

ANA

**Measurement
for Marketers**



MASTERS CIRCLE



Measurement is Underperforming

Complex, Ungoverned, and Fragmented

Audience/Market Data & Data Enhancement

Predictive Analytics

The Marketer Agenda is not the priority

Marketing Analytics

Search &

Mobile & Web Analytics



Consistent, Uniform Thread



LEAD



GALVANIZE



BUILD

ANA Measurement for Marketers Structure

Dedicated Team

Own and activate
industry initiatives
and member
products &
services

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New MRC Collaboration

Accelerate progress in improved measurement practices

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Measurement Advisory Board

Create Measurement Advisory committee

Strategic Priorities

1. Cross-Media Measurement

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2. Adoption of the Cross-Platform Standards

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6. ANA Measurement Products and Services



Amplification Plan

