

Industry Call to Action: Collaboration is the key to moving forward

Patti Wakeling
Unilever

Only 30 minutes



11 Hours



Multi-platform



Cross-Platform Measurement

Plan

```
graph LR; A[Plan] --> B[Verify Exposure]; B --> C[Evaluate Effectiveness & ROI];
```

**Verify
Exposure**

**Evaluate
Effectiveness
& ROI**

Evaluate Cross-Platform Effectiveness & ROI



**Link Multi-Media
Behavior...**

Evaluate Cross-Platform Effectiveness & ROI

... With
Purchases



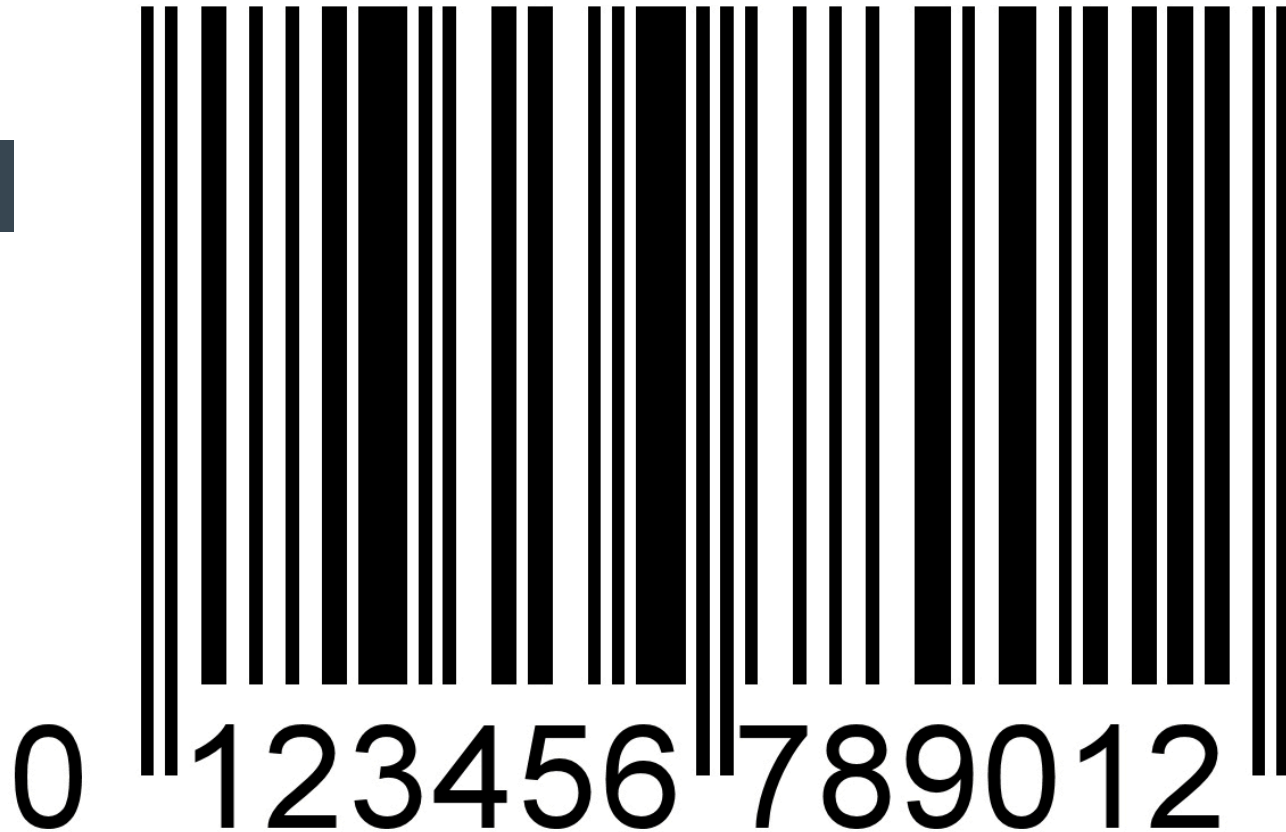
Verify Cross-Platform Exposure

Multi-Screen Measurement



Verify Cross-Platform Exposure

TAXI



Plan Cross-Platform Campaigns

USA TouchPoints



Plan Cross-Platform Campaigns

Hub & Fusion



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