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# 2024 ANA MEDIA CONFERENCE

presented by **A+E**

**BOB LIODICE**

CHIEF EXECUTIVE OFFICER | ANA



**MORE**

**MORE**

**Brand Growth and  
Business Performance**

**MORE**  
**Marketing**  
**and Media Magic**  
**for Growth**



“Marketing magic exists between consumer truth and product truth.

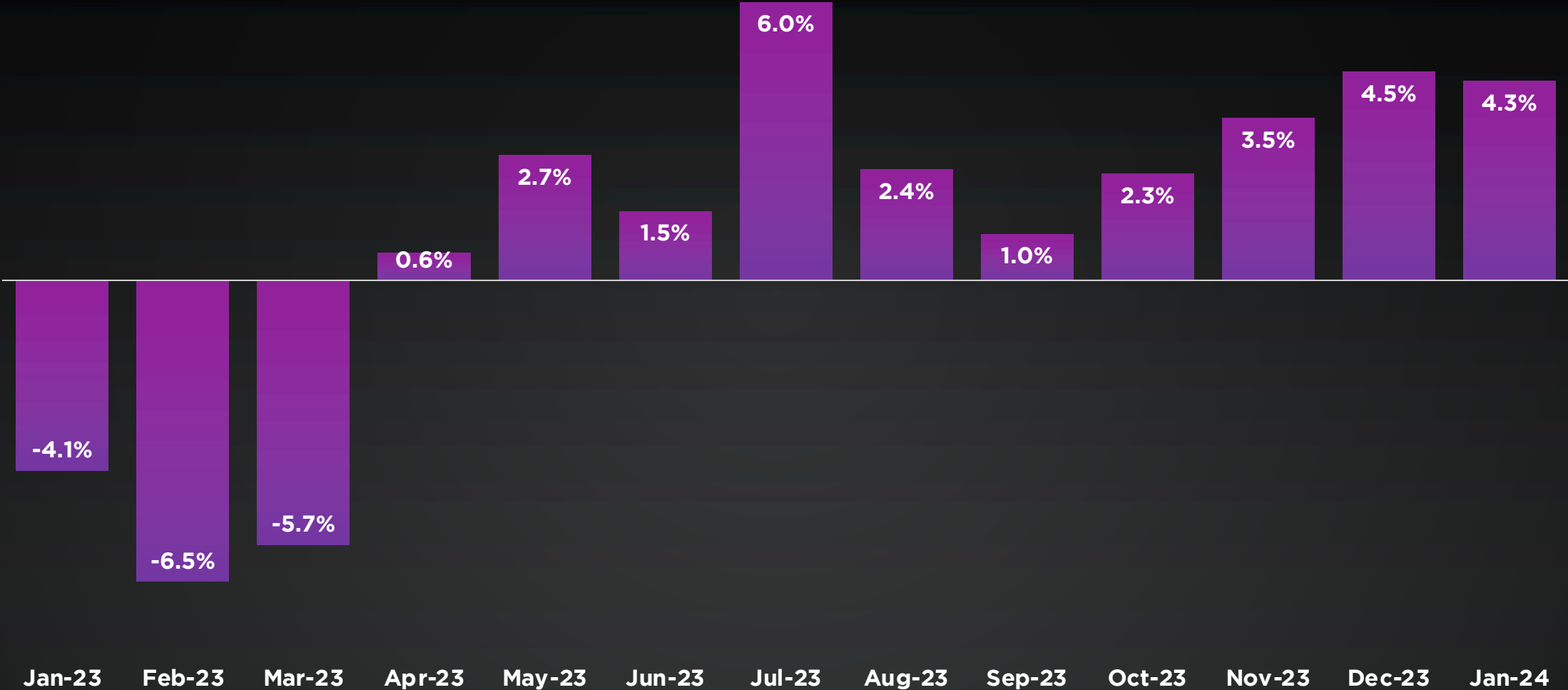
Define and discover **the authentic role** your products play in people’s lives.”

