

The ANA logo is rendered in a bold, white, sans-serif font. The letters are closely spaced, with the 'A' and 'N' overlapping slightly. The background is a solid green color.

**ANA**

A graphic consisting of a circular pattern of small, grey dots arranged in a grid, creating a halftone effect. The dots are more densely packed in the center and become sparser towards the edges, forming a circular shape that overlaps with the conference title text.

**2019 EMAIL EVOLUTION  
CONFERENCE**

**Bob Liodice**

CEO, ANA

**ANA Mission**

**ANA**

*Driving Growth*

For you, the individual  
For your brands and businesses  
For our Industry

**ANA**

# Membership

## Corporate Members

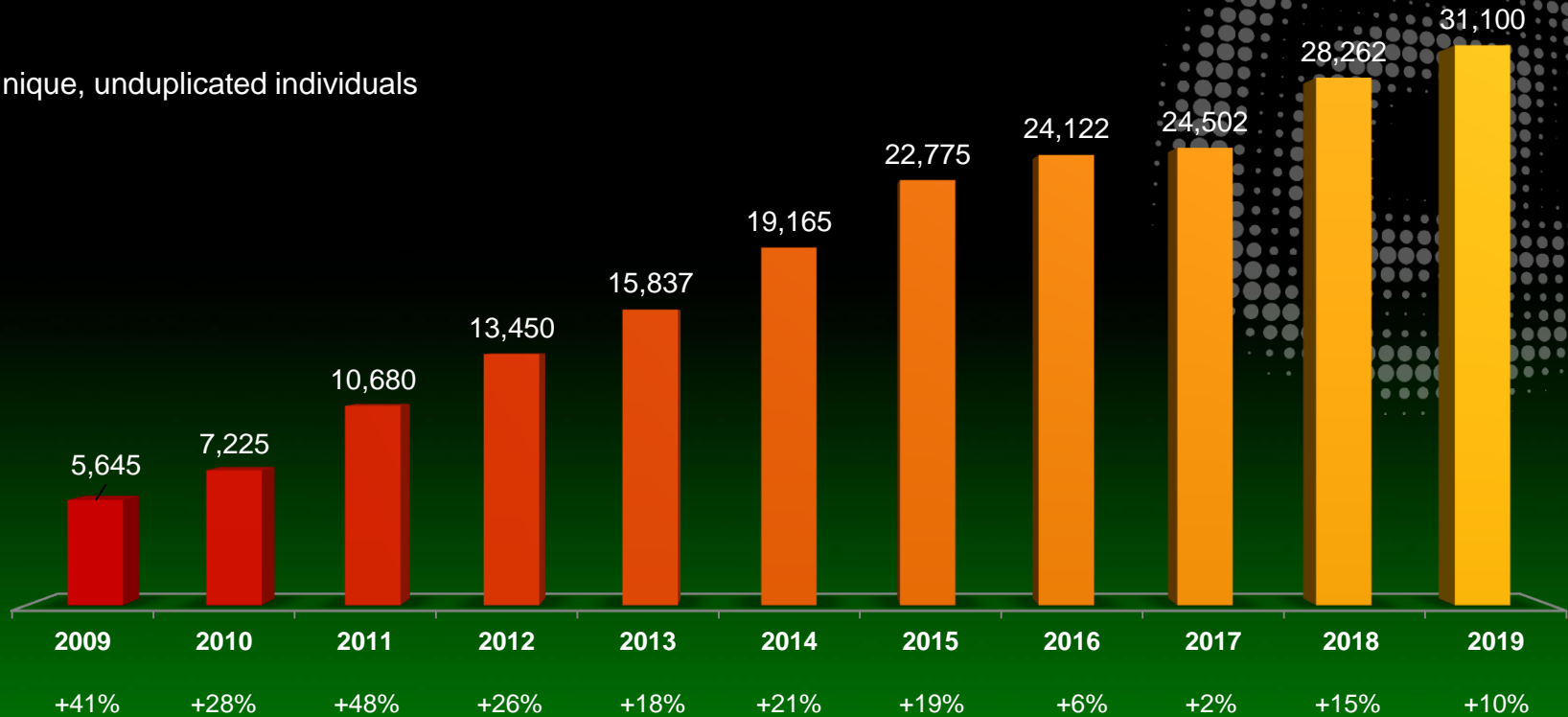


■ Marketers ■ Marketing Solutions Providers

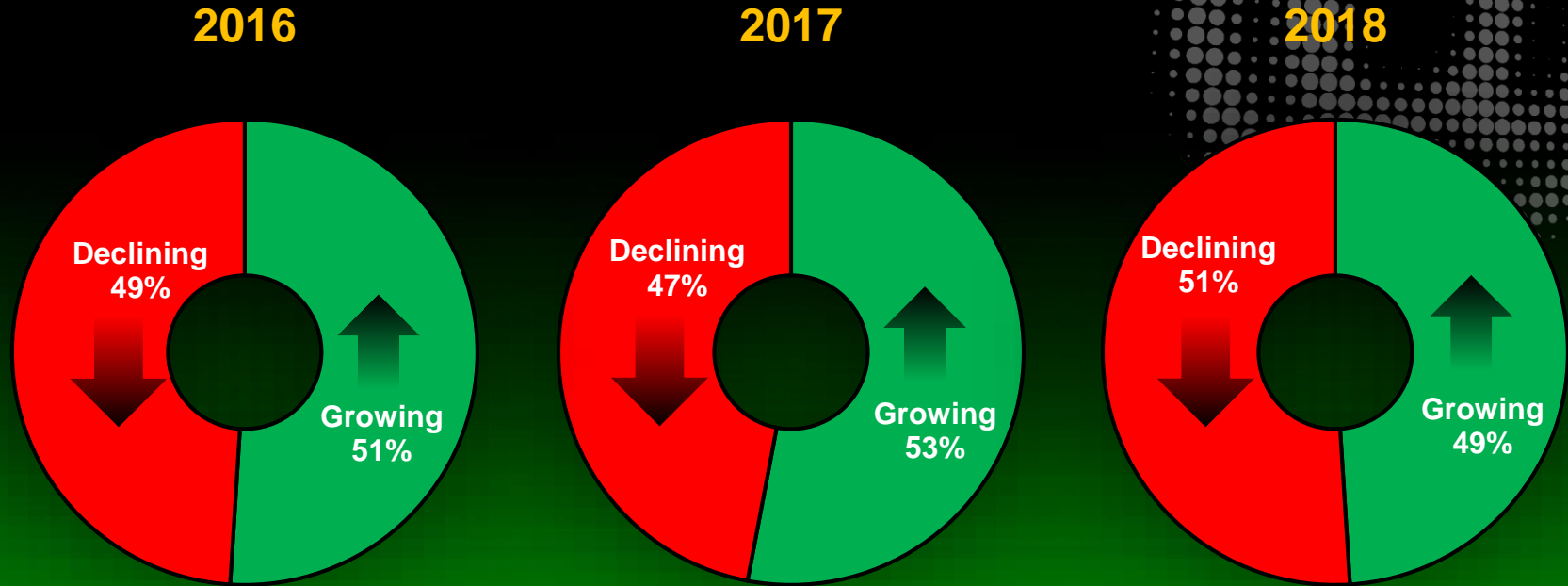


# Engagement

Unique, unduplicated individuals



# Marketers Generating Insufficient Growth



*Fortune 500 – 2016-18 After Tax Profits*



# Business and Brand Growth

A one-percentage point change in industry growth can add, minimally, **\$500 billion** to sales over three years



# Brands

“The world really needs brands.  
Brands help the world  
move forward.”

George Hammer  
Chief Content Officer



# Brand Growth

Interbrand

“The brands that are growing the fastest today are those that intuitively understand their customers...  
... and make brave, iconic moves that **delight and deliver** in new ways.”

**Charles Trevail**  
*Global Chief Executive Officer*





# Brand Imperatives and Value Shifts

- ...from ensuring consistency to stimulating desire
- ...from marketing centric to enterprise centric
