

The Next Big KPI

Authenticity.

joe@mediapost.com



You are
here...

Washington, D.C.

Baltimore

Wilmington

Philadelphia

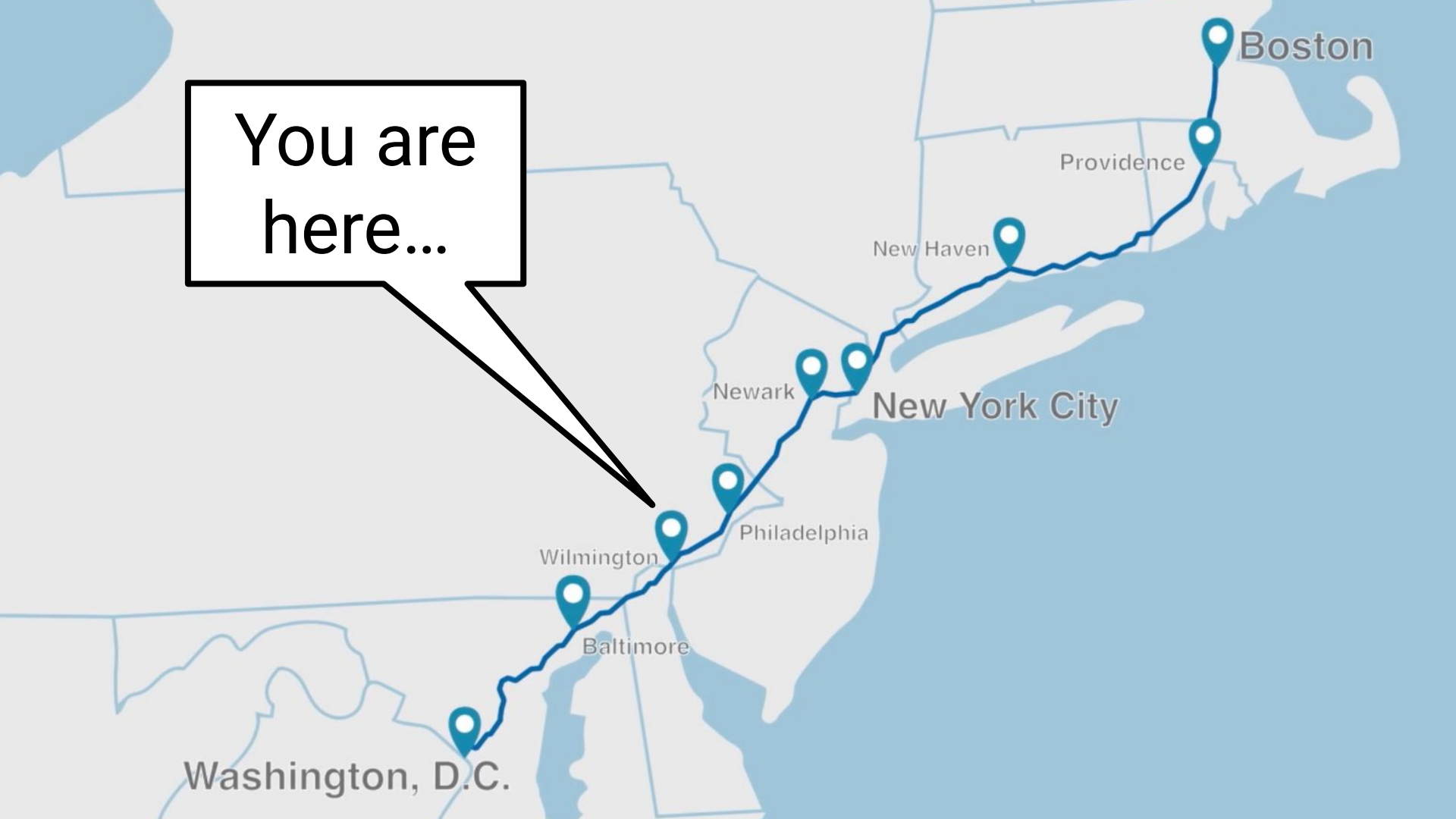
Newark

New York City

New Haven

Providence

Boston

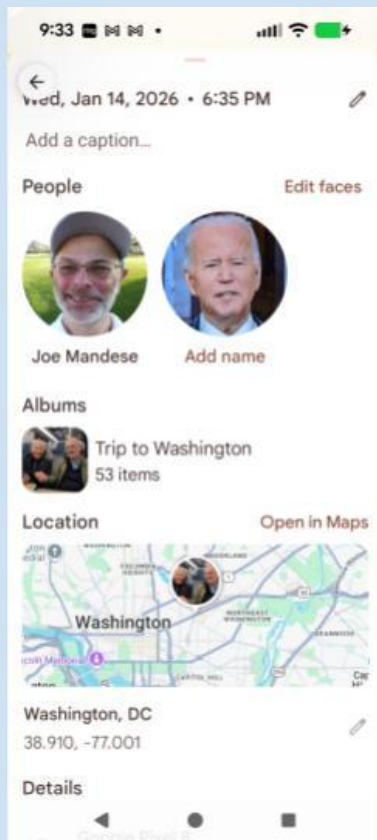




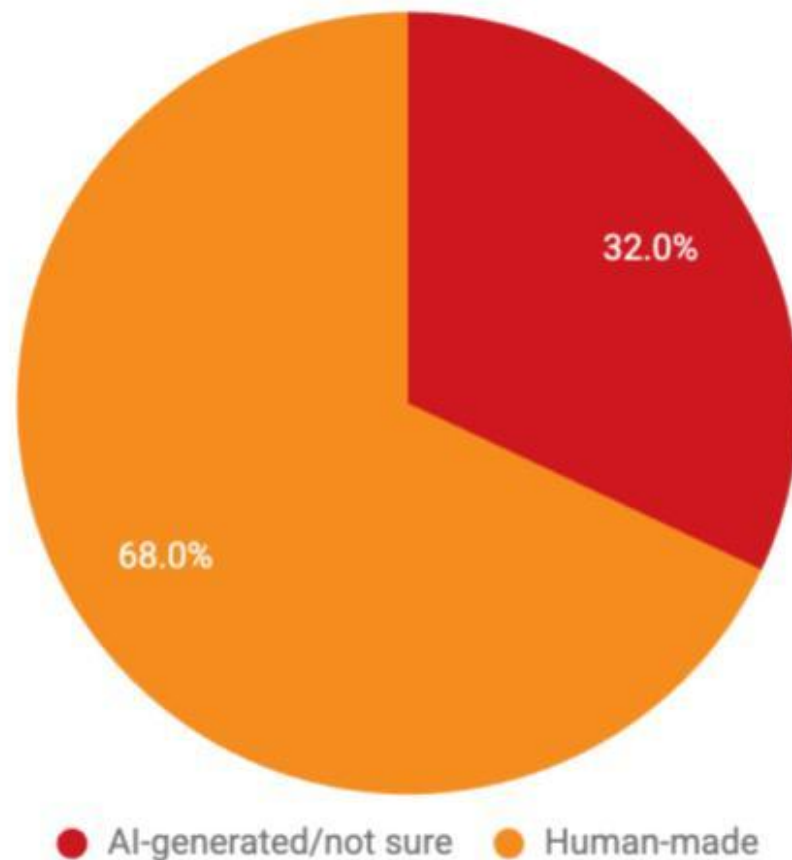
“Marketers are good people.”



