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## Neustar and the ANA Name Finalists for the 2017 Genius Awards in Advanced Marketing Analytics

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*Adobe, Citigroup, Hyundai Motor America, IBM, NASCAR, Nationwide, and the Coca-Cola Company  
Honored for Marketing Analytics Achievements*

[Neustar](#), Inc., 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 advanced marketing analytics. The Genius Awards, now in their fifth year, distinguish the most progressive marketing organizations for their innovation and creativity in analytics. The finalists, representing the savviest use of marketing analytics in the world, are honored in three award categories:

- **Analytics Adoption: NASCAR, Hyundai Motor America and Citigroup** have been recognized for outstanding achievement in championing broad organizational adoption for analytics and accountability.
- **Analytics Impact: Nationwide and IBM** are finalists for outstanding achievement in demonstrating marketing's impact on business outcomes through analytics. Nationwide has two finalist entries in this category.
- **Analytics Innovation: Adobe, IBM and The Coca-Cola Company** are finalists for exceptionally creative analytical approaches taken to solve complex problems or overcome obstacles.

“Data and analytics have emerged as essential tools in today’s increasingly complex marketing mix,” said Bob Liodice, CEO, ANA. “This year’s Genius Award finalists represent the best and the brightest in this growing field, and the ANA is proud to join Neustar in honoring them.”

“Amidst the current industry demands for transparency and accountability, these finalists have shown that data-driven marketing and advanced analytics are key to proving the impact of marketing on business outcomes,” said Julie Fleischer, Vice President, Marketing Solutions, Neustar. “It’s exciting to see progressive brands invest in measurement and create innovative analytic approaches to achieve greater visibility into what drives their media effectiveness and efficiency.”

The Genius Awards winners will be announced at the [ANA Masters of Marketing](#) conference, October 4–7 in Orlando, Florida. Winners receive prominent industry and media recognition as analytics leaders

and share a \$100,000 prize pool for a charity of their choice.

In addition to Neustar's participation, the ANA Genius Awards are also offered in affiliation with *Forbes*, the official media partner of the 2017 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 Neustar**

Neustar is a global information services provider helping organizations grow and guard their businesses through our Marketing, Security, Risk, Registry and Communications Solutions. The Neustar MarketShare advanced analytics solution takes a holistic approach to measuring the effectiveness of advertising dollars. It combines the effects of an advertiser's digital campaigns with the effects of offline media, as well as a customer's behavior and non-media drivers. Neustar's advanced measurement capabilities can also help advertisers see which channels and consumer segments are more effective at different stages of the customer journey, break out media channel performance by customer segments such as new, existing and reactivated, and show which campaigns are more effective when launched simultaneously. More information is available at <https://www.neustar.biz>.