



DATA AND
ANALYTICS

2023

ANA Masters of Data & Technology Conference

Bob Liodice
CEO





“Marketing magic exists
between consumer truth
and product truth.

Define and discover **the
authentic role** your products
play in people’s lives.”

Soyong Kang
CMO, eos



“Brands are in a position
to **drive change**
not only within their
organizations
but **in society at large.**”

CMOs need to
take the lead.”

verizon[✓]

Tony Wells
Chief Media Officer, Verizon





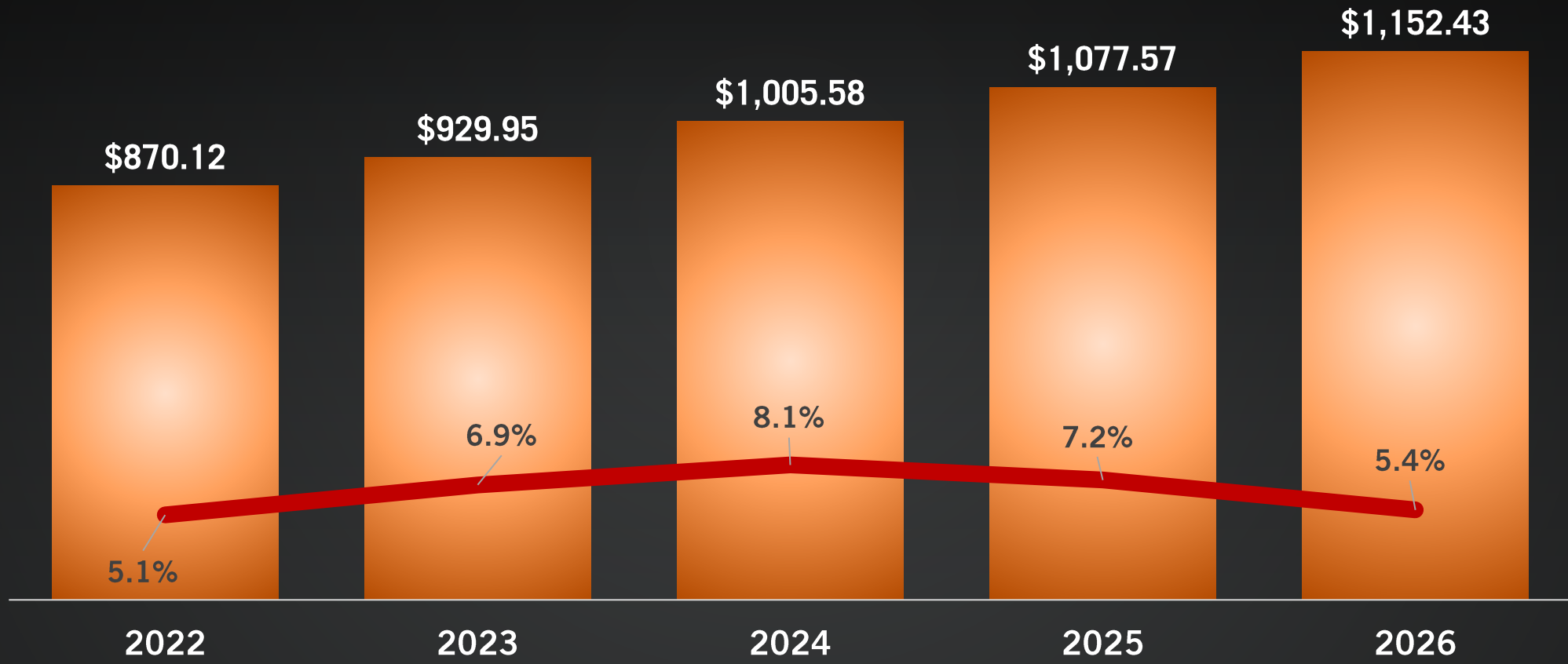
verizon

**We need Data,
Analytics,
Measurement, and
Technology for
Better Decision Making**

Dynamic Media Landscape

Total Media Ad Spending

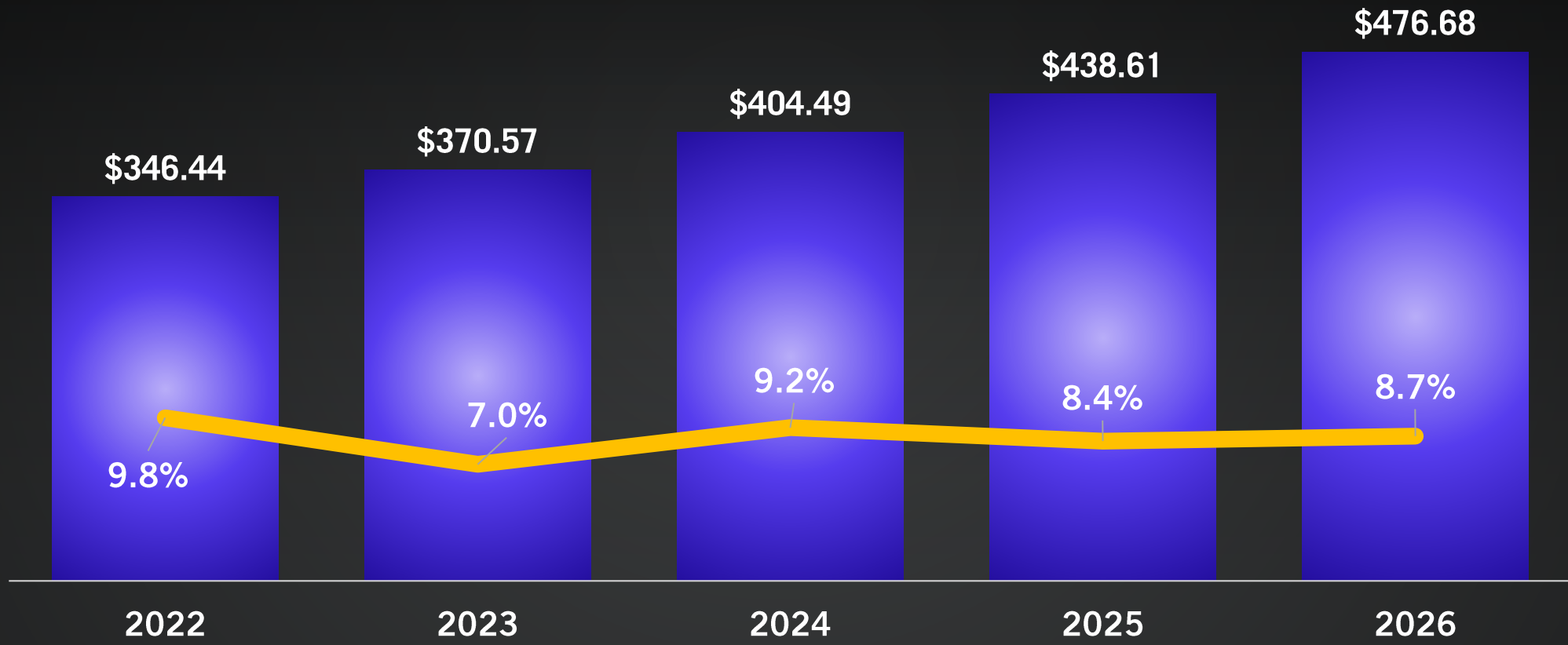
Worldwide 2022-2026 (billions)