**Soyoung Kang**  
CMO, eos



**MORE**  
**Media**  
**for Growth**

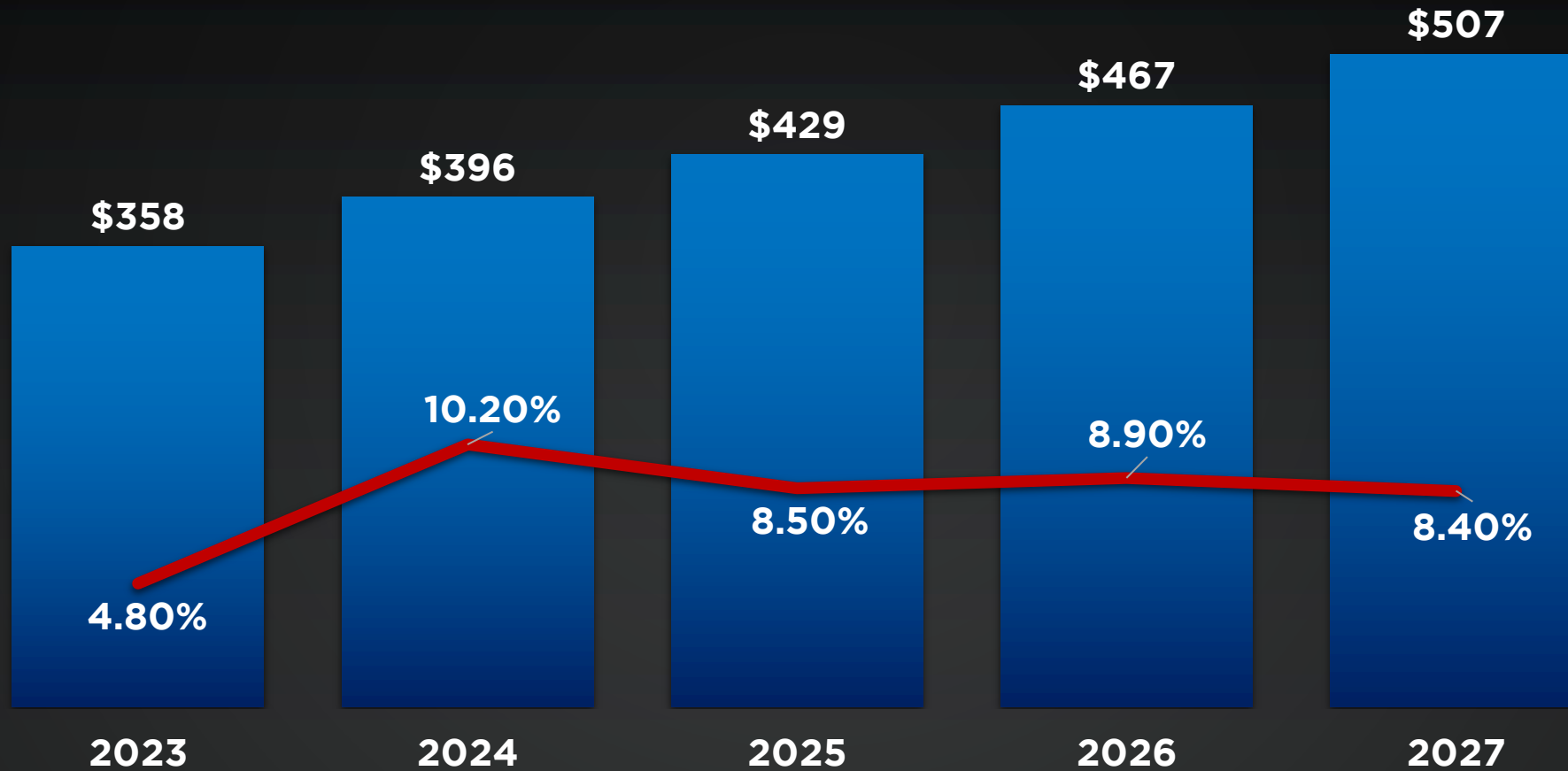
# Monthly Change in U.S. Ad