
Neustar and the ANA Crown Winners for the 2016 Genius Awards in Marketing Analytics

Oct 21, 2016

The Clorox Company, Hilton Worldwide, Syngenta and Turner Collect Coveted \$100,000 Prize

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, in conjunction with the [ANA \(Association of National Advertisers\)](#), today revealed the winners for [The ANA Genius Awards](#) at the ANA Masters of Marketing Conference in Orlando, FL. The ANA Genius Awards recognize the most innovative and outstanding work in marketing analytics across four categories, including analytics adoption, analytics impact, analytics innovation and analytics science.

The 2016 winners represent global brands that excel at applying advanced marketing analytics to drive business results. The ANA Genius Awards winners are:

- **The Clorox Company** - recognized for outstanding achievement in championing broad organizational adoption for analytics and accountability in the category of **Analytics Adoption**.
- **Hilton Worldwide** - recognized for outstanding achievement in demonstrating marketing's impact on business outcomes through analytics in the category of **Analytics Impact**.
- **Syngenta** - recognized for exceptionally creative analytical approaches taken to solve complex problems or overcome obstacles in the category of **Analytics Innovation**.
- **Turner** - recognized for outstanding achievement in applying rigorous marketing analytics science to the problems being addressed in the category of **Analytics Science**.

Recognized as one of the world's most prestigious accolades in the field of marketing analytics, the ANA Genius Awards recipients received a \$100,000 prize for the winners' charity of choice. The ANA Genius Awards winners were selected by an esteemed panel of industry experts from some of the most prominent global brands. Judging panel heavyweights included Kavita Vazirani, SVP of Media Strategy and Sciences at Comcast Cable, Suzi Watford, CMO at *The Wall Street Journal*, Gary Vaynerchuk, entrepreneur and investor, Roger Adams, CMO, USAA, and Ellen Junger, CMO at Hallmark Cards, Inc., to name a few.

"I commend and celebrate The Clorox Company, Hilton Worldwide, Syngenta and Turner for leading the industry using advanced analytics to drive impactful business results," said Steven Wolfe Pereira, Chief Communications and Marketing Officer, Neustar. "The ANA Genius Awards are the gold standard in advertising and marketing. These companies are paving the way in data-driven marketing, showing how brands can combine the best of both art and science to drive their organizations forward."

“Marketers everywhere are placing their bets on data and analytics as the next frontier in driving greater marketing effectiveness and efficiency,” said ANA President-CEO Bob Liodice. “The Genius Award winners are helping them employ advanced marketing analytics to pinpoint what drives sales and how to optimize marketing budgets. We applaud their efforts and congratulate them on their achievements.”

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, go to GeniusAwards.com.

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>

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.