Data & Analytics presented by AppNexus

There's no denying the impact data can have on a marketer's ability to target the right consumers, optimize messaging and media spend, and plan for changes in consumer behavior. Leveraging data is invaluable to remain relevant and drive growth. In this increasingly competitive marketplace, marketers must understand not only how to collect and aggregate data, but how to mine it – to turn it into actionable insights to maximize marketing effectiveness. Join us for this complimentary ANA members-only event, presented by AppNexus, where we will explore topics such as managing data, cross-platform measurement, attribution, predictive analytics, and more. You'll also learn from and network with industry peers working every day to influence decision making and drive business goals through data.

When:
Start: Wednesday, November 29, 2017 at 8:15am
End: Wednesday, November 29, 2017 at 4:00pm

Where:
AppNexus
28 West 23rd Street
4th floor
New York, NY 10010

Agenda

TIME	EVENT DETAILS
8:15am	**Breakfast**
9:00am	General Session HAS OUR ABILITY TO GENERATE DATA OVERTAKEN OUR ABILITY TO ACT ON IT? The rise of big data has been a huge step forward – and potentially back – for marketers. We now have unprecedented scale and granularity of information about our potential consumers. But even as we have more visibility into our marketing

TIME	EVENT DETAILS

efforts, bad choices, bad actors and bad data have limited the potential returns. There's clearly a mismatch between our access to data and our ability to understand and leverage it successfully. Are human beings just too unpredictable to predict? And how can Marketing create its own 'great leap forward' to keep pace with big data? Learn how Diageo is mining data to drive their business and how they are dealing with the "Big Data Deluge".

Jason Chebib
Vice President, Consumer Planning Diageo North America

MODELED CONSUMER DATA: VALIDATING THE TARGETS

Modeled consumer data has become the new normal for scaling media target prospects beyond known customer records and many other applications in marketing and advertising. This in-market study examines the variation in efficacy of modeled targeting across six DSPs that executed campaign lookalike targeting for AIG.

Newcombe Clark
Global Director, Rapid Learning Lab AIG

Gerard Broussard
Principal Pre-Meditated Media

Stacey Schulman
EVP, Strategy, Analytics & Research, Katz Media Group CRE Big Data Committee Lead

Confirmed Speakers

Norris Scott
VP, Analytics & Insights NASCAR

More to come...