Spending



Source: Guideline's U.S. Ad Market Tracker, February 2024

# Total U.S. Media Ad Spending

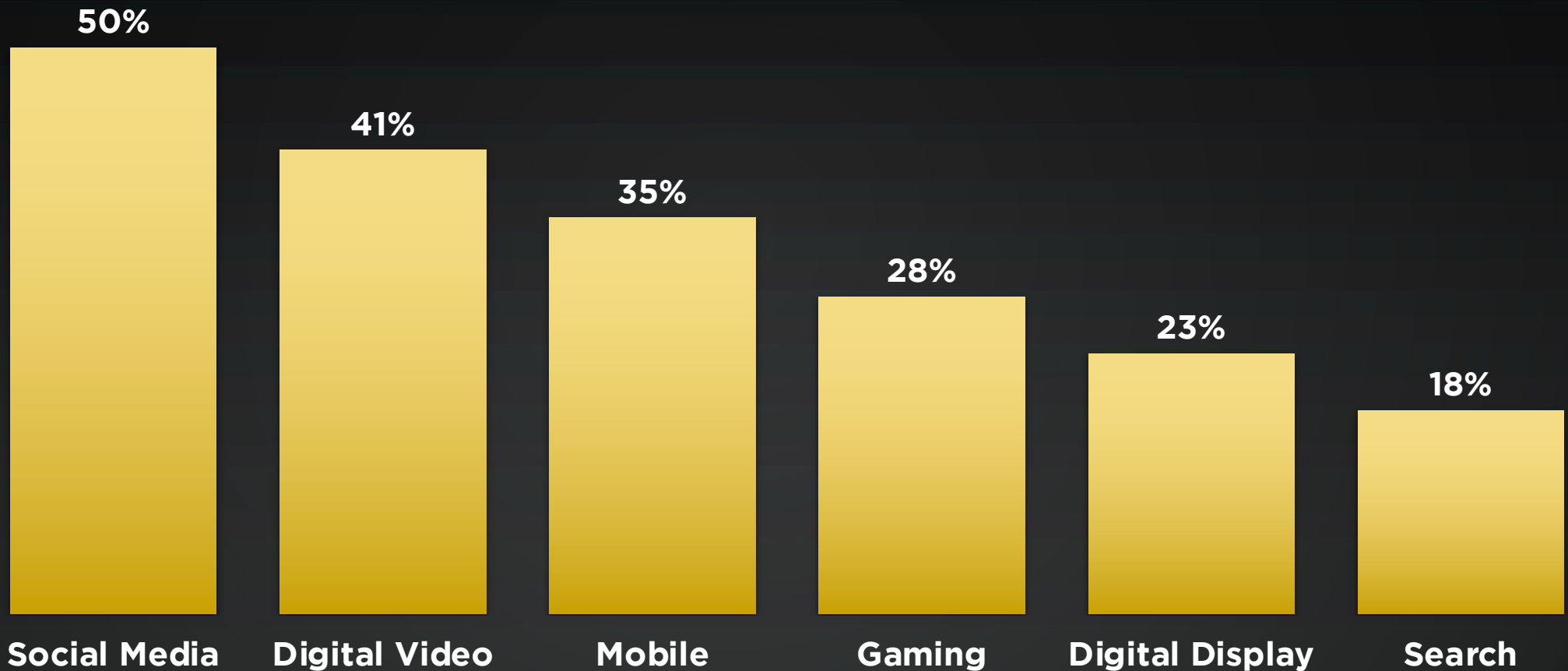
