What to add to the media report

The brand metrics that turn media performance data into a growth story

Your media report does a great job of proving that a campaign ran: impressions served, reach achieved, frequency hit, conversions driven. It's a thorough account of what the campaign did...

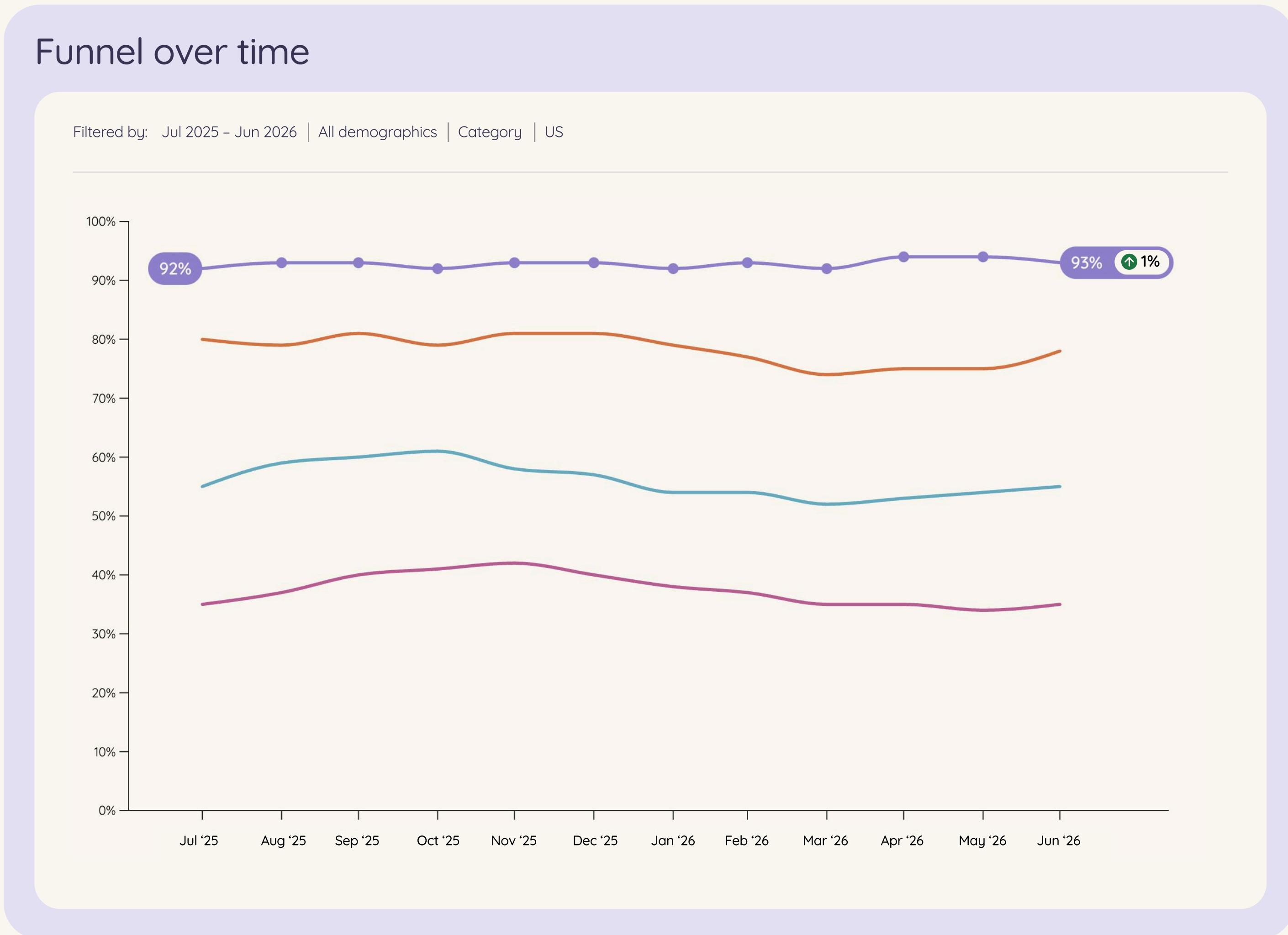
But what it doesn't tell your client is whether any of it is actually building their brand and growing their business

If you're wondering whether that's a gap in your media strategy, it's not; it's actually a gap in the reporting. For it to be effective, your reporting has to have a narrative that showcases exactly how your client's brand is trending.