The boy who prompted wolf...



% of consumers who now assume man-made content is...



Source: Omnicom Media, Zefr survey of U.S./Canadian adults 18+. Respondent base = 1,194.

Machine-generated reality milestones

Metaphor	Status	Breakthrough Date	Description
The Turing Test	✓ PASSED	2023	AI successfully mimics human linguistic patterns.
The Uncanny Valley	✓ BRIDGED	2024	Synthetic visuals no longer trigger the "revulsion" response.
The Mirage Horizon	✓ REACHED	2025	AI self-corrects artifacts; visual "tells" are gone.
Humanity's Last Exam	🚧 IN PROGRESS	2025 (Start)	AI currently at ~46% expert-level reasoning.
The Reality Gap	⚠️ CRITICAL	2025	Verification is now slower and more expensive than deception.
The Stochastic Mirror	∞ PERSISTENT	2026	AI reflects human knowledge so well we mistake it for sentience.

The Mandela Effect



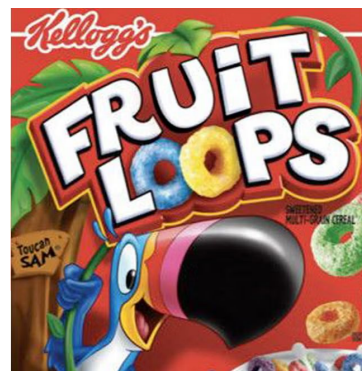
Mandela Effects



The Berenstain Bears



FRUIT OF THE LOOM®



Joe Mandela?



