



# How to Manage Attribution's Short-Term Pains to Win Big Future Gains



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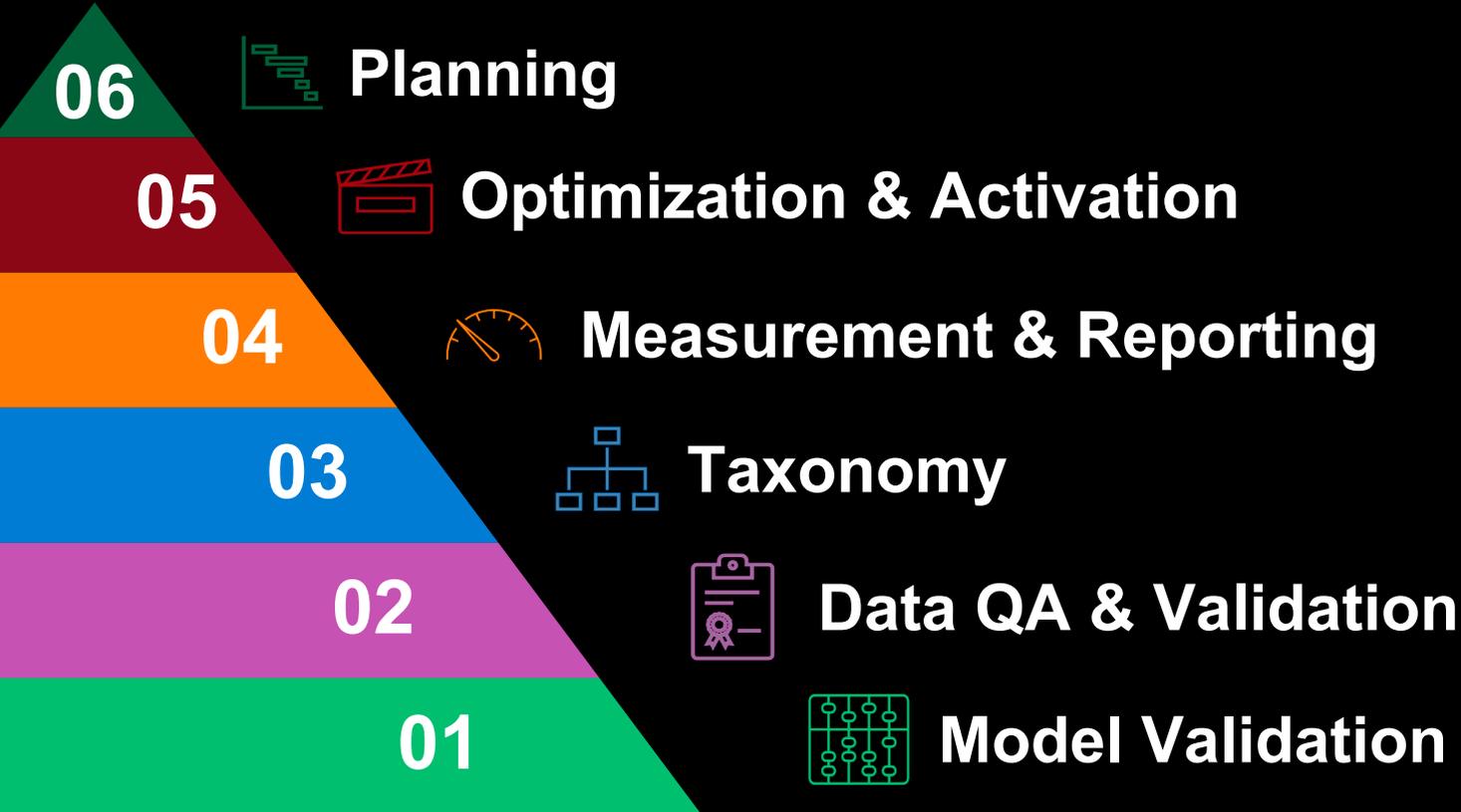
# Optimize the path to purchase with MTA



# Where marketers struggle with MTA

1. Defined and common definition for MTA success across stakeholders
2. Confidence in MTA and where it fits into the measurement strategy
3. Challenges with data literacy, marketing analytics, and inconsistent adoption of analytics-based decision making
4. Lack of a prescriptive deployment plan
5. Lack of a committed cross-functional support team that is accountable for MTA's deployment
6. Lack of socialization, sharing data and best practices, and education

# Organizations need to master these processes



# Advanced marketing analytics need high quality data



**Establish QA &  
Validation Process**



**Standardize Cadence**

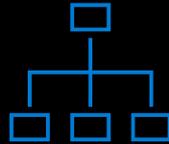


**Share Ownership**

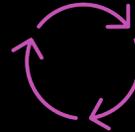
# Consistent taxonomy enables planning + measurement