Here's where brand metrics (like Tracksuit's) sit alongside what you're already showing, and the story each pairing helps you tell.

Impressions & reach + Awareness

- **What you report now:** how many people saw the campaign
- **What to add:** whether the people who saw it can now recall the brand
- **The story it tells:** "We reached X million people, and awareness in the target demo moved from Y% to Z% over the same period." That's the difference between media delivery and media impact.



Frequency, SOV + Consideration

- **What you report now:** how often the audience was exposed, and your client's share of category spend
- **What to add:** whether that exposure is converting into active consideration (are more people actually thinking about buying?)
- **The story it tells:** "We're not just showing up more, we're showing up in a way that's moving people from 'I've heard of them' to 'I'd consider them.'" This is where you show the creative is landing, not just the media plan.

Cost per result & ROAS + Preference

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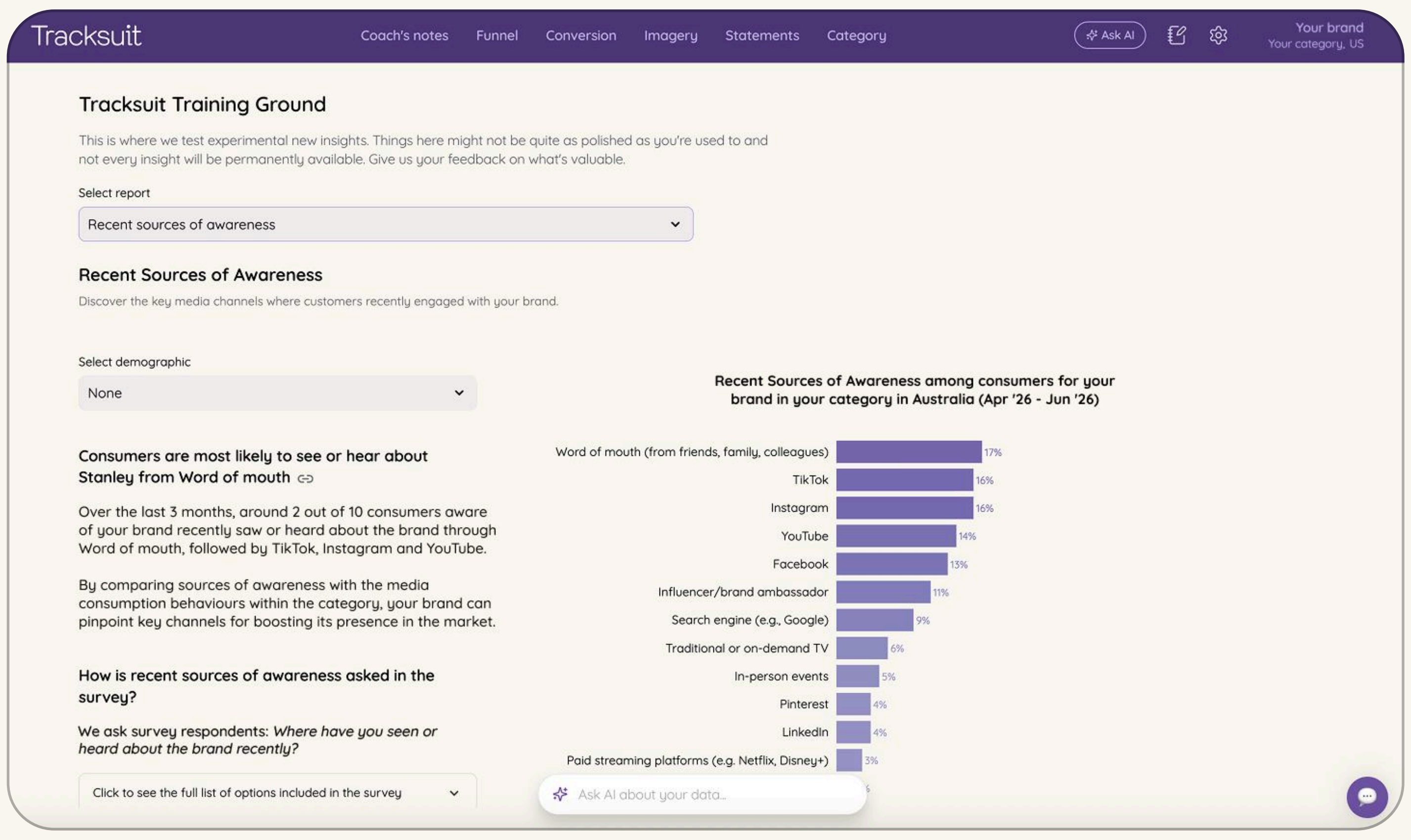
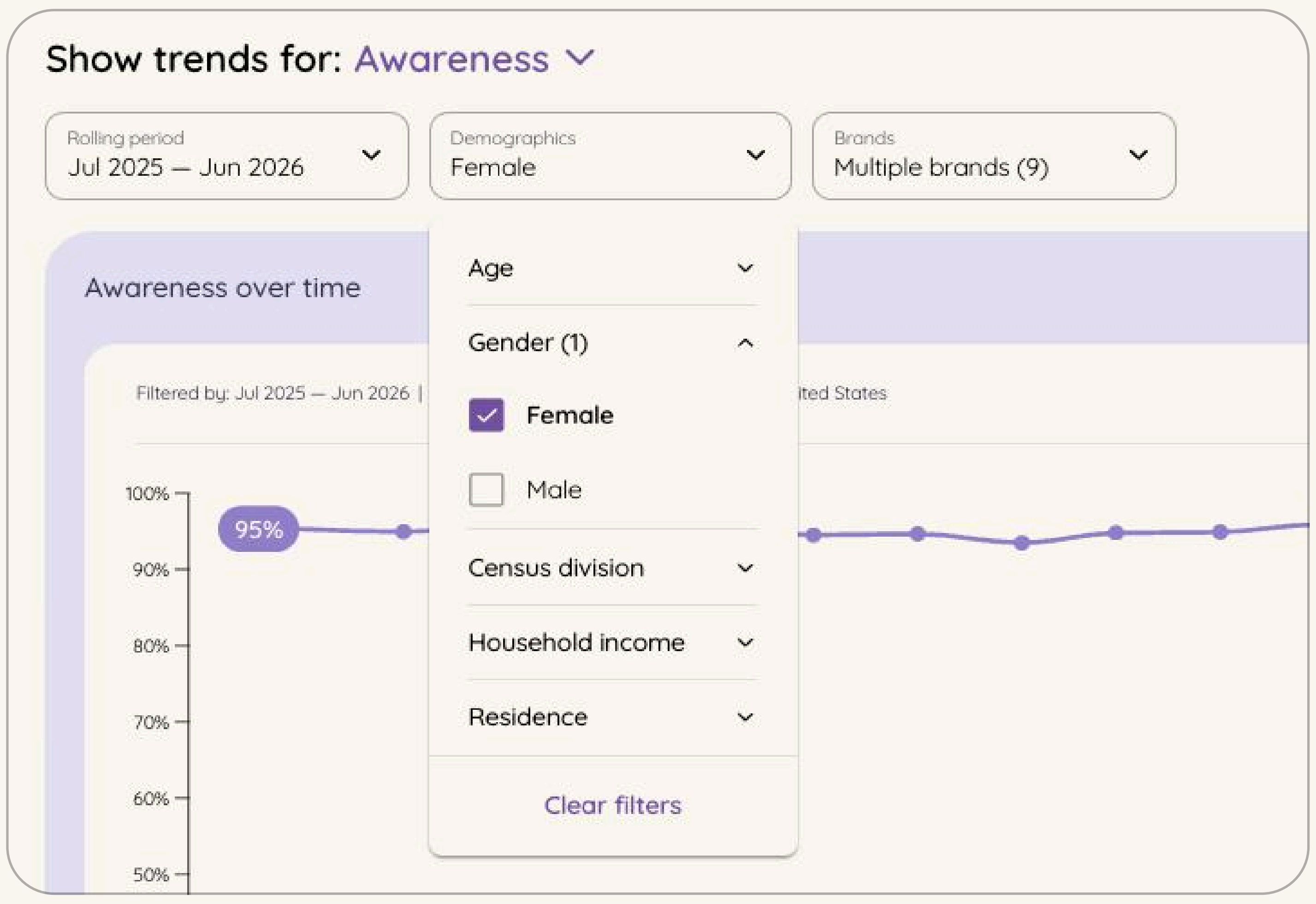


