

# The Ebiquity Manifesto

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Ebiquity is the world's leading independent media and marketing consultancy.

Our ambition is to help brands harness the power of data, analytics, and technology to improve marketing outcomes and enhance business performance.

The pace of change in the marketing ecosystem has never been faster and the complexities never greater. Our purpose is creating clarity for CMOs and marketing leaders, to enable them to navigate the increasingly-complex marketing landscape and drive greater business impact.

This document outlines the five core tenets of what we believe constitutes best-in-class marketing management, five principles that help to liberate the full potential of marketing spend.

In an environment characterised by constant and dynamic flux, we have established these principles to stand the test of time – so far as we can – no matter the complexity or the rate of change in the media marketplace.

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## Our five core beliefs are:

- 1** We believe **marketing is as much a science as it is an art** and that brands enhance the business impact of marketing when they align it with business outcomes.

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- 2** We believe that **CMOs should have a single view of total marketing performance**, treating the ecosystem as an integrated whole across the customer journey.

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- 3** We believe that brands and their agency partners can achieve better marketing outcomes by **aligning all interests behind clear business objectives**.

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- 4** We believe **brands should own and control the strategic elements of marketing**, including consumer data, parts of marketing technology, and measurement and analytics data.

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- 5** We believe in the **power of independent analysis and advice** of marketing performance data, supported by best-in-class governance and conducted with high integrity.

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# 1.

**We believe marketing is as much a science as it is an art and that brands enhance the business impact of marketing when they align it to business outcomes.**

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We've built a team of more than **650 experts** from all key marketing disciplines.

When it comes to marketing, creativity is the single most important factor in effectiveness, and the primary purpose of marketing is to drive business growth and profit. On average, every dollar, pound, or euro invested in marketing returns almost three to bottom-line profit. Data from Ebiquity's marketing effectiveness database suggest that brands around the world could secure up to \$45bn in additional profit if only they optimised their marketing investments.

The key to faster growth and increased profit is for brands and their agency partners to master not just the art but also the science of marketing analytics. This means getting the balance right between long-term brand building and short-term sales activation. By taking a data-driven approach to marketing, it is possible for CMOs to demonstrate the bottom-line impact of their marketing spend and speak the language of the C-suite.

That's why at Ebiquity we have a broad and deep bench of talent from the worlds of digital and traditional media, marketing analytics, data science, and marketing technology. Our teams help our clients to make sense of the data that surrounds their businesses and to measure and optimise the true impact of their investments.

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**Find out more in our IPA award-winning case study for Direct Line Group and in 'Cutting through the clutter, making sense of the hype', a white paper we wrote on marketing measurement techniques in partnership with ISBA.**

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## 2.

**We believe CMOs should have a single view of total marketing performance, treating the ecosystem as an integrated whole across the customer journey.**

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We work with **70** of the world's leading **100** advertisers.

Marketing and media have become complex and messy, with many different component parts competing for CMOs' attention. These include creative and data, tech and analytics, customer experience and media. With so many different domains to control and align, CMOs run the risk of getting stuck in the weeds of issues as diverse as brand safety, viewability, contract compliance, media efficiency, and marketing effectiveness.

To see the forest from the trees and make truly informed decisions, marketing leaders need a comprehensive framework to help them master all the interconnected challenges of media and marketing – operational, technological, creative, and organisational – as an integrated whole.

That's why at Ebiquity we've developed the Ebiquity Media Model™, a best practice approach to managing media holistically that sets advertisers up for success. That's why we also routinely assesses the impact of all marketing inputs – pricing and promotions, online and offline – right across the customer journey.

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**Find out more in our [Viewpoint paper on the Ebiquity Media Model™](#).**

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# 3.

**We believe that brands and their agency partners can achieve better marketing outcomes by aligning all interests behind clear business objectives.**

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We run **100+** strategic media management assignments each year, ~\$20bn in spend.

The rapid evolution of the media and marketing landscape has made it more challenging than ever to create and maintain alignment between brands and their key partners. Yet as these changes accelerate – and as the methods available for reaching and engaging consumers expand – there is an even greater need for single-minded alignment.

