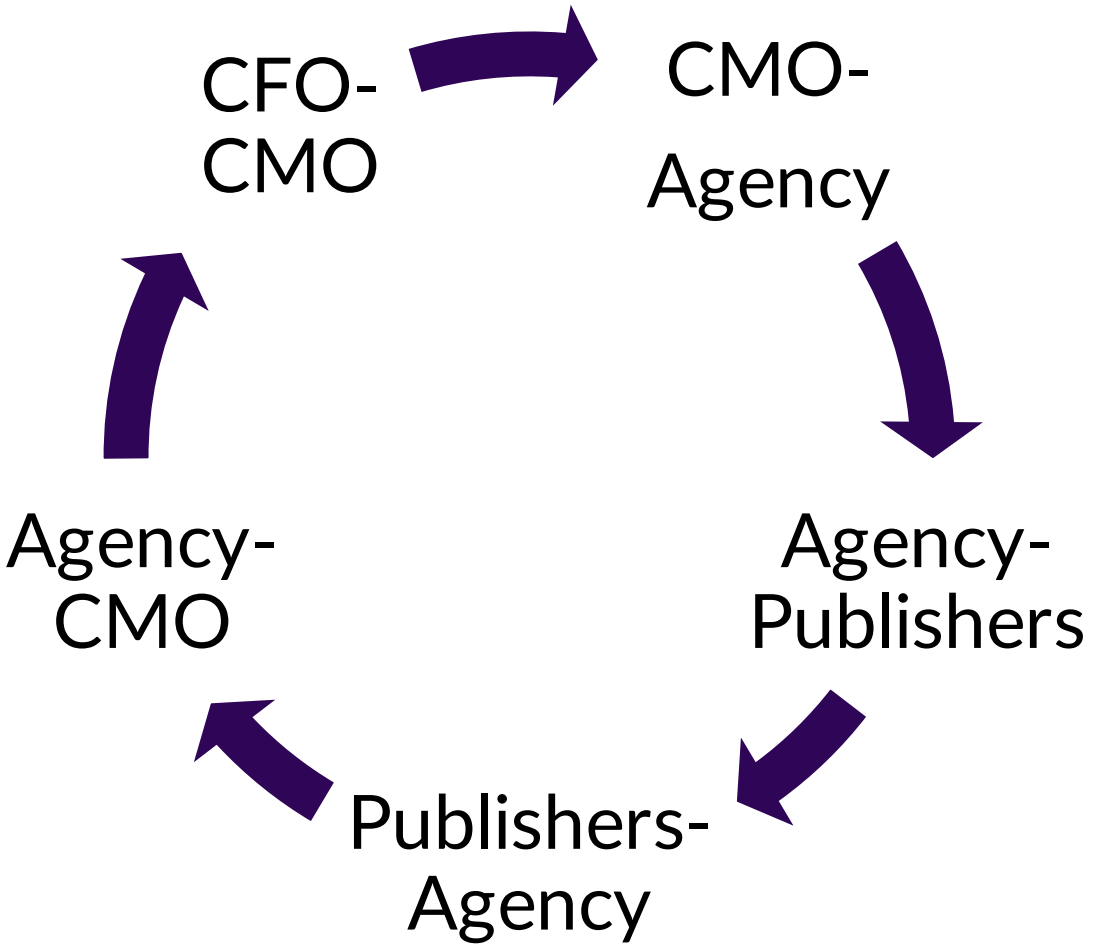
The modern media ecosystem



© Environics Analytics 2026

Gaps







© Environics Analytics 2026

Real-world consequences

Wasted ad spend, to an unclear extent

Over-reliance on ‘visibly performing’ channels

Under-investment in filling the funnel

Higher cost of acquisition and retention

Damage to brand, damage to business



© Environics Analytics 2026

ENVIRONICS ANALYTICS

Data and it *can* happen

We can measure and understand more than we've been able to in years

We have more data on more things from more places

That's only going to grow



© Environics Analytics 2026

The ‘gap-closing’ question buyers are actually asking

Buyers used to ask:

“Did the ad serve?”

Now they ask:

“Did it work?”

Reach and frequency aren’t outcomes.

Every advertiser — from local SMB to national brand — now needs to see what their media actually delivered: store visits, sales, sign-ups, lift.

Publishers who can answer that question win the budget.

© Environics Analytics 2026

ENVIRONICS ANALYTICS

Global investment in outcomes measurement



A TV outcomes measurement platform is ‘weeks to months away’

foxtel







ITV, Sky, C4 reveal Lantern audience measurement launch



© Environics Analytics 2026

ENVIRONICS ANALYTICS

Global investment in outcomes measurement



COMCAST ADVERTISING

Comcast Advertising Launches Outcomes+, a Next Gen Targeting and Attribution Solution Across Traditional and Streaming TV



Bell Media

October 22, 2025

Bell Media and Environics Analytics Launch Outcomes Measurement: A New Campaign Solution for TV

© Environics Analytics 2026

ENVIRONICS ANALYTICS

Not all outcome measurement is equal

Standard outcomes measurement is based on matching records

This works!