- ...from creating functional and emotional differentiation to changing a way a business goes to market
- ...from communicating the consumer experience to actually shaping it

Source  
Interbrand Best Global Brands 2018



# Conclusion

*The World's  
Leading Brands Are  
"Activating Brave"*

**ANA**

# Activating Brav

The FedEx logo is displayed in white on a dark green background. It consists of the word "Fed" in a bold, sans-serif font, followed by "Ex" in a similar font with a white space between the letters.

“We’re always looking for that universal idea.

We didn’t have to look anywhere **but inside our brand** to find it.”

**Rajesh Subramaniam**  
EVP / chief marketing and communications officer 

The ANA logo is in white, featuring the letters "ANA" in a bold, sans-serif font.

# Marketer Decision Making

But...are we making the  
*right* decisions to  
optimize growth?

History says... "No!!"

# Activating Brave

**PROGRESSIVE**<sup>®</sup>

Be brave...

... take more risks.

**Jeff Charney**

Chief marketing officer

**ANA**



# Aligning CMOs with Industry Leadership & Growth



# The Global CMO Growth Council



# Global Growth Summit at '18 Masters







# Driving the Growth Agenda



ANA

# Equality

#SEE  
HER

ANA



**TALENT FORWARD**

**The ANA  
Talent Forward  
Alliance**





**The Global Center  
for Brand Innovation  
and Creativity**

**ANA**



The ANA

# Trust Consortium

Restoring Trust through Transparency,  
Integrity, and Growth









# Cross Platform Measurement Standards





MARKETING  
ORGANIZATIONAL  
**STRUCTURE**  
RESEARCH

[Learn More About Marketing Organization](#)

