BIG DATA ANALYTICS ARE THE KEY TO CONSUMER ENGAGEMENT.

Data analytics will have a bigger impact on customer-centric insights than on traditional advertising in the next five years.
SUCCESSFUL MARKETERS COLLABORATE.

Partnership between Marketing and IT is the key differentiator between successful and underperforming brands.

<table>
<thead>
<tr>
<th></th>
<th>Overperformers</th>
<th>Underperformers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely</td>
<td>24%</td>
<td>38%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>45%</td>
<td>42%</td>
</tr>
<tr>
<td>Always</td>
<td>31%</td>
<td>20%</td>
</tr>
</tbody>
</table>

2014 ANA Big Data and Analytics Survey Report
BIG DATA, BIG INSIGHTS.

Overperformers lead in extracting insights from data.

- We have the right data and analytics available to measure marketing effectiveness: 48% Overperformers, 32% Underperformers.
- We are able to leverage all data and analytics available to improve marketing effectiveness: 50% Overperformers, 31% Underperformers.
- We are able to leverage our data and analytics in order to improve marketing efficiency: 66% Overperformers, 42% Underperformers.

2014 ANA Big Data and Analytics Survey Report

Millward Brown Vermeer

ANA