

2020 MASTERS OF DATA AND TECHNOLOGY CONFERENCE

MARCH 2-4 | ORLANDO, FL



DATA &
TECHNOLOGY

@ANAmarketers | #ANAdatamasters



Bob Liodice

Chief Executive Officer

ANA



We're Winning!

FORTUNE 500 STUDY

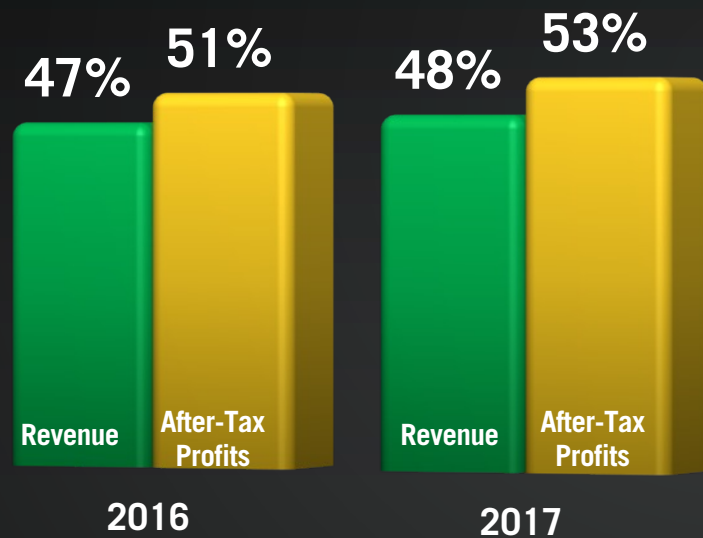
YEAR	FORTUNE 500 GLOBAL REVENUES \$ TRILLIONS	% CHANGE VERSUS YEAR AGO
2016	\$12.0	(4.0%)
2017	\$12.1	0.8%
2018	\$12.7	4.9%
2019	\$13.7	7.9%

