
Neustar and the ANA Announce Winners of the 2017 Genius Awards in Advanced Marketing Analytics

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Adobe, IBM and NASCAR Take Top Honors for Their Innovative Marketing Analytics Achievements

[Neustar](#), Inc., a trusted, neutral provider of real-time information services and the [ANA \(Association of National Advertisers\)](#), today announced the winners of [The ANA Genius Awards](#) at the [ANA Masters of Marketing](#) conference in Florida. Part of the [Analytics Center of Excellence](#) (ACE), the Genius Awards, now in its fifth year, recognize the brands behind the most innovative and ambitious efforts in advanced marketing analytics. Distinguished for the impact they have on driving business goals and proving the value of how marketing influences ROI, the winners represent the industry's trailblazers in analytics.

"The 2017 ANA Genius Awards winners raised the bar on innovation and analytics impact," said Julie Fleischer, Vice President, Marketing Solutions, Neustar. "I congratulate Adobe, IBM and NASCAR for their dedication to driving transparency and delivering business growth through data and analytics. These trailblazers have proven that investing in measurement and analytics results in better business outcomes and greater media effectiveness."

The 2017 ANA Genius Awards winners are:

- **Analytics Adoption: NASCAR** was recognized for its outstanding achievement in championing broad organizational adoption for analytics and accountability. NASCAR garnered widespread adoption of cross-consumption reporting and analysis in order to reach current and potential consumers where they consume media.
- **Analytics Impact: IBM** won for its outstanding achievement in demonstrating marketing's impact on business outcomes through analytics. IBM created a cognitive management system that integrates its various data systems and analytics solutions and models into one central platform to help its 5,000 marketers make better data-driven decisions.
- **Analytics Innovation: Adobe** took the honors for its exceptionally creative analytical approaches to solving complex problems and overcoming obstacles. Adobe built a media attribution model from the ground up that focused on measuring and optimizing the customer journey holistically based on data rather than assumptions.

"What we're trying to focus on is really pushing into 'the why', 'the who' and the predictive part, to identify what's next," said Mickey Mericle, Vice President, Marketing and Customer Insights, Adobe.

“We use our data to really look forward and to look beyond simply report cards.”

“The amount of data we have available to us and the ability to really understand what the value of every dollar is has changed dramatically over the past 10 years,” said Michelle Peluso, CMO, IBM.

“The models have become more sophisticated, the tools have become better and the talent is so much richer in the data science and analytics field. Marketers have an opportunity to use analytics everyday to make sure that we can demonstrate return to all of our colleagues.”

“We are committed to expanding and evolving the way we use data and analytics to help drive business value,” said Jill Gregory, SVP and CMO, NASCAR. “Delivering best-in-class research and insights allows us to better serve our entire ecosystem, including our fans, teams, tracks and partners.”

??“The ANA is proud to be part of the Genius Awards because they shine a light on the essential role that marketing analytics plays in our industry,” said Bob Liodice, CEO, ANA. “The influence that data and analytics have on marketing decisions will only increase in the future, and these honorees are at the forefront of that movement.”

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 Chris Guenther, SVP, Global Head of Programmatic, News Corp., Greg Pharo, Director, Media Analytics, The Coca-Cola Company, Jon Halvorson, VP, Global Media and Digital, Mondelez International and Kip Morgan, Director of Media and Branding Analytics, Prudential Advertising, to name a few.

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 watch the winners’ videos, go to GeniusAwards.com.

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