

## Advertising Analytics 2.0 [via HBR.org]

Feb 13, 2013

**Los Angeles, CA (February 13, 2013)** - MarketShare's breakthrough methods in analytics and cloud technology are featured in the March 2013 issue of Harvard Business Review. Written by Wes Nichols, MarketShare CEO, ***Advertising Analytics 2.0*** is the lead story for this edition, focusing on taking advantage of the 'perfect storm' of limitless data, cloud computing and next-generation analytics methods. The confluence of change is allowing CMOs to make better, more predictive decisions as well as move beyond traditional methods like media mix, digital attribution and the like to get to a more true view of their business, customers and revenue drivers.

[Read the article at HBR.org.](#)

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# Harvard Business Review



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