

Beyond attribution

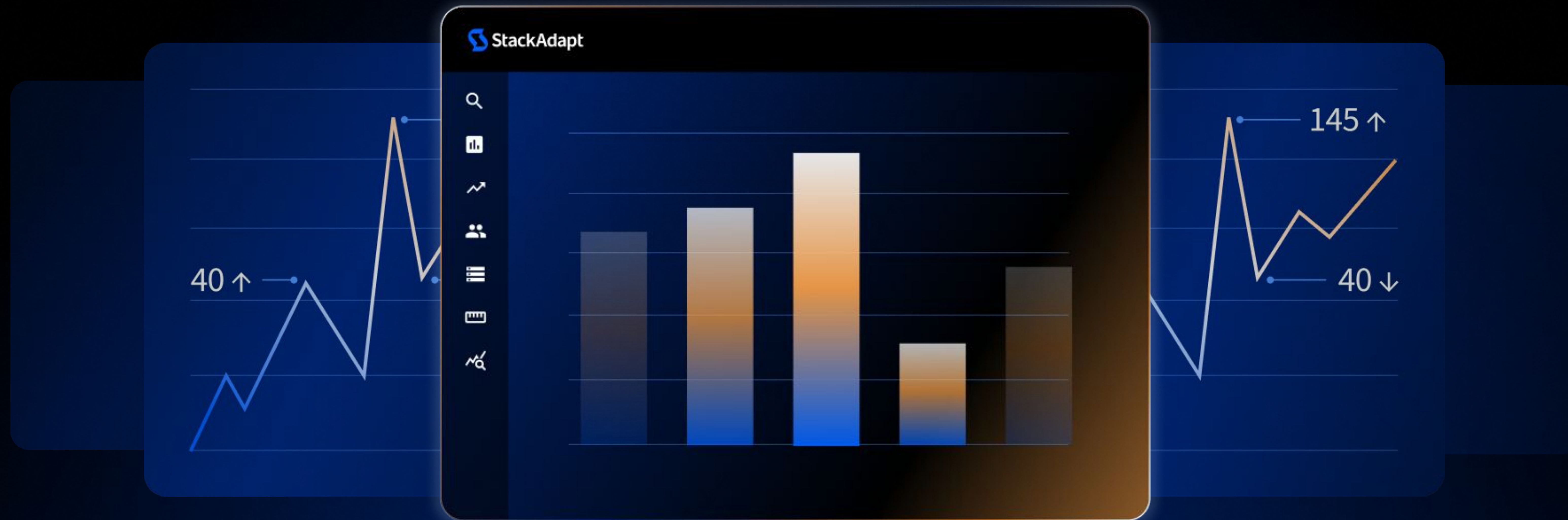
How modern buyers actually decide



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Chief Innovation Officer, Founding Partner
MarketStorm AI