FORTUNE 500

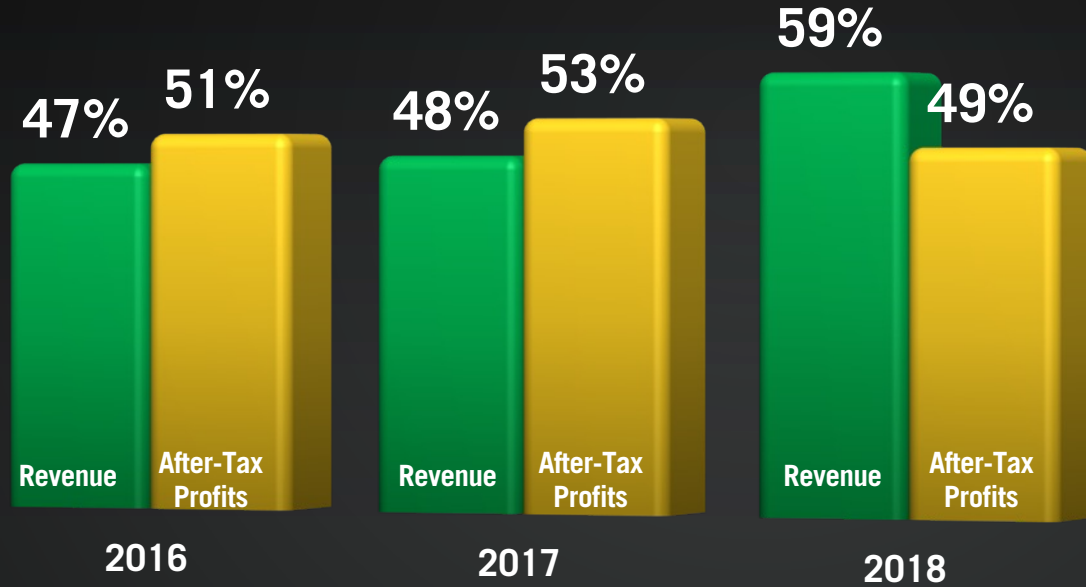


2016

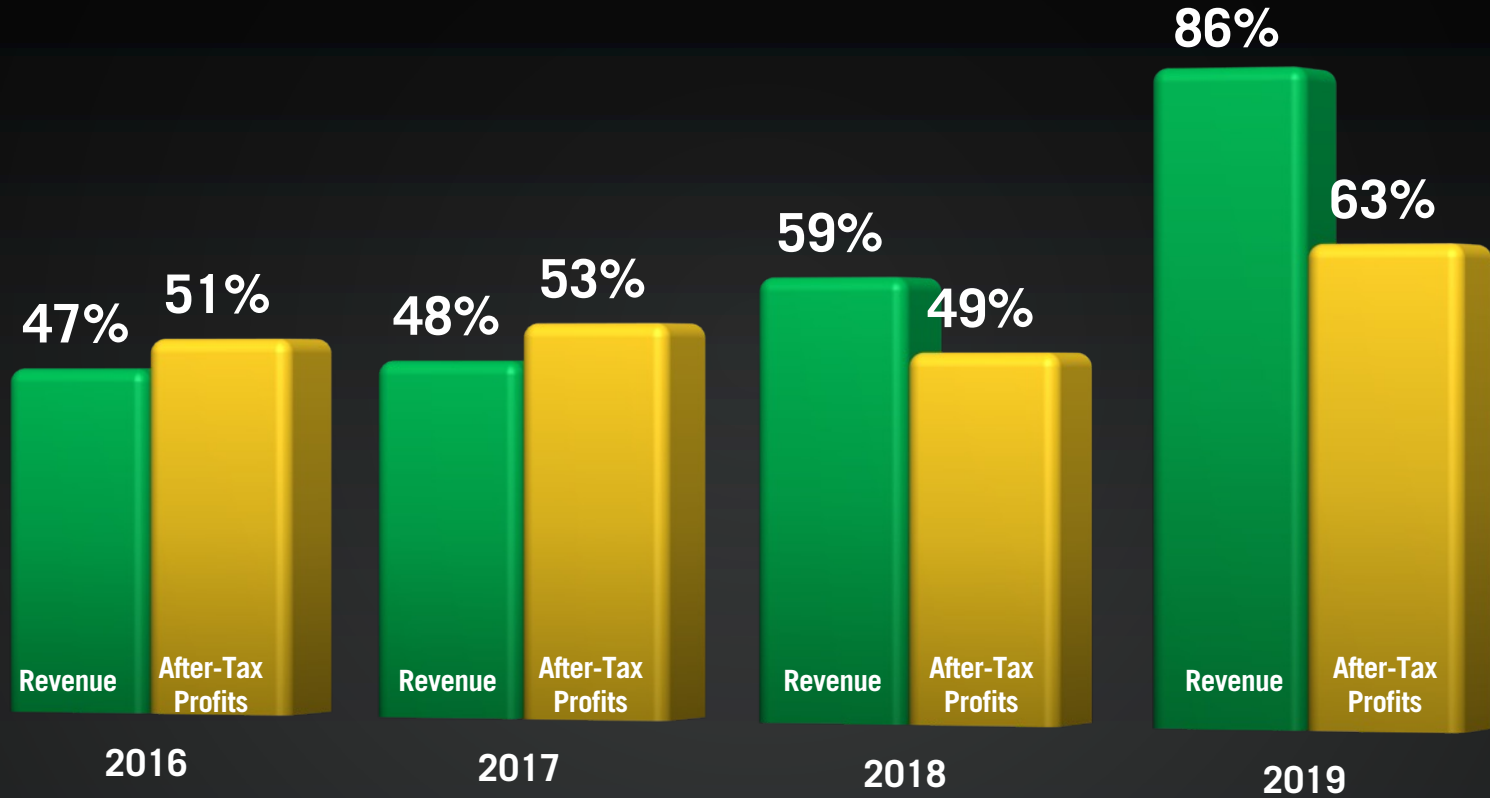
FORTUNE 500



FORTUNE 500



FORTUNE 500





TOP
100
BRANDS

71%

Grew in Brand Value!