“Publishers,” in millions



1870

1914

1922

1979

2015

2026

2030

Tear
Sheets

3rd Party
Audits

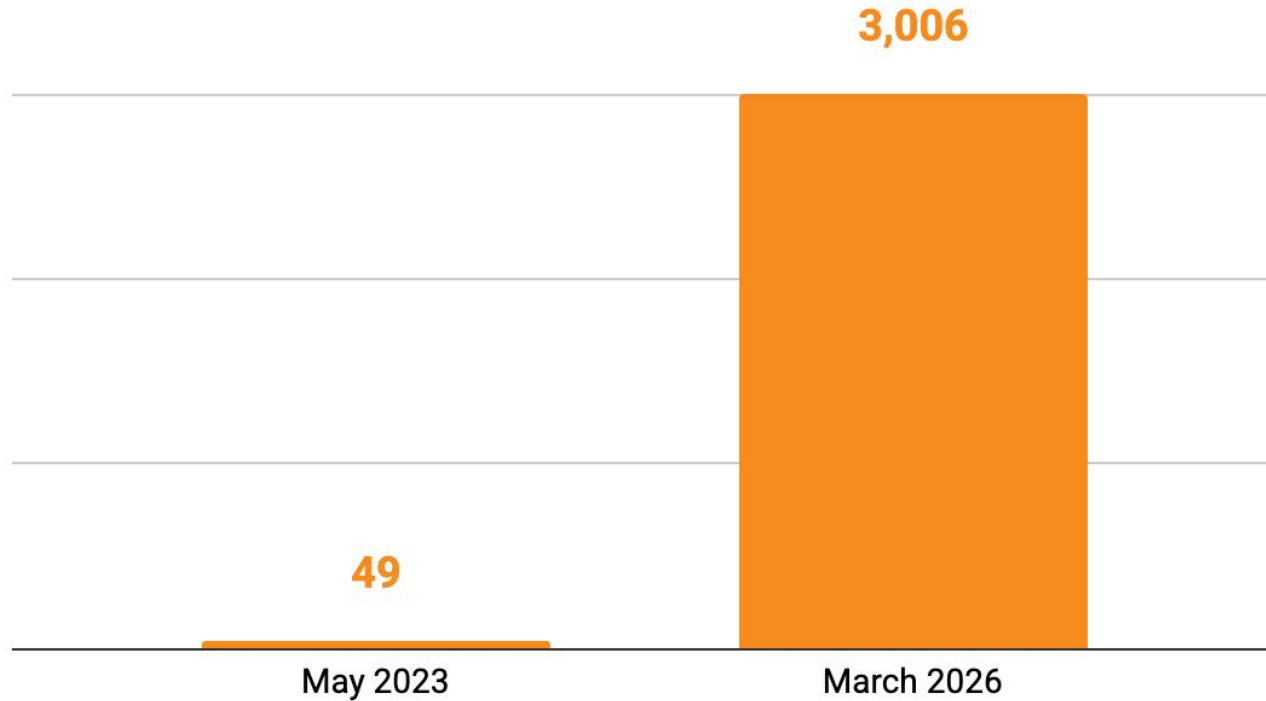
Too Many
Publishers

Adweek
Launches

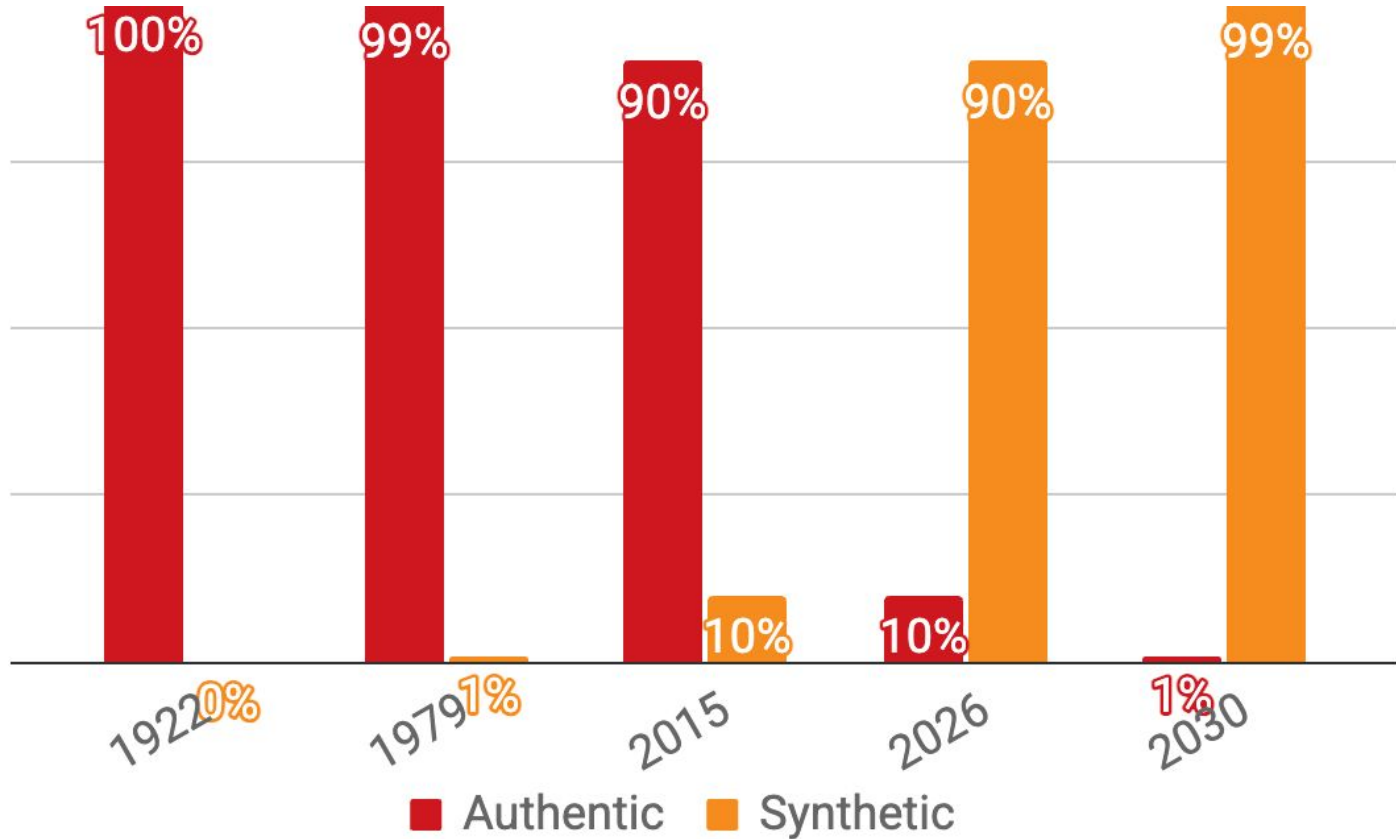
Facebook =
1B Daily

You Are
Here...

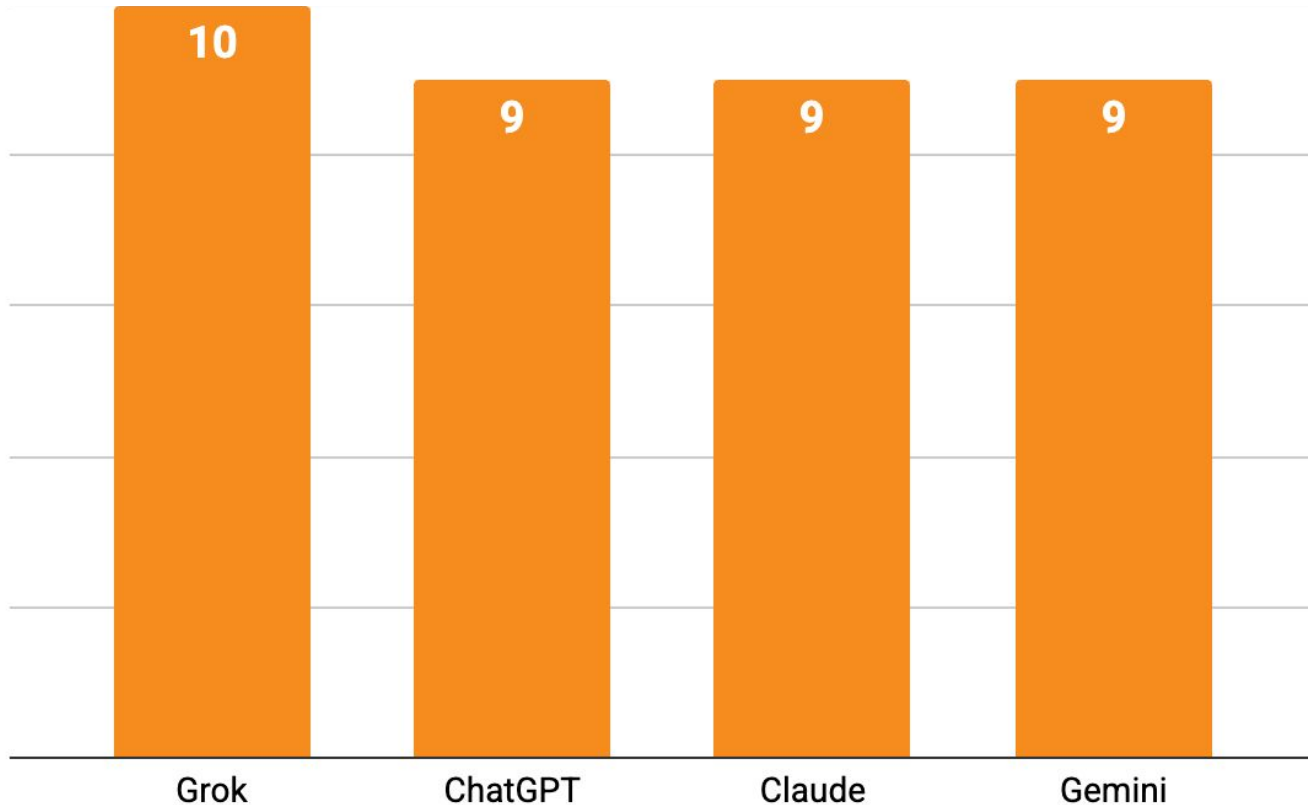
AI-generated “news” publishers



Share of media



On a scale of 1-10, how important is authenticity as a KPI?