We've never measured more...
or understood less





Streaming



Scrolling



Searching



Shopping

70%
Demand is
built before
of decisions change
search
before purchase



**Attribution
captures
the last step—
not the journey**

Brand A

Brand B

Brand C

Brand D



The decision is already made by the time they search



CTV



Social



Display



**MMM shows
the weather map...**

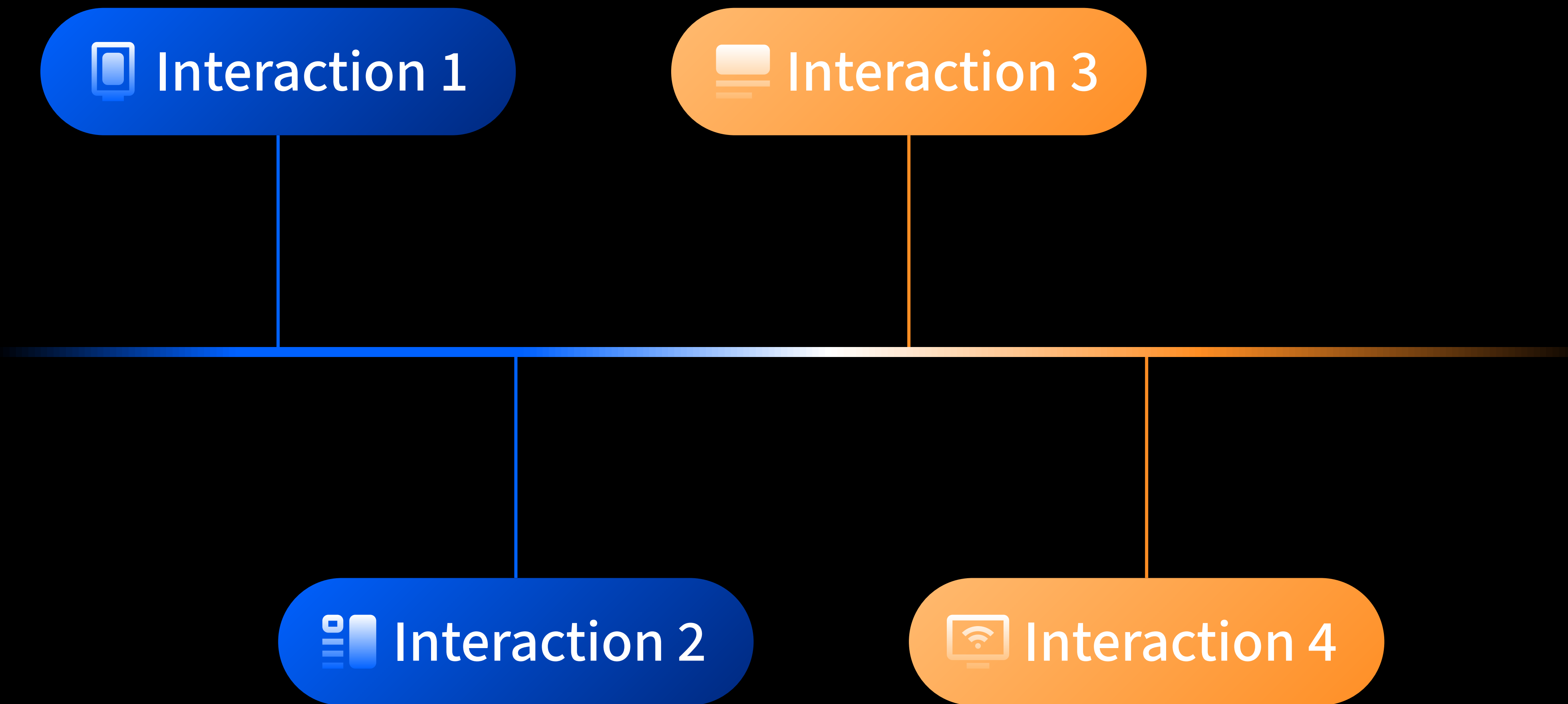


**...but not the
satellite view**

**No single
touchpoint
drives
the decision**



Decisions are built over time



From attribution to influence mapping

WHAT WE MEASURE



**What actually
shapes
decisions**

Measurement requires a connected, cross-channel view

