



The Measurement Illusion

# Why Modern Marketing Is Harder To Defend Than Ever Before

ACCUTICS - DMWF LONDON 2026



## Who's speaking?

*“We are on a mission to enable marketers to prove the impact of their work.”*



**CASPER NOREEN FRID**  
VP OF COMMERCIAL  
ACCUTICS



# Supporting global enterprises

**SAXO**  
BE INVESTED

Danske Bank

Nordea

MetLife

NEW YORK LIFE

Guardian

Kaufland

LIDL

ALDI

DHL

novo nordisk

DELTA

BBC

Qualcomm

VOLVO

Unilever

MAERSK

GRUNDFOS

PANDORA



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# Marketing impact in 2026





WE HAVE A CHALLENGE

**80%** of CEOs don't trust marketing, or their ability to demonstrate objective commercial thinking.

Survey across 1200 CEOs

IT'S NOT A PERFORMANCE PROBLEM

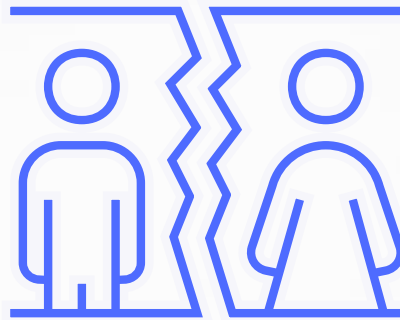


# Business impact disappears for 3 reasons



## MARKETING IS TRACKED IN SHEETS

Marketing rely on multiple sheets to ensure aligned data into Mar-tech. **Scattered , incomplete, and gibberish.**



## REPORTING IS SILOED

Performance data can't be compared outside individual channels, partners and teams. **Objective reporting is impossible.**



## IMPACT IS LOST IN TRANSLATION

A lack of data foundation and ownership causes marketing scrutiny as marketing **spend can't be connected to business outcomes.**



THE UNCOMFORTABLE TRUTH

**Marketers operate on  
<50% data accuracy on average, due  
to a missing shared data language.**

Survey across 150 Global Enterprises



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# The Framework

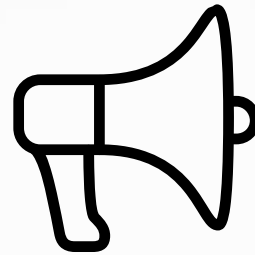


# Beliefs are changing



## BIG TECH

“Bring aligned data before you invest money in campaigns.”



## AGENCIES

“Clients owning their data is crucial for proving real impact.”



## ENTERPRISES

“Aligned data is the main driver for impact, AI & any data project to come.”

