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"A View From the Top"

Featuring Scott Meyer, CEO of Ghostery, Inc.

GHOSTERY®
ENTERPRISE

Insight into B2B marketing trends, key insights for marketers and predictions for 2014

Briefly describe Ghostery and how it fits into the B2B Marketing eco system?

Response: Ghostery drives revenue, market share and profits by empowering enterprises with transparency into how their digital strategy is actually working. As businesses focus more on the customer experience, they are relying more on tech partners to power their online presence for greater consumer engagement. This resulting collection of digital tools makes up a "marketing cloud," which is typically poorly controlled. Ghostery's Marketing Cloud Management (MCM) is the technology solution that helps enterprises optimize their site performance and mitigate risks that come from a mismanaged cloud.

Tell us about Ghostery and how B2B marketers can use this technology to discover sites they might consider for advertising or even their competitors' site?

Response: A company's website visitor data is one of its most valuable pieces of intellectual property. Our technology shows which vendors have access to it and where the potential exists for it to be shared with competitors. We're also able to identify potential security breaches. This helps businesses evaluate which partners they should be working with and which could be exposing them to risks. Lastly, since we have data on over 26 million websites, companies are able to use Ghostery MCM to effectively benchmark their performance against competitors globally.

There is a lot of noise around privacy concerns. How are companies working with Ghostery and taking proactive steps to give their customers more choices?

Response: We're the reference brand for privacy compliance. More than 400 companies rely on Ghostery's Privacy Governance tools to navigate tricky self-regulatory and government privacy regulations globally. We provide our compliance services across billions of ad and page impressions each day, in 40 languages. We have also integrated Ghostery MCM with Privacy Governance, which automates the process for companies to deliver up to date transparency and control to their website visitors.

Do you see any unique challenges working with B2B clients compared with consumer brands?

Response: B2B and B2C clients have the same goals for their marketing cloud – drive revenue, grow market share, increase profits, and build a world-class brand. Both segments rely on the same types of marketing cloud vendors. As a result, B2B brands frequently have marketing clouds that are as complicated as those of B2C brands. At their core, all brands are wrestling with the ongoing effort to "get digital" which often shows up in the communication and skill gap between the CMO's and the CIO's teams. That's where we make a big difference.

Do you see any industry trends that B2B marketers should be taking particular interest in…like cookie replacement technology, cross device targeting etc.?

Response: Programmatic advertising is really taking off as more brands, particularly major ones, shift their digital media budgets towards this technology. While its benefits are huge in expanding brand reach at lower costs, it introduces more players, adding to a more complex marketing cloud.

Finally if you have advice for a B2B CMO for 2014 what would it be?

Response: Work closely with your CIO. Cross-department collaboration between marketing and tech is critical for creating a well-executed marketing cloud management strategy. Forward-thinking CMOs are leveraging the technical expertise of their IT counterparts for greater digital integration. This is a must in keeping up with an increasingly digital world where the connected consumer keeps rising.

ABOUT SCOTT MEYER

Scott created Ghostery (formerly Evidon) while an Entrepreneur in Residence at Warburg Pincus LLC. From 2005-2008, Scott was President and CEO of About.com, a part of The New York Times Company. He spent eight years with The New York Times Company in a number of senior management roles. In addition to his role at About.com, he was the General Manager of the company's flagship website, The New York Times on the Web. He also served as vice president, strategic planning for The Boston Globe. Before joining The New York Times Company, Scott was with Multex.com (a venture-backed company which was acquired by Reuters in 2003 after a successful IPO in 1999), where he was Vice President and General Manager of its business-to-consumer division. Before beginning his media career, Scott worked in management consulting at The Boston Consulting Group and in investment banking at Merrill Lynch & Co. Scott holds an A.B. in Public Policy and American Institutions from Brown University, where he was a winner of the Rouse Prize for Economics. Scott also interned in the US Senate and in the Office of Management and Budget as a recipient of a White Internship from the Taubman Center for Public Policy at Brown. He has an M.B.A. from Harvard Business School.

ABOUT GHOSTERY

Ghostery, Inc. is a global marketing technology company that provides online transparency and control to individuals and businesses. Millions of people around the world have installed Ghostery's easy to use browser plug-in to see and manage the information they share with companies online. Ghostery Enterprise puts the same power in the hands of professionals and enterprises. Ghostery Enterprise's Marketing Cloud Management software enables enterprises to better manage their marketing cloud, improving data governance, site performance and vendor management. Ghostery Enterprise also offers privacy governance to enterprises, ensuring that companies comply with privacy standards and offer transparency to online users. **www.ghosteryenterprise.com**

ABOUT JUST MEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agency's campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B and B2C segments including financial services, consumer tech, nonprofit education, green tech, electronics, logistics, commercial real estate and others. **www.justmedia.com**