Billions





# Media Forms with Potential for Innovation and Opportunity

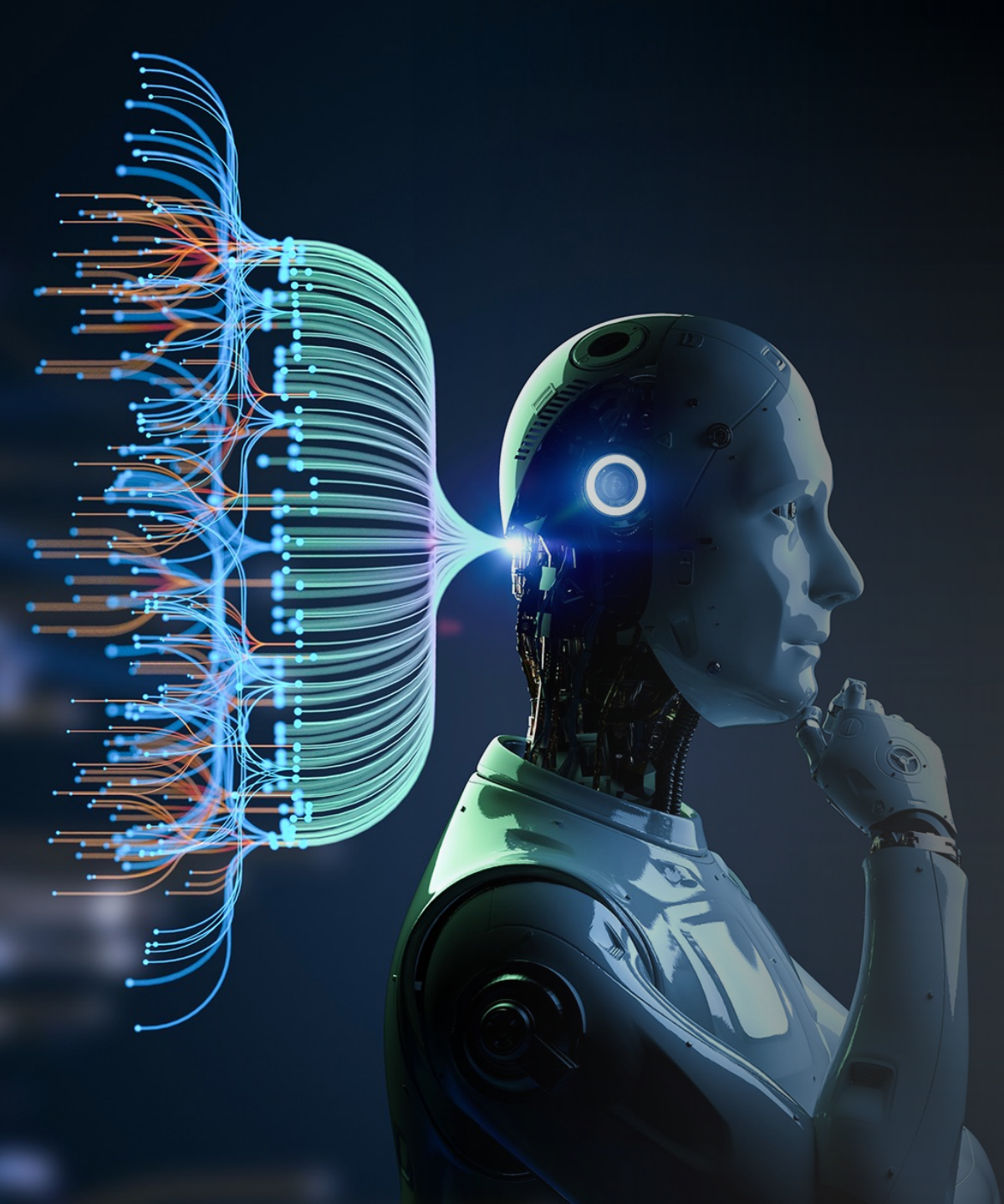
% of respondents



