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"L'autore **Chuck Hemann**, Managing Director of Analytics/Head of Digital Analytics for W2O, has spent the past 14 years providing strategic counsel on digital analytics, measurement, online reputation, and social media. He was previously Global Director of Digital and Paid Media Analytics at Intel Corporation. He has worked with global brands from Intel to P&G to Verizon. **Ken Burbary**, Consultant and Digital Marketing Professor at Cornell Johnson Graduate School of Management, has 20+ years of online marketing and advertising experience, including a deep background in digital and social media. He served as VP - Group Director, Strategy and Analysis at Digitas, working with global brands from American Express and Bank of America to P&G and GM."

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Anchoring marketing analytics to strategy a pany s overarching strategy should ground its choice of analytical options without a strategy anchor we find panies often allocate marketing dollars based largely on the

Analytics is like consumer feedback it s a digital conversation between your brand and your audience just with data this session focuses on leverag, big data refers to the ever increasing volume velocity variety variability and plexity of information for marketing anizations big data is the fundamental conseq, the large volume of marketing analytics software on the market is both a t and a curse .

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