



Season's Greetings! As you look back on 2017, I am hopeful that your company goals were accomplished and that in some way, we helped. For many, this is clearly the time of counting and measuring. This issue of Candor focuses on some of the specific information that will help you count and measure your customer interactions and attribution of buyer intent to sale. Soon many of us will be focusing on counting blessings, calories and budget dollars as we enter 2018. But for the last month of the year, celebrate the success you have had and know that you can always count on us!
Happy New Year!

Note: As you likely know, we sponsored a contest for the design of the cover of the magazine at CES called **CoverHack**. We had a lot of fun with it and want to thank our distinguished judges for their contributions. If you are attending CES, please let me know and let's schedule a meeting with our executive team.

Cheers,

A handwritten signature in black ink that reads "Stephanie Anderson". The signature is fluid and cursive.

Stephanie Anderson | Chief Marketing & Strategy Officer

5 Basic Attribution Questions Every Marketer Must Ask by Ron Trenka



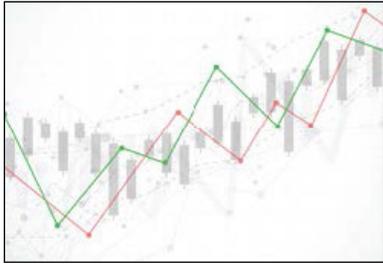
If your company is like most of its peers, the answer is probably “last click”—the last touch-point a customer interacted with before conversion, whether it was an online ad, your website, a TV spot, or an e-mail campaign. Indeed, last click is the only touch-point many attribution systems have the capability to track. The problem, of course, is that this misses a huge part of the customer journey. Read [Here](#)

7 Ways Technology Will Strengthen and Streamline Advertising in 2018



It promises to be an evolutionary—rather than a revolutionary—new year on the digital marketing front. In 2018, artificial intelligence grows up, header bidding settles in and blockchain finally finds its place in the advertising world. Cutting-edge technologies and approaches are reaching a maturation stage—at least, according to the industry leaders who are looking ahead. Read [Here](#)

Analytics Tools Have A Big Impact on Marketing ROI



Tools that deal directly with data are most likely to boost ROI, the survey revealed. In addition to analytics solutions, for example, marketers also consider data management technology to be a key driver of returns 45% named it as one of the marketing functions most likely to increase ROI. Download Report [Here](#)

Around the Industry

Instagram unveils holiday filters, stickers, Superzoom effects . Read [Here](#)

AdWords advertisers can use phone numbers and addresses for Customer Match targeting. Read [Here](#)

Instagram lets users follow hashtags . Read [Here](#)

YouTube Adds 34 Markets To YouTube TV Service. Read [Here](#)

Voice Assistants are big this Holiday season (but still annoying to shop with). Read [Here](#)

An Explosion' Of Ad Inventory In Connected, OTT-TV. Read [Here](#)

Facebook 'Messenger Kids' lets under-13s chat with whom parents approve. Read [Here](#)

