

Member Benefit Guide

As an Advertising Research Foundation (ARF) member, all employees have unlimited access to ARF Member Benefits—including events and research resources.

The ARF provides a wide array of learning, networking and leadership opportunities.

Knowledge Center

Your source for vetted, unbiased, trusted information and industry insights—ARF research archives, thought-leading publications and exclusive access to ARF Research Executives.



POWERSEARCH

The industry's most trusted source of information, case studies, news and research



KNOWLEDGE EXPERTS

Personalized research assistance from our team of professionals



PAST EVENT RESOURCES

Videos, presentations and key takeaways from past ARF events



JOURNAL OF ADVERTISING RESEARCH

Quarterly findings, methodologies and applications changing the science of our industry

KNOWLEDGE AT HAND

Quick, easy-to-read references on the industry's most pressing topics

CMO BRIEFS

One-page summaries of ARF research, white papers and leading-edge perspectives

NEWS YOU CAN USE

Highlights of must-read, current industry news

Member Communities

Engage with a community of Marketers, Agencies, Media companies and Research organizations—including category leaders, ad tech startups and consultants, academics and associations.

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| <div data-bbox="131 331 360 401" data-label="Section-Header"> <h2>COUNCILS</h2> </div> <div data-bbox="126 426 456 522" data-label="Text"> <p>Engage with like-minded thought leaders on our industry's biggest issues</p> </div> | <div data-bbox="500 306 537 617" data-label="Section-Header" style="writing-mode: vertical-rl; transform: rotate(180deg);"> <h3>COUNCIL TOPICS</h3> </div> <div data-bbox="550 302 779 621" data-label="List-Group"> <ul style="list-style-type: none"> ANALYTICS B2B COGNITION CREATIVE CROSS-PLATFORM MEASUREMENT CULTURAL EFFECTIVENESS LA MEDIA RESEARCH ORGANIZATIONAL PHARMA SHOPPER INSIGHTS SOCIAL </div> | <div data-bbox="824 317 1052 415" data-label="Section-Header"> <h2>WOMEN IN ANALYTICS</h2> </div> <div data-bbox="820 426 1131 554" data-label="Text"> <p>Co-mentorship community for professionals in market research and analytics</p> </div> | <div data-bbox="1190 317 1352 415" data-label="Section-Header"> <h2>YOUNG PROS</h2> </div> <div data-bbox="1183 426 1511 554" data-label="Text"> <p>Learning, networking and skill building for next generation leaders (30 & under)</p> </div> |
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Events

Attend events or access past event resources on-demand—videos, key takeaways & presentations.

MEMBER-ONLY EVENTS

| | | | |
|---------------------|-------------------------|-----------------|-----------------------|
| Shopper 2025 | Forecasting 2025 | OTT 2025 | Attention 2025 |
|---------------------|-------------------------|-----------------|-----------------------|

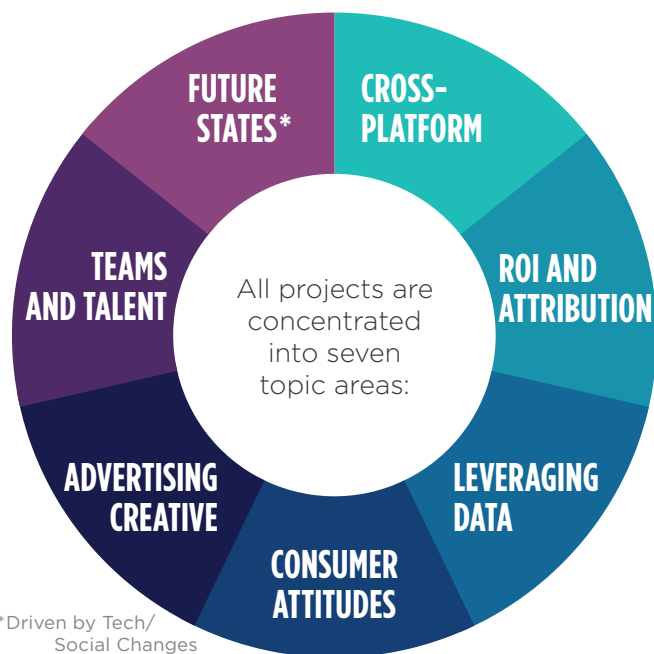
Insights Studio Series, AI Series, Meet-Ups & more, covering key industry topics.

CONFERENCES & AWARDS (COSTS DISCOUNTED FOR MEMBERS)

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|--|---|
| <div data-bbox="347 1297 643 1377" data-label="Image"> </div> | <p>Our largest annual conference, focused on media & measurement</p> |
| <div data-bbox="430 1423 643 1501" data-label="Image"> </div> | <p>Explore innovative ways of stimulating, optimizing and measuring creative</p> |
| <div data-bbox="347 1545 643 1629" data-label="Image"> </div> | <p>Honors the power of research/data that contribute to great advertising</p> |
| <div data-bbox="370 1669 462 1772" data-label="Image"> </div> | |
| <div data-bbox="483 1669 576 1772" data-label="Image"> </div> | |
| <div data-bbox="597 1669 690 1772" data-label="Image"> </div> | |
| <div data-bbox="711 1669 803 1772" data-label="Image"> </div> | |
| <div data-bbox="878 1669 1159 1772" data-label="Image"> </div> | |
| <div data-bbox="347 1831 643 1908" data-label="Image"> </div> | <p>The only event focused exclusively on attribution, marketing mix models and the science of marketing performance measurement</p> |

Thought Leadership

As an ARF member, you have many leadership opportunities to consider. Submit your groundbreaking research for an upcoming event, join a committee or a jury of your peers, engage in our communities, or become a corporate sponsor.



RESEARCH INITIATIVES

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|---|--------------------------------------|
| The ARF Media Model | Effectiveness of Podcast Advertising |
| Brand Loyalty and Lifetime Value | The Effects of Time Duration |
| Creative vs. Media in Today's World | Future of Panels & Big Data |
| Cross-Platform Standards | How Did Brands Handle 2020? |
| DASH (The Universe Study of Device and Account Sharing) | Identity Map Providers |
| David Ogilvy Awards Database | The Organizational Benchmark Survey |
| | The Privacy Survey |
| | Share of Search |

ARF sets its research agenda based on member input and allocates a percentage of member dues towards these initiatives. Help shape original research projects via the Research Leadership Committee

ARF Marketing Optimization and Insights Certificate



SCHOOL OF PROFESSIONAL STUDIES

Develop talent within your organization and invest in the future of the industry by offering your employees the opportunity to participate in **The ARF Marketing Optimization and Insights Certificate**, established in partnership with NYU School of Professional Studies

ARF Charitable Foundation



ARF WIDE (Workforce Initiative for Diversity and Excellence)
To improve the diversity and excellence of the marketing research and data analytics workforce of the future.

ARF Subsidiaries



The **Marketing Science Institute** brings together renowned scholars and leading marketers to create an unbiased platform for scientific research, purposeful collaborations and peer-to-peer networking.



The **Coalition for Innovative Media Measurement (CIMM)** is a non-partisan, pan-industry coalition that embraces the entire media and advertising ecosystem”