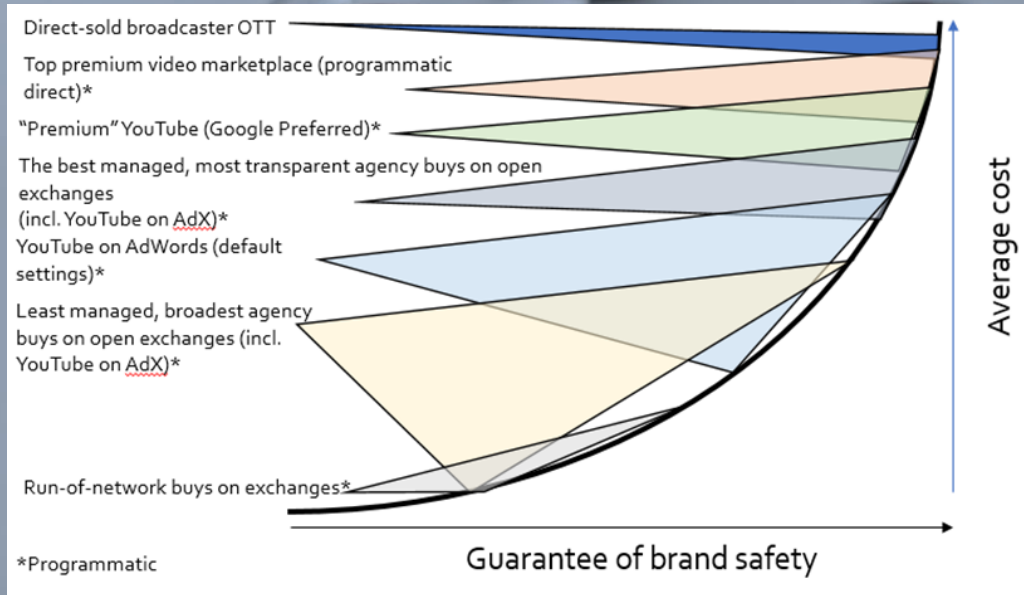


M | CONTEXT AND VALUE MATTER



“Failure to measure a range of marketing risks, such as the negative reputational effects of poorly executed retargeting. Digital marketing is increasingly performance-based or considered neutral; it is as if no marketing should ever be measured as a risk, which is evidently wrong”

Douglas McCabe, CEO, Enders