Records are samples

Risks if you stop there:

-geographical bias

-sample audience bias

-sample distribution bias



© Environics Analytics 2026

ENVIRONICS ANALYTICS

The risks of a broken compass



 © Environics Analytics 2026

ENVIRONICS ANALYTICS

How to create *enhanced* outcomes measurement in 3 steps

1) Align the measurement with the objective

2) Create the best representation of reality

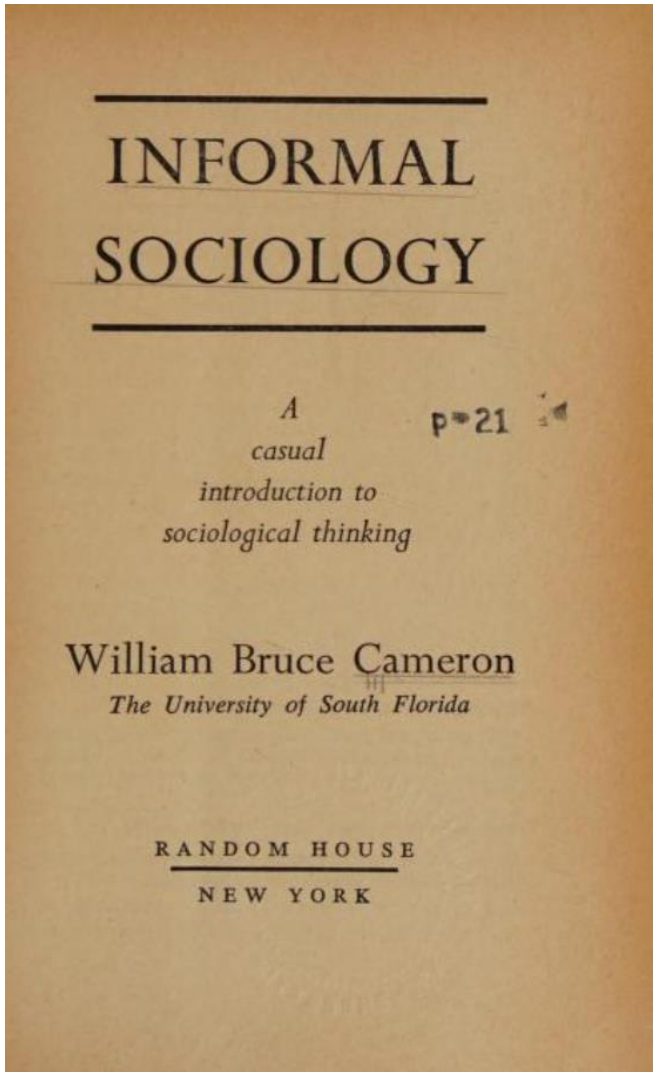
3) Embed that representation throughout the process

© Environics Analytics 2026

How to create *enhanced* outcomes measurement: step 1

Align the objective with the measurement

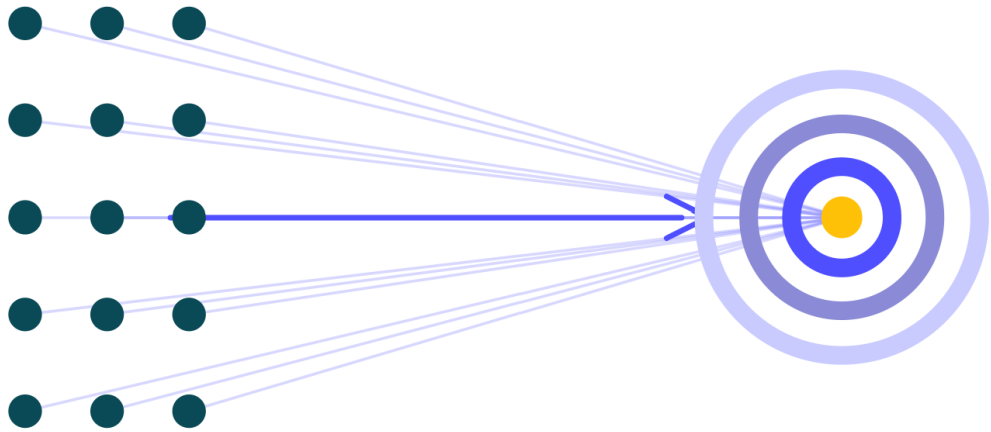
"Not everything that counts can be counted and not everything that be counted counts"



© Environics Analytics 2026

How to create *enhanced* outcomes measurement: step 1

Align the measurement with the objective



"Not everything that counts can be counted and not everything that be counted counts"