Source: eMarketer Oct '22

Total Media Ad Spending

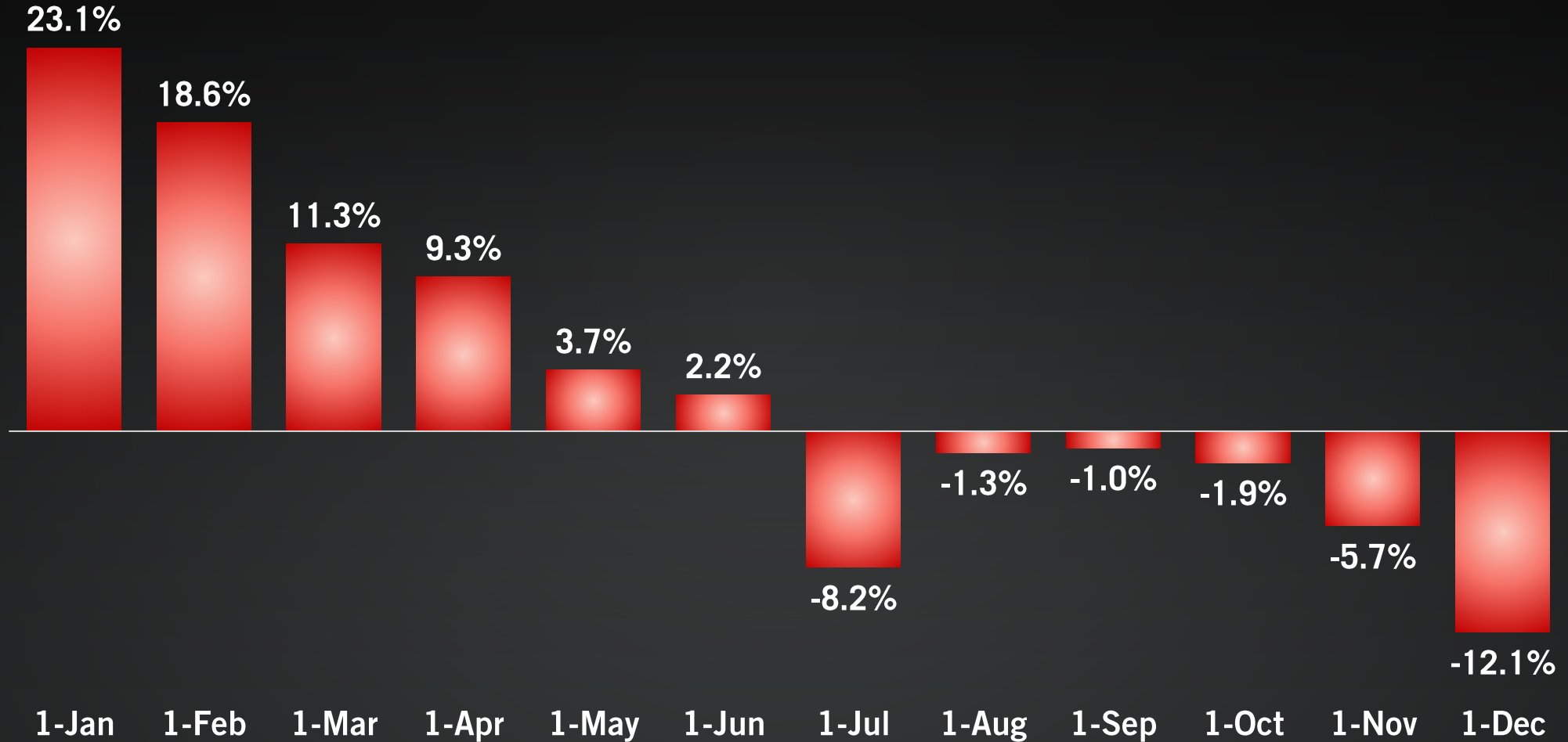
U.S. 2022-2026 (billions)



Source: eMarketer Oct '22

Monthly Change in Ad Spending

U.S. Year-over-Year



Source: Standard Media Index's U.S. Ad Market Tracker

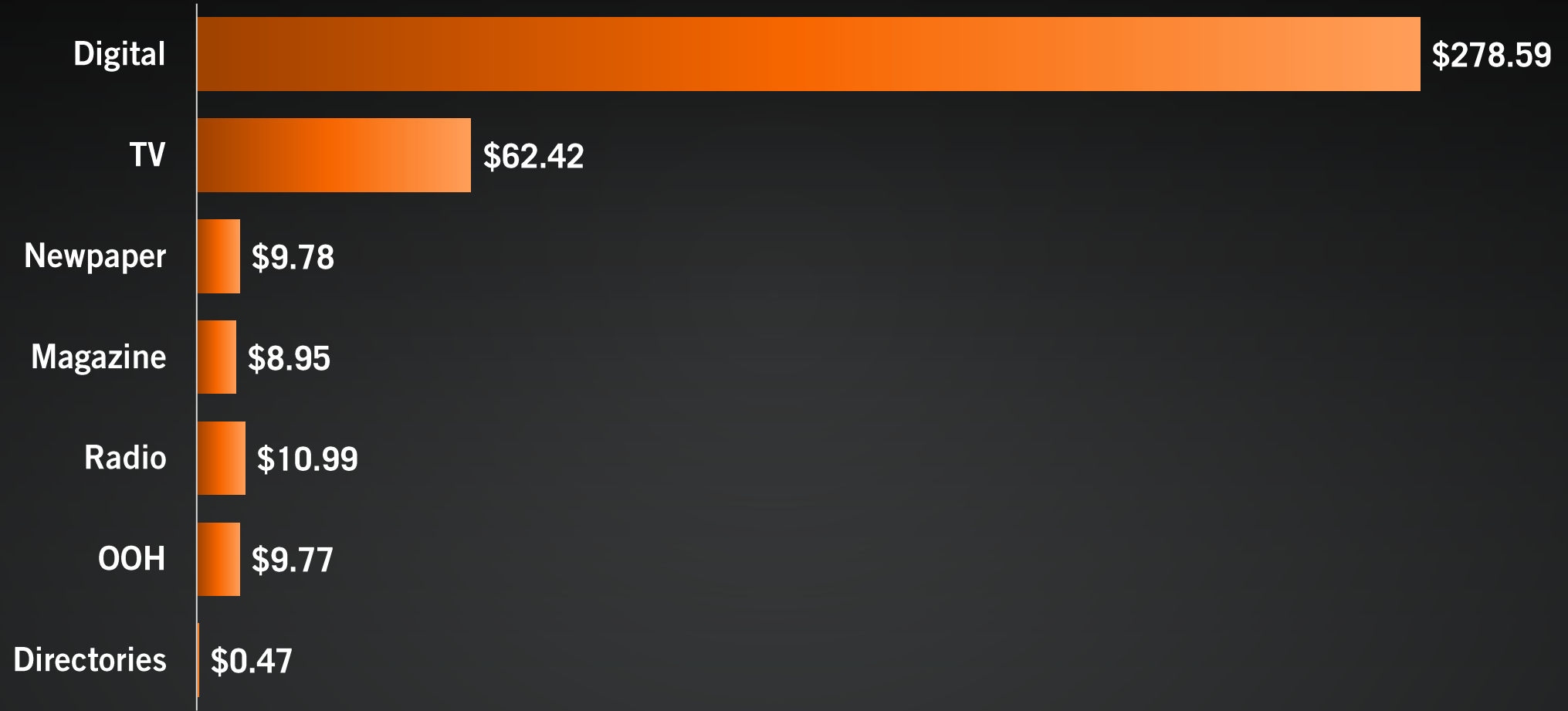
**Digital/Technology
plants the seeds
for an
optimistic future**



Google

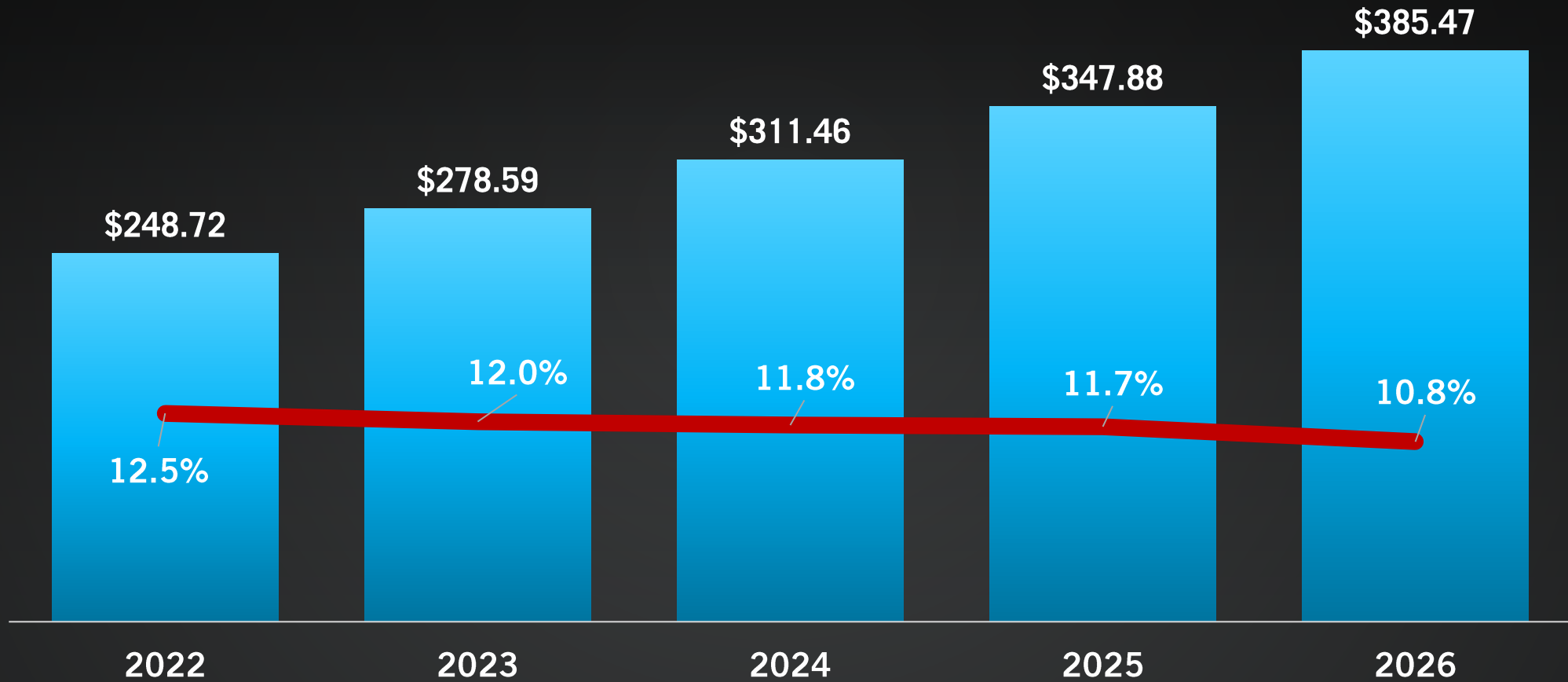
Total Media Ad Spending, by Media

U.S. 2022 (billions)



