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The ARF Announces the Marketing Analytics Accelerator 2024:
A Must-Attend Event for Marketers and Analytics Leaders

Dramatic Changes in the Marketing and Measurement Industry Unveiled at Dotdash Meredith

New York—October 25, 2024—The [Advertising Research Foundation](#) (ARF), in collaboration with Sequent Partners, proudly presents the **Marketing Analytics Accelerator** – a premier industry event focused on the evolving science of marketing performance measurement, attribution, and marketing mix models. Taking place on November 13, 2024, this one-of-a-kind event will be hosted in person at Dotdash Meredith in New York City and available via live-stream to a global audience.

This event is open to ARF members and non-members, bringing together a dynamic audience eager to explore solutions for complex marketing challenges.

Now in its ninth year, the Marketing Analytics Accelerator (formerly known as the Attribution Accelerator) continues to be the only forum dedicated to attribution and advanced marketing and outcome measurement. Industry leaders, marketers, and analytics experts will take the stage to share the latest innovations and case studies, driving the conversation forward on how analytics are transforming business results.

Jim Spaeth, Partner at Sequent Partners, shares, "Marketing analytics is experiencing a revolution. At this year's event, we will reveal the head-spinning progress brands are making. We'll delve into the cutting-edge technology being applied today and explore some remarkable, real-world case studies."

Featured Highlights

- **Creative Opportunity:** Explore how AI is guiding the creation of highly effective ads, optimizing creative mix and contextual placement, and driving sales.
- **Data Challenge:** Learn about cutting-edge techniques for connecting cross-channel promotional exposures, evaluating video campaigns in near real-time, and integrating channel-specific attribution with marketing mix models (MMM).
- **Matching Marketplace Complexity:** Delve into how attention can be knitted into models for actionable insights and how deep learning is shaping strategies for better campaign optimization.
- **AI Frontier:** Gain insights into how machine learning and generative AI are transforming consumers journeys and marketing attribution.

Speakers include analytics gurus from leading brands, including **Estée Lauder, Wendy's, MassMutual, Walmart, SharkNinja, The RealReal, Mars, Shiseido, HexClad and others** offering their expertise and practical insights into how marketing analytics are driving ROI, customer engagement, and long-term growth.

Sponsors for this year's event include Snap, DataPoem, iSpot.tv, Nielsen, and Dotdash Meredith (event host).

All registrants will receive the exclusive report, produced by Sequent Partners, titled *"Eight Years of Marketing Analytics Progress: Key Trends and Developments as Showcased on the State of the Attribution & Analytics Accelerator."* Over the past eight years, marketing analytics has undergone a remarkable transformation, with techniques and data applications evolving from mere concepts into vital tools. The report highlights key learnings and innovations showcased at the Attribution & Analytics Accelerator, an event that has been at the forefront of these developments.

"We like to say this event is 'unapologetically rigorous' and encourage speakers to really get into the weeds. But it's not analytics for analytics sake - presentations include the marketers' perspective about how the analytics is applied and how it makes a difference. That's what makes this a really valuable experience," said Alice K. Sylvester, Partner at Sequent Partners.

For more information and to register, please visit: https://thearf.org/arf-events/marketing-analytics-accelerator.

About the Advertising Research Foundation
Founded in 1936, the Advertising Research Foundation (ARF) has emerged as the preeminent authority on unbiased quality in advertising, media, and marketing research. With over 400 member companies, the ARF's powerful knowledge, unified standards, and best practices have proven invaluable time and again. The ARF continues to drive continuous improvement in advertising and marketing practices by fostering collaboration and innovation, shaping the industry's future.

In today's rapidly changing technology landscape, the ARF remains committed to providing accurate information, setting industry standards, and promoting transparency. For more information, visit www.thearf.org and also visit us on LinkedIn, YouTube, X (Twitter), and Facebook.

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