\$2.2
Trillion

Cumulative Brand Value

Source: Interbrand Sept 2019

1. Data-Driven Marketing & Analytics

**“Data is critical to how
we drive our businesses
and make decisions...**

**And we have more data
and better data than
ever before.”**



Esther Lee
EVP & Chief Marketing Officer





Data-Driven Growth

44%

of brand marketers indicate that **more than half** of their revenue is driven from data-based triggers

85+%

By 2025, 85%+ of media transactions will be guided by data and machine learning

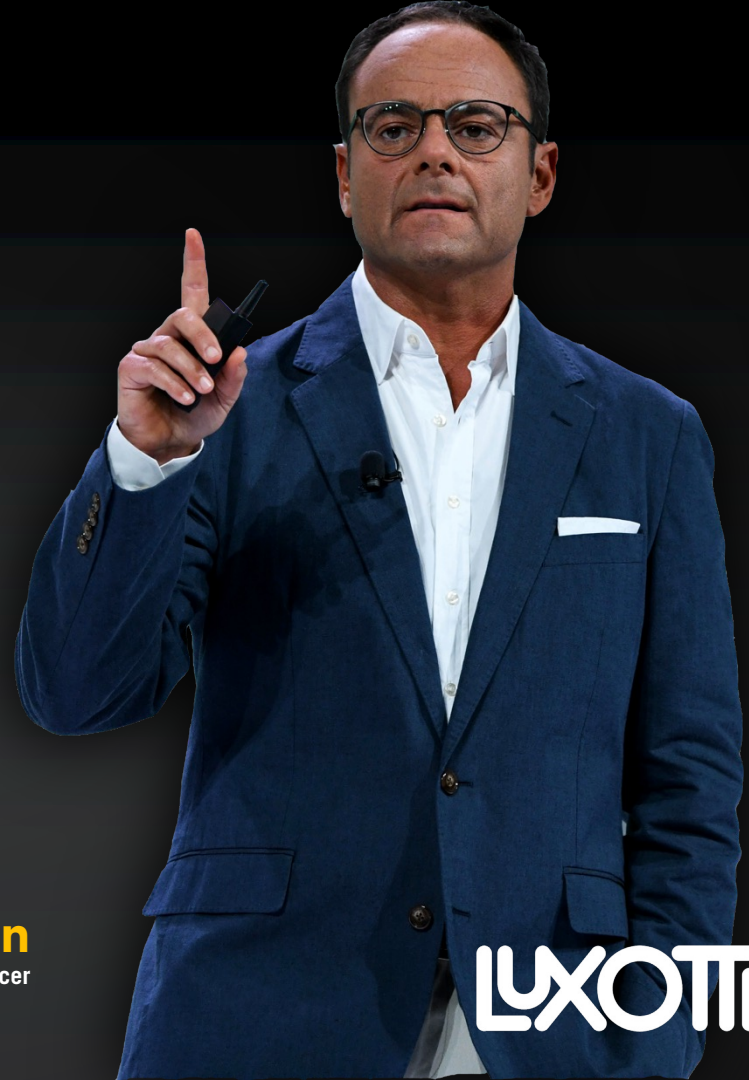
Data & Analytics Trends

“We have to recognize that data doesn’t make marketing decisions.

We make marketing decisions... using data to help guide us to where we need to go.

