



2019 DIGITAL SUPPLIER INFORMATION GUIDE



Welcome to the CTAM Digital Supplier Information Guide, a useful tool to learn about the services and solutions that CTAM supplier member-companies offer to our industry. The information in the guide will be updated and promoted throughout the year.

Adobe Primetime	Page 2	LexisNexis	Page 6
Equifax	Page 2	Magid	Page 6
HarrisX	Page 3	MyMove	Page 7
Horowitz Research	Page 3	Neustar	Page 7
Hub Entertainment Research	Page 4	Nielsen	Page 8
IBM	Page 4	Sharetracker	Page 8
i.e. network	Page 5	Synacor	Page 9
Leapfrog Online	Page 5	TK Interactive	Page 9





[Adobe Primetime](#) provides cloud services that help programmers and pay-TV service providers use data and technology to increase their advertising and subscription revenue. Whether you want to deliver the perfect ad or give subscribers optimal TV Everywhere experiences, Adobe Primetime can help. Customers can deploy Adobe Primetime's modular components in flexible configurations that support a broad range of business models while providing audiences with amazing viewing experiences.



Key Contact Information

Jens Loeffler
Principal, Technical Evangelist
Adobe Systems, Inc.

Email: loeffler@adobe.com
Phone: 212.471.0952



Equifax



[Equifax](#) is a global information solutions company. Through our Data-driven Marketing capabilities and unique insights into household economics, Equifax enables brands to convert marketing precision into customer value. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the customer lifecycle — helping drive acquisitions, increase engagement and loyalty, and improve marketing ROI.



Key Contact Information

Cathy Benigno
VP Sales, Communications & Digital Media
Equifax

Email: Cathy.benigno@equifax.com
Phone: 480.650.7895



With innovative technology-based solutions, analytics, and the unparalleled knowledge of consumer products, we translate survey + behavioral data to understand the attitudes and actions of today's Connected Consumers. HarrisX integrates the Tech, Media, and Telecom industries' largest market intelligence trackers with technology applications and consulting services to impact all facets of an organization's marketing and product strategies through the following [product offerings](#):

Mobile Insights Survey • Total Communications Survey • Billing Snapshots • Custom Research Capabilities • Retail Effectiveness Solutions • Passive Measurement via the Telephia App



Key Contact Information

Serena Vaz
SVP Analytics/MSO Specialist
HarrisX

Email: serena@harrisx.com
Phone: 202.843.0611

Horowitz Research



Horowitz Research is a leading consumer insights firm provider specializing in the cable, telecommunications, and media industry. With over 30 years of experience, Horowitz Research provides primary quantitative and qualitative consumer and market research for companies ranging from small start-ups to Fortune 500. Horowitz also offers an annual Insights Partnership program and a full suite of à la carte syndicated reports about consumer attitudes, behaviors, and relationships with media, telecommunications, social media, technology, and advertising. Horowitz's expertise includes telecommunication services; traditional and new subscription pay TV services; digital media and platforms; TV and video attitudes, behaviors, and expectations; mobile apps; and consumer technology.



Key Contact Information

Adriana Waterston
Senior Vice President, Insights and Strategy
Horowitz Research

Email: adrianaw@horowitzresearch.com
Phone: 914.834.5999



“Entertainment, Explained”

Few industries have been disrupted by technology as fundamentally or as fast as television. While TV programming has never been more appealing to consumers, MVPDs and networks must find ways to fend off new competitors, offer consumers new ways to watch, and adapt to new ways of measuring and monetizing their product.