Suggested authenticity KPIs

- Grok: “Authenticity Performance Score” (APS)
- ChatGPT: “Authenticity Index” (AI)
- Claude: “Authenticity Index” (AI)
- Gemini: Verified Authenticity Score (V AS)

The Verified Authenticity Score (V AS)

$$V AS = \frac{(w_1 \cdot O) + (w_2 \cdot R) + (w_3 \cdot A)}{Total\ Assets}$$

- w : The weight assigned to each pillar (e.g., if you are a luxury brand, you might weight **Origin** higher).
- O : Origin Integrity (0–100% human-led).
- R : Resonance (benchmark vs. AI-generated assets).
- A : Authority (presence of unique, non-derivative data).

Marketing to – not via – AI

2.know: A Conversation With Josh Lovison About Marketing To, Not Via, AI

Copy link



Josh

Joe Mandese

Watch on  YouTube

0:05 / 17:47

CC Settings Full Screen

The image shows a YouTube video player interface. At the top, the video title is "2.know: A Conversation With Josh Lovison About Marketing To, Not Via, AI". To the right of the title is a "Copy link" button. The main video area displays a split-screen conversation between two men. On the left is Josh, wearing glasses and a plaid shirt. On the right is Joe Mandese, wearing glasses and a dark sweater. A large red play button is centered over the video. Below the video, there is a "Watch on YouTube" button. At the bottom, the video progress bar shows "0:05 / 17:47" and standard video controls like volume, full screen, and closed captions.

The agentic epoch

MediaPost

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Events

Awards

Members

More

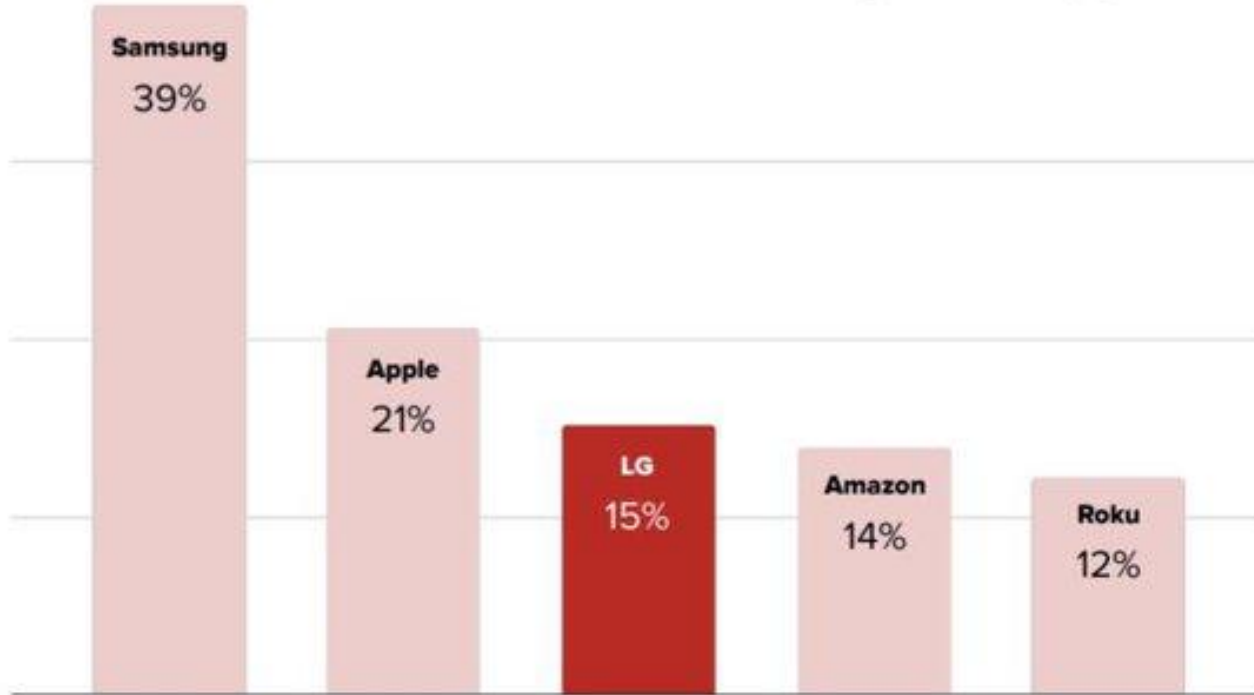
The First Agentic Media Buy, More To Come

by [Joe Mandese](#), October 16, 2025



When A2A is A2A2A

'Non-human' traffic rates for leading CTV suppliers



Source: Pivalate's Q2 2025 CTV Trends Report. Percentages represent the amount of "IVT," or invalid non-human traffic measured by Pivalate.

Filtering invalid human traffic

MediaPost

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Events

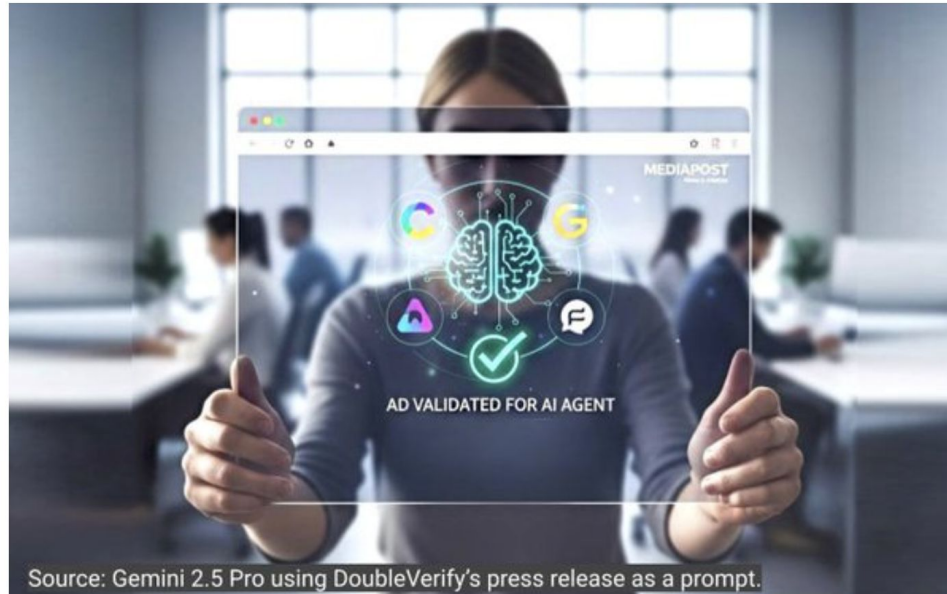
Awards

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In Industry First, DoubleVerify Will Validate Non-Human Agent Traffic

by Laurie Sullivan , November 4, 2025



Source: Gemini 2.5 Pro using DoubleVerify's press release as a prompt.