Top of funnel/awareness

Mid-funnel/consideration

Lower-funnel/performance

© Environics Analytics 2026

ENVIRONICS ANALYTICS

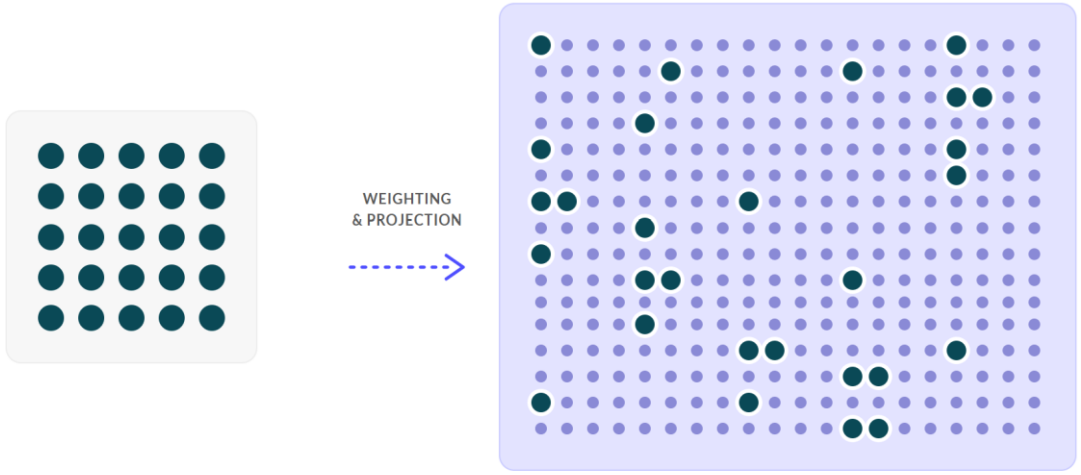
How to create *enhanced* outcomes measurement: step 2

Create the best representation of reality

All data are samples of some sort

Campaigns aren't aimed at samples

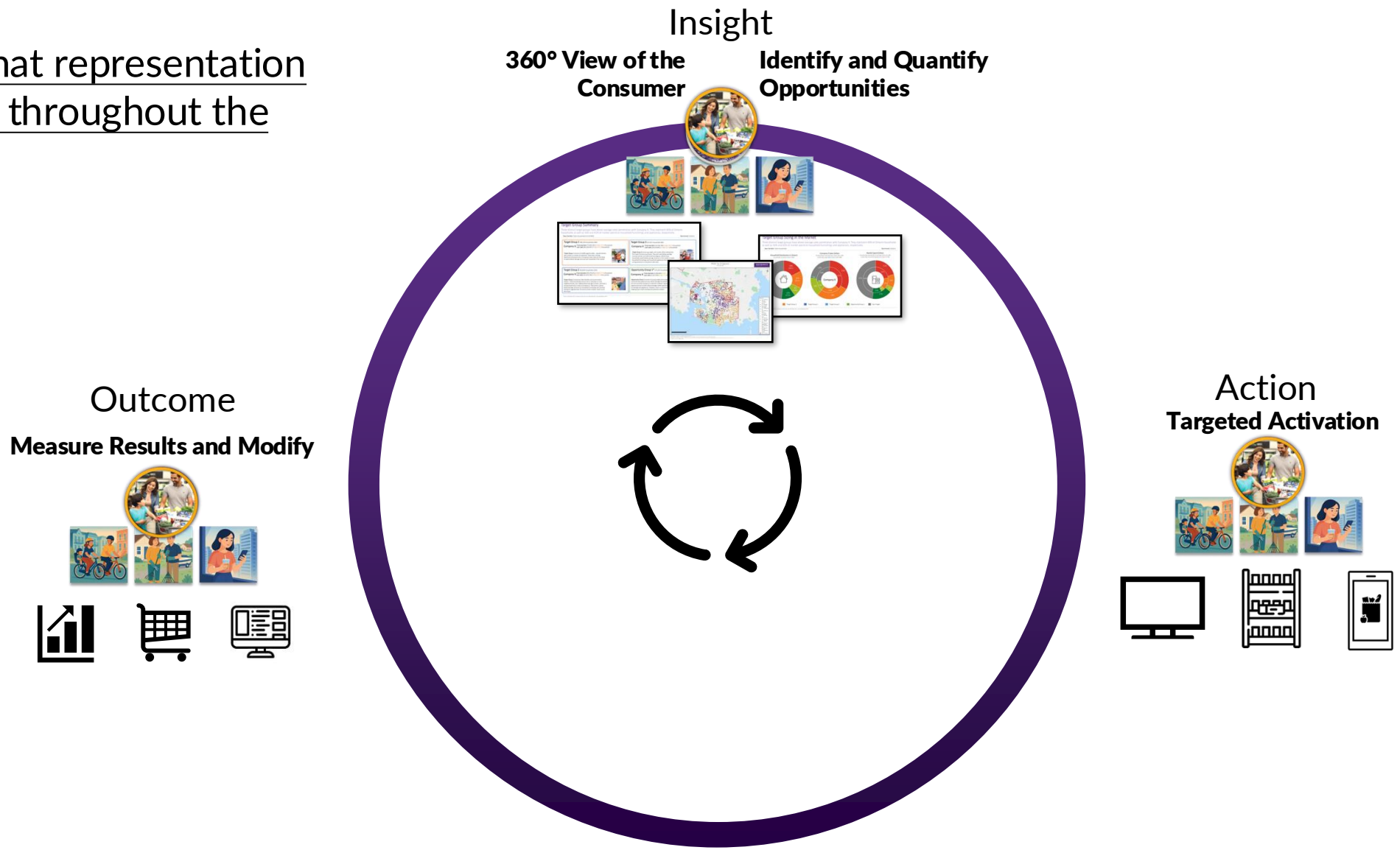
The best way to assess impact on reality is to use data that best represents reality



© Environics Analytics 2026

How to create *enhanced* outcomes measurement: step 3

Embed that representation of reality throughout the process



© Envirc

How EA delivers enhanced outcomes: five connected elements

Each piece adds value on its own. Together, they produce outcomes measurement that reflects real Canadian audiences and real business results.