What we do:

- **Explain what’s happening:** Custom and subscription research that tracks what viewers are doing, but also *why* they’re doing it—around key topics like show discovery, TV Everywhere, cross-platform advertising, etc.
- **Prioritize what to do:** Analysis that distinguishes trends with the greatest impact on business from those that are just “noise”
- **Conserve your time and resources:** New data about your viewers/subscribers delivered every 60 days, in a form that’s easy to consume, and for a reasonable price

www.hubresearchllc.com



Key Contact Information

Jon Giegengack

Principal
Hub Entertainment Research

Email: jong@hubresearchllc.com

Phone: 603.661.0068

IBM Watson

IBM Watson Media

[IBM Watson Media](#) provides a scalable, secure, and AI-powered video ecosystem designed to solve today’s digital media challenges for workplace and entertainment video alike. Our innovative AI-driven products and services have the power to reason, understand, and learn what’s inside a video — enabling content owners and service providers to optimize delivery across multiple platforms and devices, improve viewer engagement, increase accessibility, and enhance searchability



Key Contact Information

Amber R. DeQuiroz

Portfolio Marketing | Watson Media and Weather
IBM

Email: arenard@us.ibm.com

Phone: 770.630.3589



The Informed Engagement Network (IEN) is a digitally-centric marketing/communications consultancy helping its clients solve serious business challenges through development of audience intelligence and messaging strategies...and ultimately through direct content production. At its core – it’s a business growth company – deploying journalists and digital strategists to better understand key audiences: - How they talk about the things that matter - Relative levels of influence - What they share - The attributes of the things they share - Where the top-shared content is most often found - And how these influencer/audiences are most commonly socializing content This intelligence is then used to develop content and distribution strategies engineered to move key audiences to particular behavioral action or understanding.



IEN was founded by Rick Kupchella, a long-time television news anchor and investigative reporter. His business partner is John Lansing, the former President of Scripps Networks.



Key Contact Information

Jake Enyeart
Business Development Manager
i.e. network

Email: jake@theienetwork.com
Phone: 612.248.2875

Case Studies:

- [Employee Engagement – Alliance](#)
- [Audience Engagement – Cargill](#)
- [Donor Registrations – Be the Match](#)
- [Product Feedback – 3M Cavilon](#)
- [AI + CDS - UHC](#)

Leapfrog



Leapfrog, an iProspect company, has been working for 20 years in digital media and performance marketing in the U.S. and Canadian telecom markets. The collective telecom experience of our team averages over eight years and spans digital customer B2B/B2C acquisition, customer care, and CRM programs. Our success is driven by setting brand, sales and ROI targets collaboratively with our clients - providing complete transparency into the resulting strategies, tactics and results to meet their marketing goals.

Our client relationships span across the digital landscape and consumer journey - our focus is on innovation, quality, ROI and delivery:

- **Performance Media Planning and Buying:** Media solutions with expertise across all channels.
- **Consumer Experience Personalization:** eCommerce experience development, dynamic pages and content. Proprietary personalization platform built to capture and push relevant purchase path data points into the marketing engines and data ecosystems.
- **Journey Optimization:** Integrated digital experiences, call center management, online to offline connectivity.
- **Innovation and Testing:** Media testing, UX audits and optimizations for best practices in telecom.
- **Data Science & Analytics:** Performance analytics, strategy and insights across all channels.



Key Contact Information

Cass Baker
EVP, Managing Director
Leapfrog Online

Email: cbaker@leapfrogonline.com
Phone: 847.440.8213



Corporations have multiple, often competing goals to meet: Grow the business, protect the base, and optimize operating costs. In tandem, fail fast and regroup, reduce risk and execute within compliance. LexisNexis® Risk Solutions helps companies manage these levers efficiently while maintaining security, privacy and harmonious relationships.

We guide enterprises with their corporate initiatives — through sound, data-driven intelligence across multiple solutions to help companies attract new customers while mitigating risk (e.g. fraud and identity management, credit assessment) and manage financial crime compliance across their customer/vendor base. We help businesses of all sizes grow while maximizing operational efficiencies, making the customer experience more frictionless and welcoming.



Key Contact Information

Pete Salcido
Director of Sales
LexisNexis

Email: Pete.Salcido@lexisnexisrisk.com
Phone: 817.371.7701

Magid

Magid is a leading research-based strategy firm with more than six decades experience helping clients apply human science to business challenges. Our experience in media and entertainment is as deep as it is diverse. We help you understand and deliver the emotional experience and connection consumers are seeking regardless of the platform. From content creation and distribution to internet, wireless services, and gaming, our Global Media & Entertainment practice consultants, facilitators and analysts work across the landscape with large, established global players as well as market entrants and startups, on a wide variety of consulting, research and analytics engagements.