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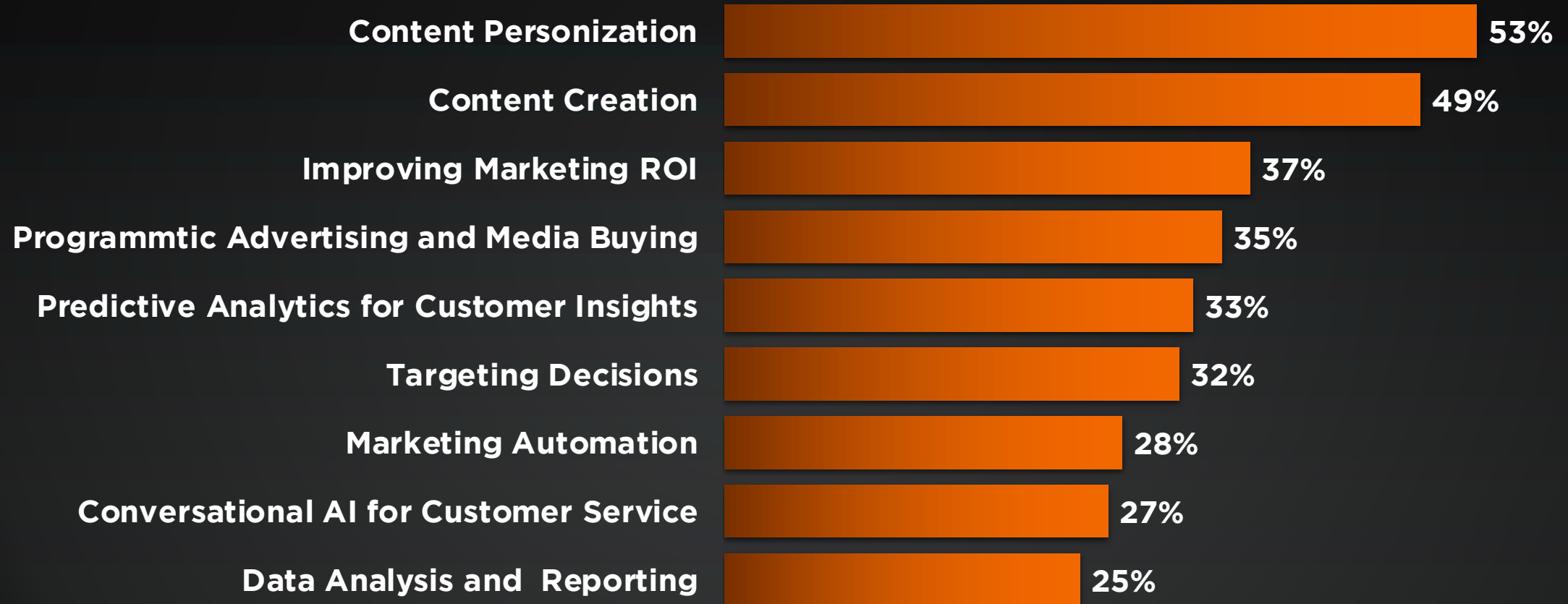
**Media Innovation and  
Creativity  
for Growth**