ARM is the new CRM

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Media Agency Of The Year: MRM's AI Relationship Management

by **Joe Mandese**, January 9, 2026

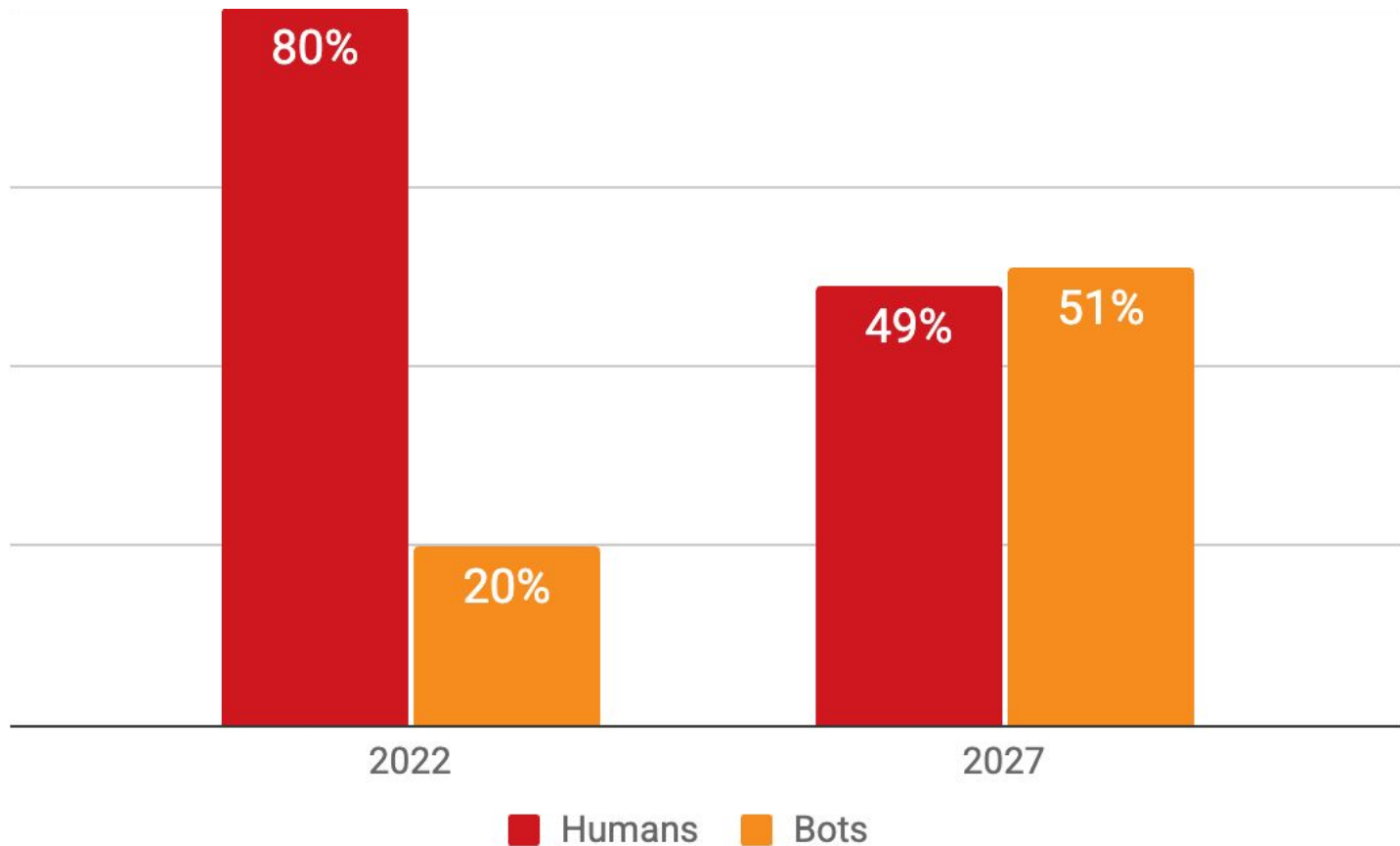


Have you ever heard of MyTerms?