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

Doug Zarkin
Chief Marketing Officer

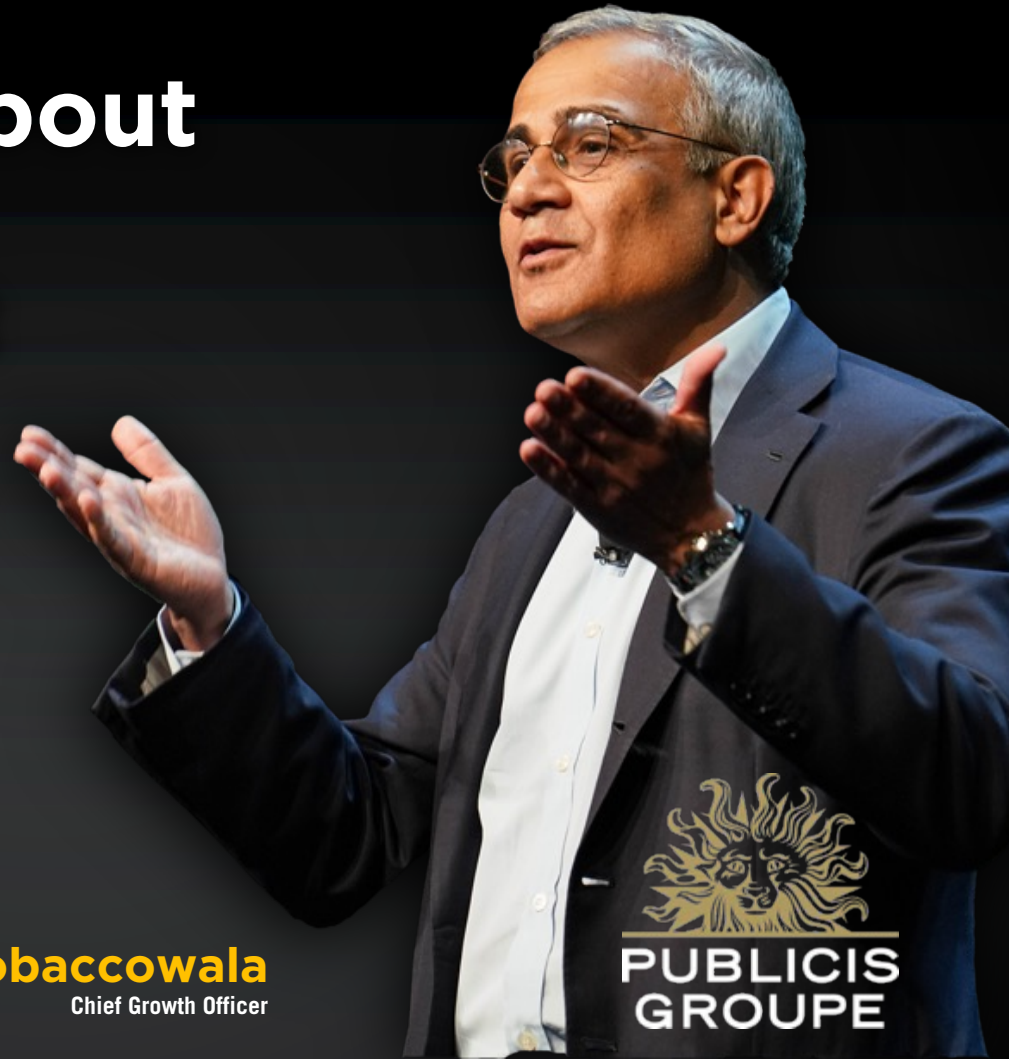


LUXOTICA®

**“The future is about
data-driven
storytelling, not
about data.**

**No one can
differentiate
on data alone.”**

Rishad Tobaccowala
Chief Growth Officer



2. Technology & Digital Transformation



Technology & Digital Transformation

Global spending is
expected to rise from
\$1.25 trillion in 2019 to
1.97 trillion in 2022

