



The **ANA Data Practice** enables marketers and data leaders to harness the transformative power of Artificial Intelligence to elevate data and data science capabilities to make smarter, faster, and more personalized marketing decisions. We are committed to helping our members build an AI-driven ecosystem that empowers teams to uncover deeper insights, optimize customer engagement, and drive measurable business impact – ethically, responsibly, and at scale.

ANA Data Practice Content Pillars

AI in Digital Marketing Maturity Model

Capabilities scoring

Financial impact forecasting

Industry benchmarks

Marketing Mix Modeling 4.0

- KPIs powered with AI
- Outcomes-based
- Lifetime value
- Incremental sales attribution and measurement

Data for AI

- Data quality
- Synthetic data
- AI model integrity
- AI/LLM SEO

Trust and Governance

- Data and AI governance
- Digital trust
- Privacy protection
- Ethics, responsible data, and self-regulation

Data and AI for B2B Marketing

- Intent-driven buyer group targeting
- Hidden buyers and decision committees
- Sales and marketing roles and relationships
- Marketing with AI

Marketing Data, AI, and Data Science Skills Gaps

- Optimal data and AI organizations
- Marketing and data science mastery program
- AI and machine learning modeling
- Industry recognition and awards

For more information on ANA Data Excellence and Privacy resources, training, communities, or events, contact datappractice@ana.net. For more information on the full suite of ANA member benefits and other ANA business practices, contact Membership at membership@ana.net.



The ANA Data and Analytics Community tackles prevailing data challenges.

- How to Drive Analytics Adoption, Including Visual Storytelling
- First-, Second-, and Third-Party Data, Data Quality, Clean Rooms, and Identity
- Data Governance and Privacy
- Marketing Mix Modeling and Predictive Modeling

The ANA Data and Direct Marketing Community shares data-driven direct marketing best practices for offline and online customer acquisition, retention, and loyalty programs.

- Optimizing B2C/B2B Interactions Using All Direct Media
- Leveraging Data for Effective Personalization and Best Customer Experience
- Addressable Media, First-Party Data, and Quality Data Sourcing
- The ANA's Data Governance Working Group tackles strategies to drive trust, privacy protection and growth in an increasingly complex digital marketing ecosystem

Data Leadership Resources

- [Data for AI: Quality, Experimentation, and Synthetic Data](#): This report shares data quality strategies for growth-enabling AI applications, fueling predictive models, quantitative and qualitative research, and privacy-protecting synthetic data.
- [Using Data to Supercharge B2B Marketing: An ANA B2B Data and Analytics Playbook](#): This playbook tackles today's most urgent B2B challenges — hidden buyer dynamics, sales-marketing disconnects, and post-sale retention — with practical frameworks, AI-ready models, and insights into how data can fuel smarter strategies across the funnel.
- [ANA Portfolio of Data Solutions: Future-Proof Your Data Strategies](#): This report introduces the ANA Data Solutions Framework, the definitive portfolio of data solutions for marketers. This portfolio covers the critical data strategies marketers need now to be successful.
- [2025 Response Rate Report: Benchmark Data for Media Performance](#): This report shares benchmark data for media performance with the data-driven marketing community. Where possible, the data from this research study is presented in individual segments so that marketers can compare their performance against similar business types.
- [ANA Data Ecosystem Value Chain](#): The ANA Data Ecosystem Value Chain is designed to help marketers and data professionals quickly understand the companies and technologies that enable data-driven brand growth in digital marketing.

Events and Programs

October 21, Orlando, Fla.

[Data Analytics Council, at Masters of Marketing](#)

October 23, Orlando, Fla.

[AI-Powered Data Transformation, at Masters of Marketing](#)

November 4, Virtual

[Data Enablement Lab: Data and Tech that's Powering the AI/LLM Search and Targeting Revolution](#)

November 18, Virtual

[Data and Direct Marketing Committee Meeting](#)

November 19, Virtual

[B2B Data Excellence Committee Meeting](#)

April 13–15, 2026, San Diego, Calif.

[2026 ANA Masters of Data Conference](#)

ANA Data Practice Training

Live Training Mastery Programs

- [Digital Marketing Analytics Mastery Program](#)

Live Training Workshops

- [Demystifying Data Science for Marketing Decision-Making](#) (coming soon)
- [Crafting Your Data Story](#)
- [Future-Proof Your Data Privacy Strategy](#)

On-Demand Courses

- [Data Analytics for Optimized Performance](#)
- [Data Storytelling: From Numbers to Narratives](#)
- [Direct Marketing](#)
- [Future-Proof Your Data Privacy Strategy](#)