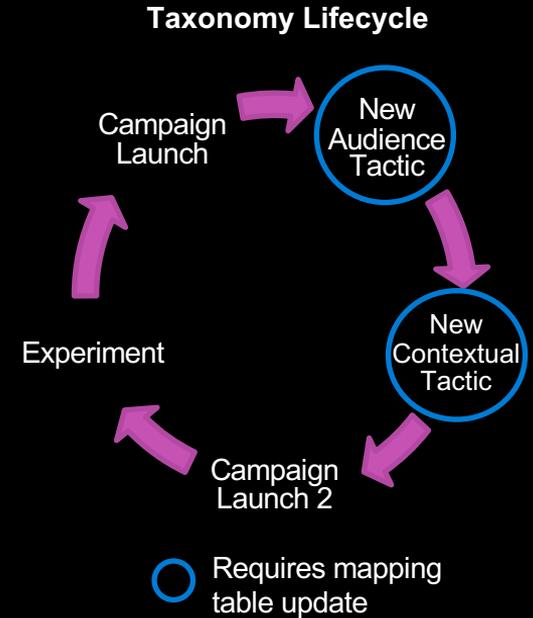
**Define Use Cases**



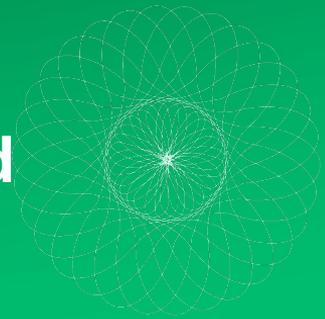
**Standardize Structure**



**Consistently Update**



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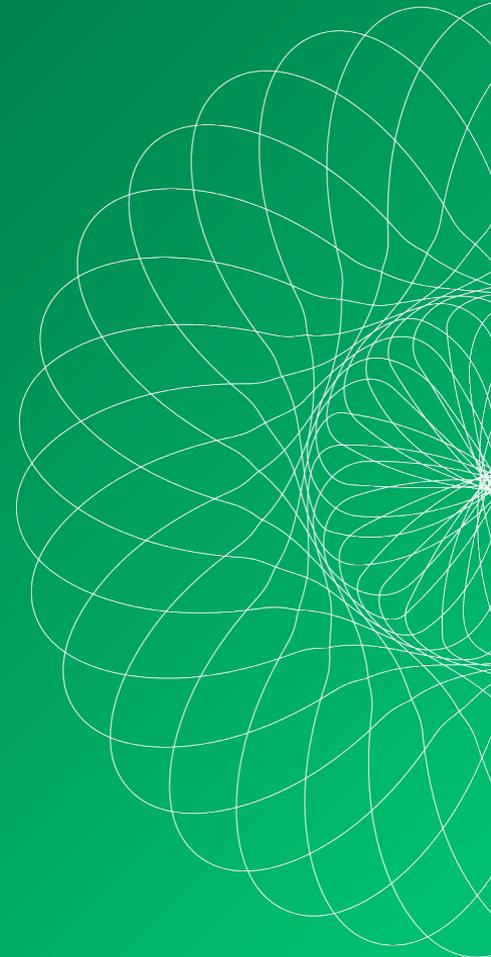


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# A Framework for Success



# Neustar's Framework builds on work done in partnership with Forrester, the ANA, and Forbes



## People

The capabilities and experience of an organization to successfully apply marketing analytics to decision making



## Process

The existence of measurement and planning processes that support using marketing analytics in decision making



## Culture

The maturity of an organization's approach and adoption of data analytics in making marketing decisions



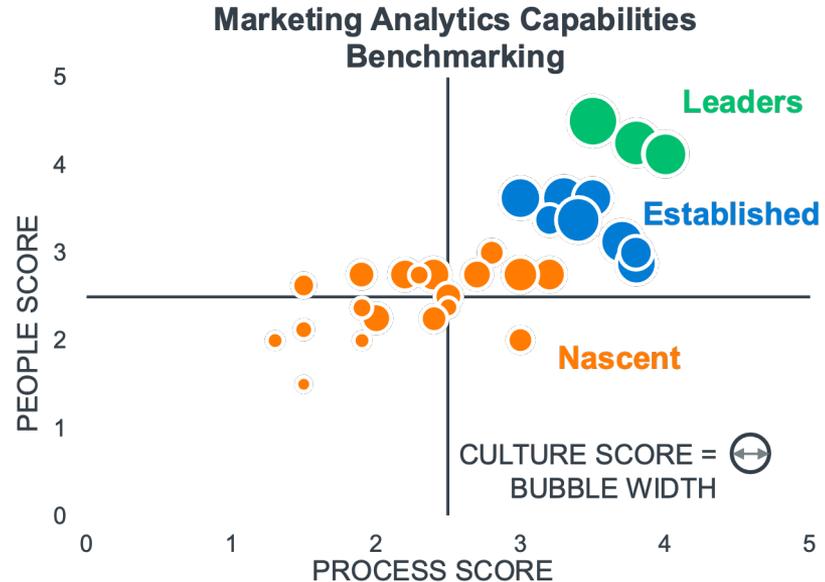
## Data & Analytics

The availability, quality, and reliability of data and models to making data-based marketing decisions

