

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

Thank you, Jennifer. And welcome back to day two of our second annual marketing analytics summit, brave new worlds. If you Ms. Day one, the theme of this year's event, it's marketing's next chapter. I spoke yesterday about how the marketing world is in a period of dramatic transition. One that is largely tied to consumer data and privacy, and how a wait and see approach won't suffice. If you want to avoid the pitfalls of data deprecation, getting your data house in order now is the critical first step to establishing a mature marketing analytics and measurement practice. Without this, you are flying blind. When it comes to understanding and improving the impact of your marketing investments, strategies, and tactics. That's another reason we're all here at brave new worlds, 2021. To help you adapt to these new marketing analytics and measurement realities. So you can prove and improve marketing's impact on the growth of your business.

Speaker 1 ([00:53](#)):

Alongside the experiences consumers have with your brand. As I said yesterday, 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 also mentioned yesterday that I'm incredibly excited about TransUnion's pending acquisition of new service marketing risk and communications businesses. The news of TransUnion's intent to purchase was announced in mid September, and the deal is expected to close before year end. The new star and union combination will bring a number of powerful benefits to our customers. Let me highlight three of these 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 with end 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 the brands 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 pressure to optimize your marketing investments is mounting. But which factors are having the greatest impact on your bottom line? Do you really know your customers' winding path to purchase? There's no time or money to waste. You need to know the truth. Not just some truth. But the whole truth. And without the whole truth, you're flying blind. Unified Analytics, powered by Neustar Fabric, is the whole truth. It brings together the best of what Marketing Mix Modeling, Multi-Touch Attribution, and Predictive Analytics have to offer, even in a post-cookie world. See all the non-media factors impacting sales. Know the incremental ROI of all your media channels, including TV and walled gardens. Measure marketing impact across audience types. And enhance the path to purchase across every touchpoint. Truly maximize your investments with precision and speed. Neustar Unified Analytics is the future of measurement.

Speaker 1 ([02:22](#)):

Thank you. That was incredible. Let's get the show started with today's keynote presenter, vice president and principal analyst at Forrester. Joanna O'Connell Joanna, please take it away.