

# #LetsTalkDigital: Neil Pursey: The marketers measurement dilemma

Marketing needs to show ROI to shift from being an expenditure line item to a revenue generator. The biggest challenge a CMO faces is measuring the efficacy of their marketing.

Today we get to speak to Neil Pursey, Marketing Data Consultant at Measurebyte, with +15 years' experience in analytics, data-driven marketing, and strategic leadership. Neil specialises in creating best-in-class analytics strategy, capabilities, teams, and measurement solutions. Measurement is a journey with small marginal wins.

Start with measuring paid, owned and earned media.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

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