# Artificial Intelligence

# Top Marketing Uses for AI



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**Media Excellence  
for Growth**

# Buy-Side and Ad Tech Top Challenges



Source: 2024 Industry Pulse Report. Integral Ad Science, December 2023

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**PROGRAMMATIC  
MEDIA  
SUPPLY CHAIN  
TRANSPARENCY  
STUDY**

**FIRST LOOK** 

JUNE 2023

ANA.NET

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**PROGRAMMATIC  
MEDIA  
SUPPLY CHAIN  
TRANSPARENCY  
STUDY**

**COMPLETE REPORT** 

**PLAYBOOK  
SUMMARY  
PAGES  
20-26**

DECEMBER 2023

ANA.NET



# REPORT HEADLINES

**\$88 billion**

Open Web Programmatic

**\$22 billion**

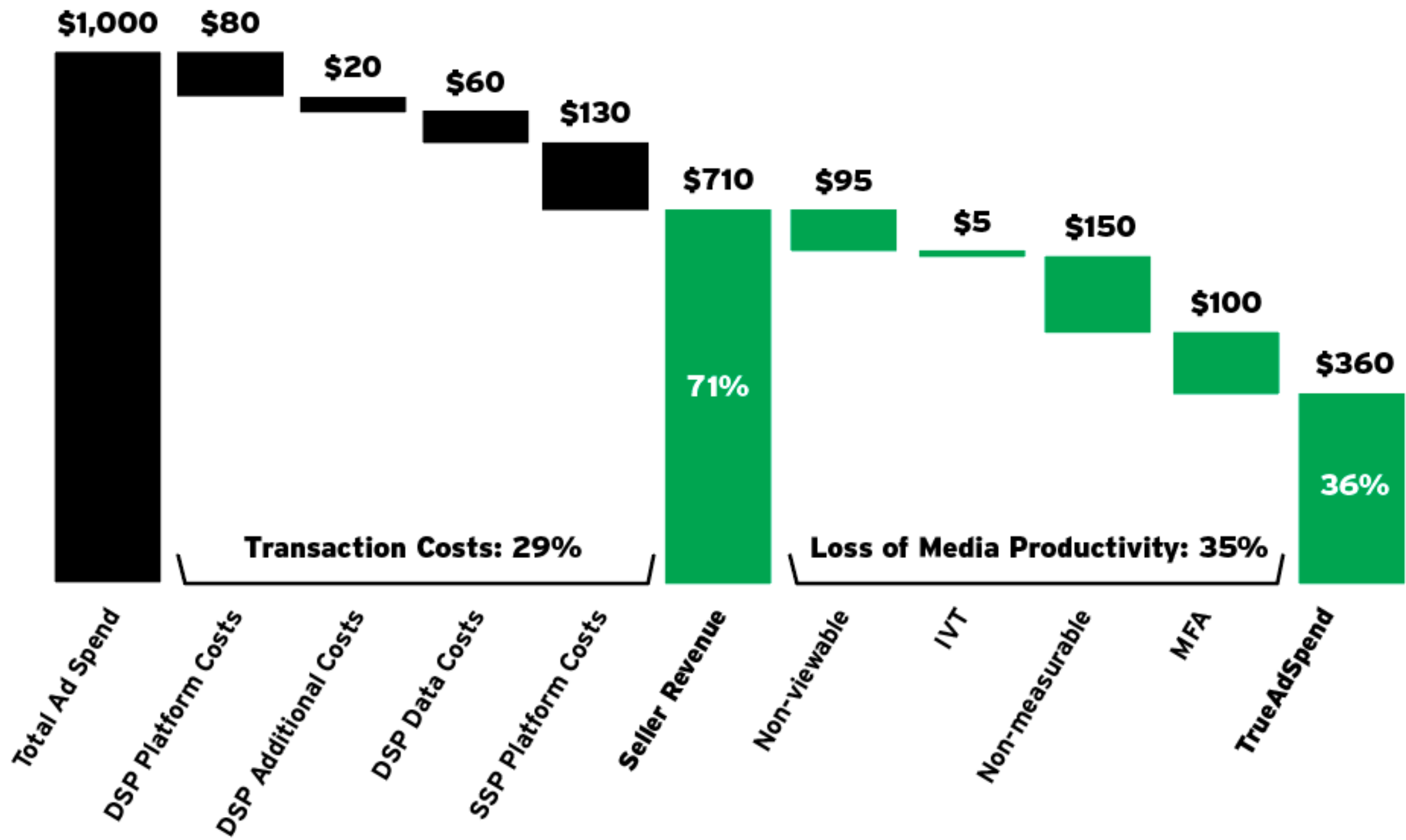
**25% waste**

and lost productivity

Only

**36% of spend**

reaches the consumer





**Would you only settle for  
36% of your favorite  
beverage?**

**Why settle for only 36% or  
less of your programmatic  
advertising investment  
reaching the consumer?**

# PROGRAMMATIC TRANSPARENCY ISSUES

- **Made for Advertising Sites**
- **Overuse of websites – 44,000 per campaign**
- **Information Asymmetry**
- **SSP Optimization Strategy**
- **Private versus Open Marketplace Usage**

# PROGRAMMATIC TRANSPARENCY ISSUES

- **Knowing Ad Quality and Price**
- **Measurability and Viewability**
- **Invalid Traffic**
- **Talent/Technology Capabilities**
- **Log-Level Data**

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**Media and  
Measurement  
Leadership Council**



# **MEDIA AND MEASUREMENT LEADERSHIP COUNCIL**

The MMLC intends to impact growth and value creation by impacting billions of dollars in media, efficiencies and effectiveness to our industry by reducing and or eliminating waste, solving disruptions, leveling the playing field with the sell-side, as well as ensuring the advertiser agenda leads media and measurement.

**MORE**  
**Data Quality**  
**for Growth**



# MARKETING DATA QUALITY

**Only 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





# State of Data 2023

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

SPONSORED BY:



