

BIG DATA ANALYTICS ARE THE KEY TO CONSUMER ENGAGEMENT.

Data analytics will have a bigger impact on customer-centric insights than on traditional advertising in the next five years.



■ Overperformers ■ Underperformers

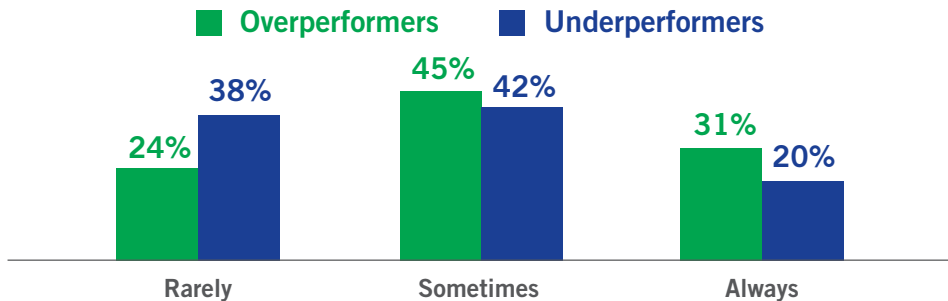


2014 ANA Big Data and Analytics Survey Report



SUCCESSFUL MARKETERS COLLABORATE.

Partnership between Marketing and IT is the key differentiator between successful and underperforming brands.



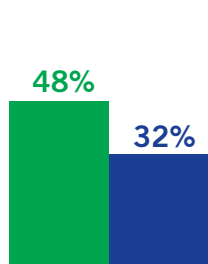
BIG DATA, BIG INSIGHTS.

Overperformers lead in extracting insights from data.

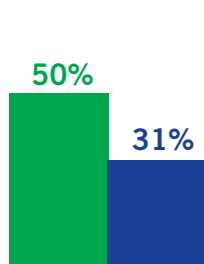


■ Overperformers

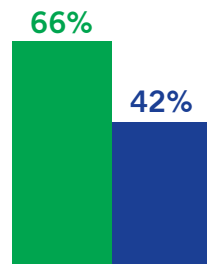
■ Underperformers



We have the right data and analytics available to measure marketing effectiveness



We are able to leverage all data and analytics available to improve our marketing effectiveness.



We are able to leverage our data and analytics in order to improve marketing efficiency.



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