

The Forrester Wave™: Marketing Measurement And Optimization Solutions, Q1 2020

Tools And Technology: The Marketing Measurement And Insights Playbook

by Jim Nail, Tina Moffett, and Joe Stanhope
January 16, 2020

Why Read This Report

In our 27-criteria evaluation of marketing measurement and optimization vendors, we identified the nine most significant ones — Analytic Partners, Ekimetrics, Gain Theory, Ipsos MMA, IRI, Marketing Evolution, Merkle, Neustar, and Nielsen — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2C marketing professionals select the right one for their needs.

Key Takeaways

Analytic Partners, Ipsos MMA, And Neustar Lead The Pack

Forrester's research uncovered a market in which Analytic Partners, Ipsos MMA, and Neustar are Leaders; Gain Theory, Marketing Evolution, Ekimetrics, and IRI are Strong Performers; Merkle is a Contender; and Nielsen is a Challenger.

Privacy And Long-Term Measurement Are Key Differentiators

As marketers' measurement needs change and new data restrictions emerge, improved approaches to privacy and delivering a balanced quantification of short-term and long-term business impact dictates which providers will lead the pack. Vendors that can provide sophisticated modeling, a balance of technology and services, and automated data management position themselves to successfully deliver a solution that enables their customers to build insights-driven marketing strategies.

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Related Research Documents

- [Customer-Obsessed Marketing Demands Unified Measurement](#)
- [Now Tech: Marketing Measurement And Optimization Solutions, Q3 2019](#)



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Marketing Measurement Vendors Adapt To Future Data Limitations

Unified measurement aims to combine the statistical methodology of correlating aggregate media data to aggregate sales results with the methodologies of attributing individual sales to marketing exposures using person-level data. The walled gardens' data-sharing reticence has long been a roadblock to this data-rich approach. Now the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), Apple's ITP changes, and Google's limits to cross-site tracking threaten the viability of the cookie as the digital marketer's quintessential data-gathering mechanism. Does all this doom the dream of unified measurement delivering a holistic analysis of all factors affecting ROI? Forrester doesn't believe so. We believe B2C marketers should stop looking for the ideal methodology and instead craft an approach to unified measurement that fits their data availability, satisfies their analytics team, and meets the level of service they require to interpret and apply model insights.

As a result of these trends, marketing measurement and optimization solution customers should look for providers that:

- › **Strategically plan for data restrictions and regulation.** Companies face looming data restrictions; Apple, Firefox, and Google all limited data tracking to satisfy consumer privacy demands and legislation. Measurement vendors in this Forrester Wave™ have taken notice by future-proofing their measurement algorithm to ensure alternative measurement approaches exist that do not rely on third-party cookies to build unified measurement models. Marketers must look for vendors that have data management strategies, privacy policies, and a game plan to address data restrictions to deal with gaps incurred by walled gardens, cookie blocking, and privacy regulations.
- › **Measure and optimize short- and long-term marketing impact.** Marketers should evaluate a vendor's approach and experience measuring against multiple brand and revenue objectives. Marketers align their goals with the business' goals to demonstrate marketing's incremental value and contribution to growth. Sustained growth requires a balance of short-term, revenue-generating marketing objectives and long-term, brand-building objectives. Since the last Forrester Wave evaluation, vendors developed measurement approaches to optimize marketing's impact against their short-term revenue goals while observing the longer-term impact on KPIs like brand value or customer lifetime value.
- › **Balance technology and consulting engagement models.** Companies must prioritize their support of consulting services because of marketing's limited and elementary knowledge and experience with analytics. Marketers expect their measurement vendor to translate findings and provide recommendations based on the model results. One reference indicated its vendor really helps it to understand hard marketing questions and has become a key part of the marketing planning process. Vendors, especially those that rate highly on the training and change management criterion, can help companies upgrade the marketing team's analytical skills and shift more of the work to them over time.

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Evaluation Summary

The Forrester Wave evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our [Now Tech: Marketing Measurement and Optimization Solutions, Q3 2019](#) report.

