**2023 Young Pro of the Year Award
Runner-Up Nomination**

Spencer Lambert – Director of Product & Partnership Success, datafuelX
Nominated by: Daddi Brand Communications

Spencer Lambert, Director of Product & Partnership Success at datafuelX, is an advanced advertising strategist with a track record of scaling small teams, businesses, and budgets.

Prior to datafuelX, Spencer spent several years implementing data-driven linear plans on the Ad Innovation team at Warner Media before moving to Horizon Media to focus on performance-based compensation partnerships with emerging brands.

In March 2022, Spencer joined the ARF Young Pros, thanks to the terrific instruction and peer recommendations stemming from his enrollment in the NYU/ARF Marketing Optimization and Insights program. Spencer completed courses across Foundations of Advertising Insights and Marketing Analysis, Media Assessment and Tactical Planning, Discovering and Testing the Key Consumer Insights and Achieving Consumer Centricity over a three semester window, receiving his certificate in February 2023.

The NYU/ARF Marketing Optimization and Insights training provided the research and measurement backbone to supplement Spencer's experience with buy and sell-side activation. Following the certification, Spencer has been aggressively implementing consumer-centricity workflows into the product development at datafuelX.

In April of this year, Spencer will present Unlocking the Value of Alternative Linear TV Currencies: Universal Forecasting at the ARF AUDIENCExSCIENCE conference. This presentation will detail the cutting edge forecasting technology datafuelX has tested which has driven linear adoption of new alternative measurement sources.

Outside of the ARF, Spencer's work at datafuelX has tremendous opportunity to create game-changing industry impact.

Specifically, he has served as the product owner for the company's M3 platform, a data driven SaaS platform that provides publishers and agencies with the tools to manage a multi-currency and cross-platform Convergent TV world. M3 also allows users to go beyond basic media measures like target impressions and reach and frequency to outcomes like Search Engagement. M3's launch has been substantiated by its success winning a lengthy RFP testing process conducted by a major network, and its continued use as the driver of nearly two years of campaigns optimized against outcomes leveraging EDO search data. This success

has been followed by Hallmark Media's licensing of the M3 platform, and datafuelX aims to widen its client pool with future developments and application releases.

Using the M3 platform, Spencer has spearheaded the forecasting, optimization, pacing and posting of multi-currency linear deals, as well as optimized linear schedules against consumer behavior metrics, such as search engagement (EDO as source). Spencer effectively leverages his experience at Warner Media and Horizon to guide the development of M3 and the execution of successful campaigns for M3 clients.

Spencer's work in the M3 platform will broaden the product's application for convergent TV future. In 2023, the product will enable clients to better utilize alternative currency adoption, expand outcomes optimization to include CPG POS data, credit/debit card spending, and website visitation, and what he terms "zero-based optimization", the development of the optimized media schedule across linear, digital, and addressable inventory against reach and frequency and outcome goals, in one decisioning platform.

https://www.adexchanger.com/tv-and-video/before-convergent-tv-can-take-off-advertisers-need-to-see-outcomes/