Channel mix & platform breakdown + Sources of awareness

- **What you report now:** which channels are delivering against media KPIs
- **What to add:** which channels consumers say are actually driving their awareness of the brand (not where impressions were served, but where the brand is sticking)
- **The story it tells:** "Paid social is delivering the most impressions, but consumers are attributing their awareness to OOH and TV. That's a channel effectiveness insight, not just a media efficiency one." This is the insight that changes the next media plan, not just reports on the last one.

Audience targeting + Segment-level brand health

- **What you report now:** who the campaign reached by platform-defined audiences
- **What to add:** how brand health is moving across different demographic, behavioural, and attitudinal segments, independent of platform targeting
- **The story it tells:** "We targeted one audience, but the biggest brand lift showed up somewhere we didn't expect." That's a finding that reshapes the strategy, rather than just the targeting, and it's only visible when you measure brand impact outside the media platform's own reporting.



One more thing worth knowing: If you want to pull brand data directly into your existing reporting tools or dashboards, Tracksuit's API lets you pipe it in alongside everything else you're already tracking.

Add these to your next report and the conversation stops being "did the media plan deliver?" and starts being "is the brand growing?" That's a better question, and now you've got the answer.

The effectiveness stack

Every robust effectiveness case climbs the same ladder of proof: money goes in at the top, business results come out at the bottom, and the brand tier in the middle is the causal bridge that explains why. It is almost always the tier that's missing — and the hardest to fabricate after the fact.

The measurement bridge

Leading versus lagging indicators

The reason brand tracking earns its place: it gives you signal early. Lagging indicators confirm what already happened; leading indicators tell you it's working while you can still act on it. Effective measurement needs both, mapped onto the stack.

Tier	Indicator Type	Example Measures	Source Of Truth
Investment	Input	Spend, reach, share of voice	Media plan
Brand & mental availability	Leading	Awareness, consideration, salience, associations	Tracksuit
Behaviour	Mid	Penetration, search volume, footfall, enquiries	First-party & search data
Business results	Lagging	Revenue, market share, margin, CLV	Finance

Agencies live or die on showing momentum before the sales land. When brand metrics move ahead of the business numbers, you have an early, defensible proof point — and a steering signal for optimising the work in-flight rather than in the post-mortem.

Tracksuit helps you close the gap between "the campaign ran" and "the campaign worked" with brand health tracked month over month, so your next report shows whether the media *actually* moved the brand, before the client even asks.

👉 Book a demo of Tracksuit