Digital Ad Spending

U.S. 2022-2026 (billions)





DIGITAL MARKETING TRENDS

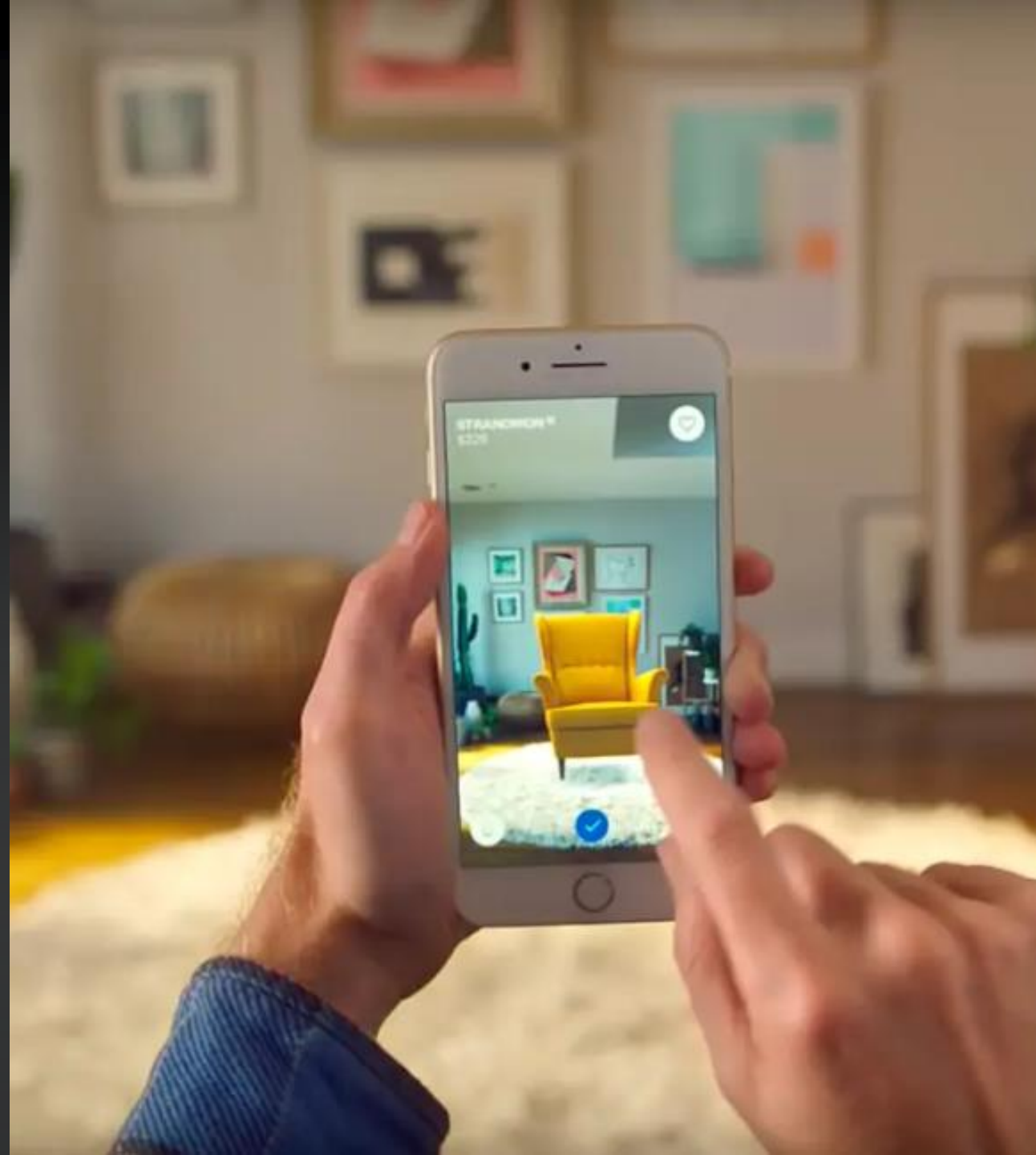
- **Influencer marketing takes center stage**
- **TikTok advances viral commerce**
- **Personalization delivers customized experiences**
- **AI/Metaverse are here to stay**
- **Long-form video content consumes more screen time**

**Global metaverse
projected to reach
\$1.7T by 2025**



Welcome to the Meta Lite Bar, the first-ever brand hosted bar in the metaverse and the only place
MEANT FOR 21+

**5G accelerates VR,
AR and XR
and delivers richer,
more immersive
brand experiences**

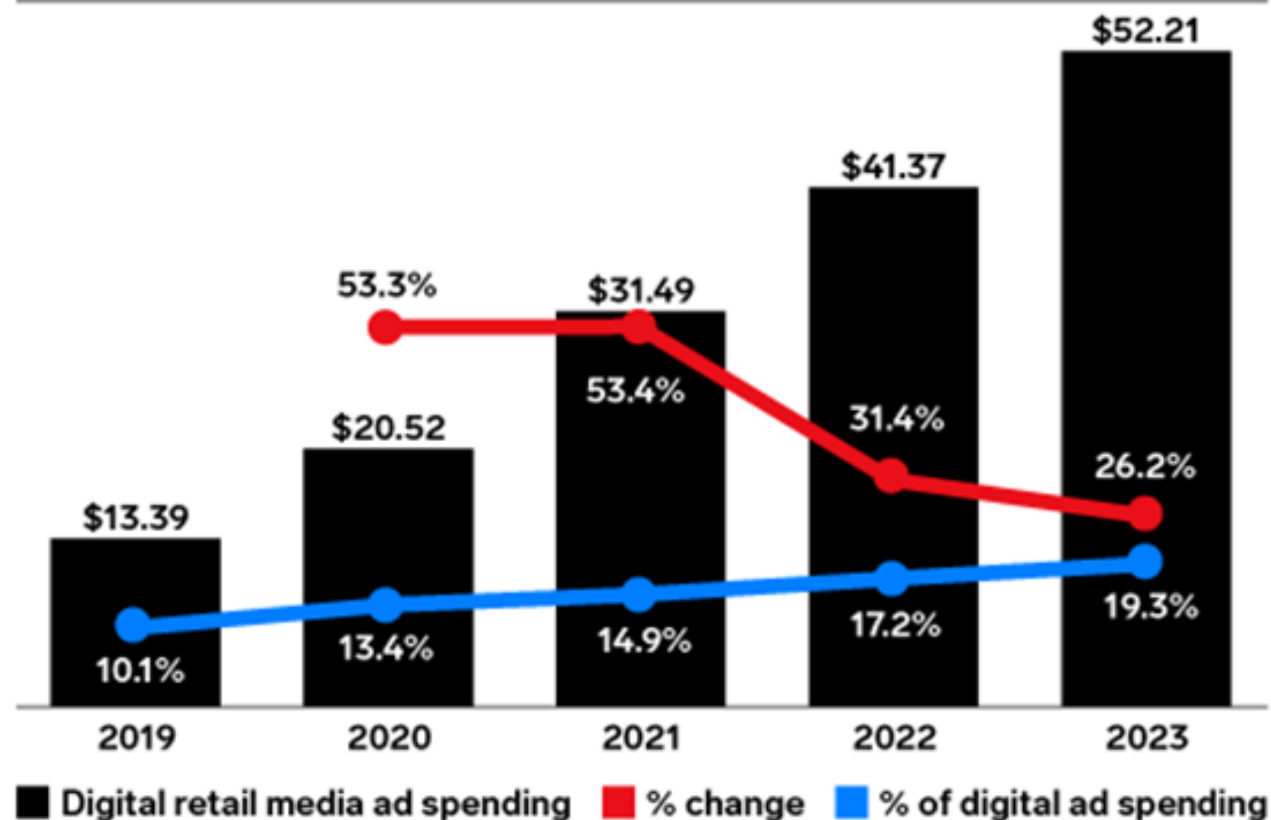


Retail Media Networks

\$50B ad category...
and growing

Capturing 1 in 5
digital dollars

US Digital Retail Media Ad Spending, 2019-2023
billions, % change, and % of digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include advertising on Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps


Source: eMarketer, Oct 2021


Influencer Marketing

\$13.8B global
\$4B in U.S.


Projected \$25B
by 2025



 **addisonraee** • Follow


 **addisonraee** LIMITED EDITION merch drop with @itembeauty ;) #ITEMcofounder #wereanitem

1w

 **sonyadakar** Cuteeeeeee


1w 360 likes Reply

— View replies (1)

 **itembeauty** *so excited* for this!

1w 2,180 likes Reply

— View replies (12)

 **christendominique**

Like Comment Share

Liked by dahlbackelin and 2,795,048 others

DECEMBER 8

Add a comment... Post



CONNECTED TV

- **2/3 of consumers will continue to shift to CTV from traditional**
- **2023 forecast is \$27 billion**
- **Ad Fraud represents a huge concern**

The Power of AI ChatGPT



The New York Times

A.I. and Chatbots > Become an A.I. Expert How Chatbots Work Why Chatbots 'Hallucinate' How to Use Chatbots

THE SHIFT

GPT-4 Is Exciting and Scary

Today, the new language model from OpenAI may be more powerful than any other AI model that dangerous. But the worst risks are the ones we cannot anticipate.