January 24, 2023

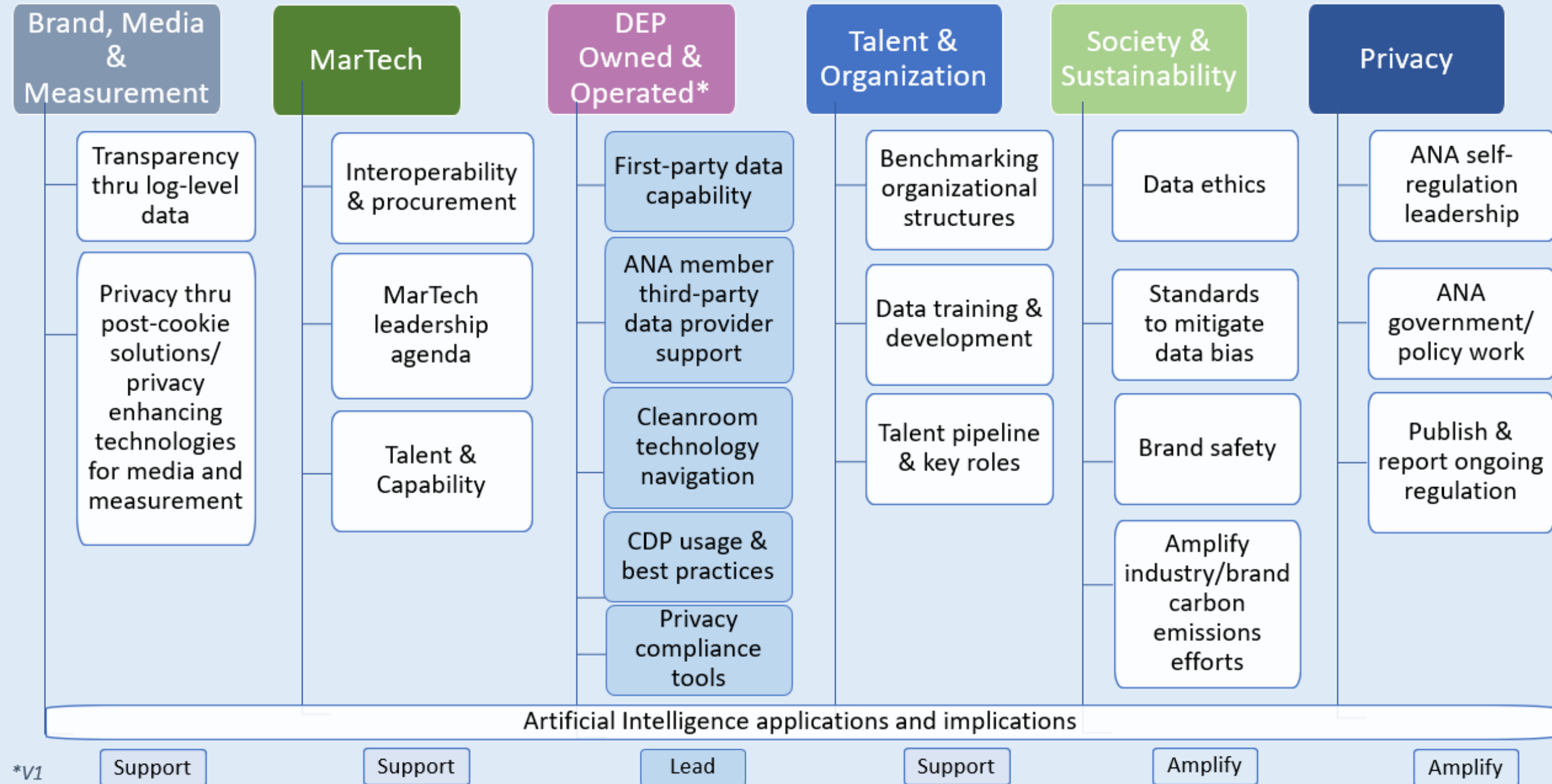


# DATA CLEAN ROOMS

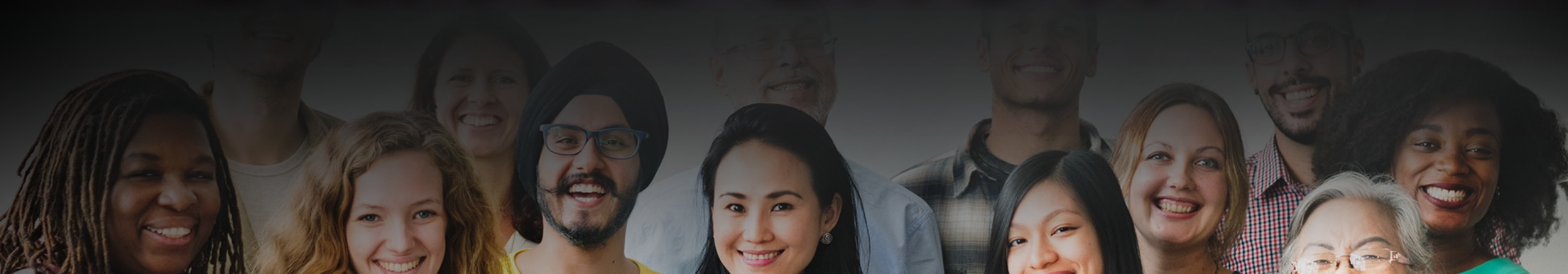
- **DCR's are an essential collaboration tool for audience insights, measurement and data activation in a privacy centric ecosystem**
- **Users are not using DCR's full potential**
- **DCR's require significant investments in talent, financial resources, data infrastructure and internal connectivity**

