
ANA Partners With Neustar To Launch Analytics Center Of Excellence

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New Initiative Will Help Marketers Improve Understanding of Data and Analytics to Foster Growth

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The ANA (Association of National Advertisers) is launching a new resource designed to help marketers develop and enhance their understanding of data and analytics to fuel insights that foster and speed brand growth. Called the [ANA Analytics Center of Excellence \(ACE\)](#), the initiative was developed in partnership with Neustar.

ACE is intended to be the preeminent provider of thought leadership, educational resources, and tools for cross-channel marketing analytics and measurement. Offerings will include learning and networking opportunities, along with rich content such as white papers and research — both original and resourced — to elevate marketers' understanding of data and analytics and support the growth of their brand/business. ACE will offer curricula and programs that range from helping marketers become more conversant with data and analytics to keeping those steeped in the subject up to date on evolving trends.

“Our ultimate goal is for the ANA to be the data, measurement, and analytics standard-setting body for marketers,” said ANA CEO Bob Liodice. “Data, analytics, and measurement are fundamental to helping the industry better understand customers and brands to effectively grow businesses, and ACE is about serving marketers' needs and significantly moving the industry forward. ACE will help marketers identify their data needs, serve as a resource for questions, provide educational opportunities, and encourage knowledge-sharing among peers.”

Liodice added that ACE was created because many marketers lack the understanding to apply data to grow their brands, and don't have the necessary skills, resources, or backgrounds to effectively utilize sophisticated data in their marketing campaigns — or the tools to measure outcomes. There has been no single resource with the measurement acumen to improve decision-making. ACE is designed to fill that gap, he said.

Julie Fleischer, vice president of marketing solutions at Neustar, said, “Our recent Marketing Accountability Standards research with *Forbes* CMO Practice confirmed that marketing performance measurement and analytics drive short-term and long-term business value. Marketers who invest more than 10 percent of working media in analytics are three times more likely to beat sales targets by 25 percent or more. The ANA is the leading marketing organization for brand marketers, so it makes sense that they are taking a leadership role in establishing governance, standards, and a curriculum around marketing accountability.”

As ACE evolves through the balance of 2017 and 2018, it will release assessment tools, action plans, playbooks, case studies, white papers, and articles. Supporting these actions are live seminars and presentations, online and in-person training, and webinars. In addition, ACE will establish a committee to provide thought leadership, identify trends, and conduct research on topics such as attribution modeling, cross-platform analytics, and data collection.

The majority of ACE's assets and capabilities are available only to ANA members, but a limited amount of material will be accessible to the marketing industry at large via the ACE website at <https://www.anaace.org/>.