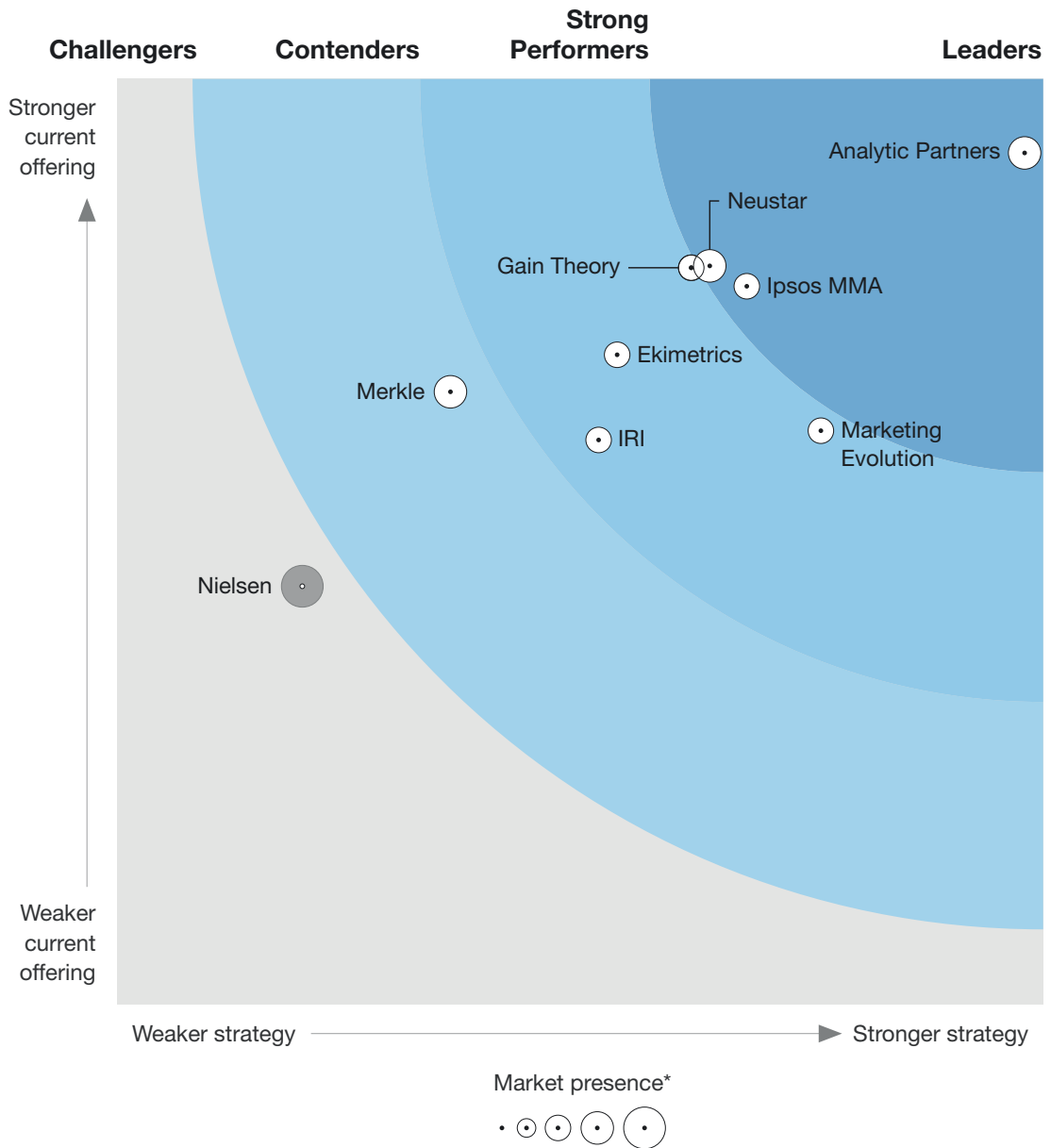
We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

FIGURE 1 Forrester Wave™: Marketing Measurement And Optimization Solutions, Q1 2020

THE FORRESTER WAVE™

Marketing Measurement And Optimization Solutions

Q1 2020



*A gray bubble indicates a nonparticipating vendor.