# **ANA** | Marketing Futures

*Innovate. Accelerate. Grow.*





- Data
- Measurement
- Analytics





**ANA**



**ANA**  
CENTER FOR **BRAND**  
*purpose*

**ANA**

# Leadership – Government Relations



Leadership – Self Regulation

**ASRC** 

*A service of the advertising industry and Council of Better Business Bureaus*

**ANA**

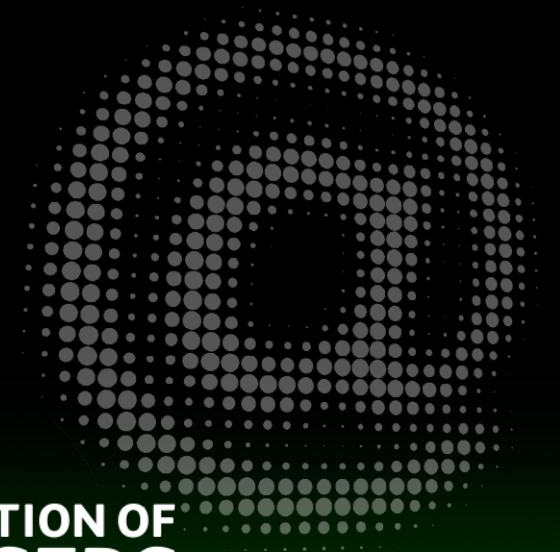


# Global Community



**WFA**

**WORLD FEDERATION OF  
ADVERTISERS**



**ANA**

# *The Power of Email*

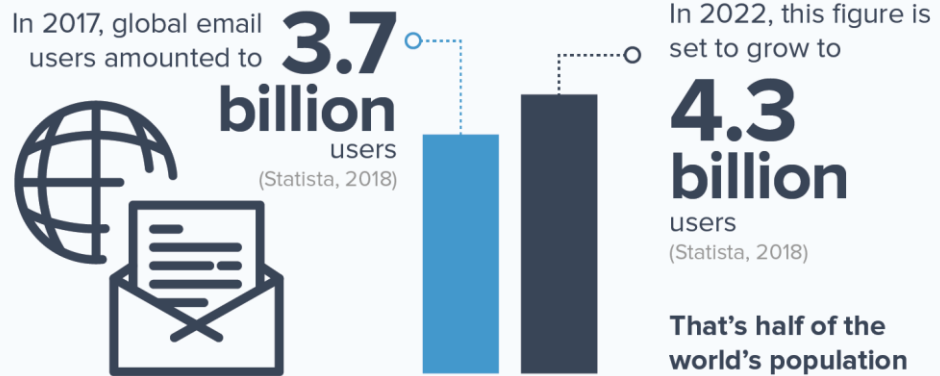
**ROI • B2B • B2C**

**ANA**

# Global Email Usage



## The Widespread Usage of Email



# Digital Marketing ROI 2019

Omnicoagency.com

ROI per \$1 spent



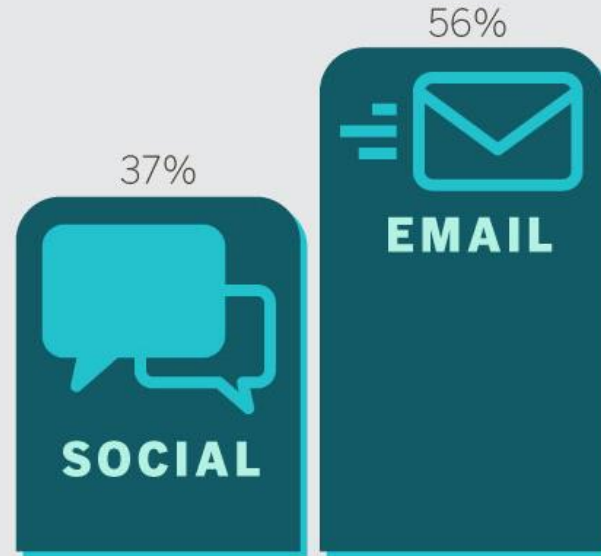
# Email Channel Strength

## EMAIL MARKETING

was the most effective channel for customer retention, leading social network marketing by almost

**20%**

Source: Emarketer.com



# The Power of Email: ROI

89% marketers said email was their primary channel for lead generation. (Mailigen)

59% of marketers say email is their biggest source of ROI. (Emma, 2018)

Marketers who use segmented campaigns note as much as a 760% increase in revenue. (Campaign Monitor, 2019)

Triggered messages are responsible for 77% of email marketing ROI. (DMA)



Email is the most powerful  
strategy for both B2B and B2C

Reaches potential or existing customers  
in the place they visit everyday – **their inbox.**

**ANA**

# Email Program Challenges

## BIGGEST CHALLENGES FACING EMAIL MARKETERS IN 2018

Which of these is the big challenge facing your email marketing program in 2018?



Source: Litmus poll of 603 visitors to its blog between Dec.4,2017 and Jan.4, 2018





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