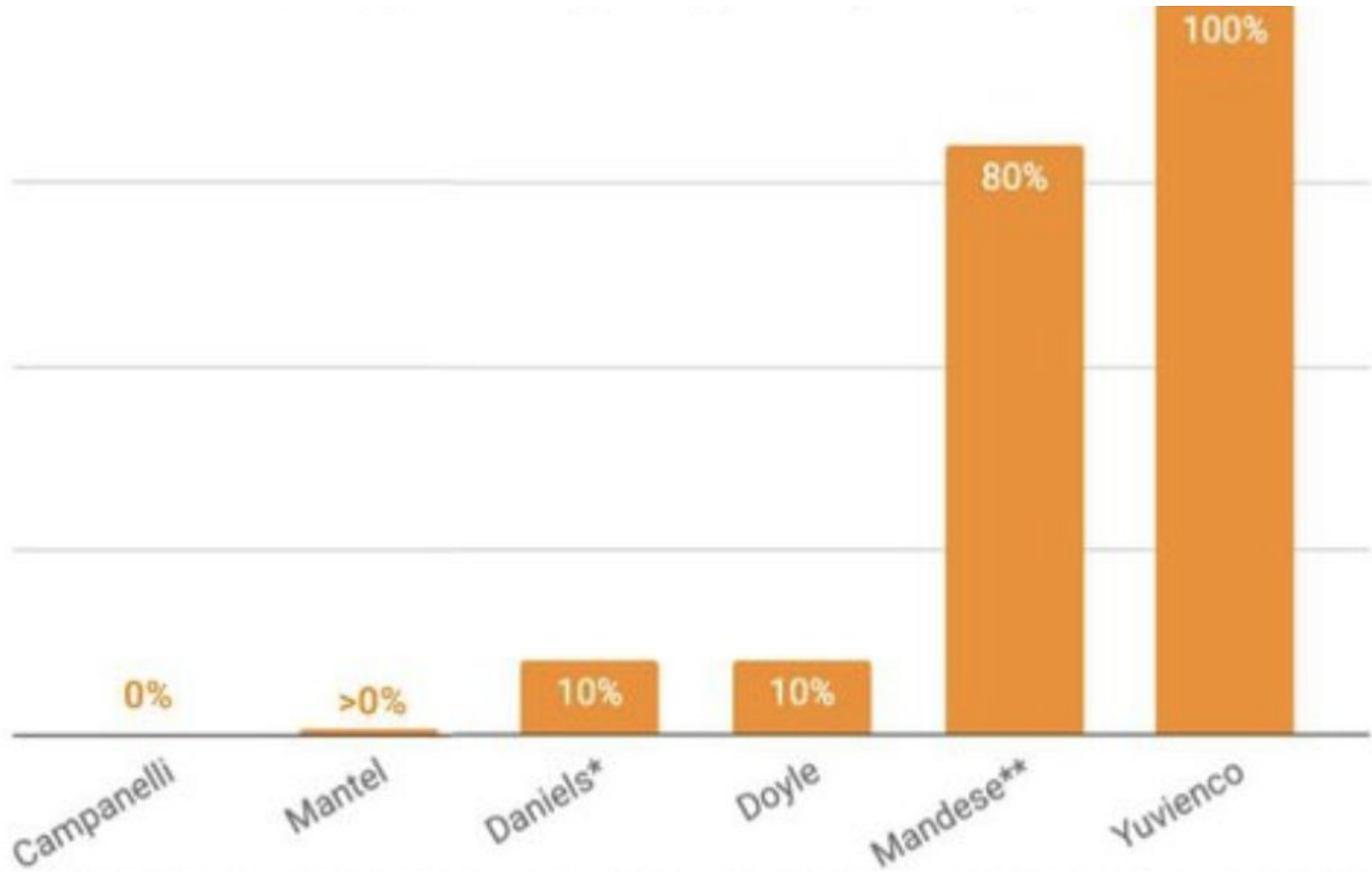
IEEE standard
P7012



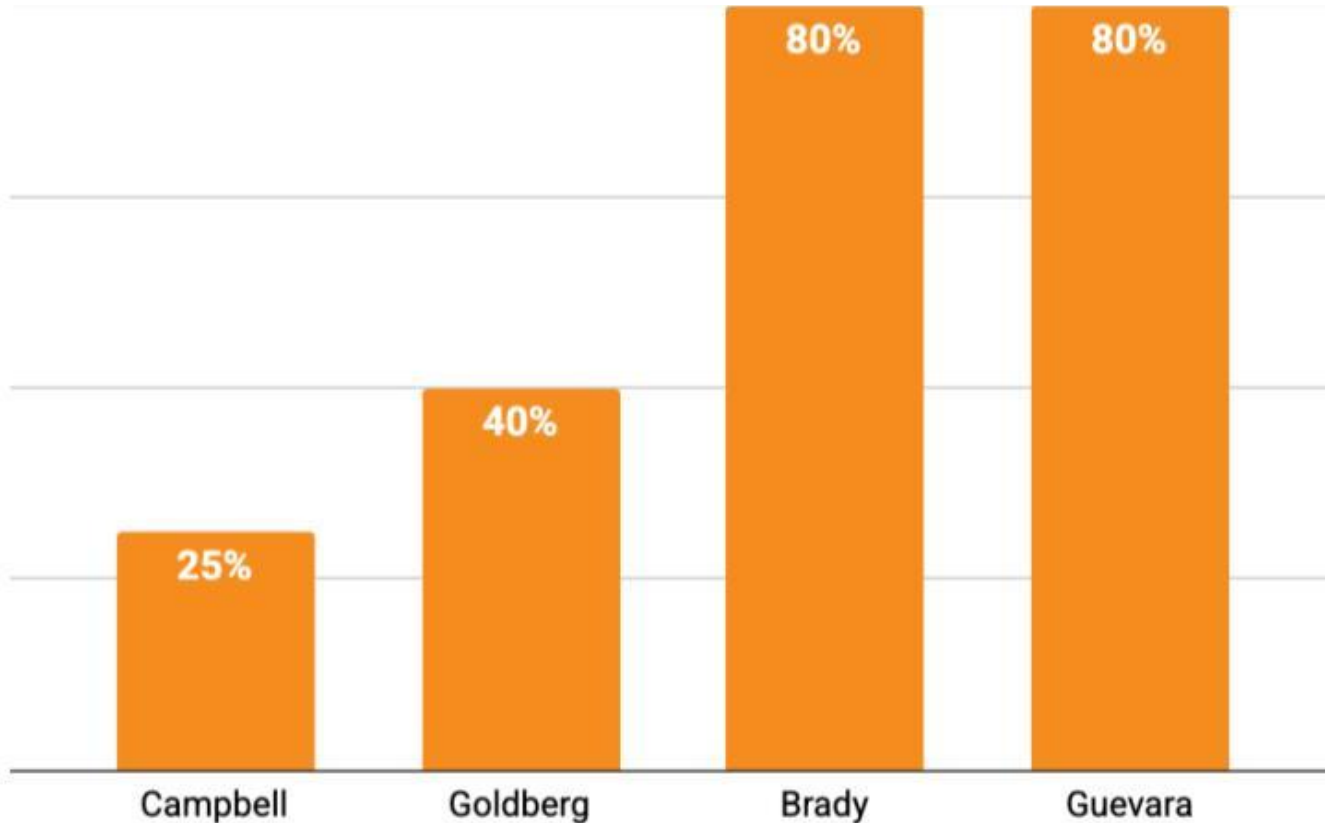
Share of traffic



Share of ad spending targeting AI in 2030