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FIGURE 2 Forrester Wave™: Marketing Measurement And Optimization Solutions Scorecard, Q1 2020

	Forrester's weighting	Analytic Partners	Ekimetrics	Gain Theory	Ipsos MMA	IRI	Marketing Evolution	Merkle	Neustar	Nielsen*
Current offering	50%	4.60	3.51	3.98	3.88	3.05	3.10	3.31	3.99	2.26
Data management	25%	3.80	3.00	3.00	3.00	3.80	3.00	4.20	5.00	3.80
Methodology	35%	5.00	4.00	4.60	4.00	2.20	3.40	3.00	4.00	1.00
Services offered	25%	5.00	4.00	4.40	4.60	3.60	3.20	3.00	3.00	2.20
Technology platform	10%	4.40	1.80	3.40	3.60	2.60	2.80	2.60	3.80	1.60
Global capabilities	5%	4.10	3.50	3.60	4.45	3.35	1.50	3.90	4.10	4.90
Strategy	50%	4.90	2.70	3.10	3.40	2.60	3.80	1.80	3.20	1.00
Solution vision	60%	5.00	3.00	3.00	3.00	3.00	5.00	1.00	3.00	1.00
Execution roadmap	20%	5.00	3.00	3.00	5.00	3.00	3.00	3.00	3.00	1.00
Innovation roadmap	15%	5.00	1.00	3.00	3.00	1.00	1.00	3.00	5.00	1.00
Global strategy	5%	3.00	3.00	5.00	3.00	1.00	1.00	3.00	1.00	1.00
Market presence	0%	3.60	2.30	2.30	2.40	2.90	2.30	3.70	3.70	4.30
Revenue	35%	3.00	1.00	1.00	3.00	3.00	1.00	5.00	5.00	5.00
Customers	30%	5.00	3.00	3.00	1.00	5.00	3.00	3.00	3.00	5.00
Industry presence	35%	3.00	3.00	3.00	3.00	1.00	3.00	3.00	3.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

*Indicates a nonparticipating vendor.

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Vendor Offerings

Forrester included nine vendors in this assessment: Analytic Partners, Ekimetrics, Gain Theory, Ipsos MMA, IRI, Marketing Evolution, Merkle, Neustar, and Nielsen (see Figure 3).

FIGURE 3 Evaluated Vendors And Product Information

Vendor	Product evaluated	Product version evaluated
Analytic Partners	GPS Enterprise	7.2
Ekimetrics	One Vision	N/A
Gain Theory	Gain Theory	N/A
Ipsos MMA	Activate: Unified Marketing Measurement and Optimization Platform	2.0.2
IRI	Unified Marketing Measurement (UMM)	V2.0
Marketing Evolution	Marketing Evolution Platform	4.0.6
Merkle	Archie	N/A
Neustar	Neustar Unified Measurement	V7.0
Nielsen	Nielsen Marketing Effectiveness	N/A

Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

- › **Analytic Partners focuses on next-generation solution innovation.** Analytic Partners (AP) retains its Leader position in this year's marketing measurement and optimization solutions Forrester Wave. Its measurement solution, GPS Enterprise, is an end-to-end platform that incorporates data ingestion through its ADAPTA tool, modeling platform capabilities through its AMP tool, and scenario planning and optimization capabilities through PROPHET. Its proprietary intelligence database, ROI Genome, informs all components of its platform. To balance out its insights tool, AP has high-touch supporting services that include a team of marketing strategists, data engineers,

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account managers, statisticians, and the NorthStar Training Academy. Its strategic vision is to elevate marketing measurement by experimenting with new data sources, such as customer emotion, granular geographic data, and exposure metrics.

