

THE JOURNEY TOWARD MEASUREMENT

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My

Journey

IN THE BEGINNING...THERE WAS CLUTTER



- Data & analytics were not integrated
- ComplexCommunicationsEcosystem
- We measured everything, and nothing at all

The Current State

IMPATIENCE DILEMMA



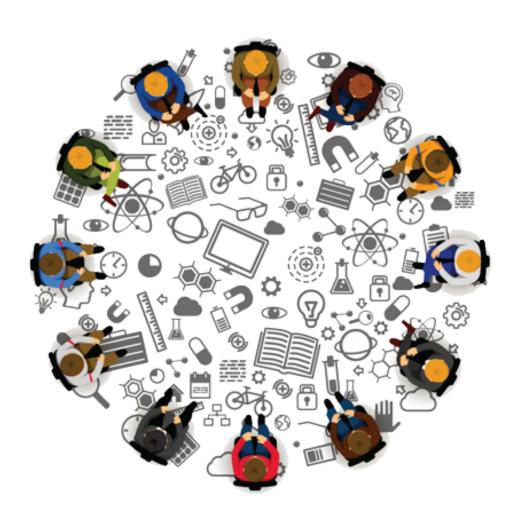


Content

COLLABORATION,

CROWDSOURCING &

CO-CREATION



Always on, Always Measuring



TRENDS & PREDICTIONS FOR THE FUTURE

- New & Emerging Reputation-Based Markets
- Shift in Agency Business Model
- Companies that Embrace True
 Integration
- Communciations & Marketing
 Organizations Workforce of the
 Future
- Content will be Created by Consumers
- Listening will be More Important than Monitoring



THANK YOU!



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