



THE
FUTURE OF
MARKETING
IS HERE

neustar®

Unlock the Agile Framework That Will Transform Your Marketing



Marc Vermut
VP Marketing Solutions

Powered by
neustar fabrick™

© Neustar Inc. All Rights Reserved.

NEUSTAR OFFERS AN INTEGRATED SOLUTION FOR ALL YOUR CRITICAL DATA, MEDIA, AND MEASUREMENT NEEDS

KNOW YOUR CUSTOMERS



Intelligence

ORCHESTRATE THE JOURNEY



Experience

OPTIMIZE YOUR INVESTMENTS



Analytics

FUTURE PROOF YOUR MARKETING



neustar

© 2020 Neustar Inc. All Rights Reserved.

neustar®



ANA

THE GENIUS AWARDS ADDRESS FOUR KEY CATEGORIES



Data & Analytics
ADOPTION



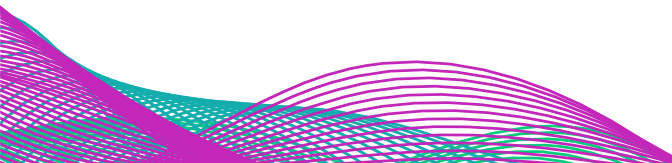
Data & Analytics
GROWTH



Data & Analytics
INNOVATION



Data & Analytics
STORYTELLING



SELECTION CRITERIA



Magnitude of problems addressed

Innovative approach

Employment of scientific rigor

Alignment of key stakeholders

Impact on the business

2020 Genius Awards Winners



Data & Analytics
ADOPTION



Data & Analytics
GROWTH



Data & Analytics
INNOVATION



Data & Analytics
STORYTELLING

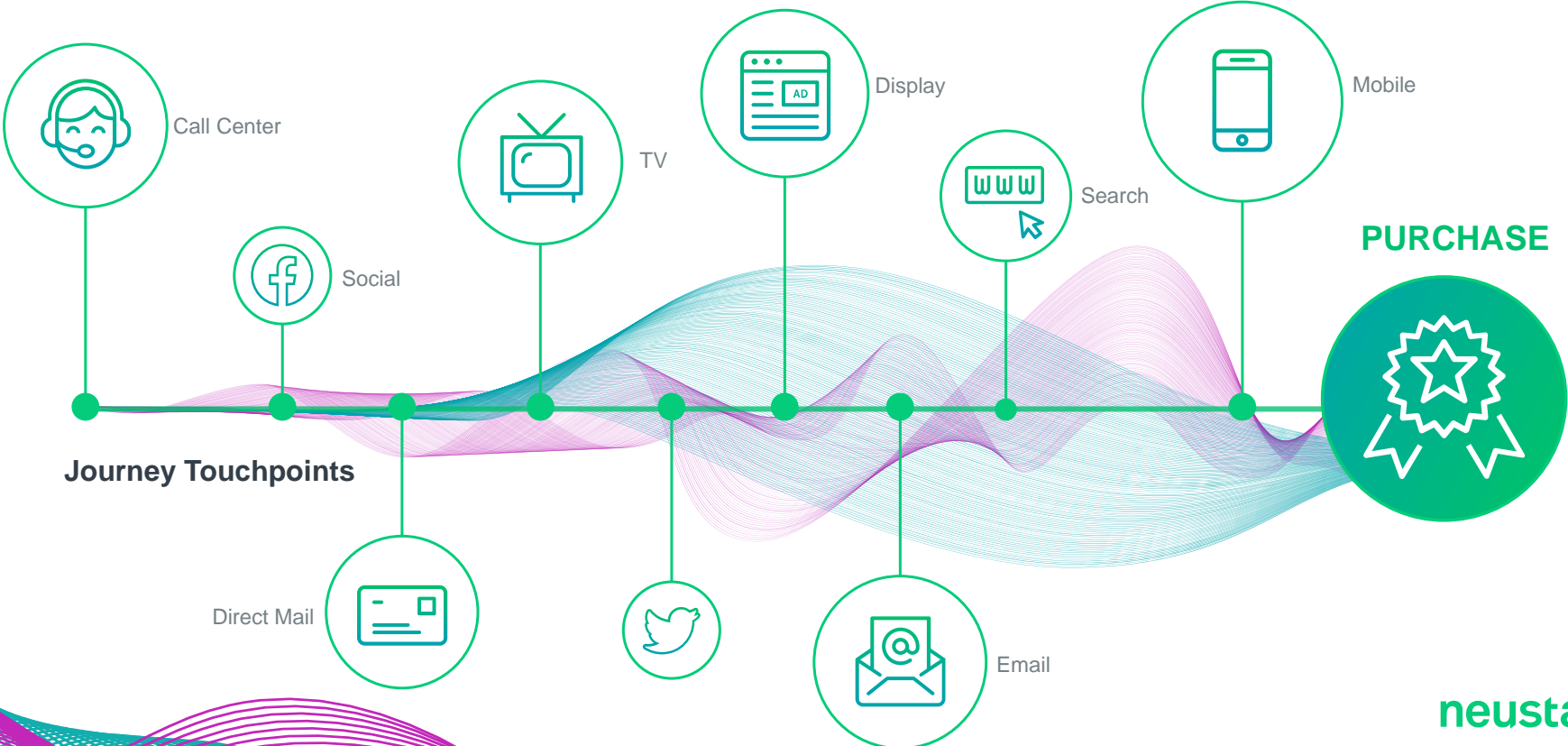


LONGWOOD
GARDENS

Now more than ever marketers need to be able to **adapt quickly** to changes in the market



OUTCOMES-BASED MARKETING IS HARD





An omnichannel,
unified measurement
approach is vital for
effective marketing



3 Steps Guide to be a great agile marketer

A top-down view of a diverse group of people, including men and women of various ethnicities, with their hands stacked in a circle. Many of them are wearing blue wristbands with the word 'EMFASIS' printed on them. The scene is dimly lit, with a dark background, and the overall mood is one of unity and teamwork.

First **align** data
and key
stakeholders

Set **KPIs**,
analyze, and
innovate as
needed



An overhead photograph showing three individuals gathered around a laptop and a tablet. One person's hand is pointing at the laptop keyboard, another is pointing at the tablet screen, and a third person is visible in the background. The scene is set on a patterned rug. A semi-transparent dark grey box is overlaid on the left side of the image, containing the text 'Adjust and optimize through collaboration'.

**Adjust and
optimize** through
collaboration

A photograph of an airplane wing in flight, viewed from a passenger's perspective. The wing is white and extends from the bottom left towards the top right. The sky is a mix of blue and orange, with large, fluffy white clouds. The sun is visible in the upper right, creating a bright glow and lens flare. The overall mood is serene and aspirational.

Let's see **agile marketing** in practice



neustar

Marketing Mix Modeling (MMM)



BEST PRACTICES ADOPTED BY OUR CLIENTS TO CREATE AN AGILE DATA DRIVEN ANALYTICAL CULTURE

- 1 Find champions across markets
- 2 Identify key cross-functional stakeholders
- 3 Align on marketing goals
- 4 Socialize the approach before the insights
- 5 Integrate with existing processes
- 6 Hold teams accountable



THE
FUTURE OF
MARKETING
IS HERE

Get the
Report



neustar

Agile Marketing Transformation: Why It's Key To Your Success

If There Was Ever A Time For
Agility In Business, It's Now.