We believe that achieving alignment means creating and maintaining a singular focus on delivering against client business objectives, regardless of how the environment changes. This is more possible than ever thanks to the latest advances in data, technology, and marketing analytics. Creating alignment in tandem with building a more robust understanding of business impact leads to more open and trusting relationships with key partners, better work, and ultimately improved marketing and business impact.

That's why Ebiquity works in partnership with many of the world's leading global and national brands to help them design and build the right operating model, select and manage the right agency partners, set the right media performance KPIs, and co-create the right models for remunerating them to align partnerships around business outcomes. That's also why we help brands understand the impact of their marketing investments.

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**Find out more in our [case study on running a best-in-class agency selection process at McDonald's](#).**

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# 4.

**We believe brands should own and control the strategic elements of marketing, including consumer data, parts of marketing technology, and measurement and analytics data.**

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We work with **more brands** than any other independent consultancy\*

With the explosion of advertising and marketing technology in the past 15 years, the number of tech vendors servicing brands is now estimated to exceed 7,000 worldwide. With limited in-house capability and bandwidth, and few advisors without vested interests, many brands have entrusted some or all aspects of their media and marketing infrastructure to third parties.

This may be the right setup for brands, but with the market evolving – and with concerns about transparency and control increasing – many brands are now choosing to take direct control of certain strategic elements of their media and marketing. These include first-party data, some aspects of ad tech and martech, and measurement and analytics data.

That's why we help brands ensure that their contracts are aligned with best practices, and why we review their data and technology setup. It can be hard to strike the optimal balance between in-housing and outsourcing; "build or buy" is often not a binary, black and white decision, and there are frequently shades of grey in between. Our consultants have extensive experience right across ad tech and martech.

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\* Source: the World Federation of Advertisers

**Find out more in [our recent article](#) for the ANA's online magazine, **Forward**.**

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# 5.

**We believe in the power of independent analysis and advice of marketing performance data, supported by best-in-class governance and conducted with high integrity.**

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Ebiquity  
analyses  
**\$50bn of  
global media  
spend annually.**

Many major global and national advertisers used the 2016 ANA report on media transparency as a wake-up call to institute good governance practices and keep their contractual agreements with their agency and tech partners up to date. It also placed the spotlight on the importance of measuring the performance of marketing and media spend, crucial for helping brands improve effectiveness and efficiency, and drive better ROI.

We believe the whole media ecosystem benefits when brands work with independent advisors who can improve the impact of their marketing and media investments and advise on key strategic decisions, such as marketing transformation. Independent consultants should have no conflicts of interest in the media supply chain. They should also adhere to strong standards and have the capabilities to consult with clients through all key elements of their marketing programme. This requires significant expertise, deep knowledge of the evolving media ecosystem, and rich analytical capabilities.

That's why, throughout our 20+ year history, Ebiquity has remained independent of the media supply chain. We do not offer media execution or trading services, we operate in a way that is wholly independent of media agencies, and we work for and in the interest of brands. This allows us to give impartial, unbiased advice that drives better performance.

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**Find out more by reading our [Statement of Independence](#) and our [Code of Conduct](#).**

# Ebiquity is the world leader in **media investment analysis**

We harness the power of data to provide independent, fact-based advice, enabling brand owners to perfect media investment decisions and **improve business outcomes.**

We are a data-driven solutions company helping brand owners drive efficiency and effectiveness from their media spend, eliminating wastage and creating value.

**We provide analysis and solutions through five Service Lines:**

- › **Media management**
- › **Media performance**
- › **Marketing effectiveness**
- › **Technology advisory**
- › **Contract compliance**



Ebiquity is able to provide **independent, unbiased advice and solutions** to brands because we have no commercial interest in any part of the media supply chain.



More than **500 media specialists** operate from our 19 offices worldwide, covering **80% of the global advertising market.**



Ebiquity has the most comprehensive, independent view of today's global media market. We **analyse \$55bn of media spend from 75 markets** annually, including trillions of digital media impressions. Our Contract Compliance division, FirmDecisions, **audits \$40bn of contract value** annually. As a result, more than **70 of the world's top 100 advertisers today choose Ebiquity** as their trusted independent media advisor.