The Telegraph

Why a fake Pope picture could be a warning of humanity

Silicon Valley heavyweights clash over the risks of super-powered AI

PRACTICAL INSIGHTS

How CMOs Can Lead the Way on ChatGPT

The Washington Post

Democracy Dies in Darkness

WORK: REIMAGINED

Quiz: Did AI make this? Test your knowledge.

Try to correctly identify whether AI did work tasks like producing images, articles and...

FORTUNE

TECH · A.I.

Bill Gates says the 'age of AI' will either reduce inequity or...

THE WALL STREET JOURNAL.

English Edition | Print Edition | Video | Audio | Latest Headlines | More

The Jobs Most Exposed to ChatGPT

New study finds that AI tools could more quickly handle at least half of the tasks that auditors, interpreters and writers do now



AdAge

WHY CHATGPT CAN'T SAVE MARKETING—OR MARKETERS

...of shiny objects



Cheetos

Growth Deceleration

Fortune 500
Average Annual Rate of Growth

2000-2010

4.0%

2010-2015

2.0%

2015-2020

2.8%



ANA MISSION

**DRIVING
GROWTH**

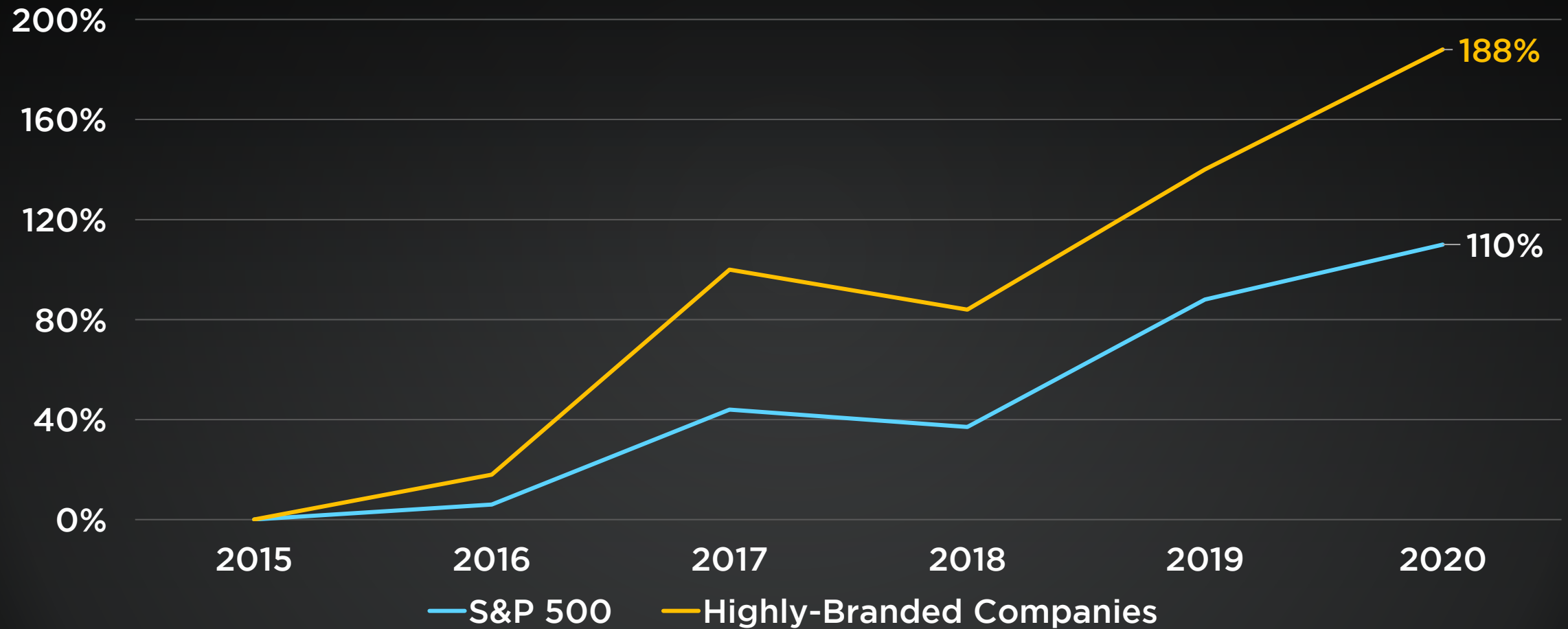
FOR YOU, THE INDIVIDUAL
FOR YOUR BRANDS AND BUSINESSES
FOR OUR INDUSTRY
FOR HUMANITY

ANA GROWTH AGENDA



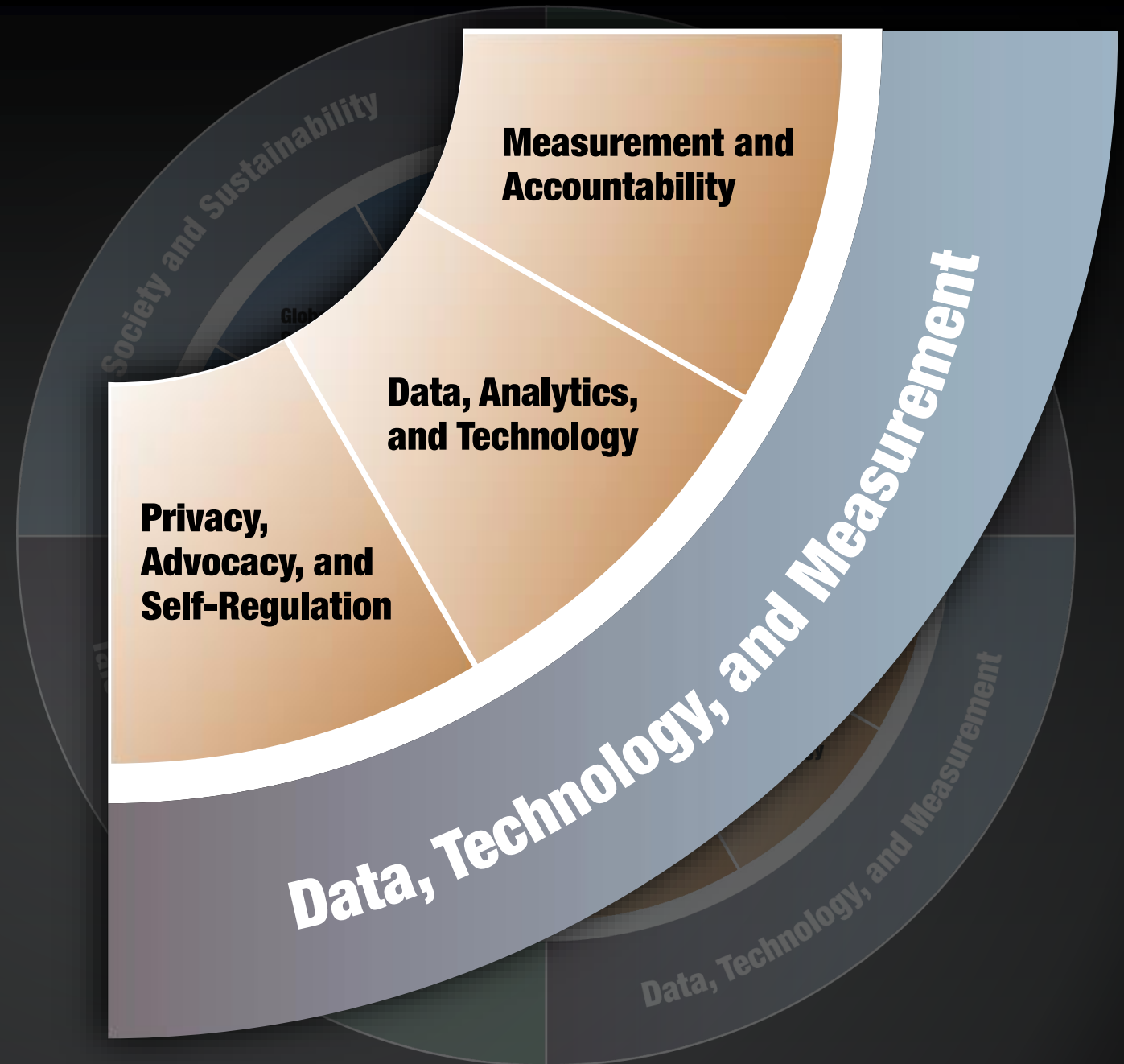
Each
percentage point
of growth adds
\$500 billion
annually to our Industry

Most Highly-Branded Companies vs. S&P 500 Index



Source: Brand Finance

ANA GROWTH AGENDA



Data and Analytics Drive Growth

DATA AND ANALYTICS

- **Investments in data analytics grew 37% last year**
- **Marketers allocate 9% of their budgets to data and analytics**
- **Marketers allocate an 9% of their budget to customer analytics**

Sources:

CMO Survey Deloitte/ Duke Fuqua/ AMA 2022

Gartner - The State of Marketing Budget & Strategy 2022

What investments did your company make to improve the performance of your digital marketing activities over the last year?

