
Winners Named for 2015 ANA Genius Awards in Marketing Analytics

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SAP, Turner, Franklin Templeton Investments and Adobe Earn Top Honors

ORLANDO, FL – OCTOBER 16, 2015 – Winners of the 2015 Genius Awards for excellence in marketing analytics were revealed today at the [ANA](#) Masters of Marketing Conference in Orlando, FL. Taking home top honors in this year's expanded competition – which included a record number of entries from major brands – are **SAP, Turner, Franklin Templeton Investments and Adobe.**

MarketShare and the Association of National Advertisers (ANA) created this award program in 2013 to help emphasize the importance of connecting marketing to real business results. Since then, the ANA Genius Awards, presented by [MarketShare](#), have become the world's most prestigious accolade in the field of marketing analytics.

Today, companies in all industries are seeking answers to what really drives sales and how to make marketing and advertising more effective. As a result, interest in measurement and analytics has skyrocketed.

Genius Award winners share a \$100,000 prize pool that goes to the charities of their choice and are honored in three categories:

- [SAP](#) was named winner in the category of Excellence in Analytics-Driven Strategy, awarded to the brand applying the most advanced approach to allocating investments across marketing.
- [Franklin Templeton Investments](#) won for Excellence in Digital Marketing Analytics, awarded to the brand driving unprecedented growth through data-driven digital engagement.
- Two winners were named in the Pioneering Analytics Innovation category. [Adobe](#) and [Turner](#) were honored as analytics trailblazers disrupting the status quo.

“As marketing continues to transform itself in a Big Data era, a new breed of leader has arisen to guide marketing science alongside the art,” said Bob Liodice, President and CEO of ANA. “The Genius Award winners are just

such leaders, marrying complex mathematics with seamless execution to drive groundbreaking results. They're helping guide marketing toward its next evolution."

"As expectations for measurement and accurate analytics increase across corporate America, marketers can no longer just 'check the box' for basic analytics and attribution," added Wes Nichols, Co-Founder and CEO of [MarketShare](#). "They must go beyond old methods and start using forward-looking, predictive allocation and attribution. Genius Award winners are showing the world how cutting-edge analytics can unleash marketing effectiveness and ROI."

In addition to MarketShare's participation, the Genius Awards are also offered in affiliation with The Advertising Research Foundation (ARF) and Marketing Science Institute (MSI). Bloomberg is the Genius Awards' media partner.

To learn more about The Genius Awards or to find out how to enter in 2016, visit [GeniusAwards.com](#).

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About the ANA

The ANA (Association of National Advertisers) provides leadership that advances marketing excellence and shapes the future of the industry. Founded in 1910, the ANA's membership includes nearly 700 companies with 10,000 brands that collectively spend over \$250 billion in marketing and advertising. The ANA also includes the Business Marketing Association (BMA) and the Brand Activation Association (BAA), which operate as divisions of the ANA, and the [Advertising Education Foundation](#), which is an ANA subsidiary. The ANA advances the interests of marketers and promotes and protects the well-being of the marketing community.

About MarketShare

MarketShare helps marketers grow revenue. Combining advanced analytics technology, scientific leadership and deep domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing's impact on revenue—typically generating a 20%-30% improvement in marketing effectiveness and 3%-4% revenue increase, yielding a 3x-50x first-year ROI. We help direct billions of dollars in marketing investments for clients in 45 countries and are widely considered the market leader.

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