

The
Problem:

*Current
digital
advertising
effectiveness
metrics are at
odds with
what matters
to people and
to brands.*

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What today's metrics get wrong

01 Not a true measure of engagement

Existing metrics capture only ~10% of engagement - missing emotional responses, personal meaning-making, and value alignment.

02 They drive ineffective adspend

Global digital ad investment grew 400% since 2008, yet top advertiser growth was just 3%. ~75% of viewable ads are served to people not paying attention.

03 They erode trust in advertising

Only 1 in 5 consumers trust social media ads. Vanity metrics incentivise intrusive, predatory content that damages brand relationships long-term.

04 They ignore what matters to people

72% of consumers want brands to improve their wellbeing. 46% have stopped buying from brands that don't respect society or the planet.

In short: What we are measuring is harming people, society, businesses and the planet.

Our
solution:
*Wellbeing
in-the-
moment.*
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Wellbeing in-the-moment

Three components that social media advertising must address to positively impact wellbeing:

1

Pursuing Good

Purpose & Values

Feelings of fulfilment, meaning and worthwhileness. Ads that align with what consumers value — their goals, culture, identity and beliefs.

84% of consumers more likely to buy from brands aligned with their values

2

Doing Good

Goals & Action

Enabling people to set and achieve goals that matter. Ads that provide inspiration, direction and relevance to meaningful life goals.

Brands helping people take healthier approaches perform 38% better

3

Feeling Good

Pleasure & Emotion

Evoking positive emotions — enjoyment, relaxation, happiness. Ads that generate genuine pleasure rather than frustration or anxiety.

Ads with strong emotion generate a 23% uplift in sales

Wellbeing in-the-moment

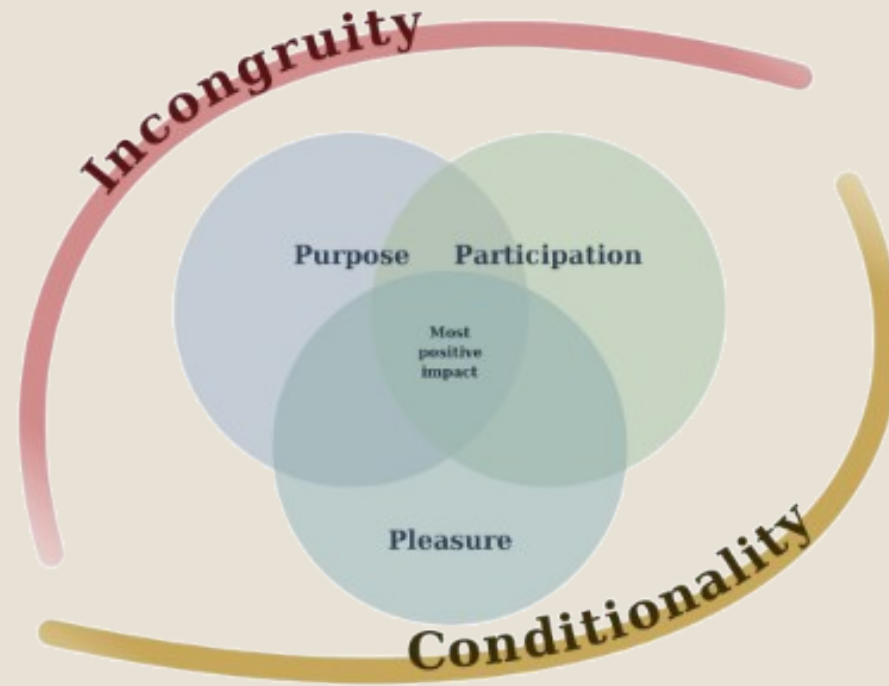


Figure 1: Wellbeing in-the-moment framework

Five conditions for wellbeing-positive advertising

1

Enable people to pursue good

Align ad content with audience purpose and values

2

Help people to do good

Align with and enable the pursuit of meaningful goals

3

Make people feel good

Generate positive emotional experiences — enjoyment, pleasure, humour

4

Foster alignments to maximise wellbeing

The most positive impact occurs when all three components align simultaneously

5

Avoid disrupting wellbeing

Minimise incongruence, excessive frequency and poor timing



Negative experiences stem from two sources

Incongruence

When ad content conflicts with people's purpose, values or goals — even if technically 'relevant' — it generates frustration and negative experiences.

"I'd much rather spend money on experiences than on material things."

— Penny, 28

"Why are they showing me this? I don't support this person." —

Bernadette, 58

Frequency & Timing

Repetitive ads cause irritation even when content is aligned with values. Showing ads after a purchase has already been made breaks trust and wastes spend.

"Even if it was a company I really love, if you show me an ad so many times you just get annoyed." — Aliyah, 48

"I just bought a MacBook, so they're advertising something I already have." — Oscar, 18

Wellbeing metrics benefit the ad industry

Increases trust

People want action, not just messaging. Adopting wellbeing measurement shows brands taking responsibility for what matters to audiences.

Improves effectiveness

Measuring alignment with human values provides better measures of effectiveness than superficial engagement proxies.

Reduces adspend wastage

~75% of viewable ads reach people not paying attention. Wellbeing-aligned ads reach people who are genuinely engaged.

+294%

Stock performance of top-rated meaningful brands vs. average

+38%

Brands helping people take healthier approaches outperform the average brand

2.3×

Higher consumer attachment to 'dynamic brands' that actively create value across people, business and society

GET INVOLVED

Be part of leading the change.

Digital advertising can and should work better for people. Join us and help measure what truly matters.



01

Sign up to the network

Join DigiAdGood at digiadgood.org — free, no obligation, just a commitment to doing better.

02

Read the whitepaper

Download the Measuring What Matters report for the evidence, framework and industry case in full.

03

Spread the word

Share this deck, share the whitepaper, share the video. Change starts with the conversation.

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