1

Canadian data assets

PRIZM + 50,000 variables describing how Canadians live and buy

2

Canadian clean room

Privacy-safe, in-country collaboration between publishers, brands and EA

3

Identity partners

LiveRamp and industry leaders for cross-screen, cross-device resolution

4

Experienced modellers

Methodology purpose-built for Canadian campaigns and Canadian data

5

Decision-ready reporting

Clear lift on the outcomes buyers care about — visits, sales, sign-ups

© Environics Analytics 2026

The Canadian data depth outcomes measurement actually needs

US-built measurement tools were trained on US consumers. Canadian outcomes need Canadian data — the kind already used to plan and target the campaigns being measured

50,000+

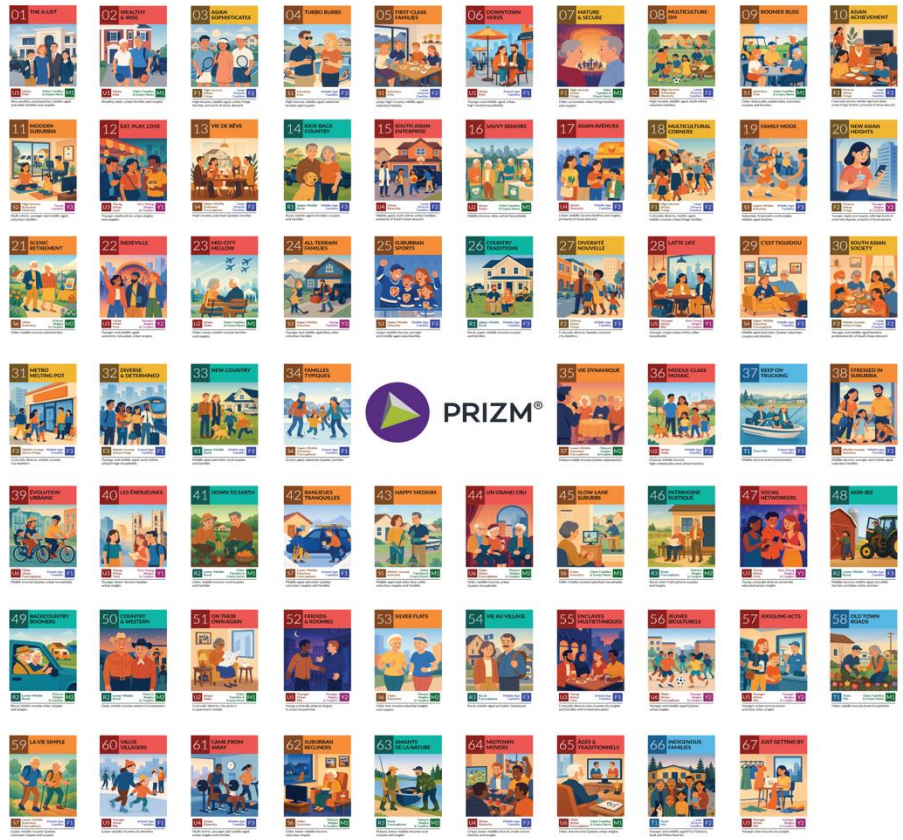
variables describing Canadians

700+

Canadian clients

500+

brands plan with PRIZM



© Environics Analytics 2026

ENVIRONICS ANALYTICS

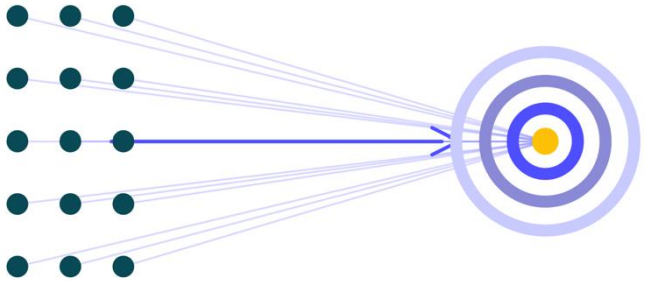
An example



© Environics Analytics 2026

Step 1: Align the measurement with the objective

Objective – does linear TV drive sales in the short-term for CPG campaigns?