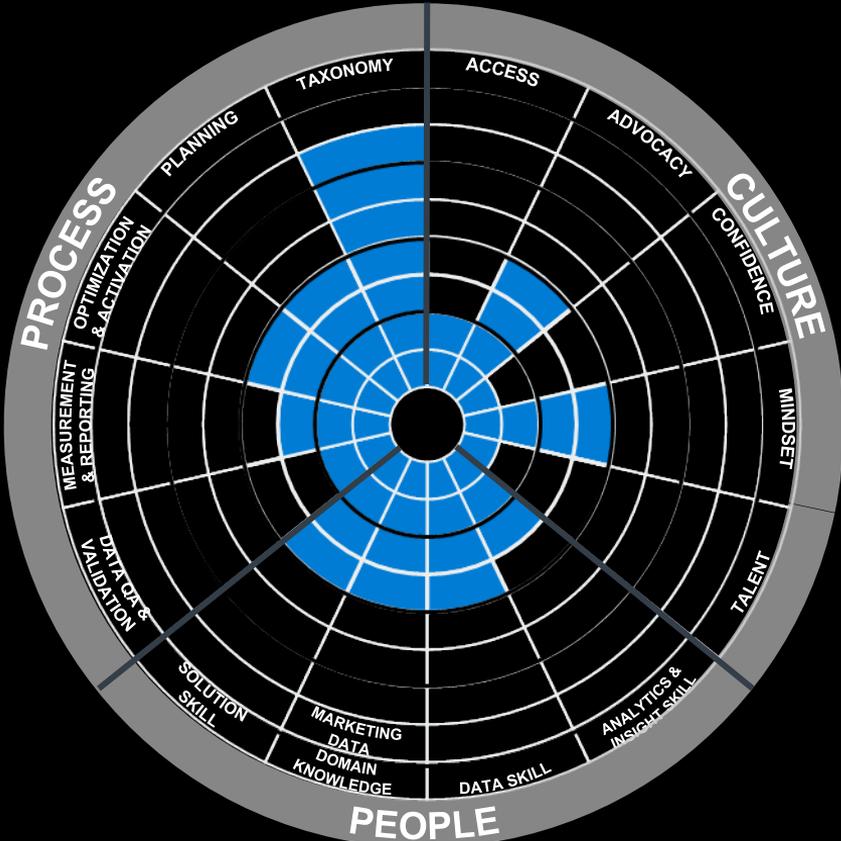
# People, process, and culture set LEADERS apart

Process and People capabilities set analytics Leaders apart from the rest of marketers. These categories also set Established marketers apart from the Nascent marketers.

There is a clear role that Culture plays for advanced marketers. Process and People alone are not enough to drive advanced marketing and measurement capabilities.



# Marketers are evaluated across 3 key capability pillars



# Leading marketing organizations are focused on:

1. Prioritizing customer experience
2. Centralizing customer data
3. Leveraging insights in near real-time
4. Democratizing analytics to move with agility
5. Building transparency and trust with partners
6. Tying measurement to business outcomes



# Centralize customer data

Create a **single source of truth** for understanding customer experience and marketing effectiveness

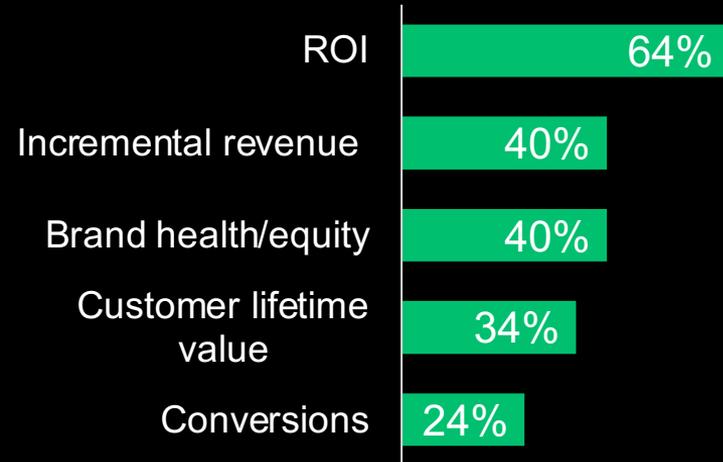


# Tying measurement to business outcomes

Bringing experience and business outcomes together



## Top 3 Prioritized Marketing Metrics for Leaders



Source: "How An Analytics Culture Drives Exception Business Results,"  
Neustar, ANA and Forrester Consulting, October 2018



**GREATER ROI**

**1.7x**

greater than *Nascent*  
cultures

**+9.1%**

increase in ROI  
on marketing  
spend

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Thank you