Industry	% Reporting Yes	% Change Since Feb. 2021
Data analytics	77.5%	37.2%
Optimizing of company website	74.0%	0.3%
Digital media and search	70.9%	9.1%
Marketing technology systems or platforms	69.8%	29.7%
Direct digital marketing (e.g., email)	68.2%	19.0%
Online experimentation and/or A/B testing	47.3%	4.2%
Managing privacy issues	35.3%	23.9%
Machine learning and automation	26.4%	29.4%
Improving our app	24.4%	N/A

Source: The CMO Survey: The Highlights and Insights Report February 2022



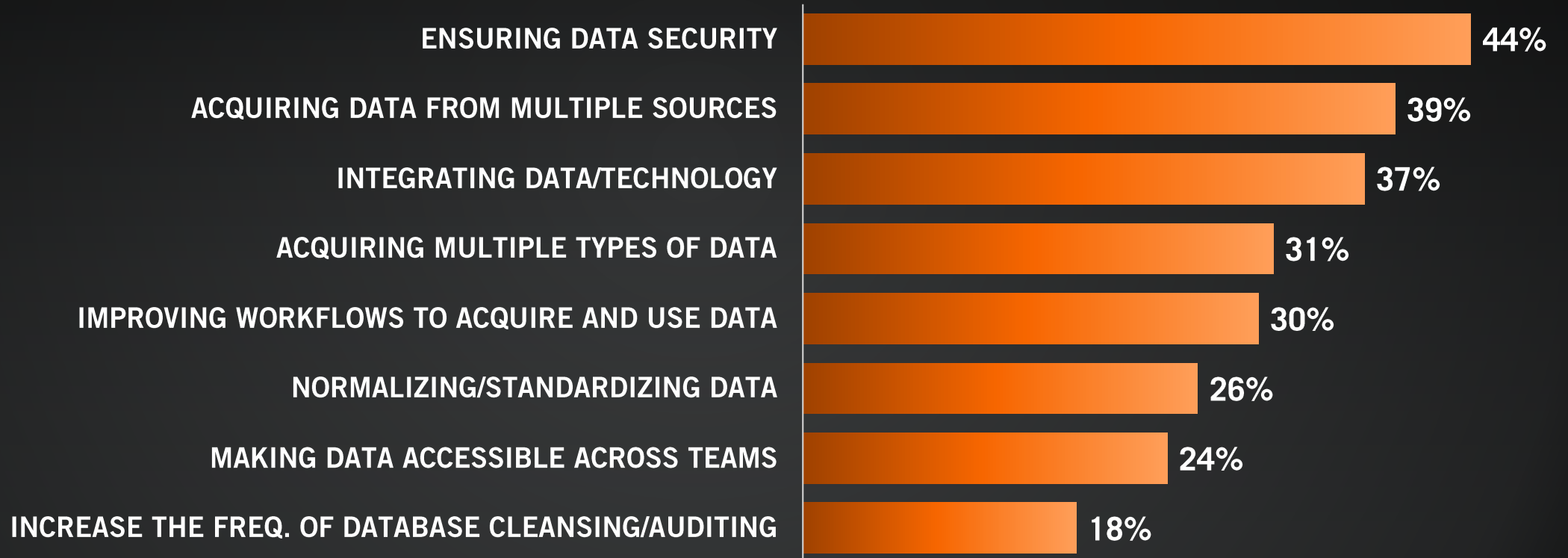
Spotify New Orleans

MARKETING DATA QUALITY


47%

of marketing professionals
feel that the quality of
their marketing data
allows them to make
effective decisions on
where to spend resources

CRITICAL ELEMENTS TO IMPROVE DATA QUALITY



**Accurate
Measurement
Drives Growth**

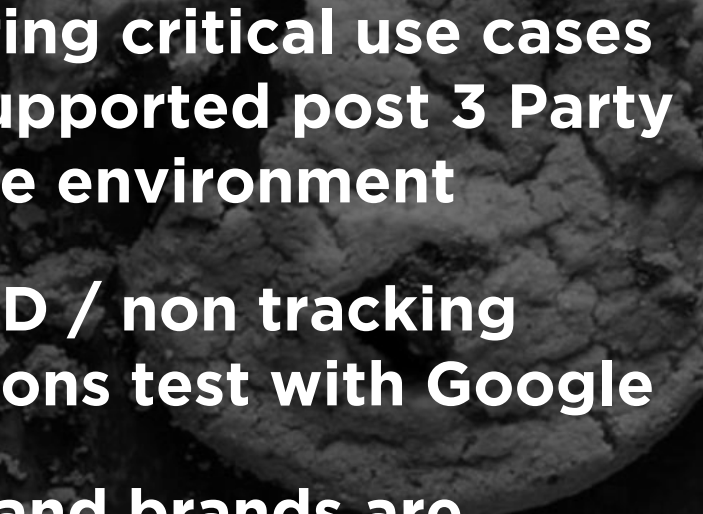


**“ Video ad
measurement
is a complete mess ”**

COMPLEXITY OF MEASUREMENT SUBSTANTIALLY INCREASED OVER THE LAST 2 YEARS

- **Alternative currency testing disruption**
- **Growth of ad supported streaming and CTV ads**
- **Fragmentation and incompleteness of solutions**
- **Impact of Apple Tracking Transparency policy on measurement**

MEASUREMENT IN A COOKIE-LESS ECOSYSTEM

- Ensuring critical use cases are supported post 3 Party cookie environment
 - Non-ID / non tracking solutions test with Google
 - ANA and brands are participating
- 
- A broken cookie is shown on a dark, textured surface. The cookie is light-colored and has a crumbly texture. It is broken into several pieces, with the largest piece being a roughly circular shape. The background is dark and grainy, suggesting a close-up shot of the cookie on a dark surface.

**ANA
CROSS-MEDIA
MEASUREMENT
MISSION**

To deliver an industry-wide measurement solution that provides complete and objective measures of all ad exposures by reporting cross-media deduplicated reach and frequency measures



- **Improved Customer Experience**
- **Financial and Business Growth**
 - **Frequency Optimization drives savings of \$47B**
 - **Unduplicated reach and frequency drives improved media planning**
- **Advances Outcome Measurement**

ANA Measurement Agenda

**Marketers
Must Own It**



Sanofi

**Privacy-Preserving
Technology
Drives Growth**



State of Data 2023

Data Clean Rooms & the Democratization of Data in the Privacy-Centric Ecosystem

SPONSORED BY:



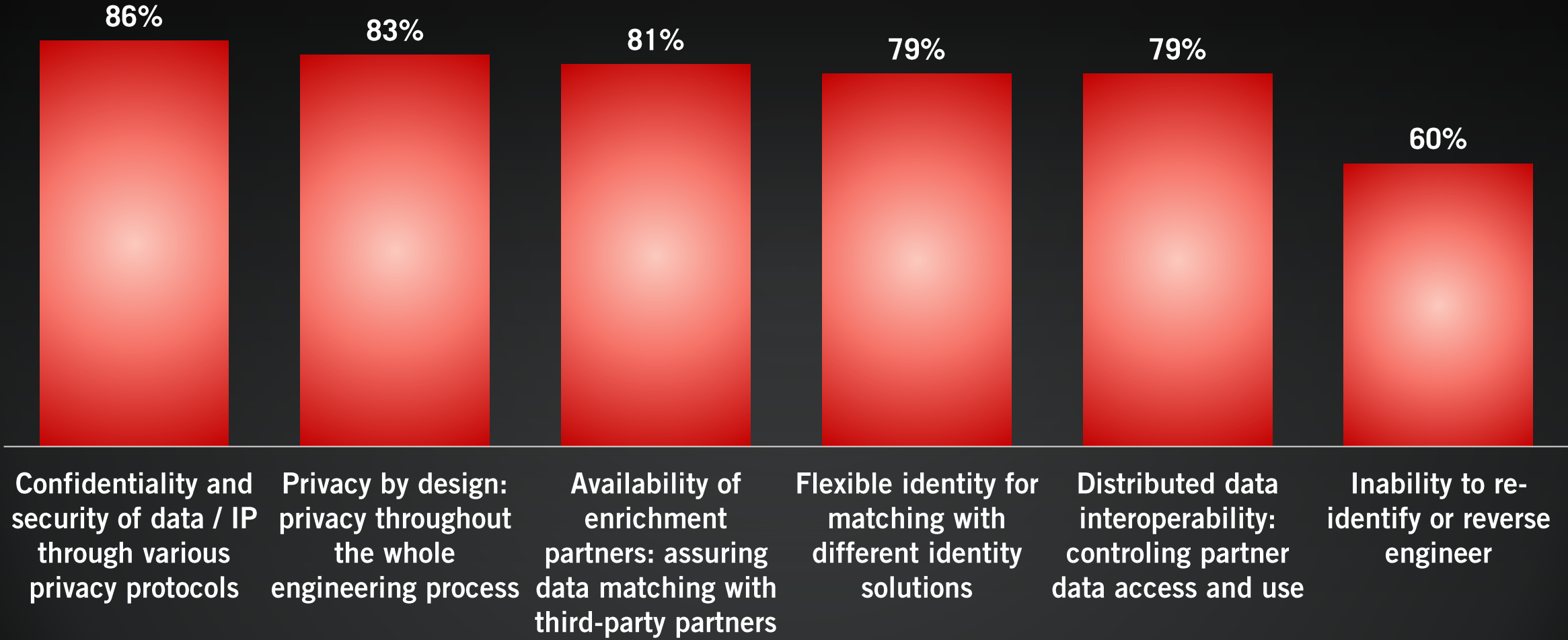
January 24, 2023



DATA CLEAN ROOMS

- **DCR's are an essential collaboration tool for audience insights, measurement and data activation in a privacy centric ecosystem**
- **Users are not using DCR's full potential**
- **DCR's require significant investments in talent, financial resources, data infrastructure and internal connectivity**

