

Speaker 1 ([00:01](#)):

Thank you, Jennifer. Welcome to our second annual marketing and analytics summit. Brave new worlds. The theme of this year's event is marketing's next chapter. As we've all seen in the past year, the marketing world is in a period of dramatic transition. It transitioned whose foundations largely in data strategy, from the concerns around consumer data privacy, to the related threat of ID and, and data deprecation. It's become abundantly clear to all of us that the wild west days of digital advertising are over, but what's next. And how should we prepare for these inevitable changes? That's precisely why we're all here at brave new worlds, 2021. We're here to help you adapt to these new and changing consumer data realities to help you stay ahead of the data strategy curve, to ensure that you can continue to grow your business and improve customer experiences with as little friction as possible.

Speaker 1 ([00:49](#)):

And the brands and agencies that get their data house. In order first, we'll be able to gain a number of powerful advantages. For example, they'll avoid the pitfalls of data and ID deprecation. They'll be able to maintain the audience, reach and measurement fidelity. They need to grow their businesses. They'll be able to deliver better customer experiences across channels. They'll experience significant competitive advantages, and they'll be able to win in the coming years in terms of growth, scale and agility with such high stakes, you simply can't afford to wait. Marketers must act now to successfully navigate through and take advantage of this disruption. I'm also incredibly excited about TransUnion's pending acquisition of new stars, marketing risk and communications businesses. The news of TransUnion's intent to purchase with announced at mid September and the deal is expected to close before years end. The new star and TransUnion combination will bring a number of powerful benefits to our customers.

Speaker 1 ([01:41](#)):

Let me highlight three of those for you today. First it enhances our core identity capabilities by increasing the breadth of data and sources for our identity resolution platform. One ID second, it brings together capabilities to enable businesses to target and measure marketing effectiveness more precisely and transact within consumers with more confidence. And third, it provides enhanced innovation to build and scale leading identity based solutions that make trust possible between consumers and businesses while supporting our customer's evolving needs. In short Neustar marketing solutions is uniquely positioned to enable a brand across the globe to dramatically improve their data media and analytics strategies from start to finish, to be one step ahead of their competitors in this brave new world. Roll the video, please.

The marketing world is in a period of dramatic transition. Are you prepared? From privacy concerns to data quality and loss, it's become clear that you simply can't afford to wait and see what happens. Get your house in order now. Your marketing performance, audience reach, and revenue is at risk. The brands that pivot first and adapt to these challenges will avoid the pitfalls of data loss, deliver exceptional customer experiences, and outsmart the competition. Neustar Marketing Solutions transforms your data, media, and analytics strategies from start to finish. Cleanse and enrich your data. Activate omnichannel campaigns. Improve marketing ROI at every step. Only the undisputed and trusted leader in identity data, technology, and advanced analytics can drive business outcomes like these for the brands we love and trust: *your* brand. Neustar Marketing Solutions. Leading the way in marketing performance.

That was great. And now let's get the show started with our keynote presenter, the chief investment officer of group M Matt Sweeney. Matt, please take it away.

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