



THE JOURNEY TOWARD MEASUREMENT

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My

Journey



IN THE BEGINNING...THERE WAS CLUTTER



- Data & analytics were not integrated
- Complex Communications Ecosystem
- We measured everything, and nothing at all

The Current State



IMPATIENCE DILEMMA





Content

Always on, Always Measuring



TRENDS & PREDICTIONS FOR THE FUTURE

- *New & Emerging Reputation-Based Markets*
- *Shift in Agency Business Model*
- *Companies that Embrace True Integration*
- *Communications & 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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