The Wall Street Journal CMO Network connects leaders of the world’s most influential brands to examine what—and who—is driving trends and provide the facts they need to chart the path forward.

Member Voices | Four of our members respond to the below question:

Are you satisfied with the progress big digital platforms have made toward being more accountable in terms of brand safety and measurement?

Linda Duncombe
Executive Vice President and Chief Marketing, Product and Digital Officer, City National Bank

“We can’t paint every digital platform with the same brush—some organizations are doing a lot of good in this area, while others need to be more accountable when it comes to safety and measurement. Brands and consumers alike are faced with the current world we live in where digital platforms are more important than ever. The pandemic has everyone looking for digital platform solutions like never before—we all need and want to stay connected. Clearly, keeping it as part of the conversation and holding companies accountable is really important.”

Julian Jacobs
Co-Head, UTA Marketing, United Talent Agency

“We have a long way to go. The pandemic has not only accelerated consumption and audience growth on these platforms, but simultaneously opened up new opportunities for advertisers. Unfortunately, there remains a gap in the development and innovation behind brand safety tools and capabilities. Advertisers, agencies and creatives must come together—we have the responsibility to develop educational to shed light on this very issue in order to get to where we need to be.”

Kevin Iaquinto
Executive Vice President and Chief Marketing Officer, Blue Yonder

“In my view there is still much work to do here. The large digital platforms bear much responsibility for ensuring consumer privacy, along with brand safety and measurement. The unintended consequences of what has been built are clear and more control is warranted. In order to stem the tide of future regulations, more proactive commitment in this area is going to be needed to ensure that brand advertising is as fraud-free, safe and viewable as possible.”

Luis Vazquez
Senior Vice President, Worldwide Sales & Marketing, Tupperware Brands

“The pandemic has been a test to see how digital platforms approach brand safety. There is credit to be given to the industry for trying to prune away false information, mobilize support for essential causes, and educate advertisers and publishers on navigating through the crisis. But a gap needs to be filled to ensure digital platforms have the right measures to protect brand integrity. With data privacy at the forefront, there remains a challenge for our discipline to find the right platforms that enable brands to quantify the correlation among marketing efforts, reputation and the bottom line.”

Membership is by invitation: CMONetwork@wsj.com  Learn more: CMONetwork.wsj.com/inquire