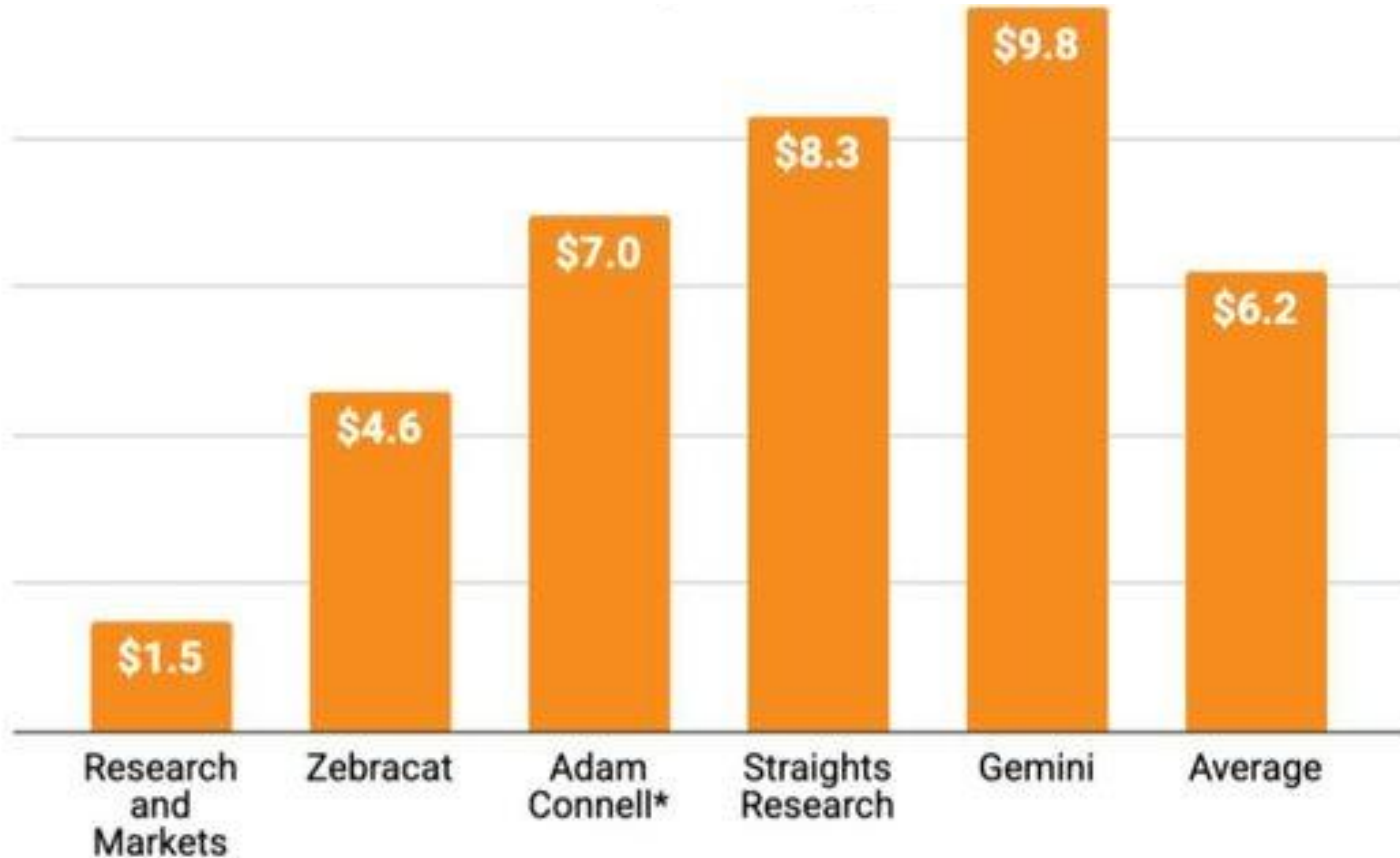


Share of political spend targeting AI in 2032

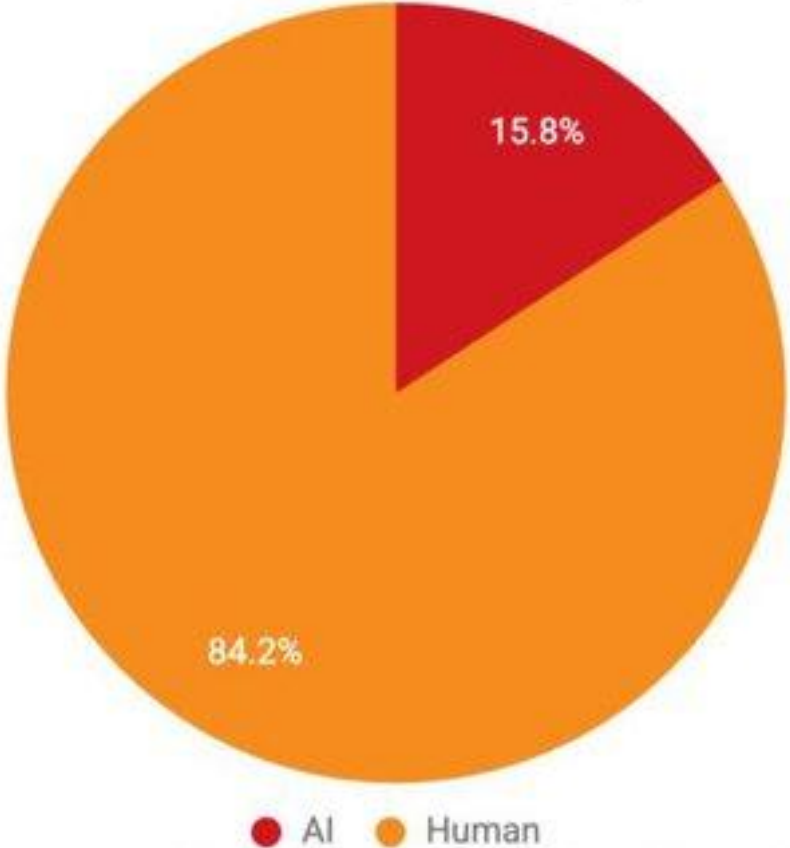


Source: MediaPost's Marketing Politics Conference, Jan. 15, 2025.

