GROWTH BEATS ROI

Why effectiveness trumps efficiency

THE ROI TRAP

There is an unhealthy preoccupation with efficiency over effectiveness.

63%
of CMOs feel increased pressure from CFOs (up 535%)

57%
of CFOs prioritise short-term targets over long-term health

THE REALITY

Budget size is a much stronger driver of profit than ROI.

89%
of incremental profit is explained by budget

11%
of incremental profit is explained by ROI

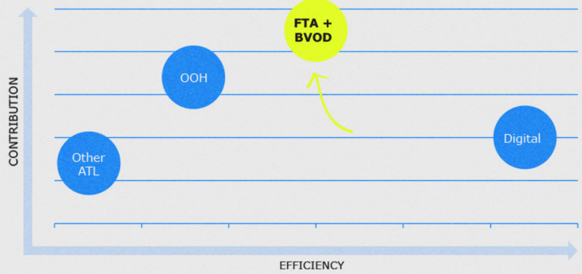
> "EFFECTIVENESS FIRST, EFFICIENCY SECOND. **ROI IS A USEFUL METRIC BUT NOT THE ONLY ONE.**"
>
> – Les Binet

GROWTH ISN'T GUESSWORK, IT'S TOTAL TV.

Growth is made up of many different indicators and levers that happen across the funnel, and different time frames.

1 SALES GROWTH

TV delivers scale - it sits in the sweet spot of efficiency and effectiveness.



Source: Contribution to Effectiveness, Medialab CMO Survey 2025, IPDA Databank 1998-2025 % Variations in incremental profit explained, Mutinex: 52 week analysis of the top 15 most popular channels - efficiency indexed against TV performance, Kantar BrandZ, BERA. ai, Kantar Lift+CrossMedia AU database meta-analysis 254 campaigns 2015-2025. Impact per channel. Total TV: Linear TV + BVOD, Magic Numbers, The TV playbook for online businesses, Adgile 2025.

22% of all media generated sales revenue comes from TV

ROI can erode profitability. TV warrants higher investment because it delivers higher returns.

Optimal investment differs by category and budget, 45-60% should be allocated to TV.

TV has the highest saturation point of all media.

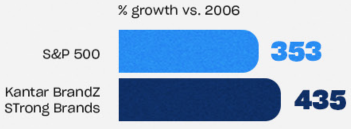
2 BRAND GROWTH

Total TV is 1.4X better at building brand equity metrics than other video.

Why?

Two very powerful dynamics:
the Content advertising is associated with, and the Context of the viewing moment.

Brand growth is linked to business growth. TV is proven to supercharge brand equity.



Strong brands grow **faster and higher**

10%

increase in brandmeaning/uniqueness creates 6% greater pricing power

Strong brands are less **price sensitive**

-23%

lower cost per conversion when brand equity is high

Strong brands are more **efficient**

3 SHORT-TERM GROWTH

TV makes performance channels work harder, and creates direct short-term actions.

SEARCH

is changing, and branding is becoming more important than ever.

66%

TV Initiated journeys are organic/direct

RUN, DON'T WALK THE PATH TO GROWTH.

Unlock growth through measurement

Shift from 'cost per click' to total incremental profit.

Budget appropriately

Invest in high-saturation channels like TV
to ensure sales effects and brand equity.

Talk to Us

Are you looking to learn more about why effectiveness trumps efficiency? We're here to help.

ENQUIRE NOW

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