# Three steps to accurate data



Map your objectives to  
the data you collect

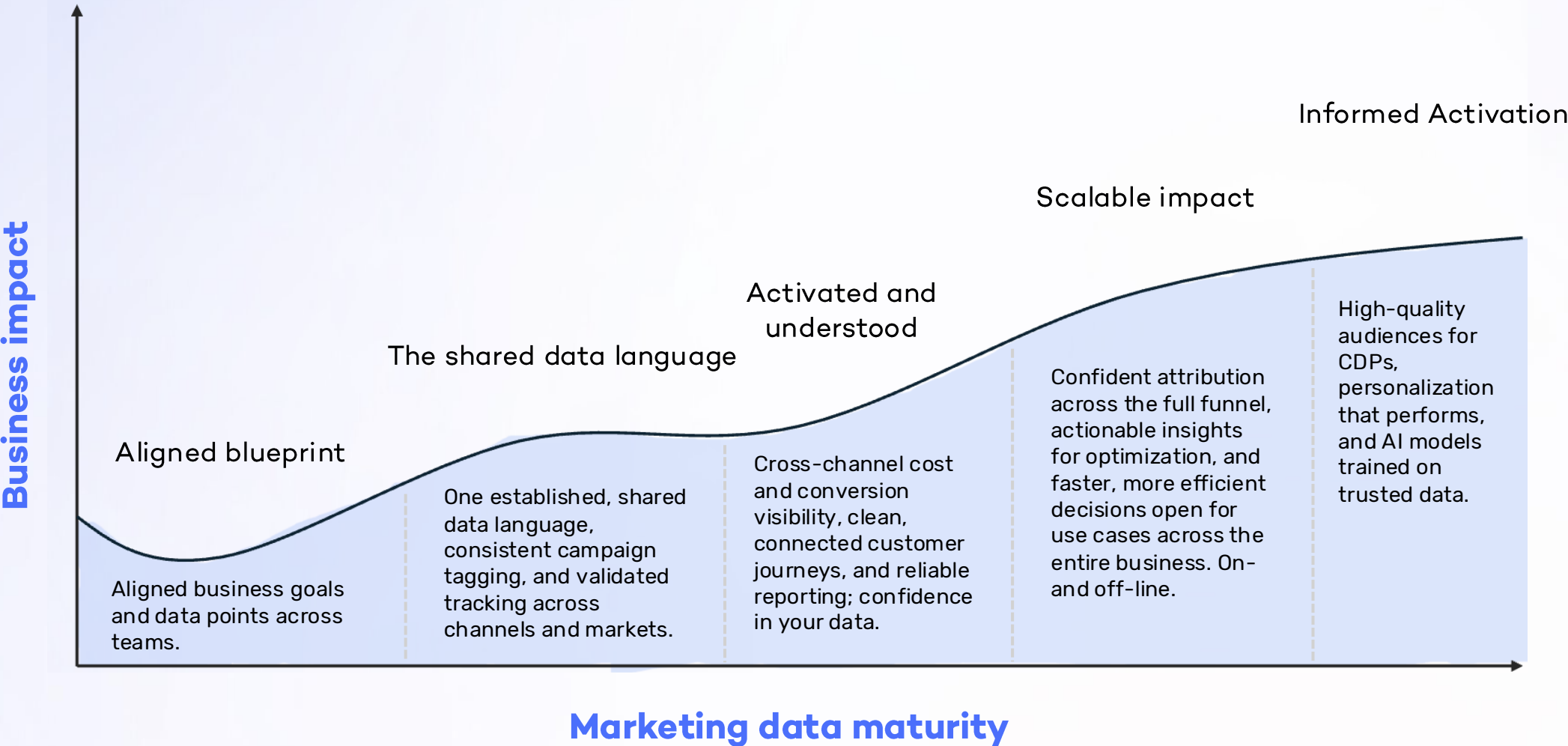


Define your data  
points and align  
across the business



Ensure continuous  
data quality assurance

# The Framework





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# What good looks like

PROVING PERFORMANCE

# Case: Kerzner elevated their game

# kerzner<sup>®</sup>

**Outcome:** 45% to 2% reduction in UTM tracking errors across paid ads.

**Case:** Kerzner achieved a 98% tracking accuracy within the first year of onboarding a shared data language.

**Roll-out:** **Stage 1:** Fix spreadsheet misattribution and naming back to dashboards.  
**Stage 2:** Ensure continued data quality consistency via data validation.

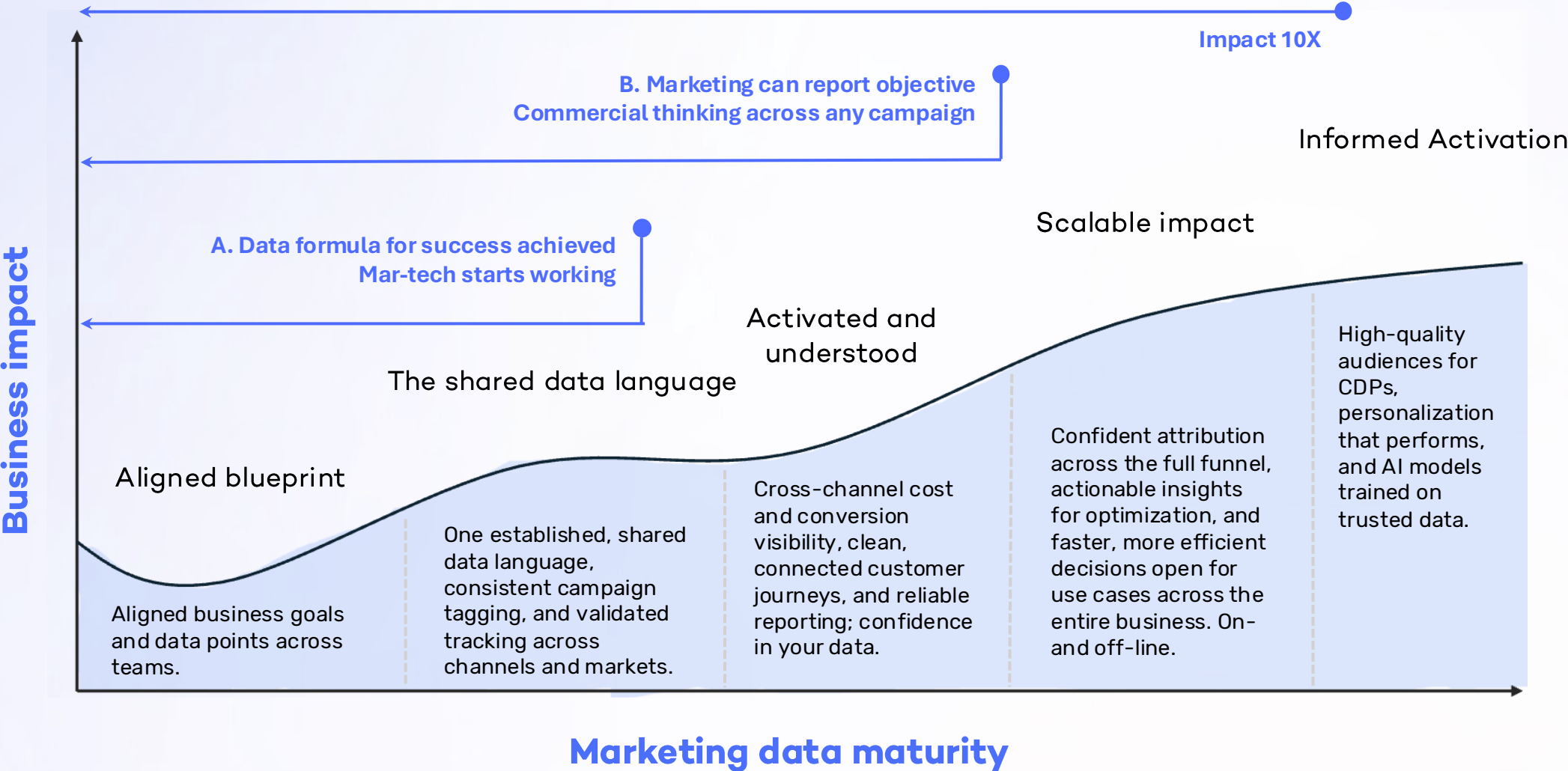
**Impact:** Removing paid ads misattribution worth +\$1,000,000 per month, regaining reporting accuracy and the ability to act. Global Taxonomy, Local control, feeding AI and first party data activation.