# Data Impact on ANA

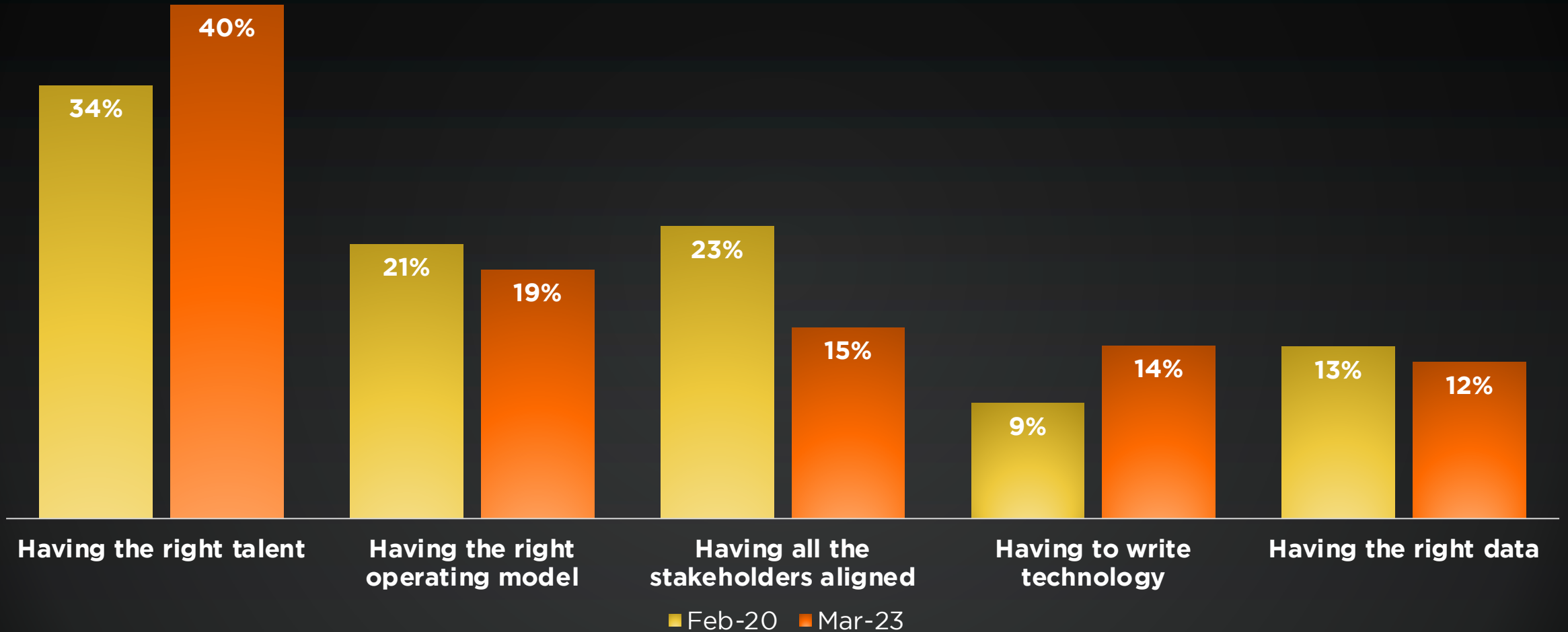
*Data is permeating across much of the ANA Growth Agenda*



**A Media-Trained  
Workforce  
DRIVES GROWTH**



# Right Talent = Revenue Growth



Source: *The CMO Survey: Managing Brand, Growth, and Metrics Report: March 2023*

**ANA  
MISSION**



**TRAIN  
THE WORLD**

**60,000  
individuals**





**Marketing  
Training &  
Development  
Center**



**THE ANA  
EDUCATIONAL  
FOUNDATION**



**Institute  
for Real  
Growth**

# ANA's Global Weeks of Learning



**CMO**  
GROWTH COUNCIL



**RESET**  
**REBOOT**  
**REOPEN**

MARKETING'S GLOBAL DAY OF LEARNING



**Oustanding  
Media Leadership  
Drives Growth**



**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**

# MARKETERS' RESPONSIBILITY

“We make marketing decisions...

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

**Doug Zarkin**  
Chief Marketing Officer

The  
**Good Feet**  
Store®

America's Arch Support Experts



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**Growth and  
Performance**

# ANA GROWTH AGENDA



Thank  
You

**Ben  
Jankowski**

*To donate to Ben's Foundation  
at Temple University,  
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