AP received high marks for its unified measurement approach that dynamically integrates marketing performance data with geographic variations, customer behaviors, and sales channels to measure short-term revenue impact and long-term effects. Additionally, customer reference feedback commended AP for its services, strategic vision, and roadmap. References cite that AP can help “manage talent and tools” to bring together insights and go beyond asking the “cookie cutter” marketing and business questions. However, Analytic Partners has more work to do with regard to privacy standards and certifications and pushing clients to activate insights from its measurement tool. Firms should put Analytic Partners on their shortlist if they’re ready to innovate their measurement strategy.

- › **Ipsos MMA marries technology and service to deliver unified measurement.** Ipsos MMA built its reputation on marketing mix modeling (MMM) but has invested heavily to build out a competitive unified measurement offering with the stated goal of helping clients optimize business performance. Ipsos MMA’s offering consists of high-touch program management and proprietary technology intended to provide a holistic framework that helps clients understand marketing performance, perform customer attribution, and execute market testing. Ipsos MMA shows its commitment to transparency with the Value Trackers methodology that documents program results and the Model Manager application module that provides direct access to the system’s analytical underpinnings.

The Activate marketing measurement application leverages Ipsos MMA’s NEMO unified analytics engine and offers advanced scenario planning and optimization features. Clients give Ipsos MMA high marks for its engagement model in deploying and delivering solutions, consistently noting that Ipsos MMA is a highly collaborative and adaptable partner. Additionally, clients appreciate Ipsos MMA’s ability to support global, multicountry measurement programs. Clients cite dashboards, reporting, and expanded data options as areas for improvement, and programs are limited to planning with minimal or no direct activation. Ipsos MMA will appeal to firms that want to apply unified measurement beyond media campaigns, require global coverage, and want highly granular control of modeling systems.

- › **Neustar bets on person-centric data to support its marketing measurement solution.** Neustar, Strong Performer in Forrester’s 2018 marketing measurement and optimization solutions Wave, continues to leverage its large data business that includes a data management platform, an identity graph, and data onboarding to build upon its customer-level marketing measurement models. Neustar’s measurement solution leverages its partnerships, access to data, and proprietary measurement tool that provides a holistic view across marketing performance measurement with the ability to optimize multiple scenarios. Its strategy focuses on building a solution to connect brands with customers in the moment, through deep partnerships to enhance customer profiles and more research and development for AI applications.

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Neustar received high marks because its data expertise — specifically across its data management process, data and identity platform, and data resource experts — enable it to collect, integrate, normalize, and transform data. Its deep partnerships with Facebook and other closed ecosystems allow it access to richer customer-level data on a more frequent basis. Yet the tool still lacks capabilities to manage experiments and more advanced collaboration features like workflow approval processes. Clients praise Neustar on its unique data assets and improved client services. Consider Neustar if you want a deep customer-level marketing performance measurement solution packaged in a powerhouse analytics tool.

Strong Performers

- › **Gain Theory helps clients uncover marketing's impact on short- and long-term goals.** Gain Theory, a WPP company, enters this Forrester Wave as a Strong Performer. Gain Theory's Sensor combines customer-level marketing performance data models with aggregate-level models to measure short-term revenue gains based on marketing results. Distinctly noted is Gain Theory's work on measuring marketing's impact on short- and long-term business objectives and helping clients develop plans to simultaneously optimize multiple objectives. Its solution vision and roadmap include investments in data partnerships, machine learning to increase speed of insights, and a deep focus on change management capabilities to help clients with the skillset development and organization restructuring needed to activate its marketing insights.

Gain Theory received high marks for its unified measurement approach, which leverages a system of models that iterate and inform each other. Clients are equally impressed noting that the "sophistication" of the model is Gain Theory's "main strength." The Sensor solution also has native testing capabilities such that tests can be deployed in specific geographies and multiple tests can run concurrently. Gain Theory must improve its "timeliness of insights" and demonstrate with greater accuracy the value delivered to clients daily. Firms looking for more complex insights and drivers of marketing performance should put Gain Theory on their short list.