Key Contact Information

Jill Rosengard Hill
Vice President
Magid

Email: jrosengardhill@magid.com
Phone: 212.515.4523



MYMOVE™

MYMOVE is the premier advertising platform to reach moving consumers. We connect movers to needed, relevant products and services before, during and after their move. Through our exclusive partnership with the United States Postal Service®, advertisers can reach 39 million movers every year. Through MYMOVE.com, an affiliate with USPS®, we collect data about current movers and using a combination of highly targeted online, offline and mobile marketing, we can drive strong consumer engagement at every point of the mover journey.

**Key Contact Information****Chris Gorglione**Director, Partnerships
MyMove**Email:** cgorglione@mymove.com**Phone:** 617.875.3570

Neustar



Neustar, Inc. is a leading global information services provider driving the connected world forward with responsible identity resolution. As a company built on a foundation of Privacy by Design, Neustar is depended upon by the world's largest corporations to help grow, guard and guide their businesses with the most complete understanding of how to connect people, places and things. Neustar's unique, accurate and real-time identity system, continuously corroborated through billions of transactions, empowers critical decisions across our clients' enterprise needs. More information is available at <https://www.home.neustar>.

**Key Contact Information****Vivek Reddy**Senior Sales Director, Marketing Analytics
Neustar**Email:** Vivek.reddy@team.neustar**Phone:** 571.326.1846



Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.



Key Contact Information

Jasmine Elliott
Marketing Manager
Nielsen

Email: jasmine.elliott@nielsen.com
Phone: 646.654.8375

ShareTracker



ShareTracker is the largest Telecom market research company in the U.S. Our product portfolio has expanded to provide the most comprehensive set of aggregate share and record lists for Wireless/Wireline, Telephony/Broadband/Video, Business/Residential segments in the U.S.

www.sharetracker.net



Key Contact Information

Nathan H. Robson
SVP, Sales & Marketing
ShareTracker

Email: nrobson@sharetracker.net
Phone: 540.241.5194

Twitter: @sharetracker
LinkedIn: www.linkedin.com/company/sharetracker
Facebook: facebook.com/ShareTrackerData



Cloud ID, Authentication, Verification, Identity Management, Single Sign-On, Forever Login, Portals, Zimbra, Email, Collaboration—
Synacor is the trusted technology development, multiplatform

services and revenue partner for video, internet and communications providers, device manufacturers, governments and enterprises. Headquartered in New York, with a staff of industry experts spanning 12 offices across the globe, we enable our customers to better engage with their consumers. With Synacor's white-label technology platforms and services, our customers successfully scale their businesses and extend their subscriber relationships.



Key Contact Information

Dana Golden

VP, North America Sales and Marketing
Synacor

Email: Dana.Golden@synacor.com

Phone: (o) 716.362.3484 | (m) 312.882.3240

TK Interactive



TK Interactive (TKI) is a software development company. We work with MSO's to develop custom tools and applications that fuel lead generation, e-commerce, marketing and communication efforts for everything from websites and mobile apps to corporate intranets and legacy data integrations. We also offer two SaaS products, BrandSrv & nSkope.

Our **BrandSrv** product is a marketing automation and brand asset management platform which several MSOs already leverage to enable their marketers to easily create, distribute and track localized communication efforts. The results of these efforts have led to significant ROI – reducing cost, brand and compliance issues while increasing leads, speed to market and overall campaign effectiveness.

TK Interactive's **nSkope** product is a "Mover" prospect identification and data visualization tool currently leveraged by more than 28% of the Real Estate industry. nSkope uses big data, machine learning and predictive analytics to help identify potential sellers and convert them into clients — before these people have even expressed an outright interest in listing their homes for sale, or even requested a price estimate.



Key Contact Information

Sean McKenzie

Partner – Client Success
TK Interactive

Email: smckenzie@tkinteractive.com

Phone: 215.253.4930 x115