DCR USE CASES



Source: IAB State of Data Report

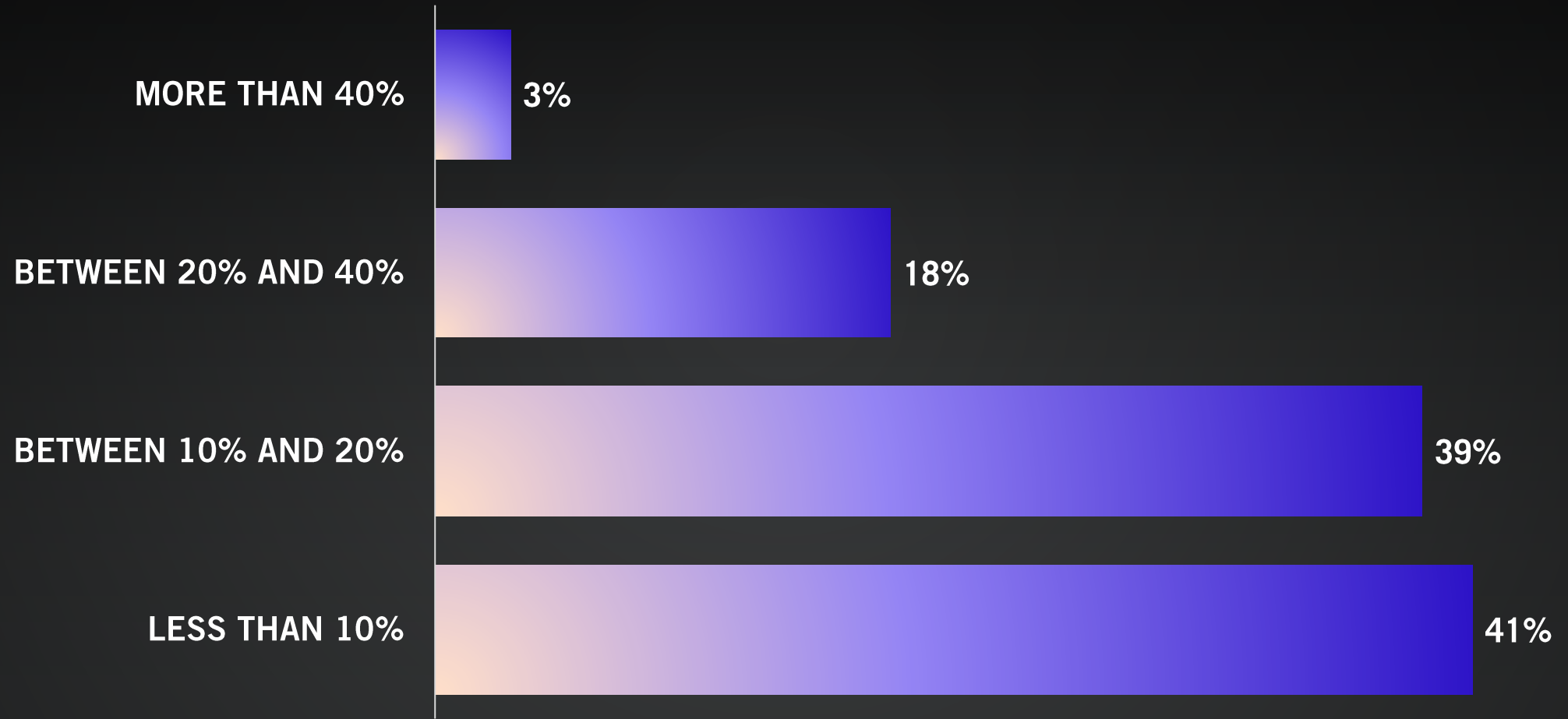


Bank of Montreal

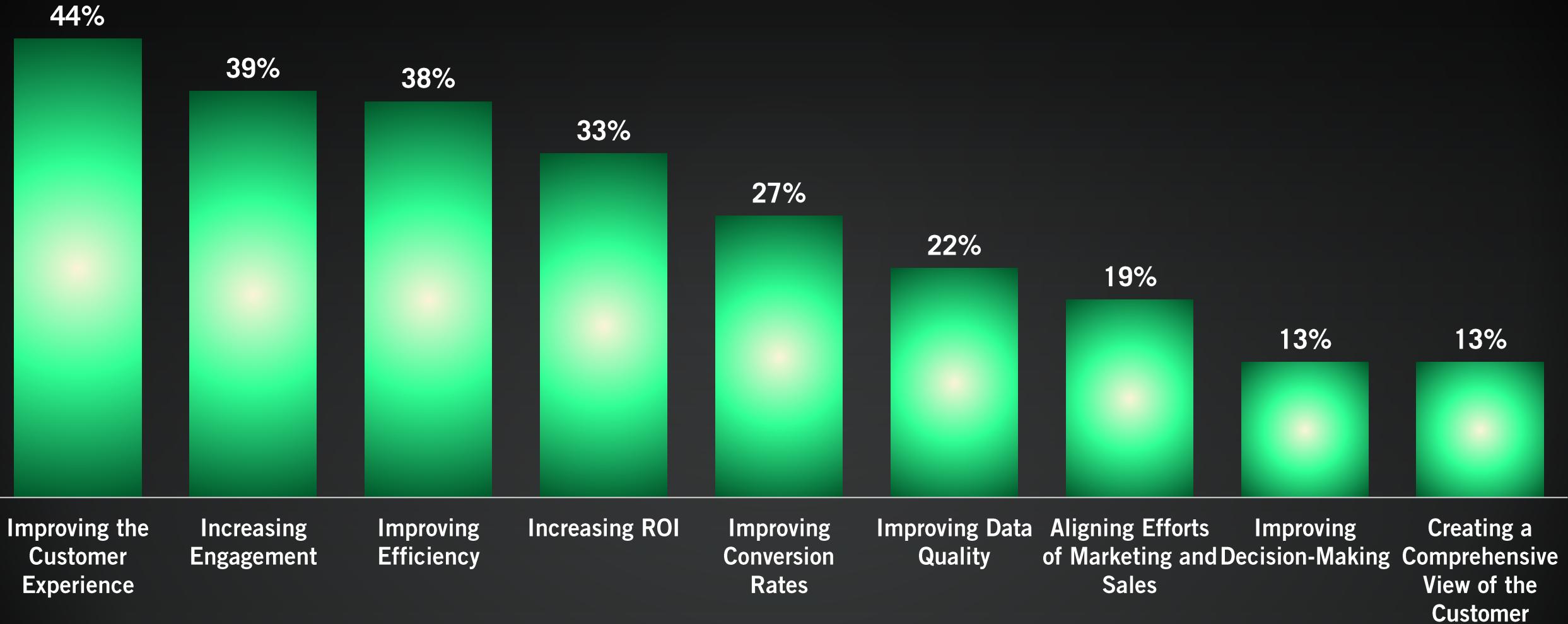
MarTech Drives Growth

MARTECH BUDGETS

(% of Total Spend)