- › **Marketing Evolution adapts its person-centric approach to data restrictions.** Marketing Evolution continues to have a highly differentiated approach to unified measurement that operates from the user-level up rather than bridging models rooted in aggregate data with others using individual-level data. To adapt to the growing data gaps from walled gardens and cookie blocking, it uses a sample-based approach that takes a representative data set from available individual data for modeling purposes. Since the last Forrester Wave, it has received \$26.1 million in funding, which allowed it to build out an automated data ingestion, normalization, and validation platform and rebuild its Marketing Control Dashboard.

Marketing Evolution continues to have a robust vision of the role analytics will play not just in marketing and media but in a range of business problems for individuals across an organization. The latest technology update democratizes access to the interface and adds an impressive functionality for calculating the tradeoff between long- and short-term ROI. Customers generally praise Marketing Evolution for being "visionary" with a "seamless interface for MMM and MTA."

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They also commented on the interface's power and nuance but noted that "it takes a fair bit of training." Comments on the quality of its service were mixed, with one reference reporting: "Their staff is very green, and there is a lot of turnover. We're not getting thought leadership from them." Marketers with robust first-party data and a willingness to be hands-on-the-keyboard will benefit from Marketing Evolution's innovative approach.

- › **Ekimetrics helps clients boost business performance with data science.** A newcomer to the Forrester Wave, Ekimetrics positions itself not just as a marketing measurement and optimization provider but as a bridge between its clients' data and new business value that can be derived from it. It emphasizes the "dual profile" of its staff, individuals with deep data science expertise who are also primary client contacts able to provide a more seamless relationship with the client. Its unified approach, One Vision, relies on nested models to provide omnichannel analysis, incorporate an on-par range of nonmedia business factors, and enable deep dives into specific marketing dimensions such as media, brand, segments, and customer lifetime value. It is stretching even beyond this by building consumer-facing decisioning and recommendation engines that leverage the marketing analytics.

Ekimetrics earns its Strong Performer status through a combination of strong business strategy consulting and an engagement structure that "delivers insights for marketing people, not stats people," framing the data in a narrative about the business. One reference noted that when an initial model underdelivered against forecast, the team went to work on improving the model instead of trying to cover up any problems. The firm leads with consulting, so its interface is not as robust as other providers. As a Paris-based firm, its European coverage is strong, and it is expanding its global footprint with offices in New York, Hong Kong, and Dubai, covering AP and North America. Ekimetrics is a good fit for brands who need a blend of sophisticated data science from a firm that can demystify the science in order to guide marketers in applying model findings.

- › **IRI combines its rich data with a services-driven marketing measurement solution.** IRI remains a Strong Performer in this year's Forrester Wave. IRI couples its Unified Measurement Model (UMM) with its robust IRI Liquid Data platform that houses household-level loyalty, propensity, social listening, and its clients' own CRM data. IRI has a service-driven engagement approach that combines its expertise in marketing and analytics. The company brings deep expertise in the retail and consumer package goods (CPG) industries, providing deeper insights into how the traditional four P's of marketing influence business performance. Its strategic vision combines speed and automation of insights, powered by enhanced machine learning-based recommendations engines and augmented decision making.

IRI is the vendor of choice for CPG or retail marketers because of its expertise in how media, pricing, trade, promotion, inventory, and external forces can impact marketing performance and future budget allocations. Clients are happy with its "collaborative partnership" approach and its "responsiveness" to questions and new ideas. IRI must improve the unification of its strategic

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and tactical-level models and cadence in updating models and reports. Firms that have diverse marketing investments with external factors that influence marketing performance, like pricing variation, competition, or seasonality effects, should consider IRI.

Contenders

- › **Merkle offers a consulting-heavy model on top of robust data assets.** New to this Forrester Wave, Merkle brings a long history as a customer database and engagement agency and digital experience agency, building data assets including M1 and Data Source for over 20 years. This experience gives it notable strength in data ingestion and processing, a person-centric view of marketing, and provides a strong foundation for its Connected Recognition global identity resolution product. It plans to enhance these data assets with AI-driven sentiment and image recognition; its acquisition of AI firm Ugam supports this direction. Its unified measurement methodology relies on an ensemble of algorithms connected by response curves to enable analysis of strategic and tactical issues.