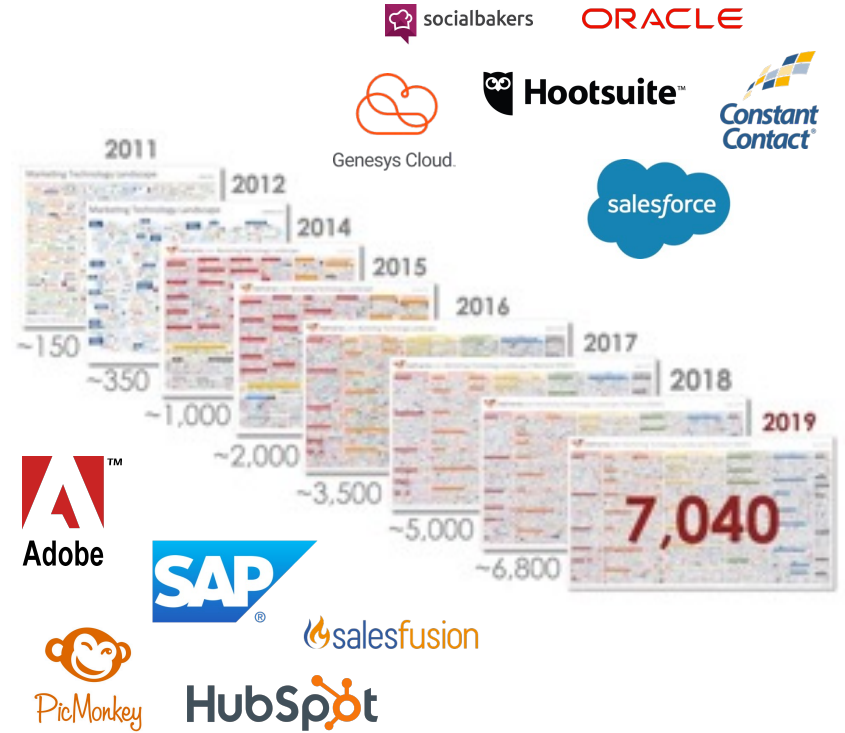
54%

said the pace of innovation in their organizations has accelerated over the past three years due to emerging technologies

Business & IT Executive Survey

3. Marketing Technology

Addressing the Martech Explosion





Martech Outlook

54%

of B2B and B2C marketers expect their martech budgets to increase this year

39%

of marketers devote 10-25% of their marketing budgets to martech



Martech Outlook

+5

Marketers, on average, add up to five new tools to the martech stack every year

The Case for Martech

- Martech enables substantial growth
- Martech enables productivity growth
- Real-time business transactions
- One-to-one optimization



DANGER

**“We are facing
an existential crisis...”**

ANA's Board of Directors

Talent & Leadership Worries

- 49% CMO's don't have the capabilities to maximize consumer data
- Only 13% of B2C marketers feel confident in their use of marketing technology
 - 30% to 50% of martech spending can be wasteful
- Overall, marketers cite “lack of time” and “lack of skilled staff”

ANA GROWTH AGENDA



**Brand Innovation,
Creativity &
Consumer Experience**

Talent

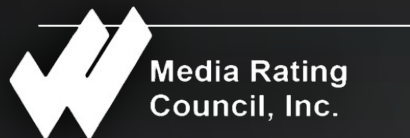
**Data, Technology
& Measurement**

**Society &
Sustainability**

**GROWTH
PLATFORMS**



Data, Technology, and Measurement



- Data and Analytics – 15,000 engaged members
- Marketing Technology Unit created
 - Mastering the Tech Stack
 - Ad Tech Transparency
 - Service Level Agreements
 - Marketing Futures
- Measurement Unit created
 - Attribution
 - Cross Platform Measurement



Core Products and Services



PRIVACY

POLITICAL DYSFUNCTION



67%

of U.S.-based internet users do not trust social media organizations to protect their personal and private data

Source: Vanafi / e-marketer

A silhouette of a human head in profile, facing left, is the central focus. The interior of the head is filled with a complex network of white lines and nodes, representing a digital or neural network. Several circular icons are overlaid on the network, including a Wi-Fi symbol, a speech bubble, and a gear. The background behind the head is a dark, grayscale image of a city skyline at night, with illuminated buildings and a hazy atmosphere. The overall color palette is dark, with the text and icons providing high contrast.

**TRUST &
TRANSPARENCY**



Privacy for
America®

**National Privacy Principles
Introduced to Congress
November 2019**

Privacy for America: Principles



Goals

- To provide strong and comprehensive data protections for individuals
- To establish clear rules for individuals, businesses, and law enforcers
- To stop harmful and unexpected data practices while allowing beneficial practices to continue
- To shift emphasis away from “notice and choice” and towards a common set of norms about what data practices should be prohibited and permitted

Data & Technology Ambitions



“I think that you always do average work and have average outcomes when you’re in an environment grounded by fear.

**Commit to your beliefs.
And really go all in.**

Having a fearlessness when executing strategy is something that will make you successful.”



Mike Messersmith
CMO / General Manager



**“There is a human at the
end of whatever it is
you’re doing.**

**Always have the
human at the center
of whatever you do.”**

Amelia Dunlop
Chief Experience Officer

**Deloitte.
Digital**



Be a force
for **good...**
and a force
for **growth.**

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

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