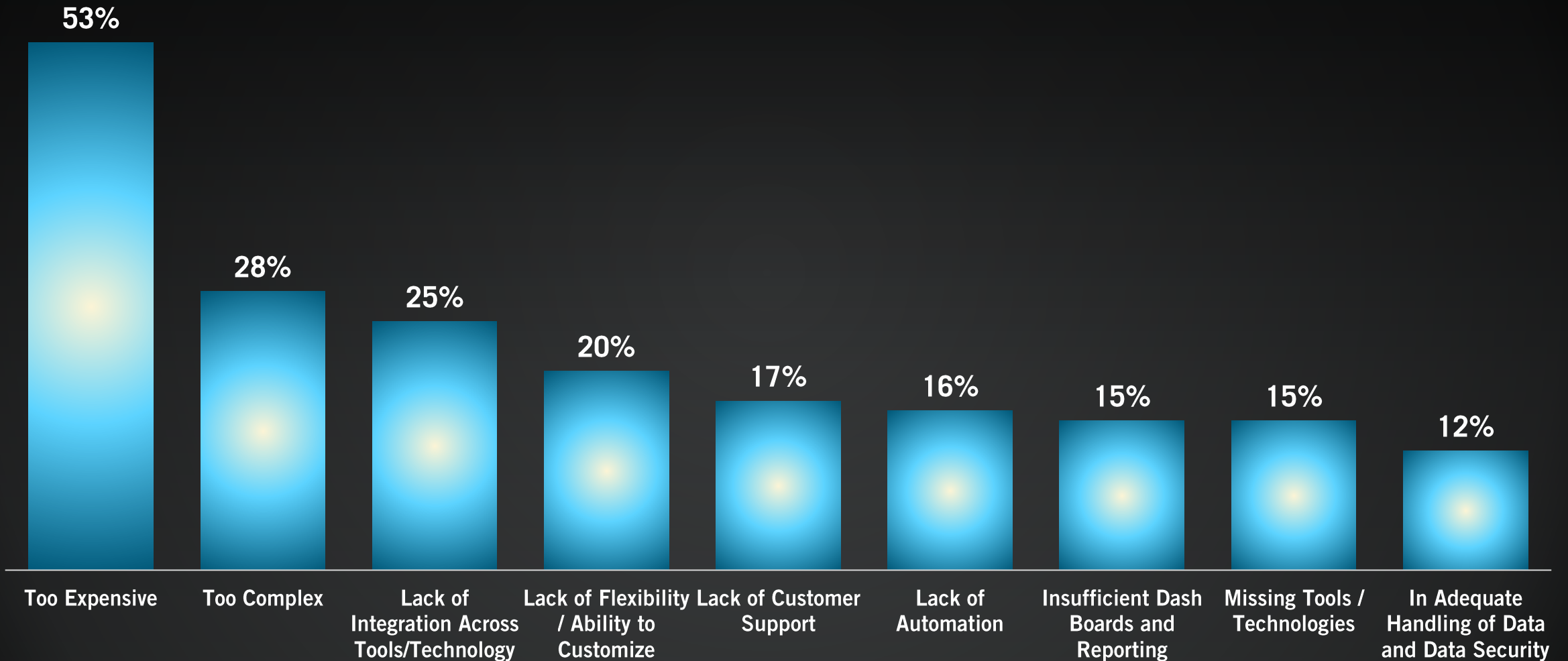


MARTECH GOALS / RATIONALE



Source: Ascend 2

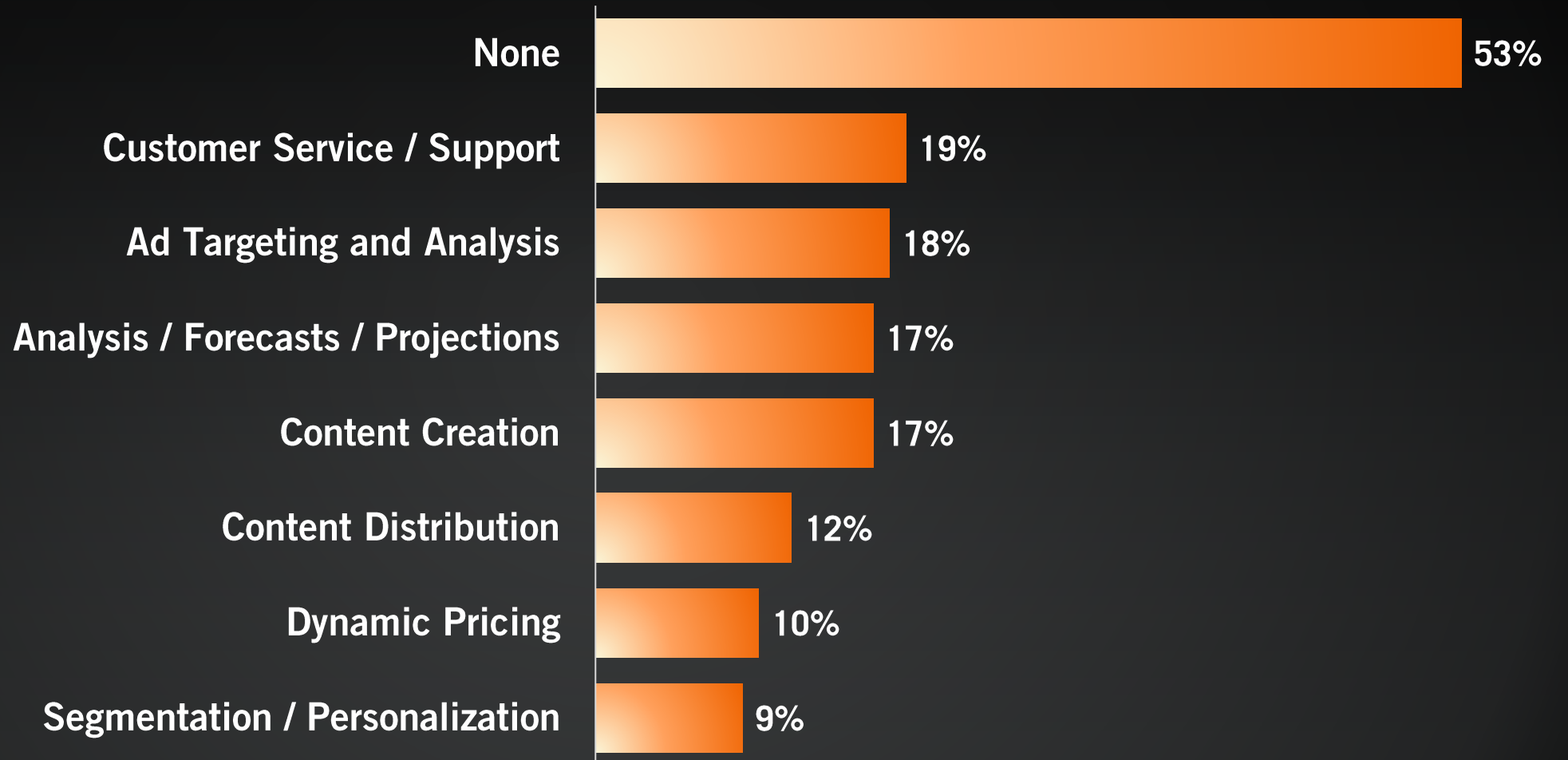
TOP COMPLAINTS WITH MARTECH



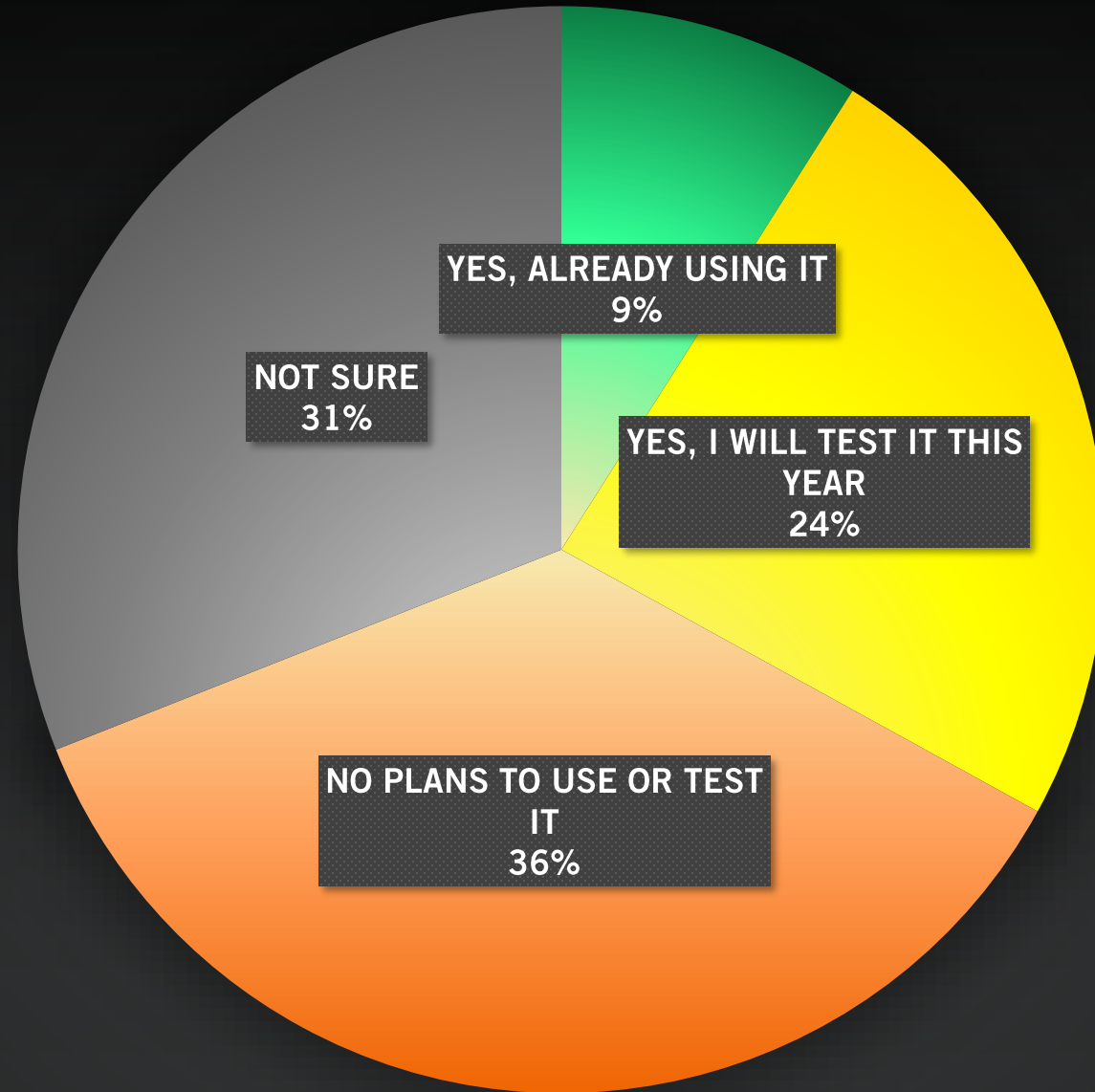
Source: Ascend 2

AI/ChatGPT
Drives Growth

THE USE OF A.I.