WHAT GOOD LOOKS LIKE

**Aligned data doesn't just fix  
your tools, it 10x's your impact  
and your ability to prove it**

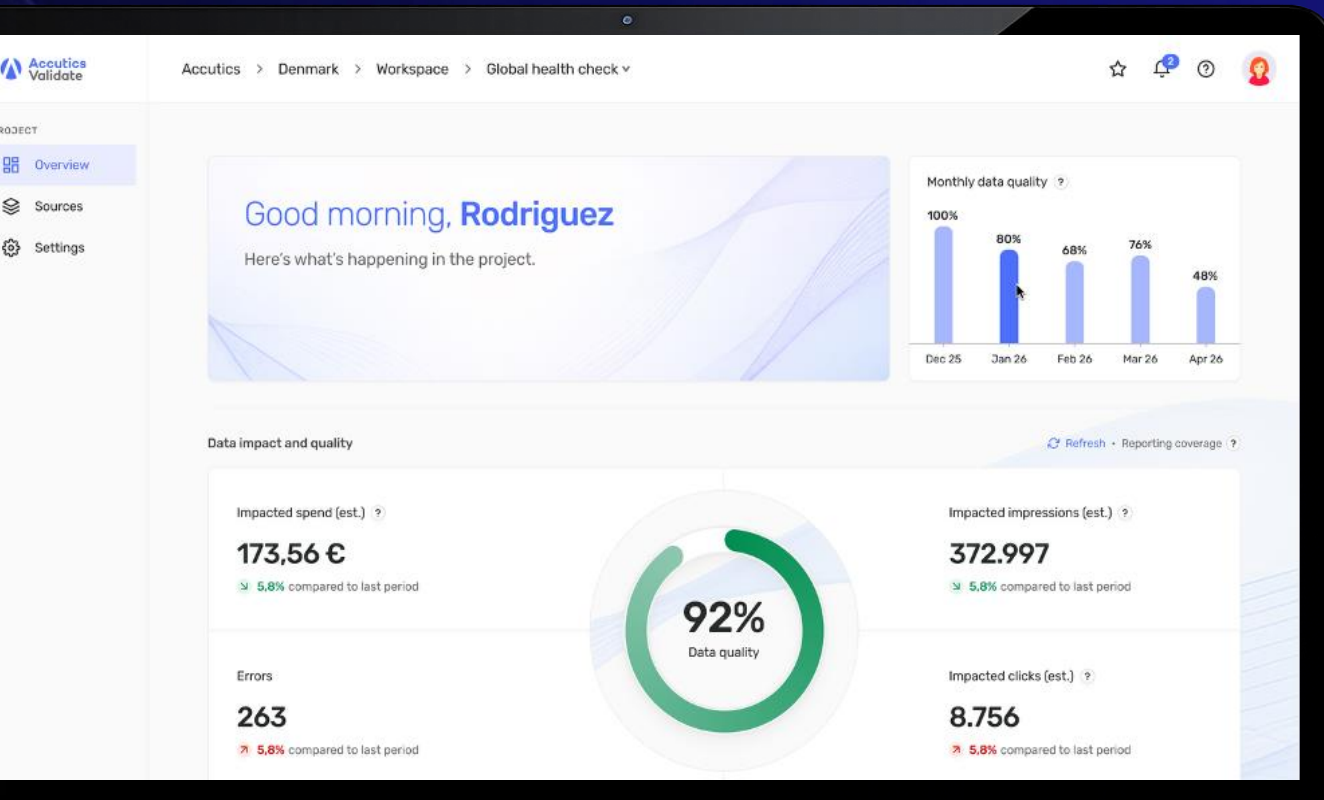
# The Framework



EVERYTHING INCLUDED IN A SINGLE FLOW



# Marketing Impact Ownership



Align marketing data with your business KPIs from a shared data language



Standardize and sync how performance is tracked and named across every campaign



Validate your data quality against spend before it even reaches your mar-tech.



Confidence isn't luck,  
It's **marketing data** done right