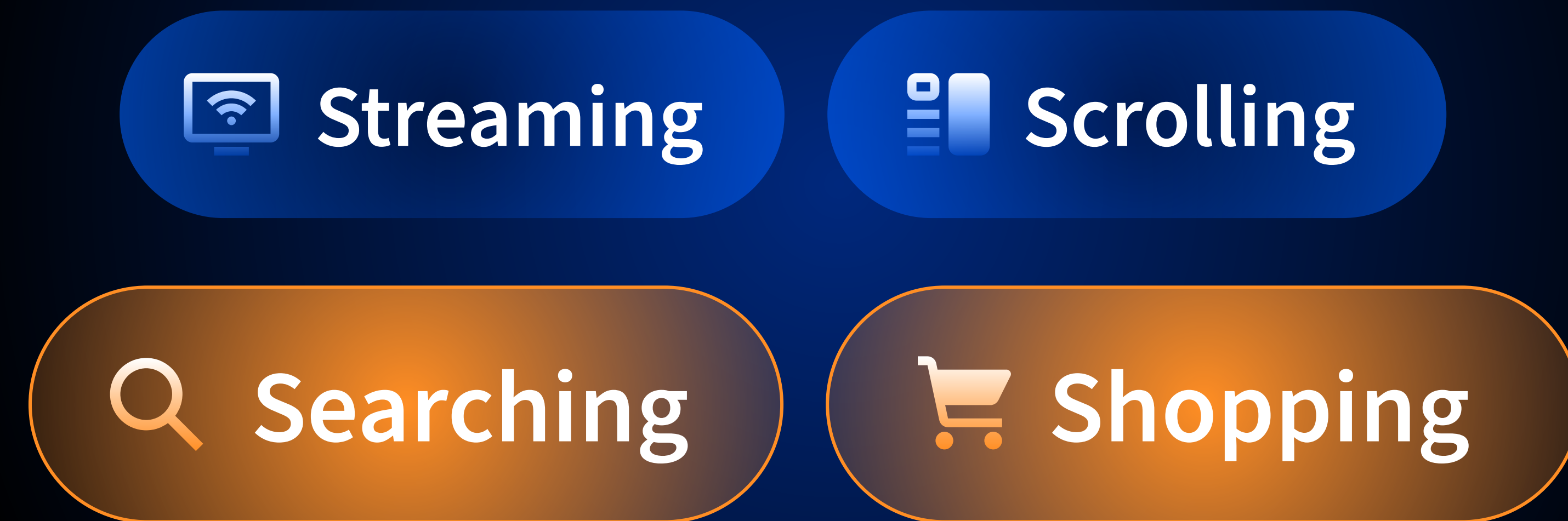




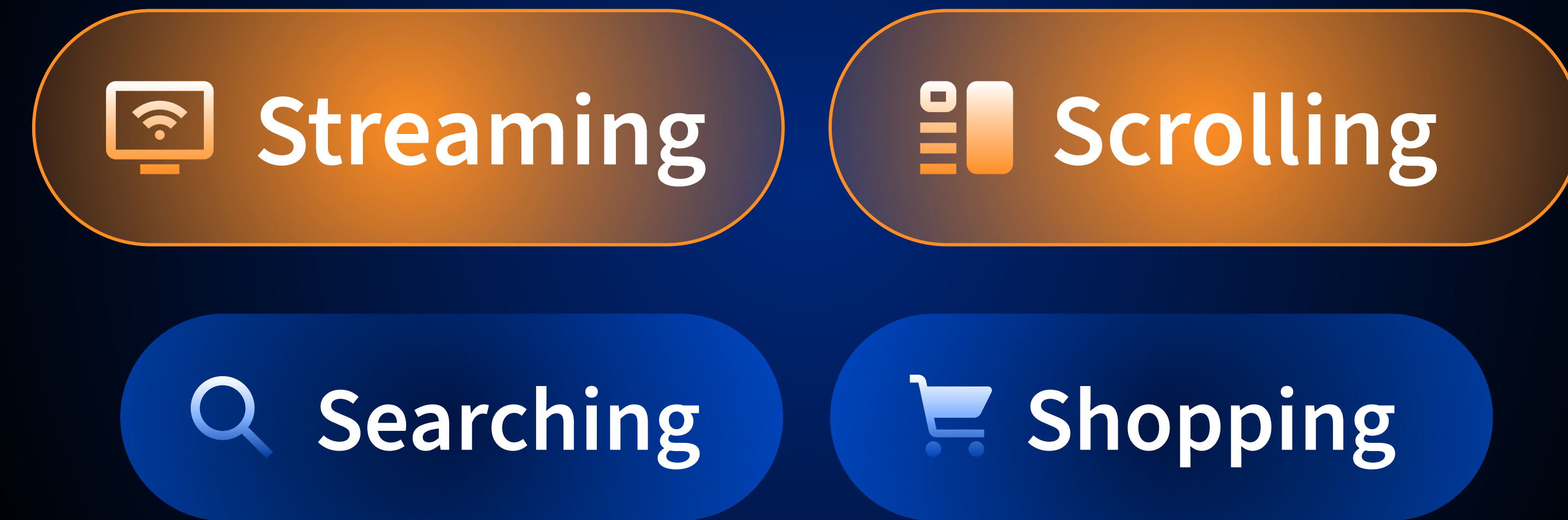
THE RESET

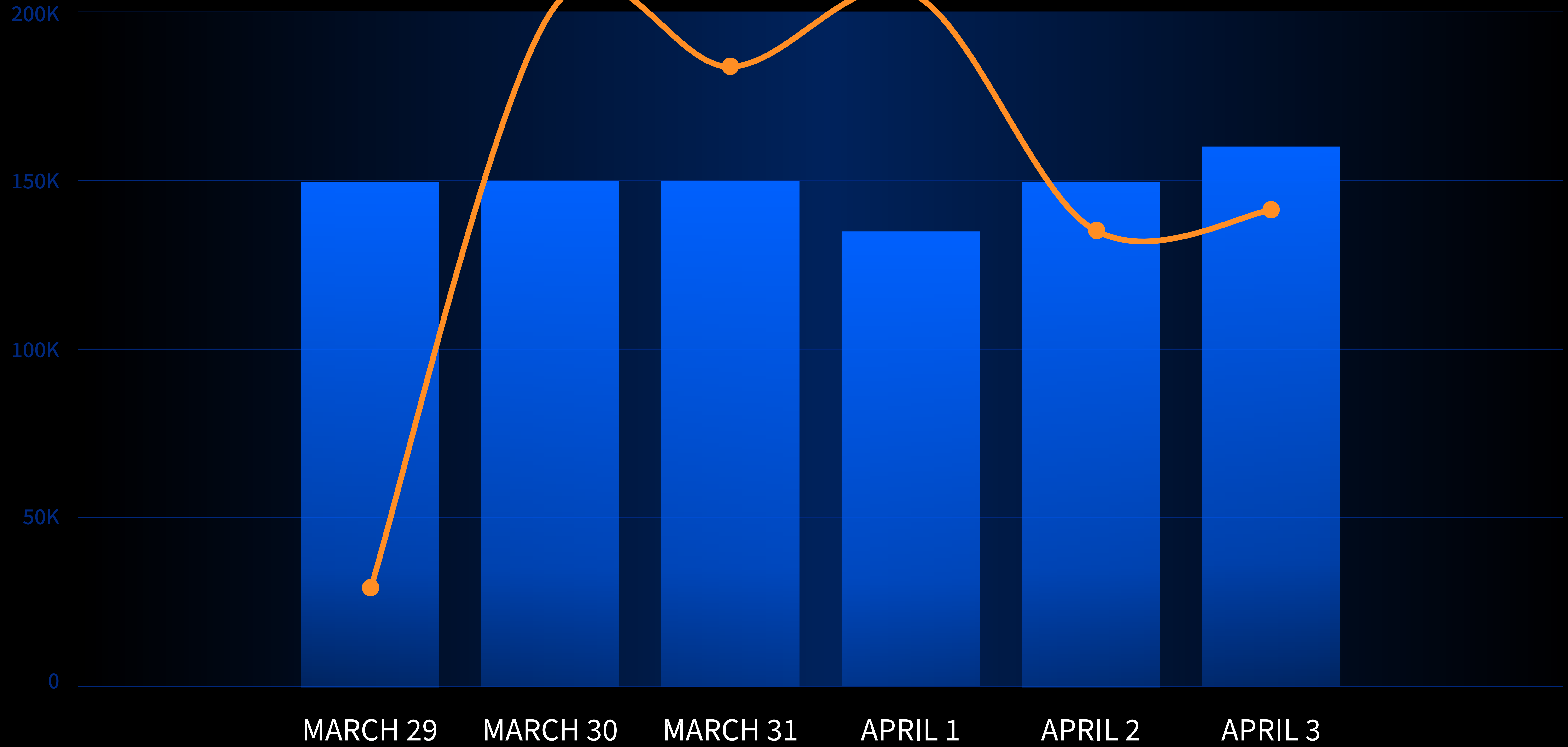
**Measuring for how
people actually decide**

Current budget allocation



The **NEW** way





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How modern buyers actually decide