Set top box data for campaign exposed/unexposed

Loblaw Advance data for SKU-level sales

-campaign period + 2 weeks

Connected in secure EAVault clean room

Loblaw Advance™

Data Collaboration Services

© Environics Analytics 2026

think tv

ENVIRONICS ANALYTICS

Step 2: Create the best representation of reality

TV viewing projected nationally

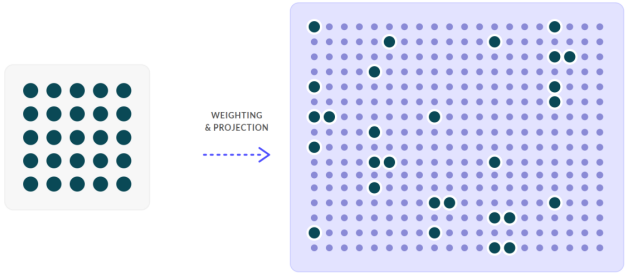
Set top box data + EA data + modeling

Sales data modelled to reflect all grocery sales

PC Optimum data + EA data + modeling

Exposed vs unexposed normalized using PRIZM

Minimize other drivers of sales behaviour



Loblaw Advance™

DemoStats

Opticks powered by Numeris

PRIZM®

© Environics Analytics 2026

think tv

ENVIRONICS ANALYTICS

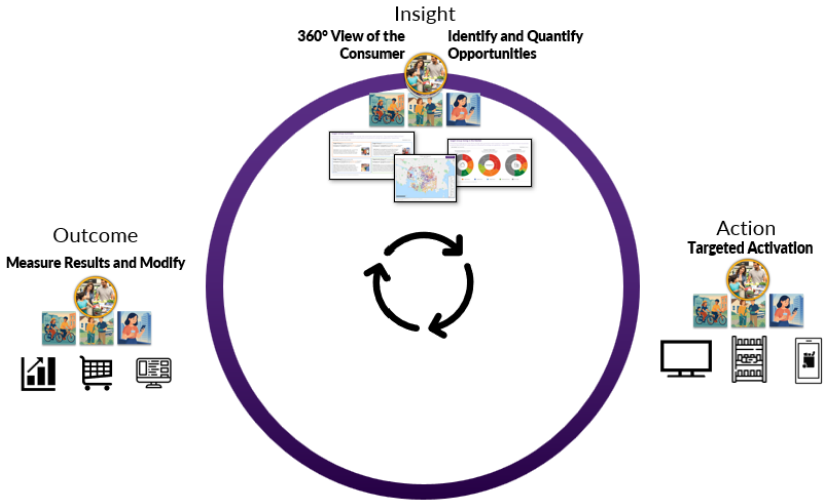
Step 3: Embed that representation of reality through the process

