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## Neustar and the ANA Name Finalists for the 2016 Genius Awards in Marketing Analytics

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*Adobe, Dell, Hallmark Cards Inc., Hilton Worldwide, IBM, Lenovo, PepsiCo Inc., Syngenta, TD Ameritrade, The Clorox Company, and Turner Honored for Marketing Analytics Achievements*

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, in conjunction with the [ANA \(Association of National Advertisers\)](#), today announced the finalists for [The ANA Genius Awards](#), recognizing the most innovative and powerful work in marketing analytics. The finalists, representing the savviest use of marketing analytics in the world, are honored in four award categories:

- **Analytics Adoption:** **TD Ameritrade, Lenovo, Hallmark Cards Inc.,** and **The Clorox Company** have been recognized for outstanding achievement in championing broad organizational adoption for analytics and accountability.
- **Analytics Impact:** **Turner, Hilton Worldwide,** and **Dell** are finalists for outstanding achievement in demonstrating marketing's impact on business outcomes through analytics.
- **Analytics Innovation:** **IBM, Syngenta,** and **Adobe** are finalists for exceptionally creative analytical approaches taken to solve complex problems or overcome obstacles.
- **Analytics Science:** **IBM, Turner,** and **PepsiCo Inc.** are finalists for outstanding achievement in applying rigorous marketing analytics science to the problems being addressed.

"It's no secret that utilizing technology to generate and analyze data is at the core of modern marketing," said Bob Liodice, President and CEO, ANA. "The ANA is proud to join Neustar in announcing this year's Genius Award finalists, all of whom are leading the way in the development and implementation of revolutionary data-driven advertising."

"Seeing the world's top brands represented at the ANA Genius Awards emphasizes that data-driven marketing and advanced analytics are the key factors used to differentiate today's connected customer experience," said Steven Wolfe Pereira, Chief Communications and Marketing Officer, Neustar. "These brands are moving beyond just data. They are developing meaningful insights, driving business decisions and ultimately providing personalized experiences to customers in a connected world."

The ANA Genius Award finalists were revealed at the ANA Masters of Measurement conference today. Winners will be announced at the ANA Masters of Marketing conference, October 19–22 in Orlando, Florida. Winners receive prominent industry and media recognition as analytics leaders, and share a \$100,000 prize pool for a

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charity of their choice.

In addition to Neustar's participation, the ANA Genius Awards are also offered in affiliation with The Advertising Research Foundation and Marketing Science Institute. *The Wall Street Journal* is the official media partner of the 2016 ANA Genius Awards.

To learn more about the ANA Genius Awards or to find out more about the finalists, go to [GeniusAwards.com](http://GeniusAwards.com).

### **About the ANA**

The ANA (Association of National Advertisers) makes a difference for individuals, brands, and the industry by advancing the interests of marketers and promoting and protecting the well-being of the marketing community. Founded in 1910, the ANA provides leadership that advances marketing excellence and shapes the future of the industry. The ANA's membership includes nearly 1,000 companies with 15,000 brands that collectively spend or support more than \$300 billion in marketing and advertising annually. The membership is comprised of more than 700 client-side marketers and nearly 250 Associate Members, which include leading agencies, law firms, suppliers, consultants, and vendors. Further enriching the ecosystem is the work of the nonprofit Advertising Educational Foundation (AEF), an ANA subsidiary, which has the mission of enhancing the understanding of advertising and marketing within the academic and marketing communities.

### **About Neustar**

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical real-time responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 12,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>