PLANS FOR USING CHATGPT



MARKETERS' RESPONSIBILITY

“We make marketing decisions....

We are counted on to steer the ships of our brands.”

Doug Zarkin
Chief Marketing Officer

LUXOTICA[®]



COURAGE!!!



**NOT A TIME
FOR THE
TIMID**

- **A time of big opportunities and equally big challenges**
- **Billions \$\$ in growth opportunity and Billions \$\$ in waste**
- **Take back our industry**
- **Stand as an industry**
- **Own and lead the agenda**

**Outstanding
Leadership
Drives Growth**



TATA

ANA GROWTH AGENDA





**DATA AND
ANALYTICS**

2023

ANA Masters of Data & Technology Conference

APRIL 12-14



WI-FI INFO



Network Name:

GrandeLakes_CONFERENCE

Network Password:

ANA2023

ANA EVENTS APP



Q&A ON THE COMPUTER

Search for people, products or other items

ANA DATA AND ANALYTICS
DRIVING GROWTH

2023
ANA Masters of Data & Technology Conference
APRIL 12-14

Full Schedule

April 13

Live Chat **Q&A** Connections

Click into each session to access Q&A.
Click on the ANA logo to return to home.

MENU ANA

Thursday, April 13

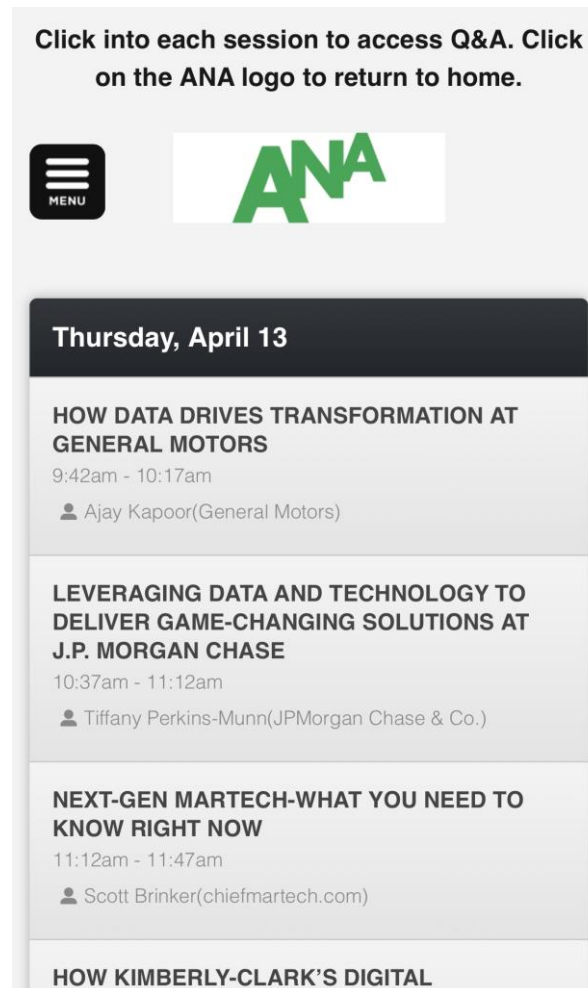
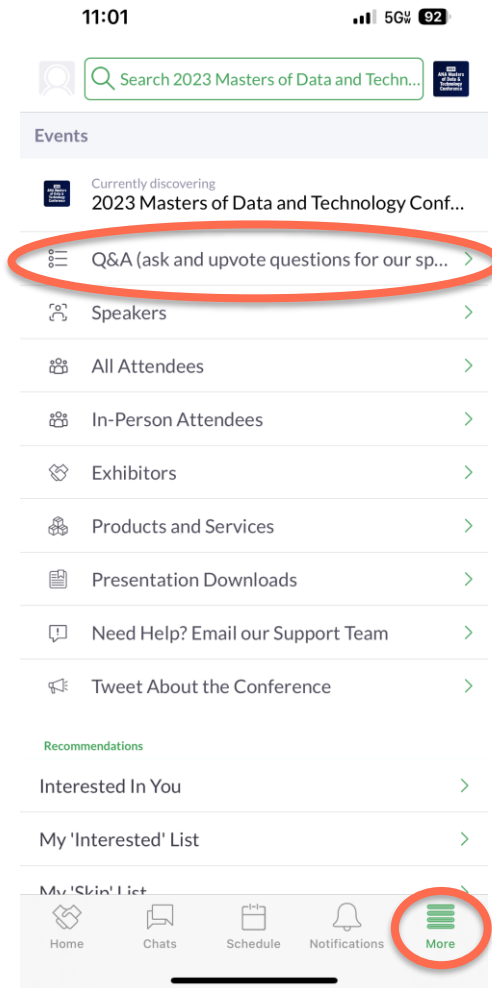
HOW DATA DRIVES TRANSFORMATION AT GENERAL MOTORS
9:42am - 10:17am
Ajay Kapoor(General Motors)

LEVERAGING DATA AND TECHNOLOGY TO DELIVER GAME-CHANGING SOLUTIONS AT J.P. MORGAN CHASE
10:37am - 11:12am
Tiffany Perkins-Munn(JPMorgan Chase & Co.)

NEXT-GEN MARTECH-WHAT YOU NEED TO KNOW RIGHT NOW
11:12am - 11:47am
Scott Brinker(chiefmartech.com)

HOW KIMBERLY-CLARK'S DIGITAL TRANSFORMATION IS ENABLING CONSUMER-CENTRICITY
11:47am - 12:22pm

Q&A ON THE APP



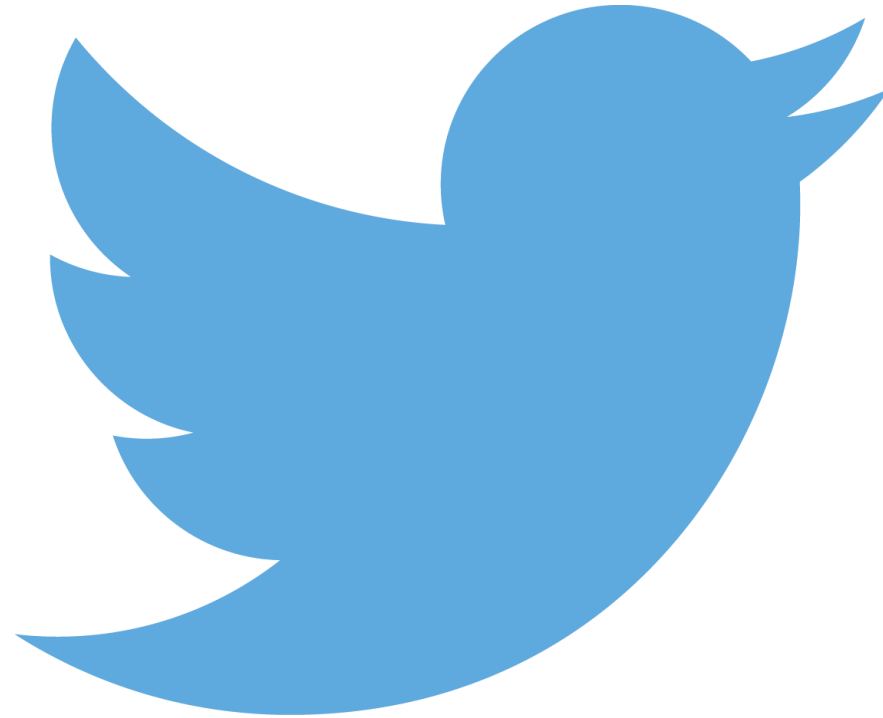
NEED HELP?

**EMAIL OUR
SUPPORT TEAM**

streaming@ana.net



#ANADataMasters





ZETA

THANK YOU TO OUR SPONSORS AND EXHIBITORS



ANA DATA TECH MEASUREMENT PARTNERS





**DATA AND
ANALYTICS**

2023

ANA Masters of Data & Technology Conference

APRIL 12-14

