

Using Marketing Measurement To Drive Business Growth @ Bank of America



ANA Data Analytics Center

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Competitive pressures are increasing for marketers today as customer demands and preferences constantly shift. There is increasingly less margin for decision-making error. Meanwhile, torrents of data are flowing from an ever-broadening array of sources that bring huge potential to improve how companies operate and their ability to turn insights into action. Nearly all businesses see value in data and measurement but only a few are fully harnessing its potential to contribute directly and substantially to business results ranging from greater decision-making speed, flexibility, and customer understanding, to improved ROI, profitability, and marketing credibility.

Join us for an exciting and informative day, hosted by Bank of America, and hear success stories in data and analytics. This 1-Day Conference will showcase leading client-side marketers representing a diverse array of industries discussing their strategies behind applying effective data analytics applications and the measurement of key objectives.

When:

Start: Wednesday, June 12, 2019 at 8:00am

End: Wednesday, June 12, 2019 at 3:00pm

Where:

Bank of America

One Bryant Park

New York, NY 10036

Agenda

Confirmed Sessions:

MEASURING EXPERIENCES AND QUANTIFYING IN REAL LIFE (IRL) EXPOSURE

Get a peek under the hood of how Live Nation is using data, analytics and technology to understand the 'Return on Investment' and 'Return on Objective' for their partners. You'll hear about use of On-Site Spatial Intelligence to understand people flow at large music festivals, and learn the applications of digitizing and connecting the IRL exposure to the Mar-Tech ecosystem.

Anubhav Mehrotra

Head, Analytics & Measurement

Live Nation

WITH GREAT DATA COMES GREAT RESPONSIBILITY

Today's digital age and emerging technologies for collection have created a proliferation of data for marketers to create more personalized content. But as consumers and regulators push for greater control over data, how marketers balance this expectation and responsibility becomes paramount.

David Stevenson

Strategic Marketing Executive, Marketing Data and Targeting

Bank of America

DESIGNING WITH DATA: HOW TO ACTIVATE YOUR DATA

Bringing data into the design process to drive personalized experiences is a key area of growth today. Hear how to effectively leverage data to drive marketing effectiveness by better understanding consumers and predicting their interests and by developing a holistic data and analytics program.

Ella Chinitz

Managing Director

Ernst & Young

BUILDING TRUE MARKETING ANALYTICS CAPABILITIES FOR GROWTH

The digital economy has forced marketers to reskill their organizations to take advantage of new opportunities in marketing analytics to reach consumers. To manage through this transformation, Anheuser-Busch InBev has built a marketing capability framework that identifies core skills, learning opportunities, and performance expectations and KPIs for its marketing organization. Hear how Anheuser-Busch InBev has driven this capabilities mindset throughout the organization and how they measure and track marketing performance against key metrics.

Vanessa Ivette Rosado

Global Director, Marketing Capabilities

Anheuser-Busch InBev

BRINGING TV INTO THE FOLD - WILL WE HAVE A BETTER CURRENCY FOR MEASUREMENT PLANNING?

Alex LePage

Vice President, Product Marketing

Neustar

Brian Cordes

Assistant Vice President, Head of Portfolio Partnerships

Xandr

More to come!