Results maintained the national projections

Audiences profiled against PRIZM® and SocialValues

Target audiences embedded for future optimization

Consistent representation of reality at all stages



SocialValues

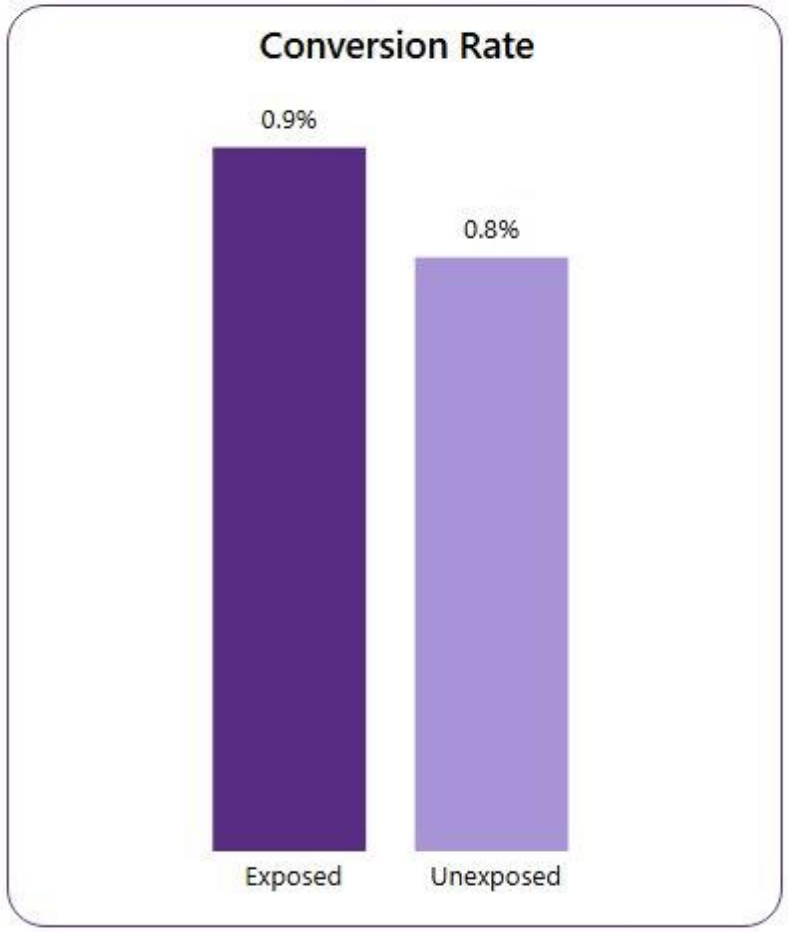
PRIZM®

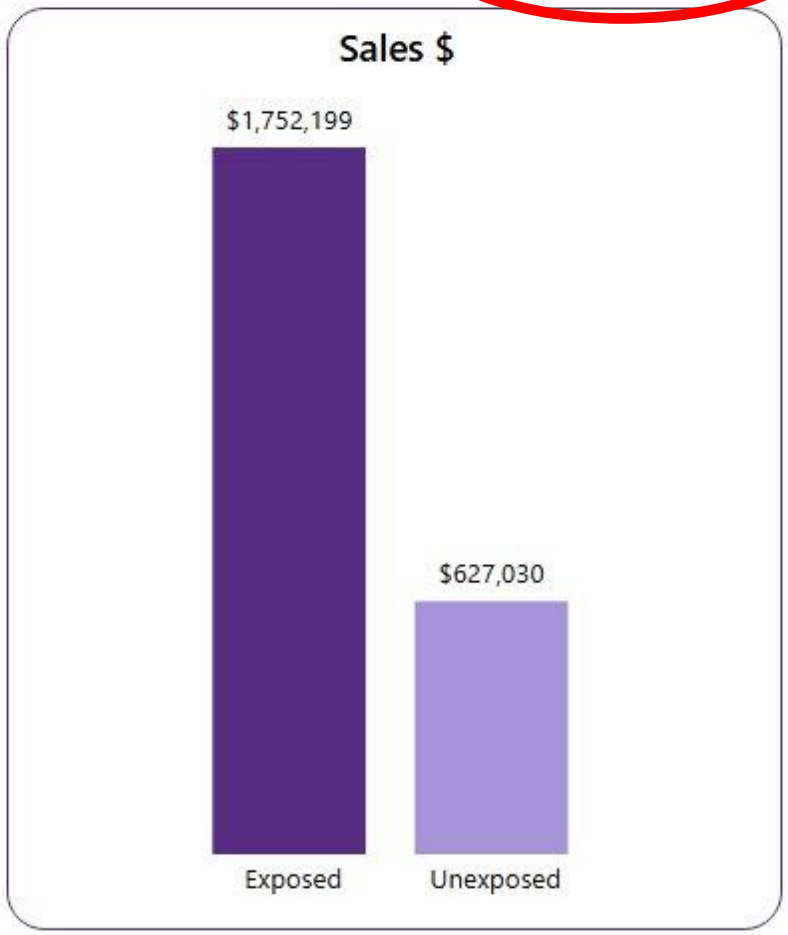
© Environics Analytics 2026

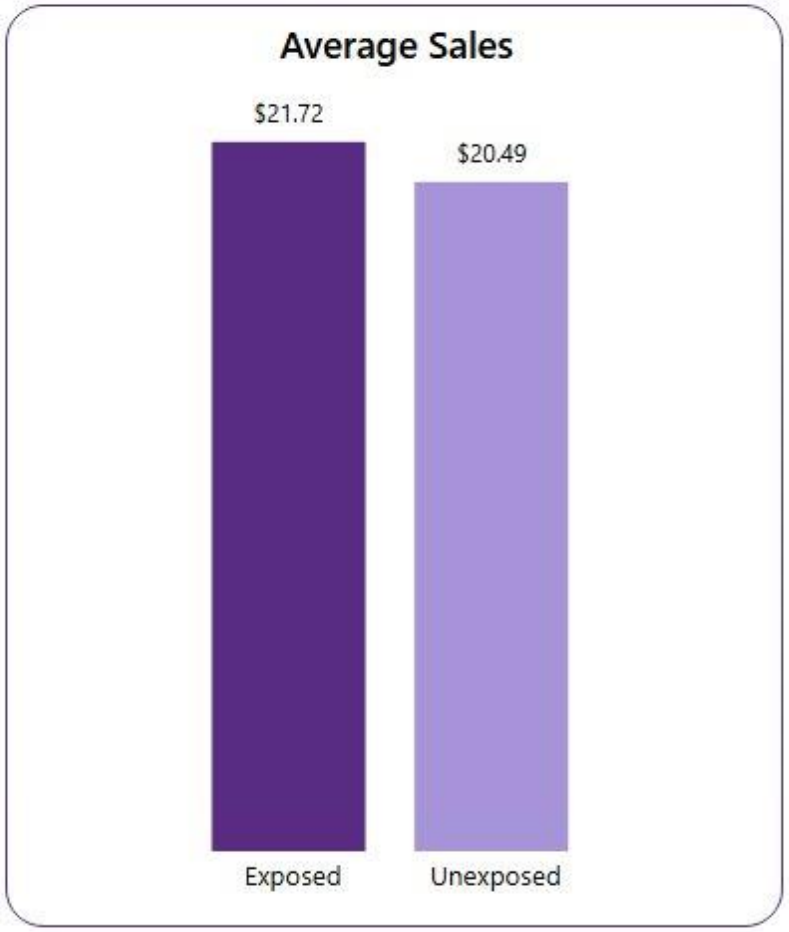
1) *Objective* of short-term impact *measured* in sales lift

Voltaren

Conversion Lift: **18.5%**	Incremental Buyers: **11,179**	Sales Lift: **26.9%**	Incremental Sales: **$371,337**