Despite these apparent strengths in data, customers rank it below others on its process and unique data sets. In addition, while it acknowledges the increasingly restrictive access to data in the future, its vision continues to focus on acquiring new person-level data sources and execution of person-level marketing, which could be a vulnerability if data access continues to contract. Customers state that they need to significantly customize the solution to adapt it, noting that “they are not as slick or structured as a consulting firm; they are subject matter experts on the solution.” While it has history in delivering marketing measurement as a service, it just launched its Archie platform in October 2019. As a result, none of its customer references have begun using it, so we have limited ability to evaluate its performance. Merkle is a solid choice for brands with complex data problems and those looking for a more consulting-based approach to understanding their marketing performance.

Challengers

- › **Nielsen’s potential deferred due to corporate restructuring.** At the time of the Q2 2018 marketing measurement and optimization Forrester Wave, Nielsen, an early mix modeling provider, had recently acquired multitouch attribution provider Visual IQ. Integration plans were in the early planning stages but appeared to be promising, and marketers we interviewed had high expectations for the combination. However, parent company Nielsen Holdings has been under significant pressure from changing consumer behaviors, missed revenue targets, and witnessed activist shareholders demanding management seek a reorganization that would unlock shareholder value. After exploring selling the company or one of its divisions and finding no buyers, the company announced on November 7, 2019, that it would split the company into two separate publicly traded companies.¹ All this appears to have derailed plans for the Visual IQ integration: As recently as October 2019, the visualiq.com website was still active, with the only notable change being the addition of the phrase “A Nielsen Company” to the site masthead. But the Nielsen Marketing Effectiveness site had no mention of Visual IQ and few mentions of an attribution offering.

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Despite these struggles, Nielsen remains an integral element of the media ecosystem both for the ratings data in its Global Media segment and the product sales data in its Global Connect segment. The unified measurement offering is a very small part of Nielsen's total \$6.5 billion revenue, so it is not specifically covered in management's discussion of future plans. Forrester won't count Nielsen out of the marketing measurement space, and we will continue to watch whether this new corporate structure will invigorate this offering in an environment where marketers are increasingly interested in analytically based ROI measurement of their entire marketing mix. Nielsen declined to participate in the full Forrester Wave evaluation process.

Evaluation Overview

We evaluated vendors against criteria that we grouped into three high-level categories:

- › **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include data management, methodology, services offered, technology platform, and global capabilities.
- › **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated solution vision, execution roadmap, innovation roadmap, and global strategy.
- › **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's revenue, customers, and industry presence.

Vendor Inclusion Criteria

Forrester included nine vendors in the assessment: Analytic Partners, Ekimetrics, Gain Theory, Ipsos MMA, IRI, Marketing Evolution, Merkle, Neustar, and Nielsen. Each of these vendors has:

- › **A broad range of marketing performance measurement and optimization solutions.** Vendors in this Forrester Wave must have a measurement solution that collects and manages marketing/media performance data, performs marketing and media reporting and analytics at the strategic and tactical level, provides recommendations on future marketing investments, allows advertisers to build scenarios for future marketing investments, and simulates various marketing outcomes.
- › **2018 measurement solution revenue greater than \$10 million.** Forrester included vendors with revenue from measurement products and services equal to or greater than \$10 million with at least 20% of their revenue from their unified measurement approach.
- › **Significant market presence.** Vendors in the measurement wave must have significant interest from the Forrester clients as evidenced by inquiries, mentions in the competitive set of other vendors in the Wave, and other client interactions that mention the vendor.

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Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology Guide](#) to evaluate participating vendors.

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In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by October 18, 2019 and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [The Forrester Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

Endnotes

¹ Source: "Nielsen Holdings Plc (NLSN) Q3 2019 Earnings Call," FactSet CallStreet, November 7, 2019 (https://s1.q4cdn.com/199638165/files/doc_financials/quarterly/2019/q3/NLSN-TRANSCRIPT-11-7-19.pdf).

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