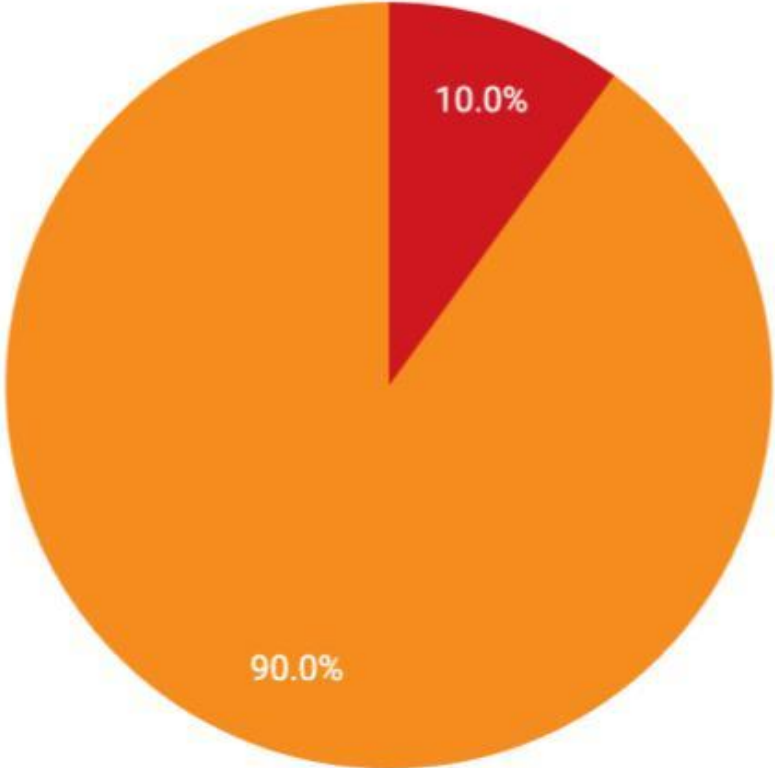
AI influencer spending, in billions



Share of influencer marketing spending



Current share of \$1 trillion ad economy

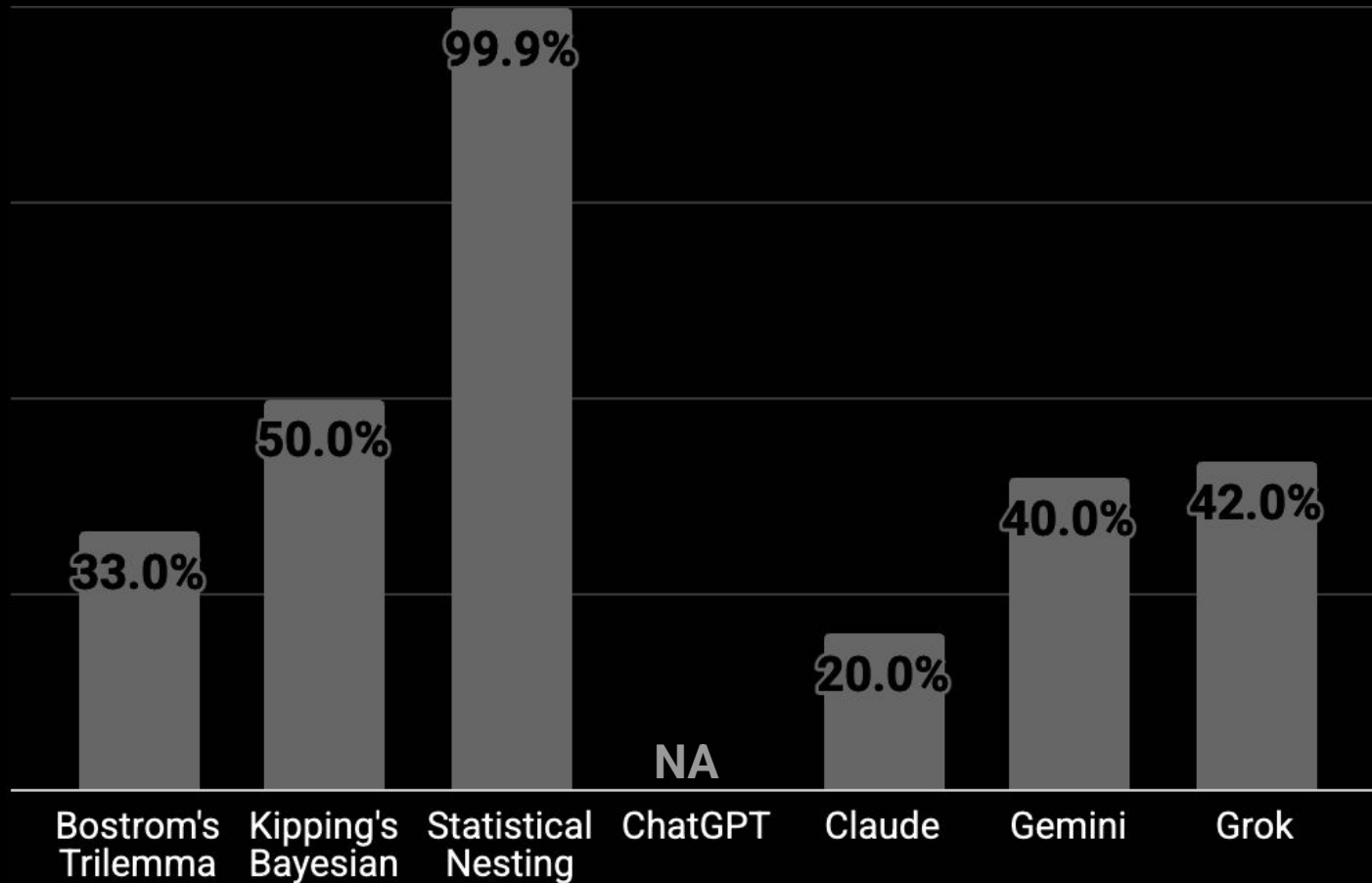


● Non-human ● Human

The revolution will not be industrialized

- The **Agrarian** Economy: 10,000 BC - 1760s
- The **Industrial** Economy: 1760s - 1950s
- The **Information** Economy: 1960s - 1990s
- The **Digital** Economy: 1990s - present
- The **Attention** Economy: 2000s - present
- The **Surveillance** Economy: 2001 - present
- The **AI** economy: 2023 - present
- **The Authenticity Economy**

Simulation hypothesis, mathematical odds:



The 0.5% solution





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