

YOUR AI PLAYBOOK

NEW ERA OF MARKETING MEASUREMENT

LinkedIn Live Series, Session 5 | The Marketing Society

Hosted by Rachel Letham, Global Head of Marketing and Brand at The Marketing Society, this session introduced Tim Fisher, Senior Vice President of Measurement and Head of EMEA at Monks, to explore what it takes to build a smarter, faster measurement system in the age of AI. With over 20 years of experience spanning attribution, market mix modelling, and media optimisation, Tim made the case for why better measurement is not just a marketing challenge — it is a business imperative.

5 KEY POINTS

1. The measurement landscape is fragmented — and that is the real problem.

Data sits across CRM systems, platforms, dashboards, and cloud storage, often giving contradictory signals. Attribution and market mix modelling regularly produce conflicting views on the same channels. There is no silver bullet, but a combined approach is far stronger than relying on any single technique.

2. Imperfection should not stop you starting.

Without any form of measurement, marketing budgets become vulnerable at board level. If you cannot demonstrate the impact marketing is having on the business, you run the risk of underfunding, misaligned targets, and investment in the wrong places.

3. AI is accelerating speed, not replacing judgement.

AI can now run thousands of modelling tests simultaneously, scoring and improving models continuously. What previously took three months can now take days. But human expertise is still essential — for sense-checking outputs, overlaying strategic context, and asking the right questions in the first place.

4. Measurement must match decision cadence.

A framework that delivers insight once a year is not useful for a business making decisions monthly or quarterly. The goal is to close the gap between planning, implementing, measuring, learning, and improving — making that cycle as quick and effortless as possible.

5. Getting the organisation aligned is as important as getting the data right.

Siloed teams using different metrics create confusion and slow everything down. Bringing finance, sales, and marketing on the journey together — with transparent, shared processes — is what turns measurement into a genuine business tool.

4-MINUTE READ

Marketing measurement has always promised more than it delivers. The vision — perfect data, leading to perfect insight, leading to perfect decisions — has felt like a moving target for most organisations. What has changed in the last 12 to 18 months is that AI is starting to bring that vision within reach. Not completely. But enough to make a real difference.

Tim Fisher opened by mapping out where the current challenges actually sit. For most businesses, it is not a lack of data. It is too much of it, in too many places, telling different stories. Platforms optimise against the metrics they can track — not necessarily the metrics that matter to the business. Attribution says one thing about social and search. Market mix modelling says another. The result is a lack of confidence, not just in the data itself, but in what to do with it.

His argument is that the answer lies in combining the best of all three measurement approaches — market mix modelling for strategic direction, test and learn for incremental insight on newer channels, and attribution for granular in-platform decisions. None of these techniques is perfect in isolation. Used together, aligned to how the business actually makes decisions, they become far more powerful.

What AI is doing is solving the speed problem. Models that previously took months to build can now be generated in days. AI can run thousands of variations simultaneously, scoring and validating each one as it goes — not randomly, but incrementally, building models with greater confidence. Large language models then allow teams to interrogate those models in plain language, pulling in brand tracking data, pre-testing metrics, and historical presentations to answer business questions as they arise, without waiting for a consultant's report.

But Tim was clear: AI is not the whole answer. The power sits in the combination of human and machine. Humans need to set the hypotheses, check the outputs, and apply strategic context. A transparent process matters too — black box solutions breed mistrust. When people cannot see how decisions are being made, they fall back on old habits. Governance, change management, and a shared data taxonomy across all teams and agency partners are the foundations that make the whole thing work.

The final message was straightforward. Good data in, good data out — that does not change. What changes is how quickly insight can now be turned into action, and how much more accessible that process can be across the whole organisation.

3 TAKEAWAYS

- Start somewhere, even if it is not perfect. Waiting for the ideal measurement set-up leaves marketing exposed. A combined approach — even a basic one — is better than nothing, and gives you something to build on.
- Your measurement framework needs to move at the speed of your business. If you are making decisions monthly but your model updates quarterly, the insight is already out of date. Align your measurement cycle to your planning cycle.

- Bring finance in early. Making measurement a finance and business transformation project — rather than a purely marketing-led one — dramatically increases buy-in and ensures insights actually travel across the organisation.
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2 ACTION ITEMS

- Audit your current data taxonomy. Check whether your teams, agencies, and platforms are using the same definitions, labels, and metrics. Getting alignment here — even if it takes time upfront — reduces friction and speeds up everything that follows.
 - Map your decision cadence and then assess whether your measurement tools match it. Identify the moments in your planning calendar where insight is actually needed, and check whether your current set-up can deliver at that pace.
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1 MEMORABLE QUOTE

"Imperfection should not stop you starting, because without any form of measurement you run the risk of creating a lack of confidence with the C suite."

Tim Fisher, SVP Measurement and Head of EMEA, Monks