

# iab. DATA



Today, effectively managing and employing data is both an opportunity and a challenge for marketers and advertisers. The IAB Data Center of Excellence is an independently funded and staffed unit within IAB, founded to enhance existing IAB resources and to drive the “data agenda” for the digital media, marketing, and advertising industry. IAB Data’s mission is to **define boundaries, reduce friction, and increase value along the data chain, for consumers, marketers, and the ecosystem that supports them.**

IAB Data is focused on:

- Gathering industry thought leaders to set the **data agenda**
- Funding industry **research** to provide benchmarks and actionable insights on data management across platforms
- Developing relevant **standards, services, and best practices**
- Creating **educational** materials including certification, videos, and webinars
- Hosting data focused **events** that feature industry luminaries

## INDUSTRY RESEARCH STUDIES

- Annual Outlook for Data
- Data-Centric Organization ✓
- Data Market Sizing ✓

## STANDARDS & SERVICES

- Data Lexicon
- Data Quality
- Identity Standards ✓

## EDUCATION, EVENTS & PROGRAMS

- Data Maturity Model ✓
- Data Solutions Certification
- Data Events
- Data Rockstars

Participate in our industry initiatives to enable growth in data usage through quality, transparency, accountability, and consumer protection by joining one of our IAB Committee(s):

- Data Benchmarks & Activation Committee
- Identity & Audience Data Committee

## ✓ Sponsor a Key Initiative for:

- Branding on digital/print materials
- Mention as a sponsor during every presentation of whitepaper/survey results
- Prominent branding as host of a “road show” presentation
- Participation as thought leader in one or more panels during road shows

Join the IAB Data Center of Excellence Board to:

SET THE AGENDA

BE A THOUGHT LEADER

DRIVE INDUSTRY CHANGE

..... IAB DATA CENTER OF EXCELLENCE BOARD MEMBERS .....

acxiom.

AT&T  
AdWorks

COMSCORE

CONVERSANT

experian.

IAS  
Integral  
Ad Science

LiveIntent

LOTAME

MediaMath

neustar

NIELSEN  
MARKETING  
CLOUD

ORACLE  
DATA CLOUD

ownerIQ

quantcast.

The  
Weather  
Company

Valassis.Digital

**GAIN VISIBILITY & TAKE THE LEAD** • The Data Center of Excellence welcomes industry thought leaders from technology and data service providers to technology/data-oriented publishers, agencies, and other interested parties. This opportunity will position your company as a leader in this growing segment of the media, marketing, and advertising industry.

FOR MORE INFORMATION, CONTACT THE DATA CENTER OF EXCELLENCE, [DATA@IAB.COM](mailto:DATA@IAB.COM) • [IAB.COM/DATACENTER](http://IAB.COM/DATACENTER)