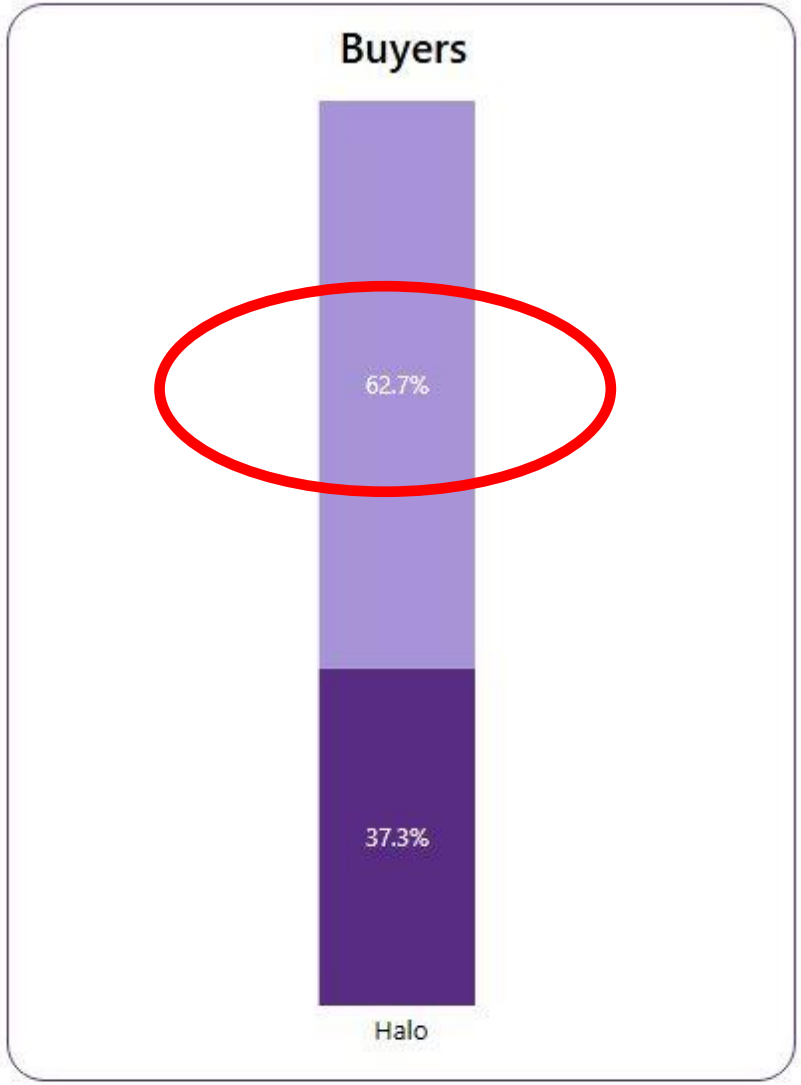


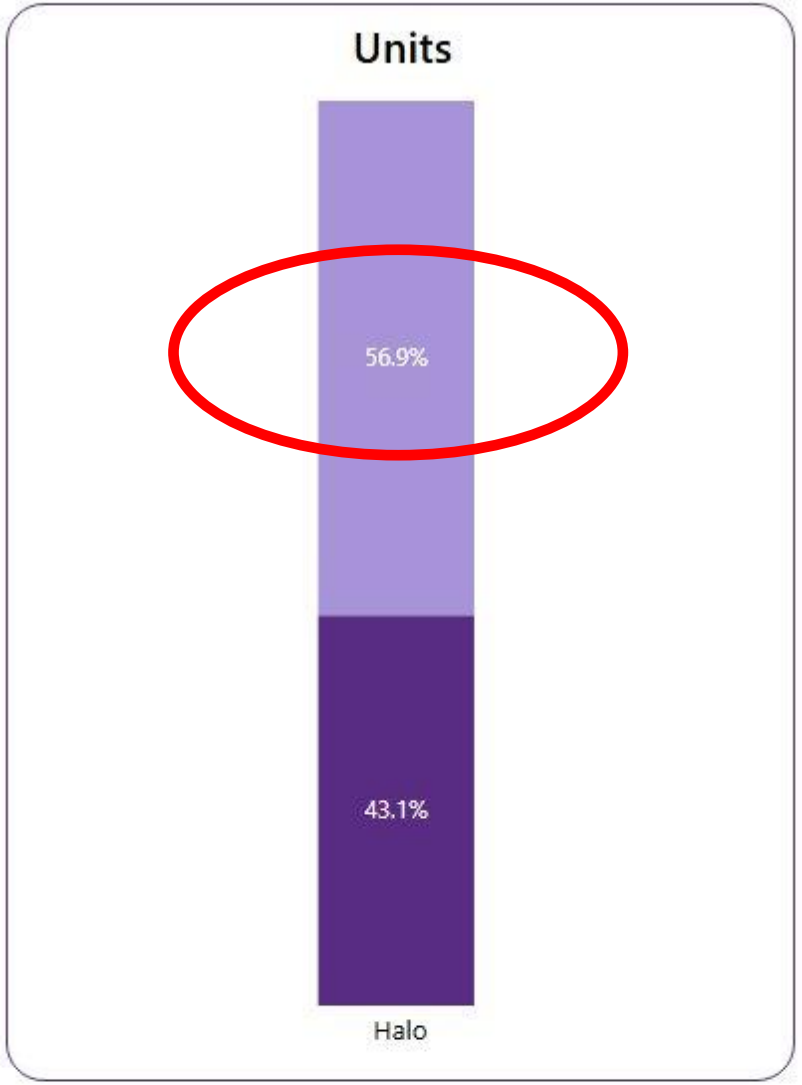


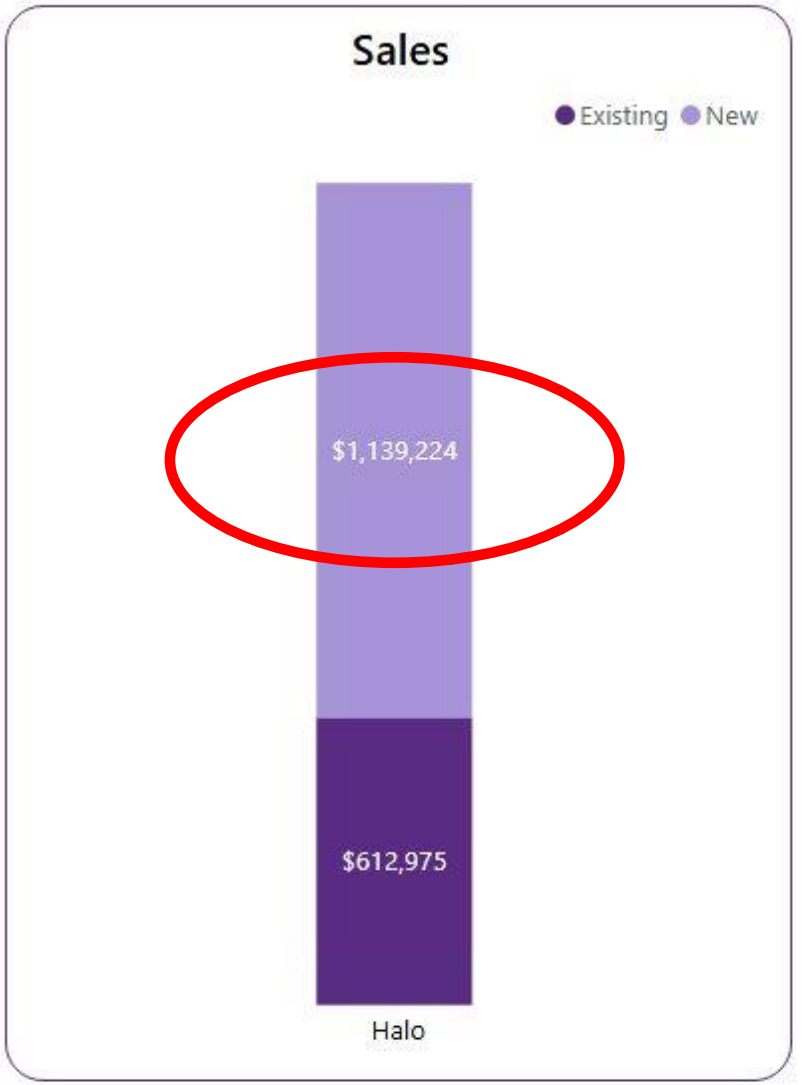
January 5th – February 19th 26

Powered by ENVIRONICS ANALYTICS Loblaw Advance

2) Impact on *national* TV campaign in groceries *overall*

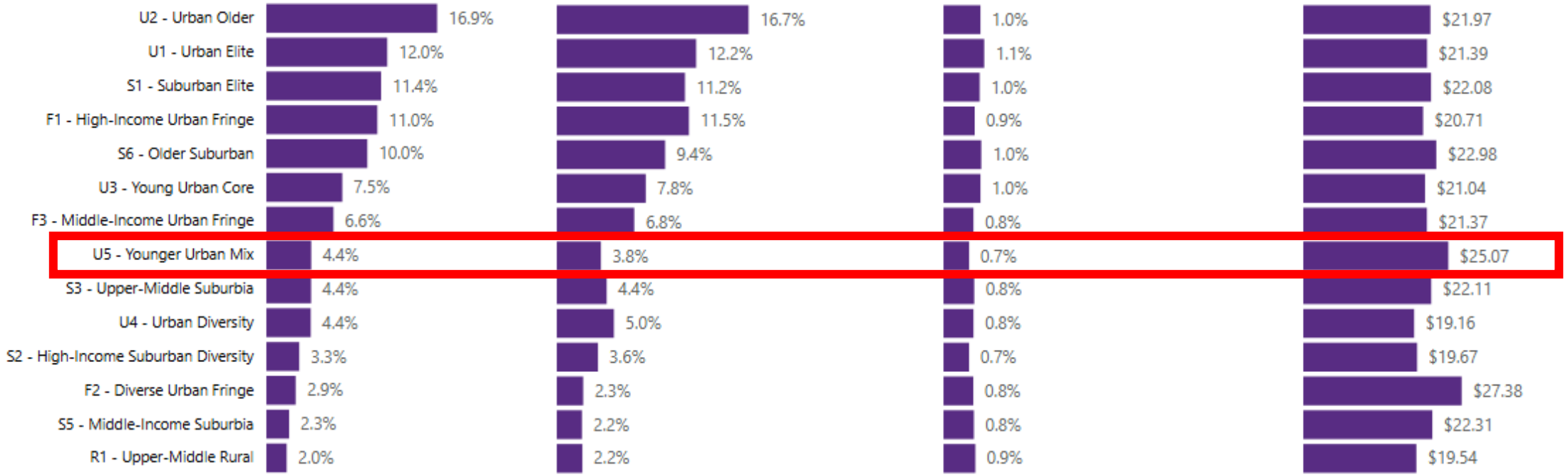






Powered by ENVIRONICS ANALYTICS Loblaw Advance

3) Embedded insights for future optimization



Powered by ENVIRONICS ANALYTICS Loblaw Advance

Conclusion

The age of data and it can happen

Not all outcomes measurement is created equal – beware broken compasses

Three steps:

-align the measurement with the objective

-create the best representation of reality

-embed that throughout

Enhanced outcomes measurement leads to better outcomes

© Environics Analytics 2026

Outcomes is the new currency.
EA makes it Canadian.

Let's reframe the conversation — from impressions to impact

Environics Analytics

© Environics Analytics 2026