Media Investment: A Decision Guide

A practical measurement hierarchy for executive investment decisions

An original decision framework · Illustrative approach, not client performance data

A dashboard should end with a decision—not another question.

1 | START WITH A BUSINESS OUTCOME

Define desired revenue, qualified demand, retention, or customer value—and distinguish leading indicators from actual business results.

2 | GIVE EACH METHOD ITS JOB

- Attribution: Where are interactions and conversions observed? Useful, but not inherently causal.
- Incrementality: What additional outcome occurred because of the investment? Use valid test designs where feasible.
- Media mix modeling: What patterns explain aggregate contribution and budget tradeoffs across channels and time?
- CPA / ROAS / quality: What is efficient at the campaign level, and are the resulting customers valuable?

3 | EVALUATE EVIDENCE QUALITY

Document data completeness, delays, small sample sizes, channel interactions, bias, and the difference between test findings and assumptions.

4 | DECIDE WHAT CHANGES

For every investment recommendation, record: which audience or channel changes, budget at risk, expected payoff, confidence, time-to-readout, and accountable owner.

5 | CREATE AN EXECUTIVE CADENCE

Weekly: tests and delivery risks. Monthly: channel and investment decisions. Quarterly: market-level mix, customer outcomes, vendor scope, and strategy changes.

Framework designed for discussion. Formal MMM and experimental methods require adequate data, design, and appropriate expert validation.