

# Notes from **unify** by singular



## LATE NITE ART

Illuminated Notes By Adam Rosendahl



 **unify**  
by singular

On June 4, 2019, UNIFY by Singular brought together the biggest innovators in growth-marketing.

We wanted to record the thought-provoking conversations, valuable learnings, and genuine connections from a personal and creative lens.

Here are the fruits of our conversations and observations.

 **unify**  
by singular

JUNE 4, 2019 / YOUNTVILLE, CA



WHAT'S MOST IMPORTANT TO ME IS BUILDING MEANINGFUL RELATIONSHIPS WITH THE FOLKS IN THIS ROOM.

THE MEANING BEHIND UNIFY IS TO COLLECT THE BEST AND BRIGHTEST MINDS IN THE INDUSTRY, COME TOGETHER, SHARE THESE COLLECTIVE LEARNINGS AND LEARN FROM OUR MISTAKES.

I AM TRULY HUMBLLED, INSPIRED, AND HONORED TO BE HERE.

**SUSAN KUO**  
COO & CO-FOUNDER

BY ADAM ROSENDAHL

*Adam Rosendahl*

BY ADAM ROSENDAHL

 **singular**

State of growth marketing

Companies are looking to simplify (or unify) their stack, in whatever way possible.

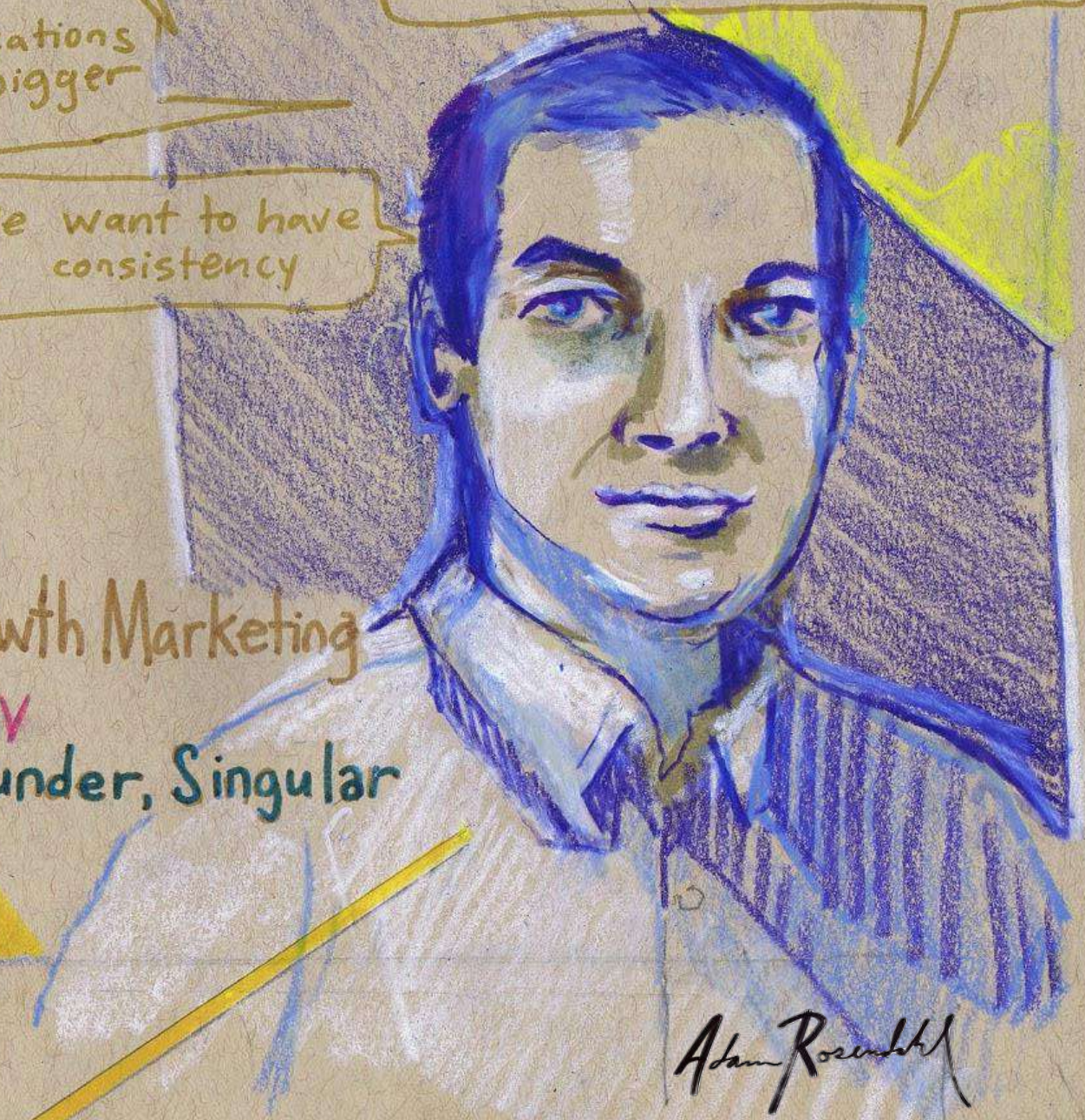
Growth organizations tend to have bigger teams.

people want to have data consistency

How do we stay ahead?

- Dedicated cyber-security team
- Innovative research
- Not limited to "probabilistic" methods

State of Growth Marketing  
Gadi Eliashiv  
CEO & Co-Founder, Singular



Adam Rosenthal

BY ADAM ROSENDAHL

THERE IS MORE DATA AVAILABLE TO YOU THAN EVER BEFORE, BUT THE ABILITY TO USE IT IS ONLY GETTING HARDER. WHY IS GRANULAR DATA IMPORTANT?

IS CGO THE NEW CMO?

WHAT DOES MARKETING SCIENCE MEAN TO YOU?

Marketers have tools now that they've never had before.

**Beth Murphy**  
Global Head of Acquisition  
Amazon Music

**John Koetsier**  
VP, Insights  
Singular

# MARKETING: FROM AN ART TO A SCIENCE

An ANALYTICAL MINDSET is more important now than ever before.

Growth is a central function. It acts as the GLUE.

Science is always part of experimentation.

I think CRO is the new **CMO**

We have 74,000 employees. When we look at growth, it's about growing cross-category.

**Dan Munteanu**  
Director Global User Acquisition  
Nike

**Chris Akhavan**  
CRO, Gly

Adam Rosenthal

BY ADAM ROSENDAHL

# MTA

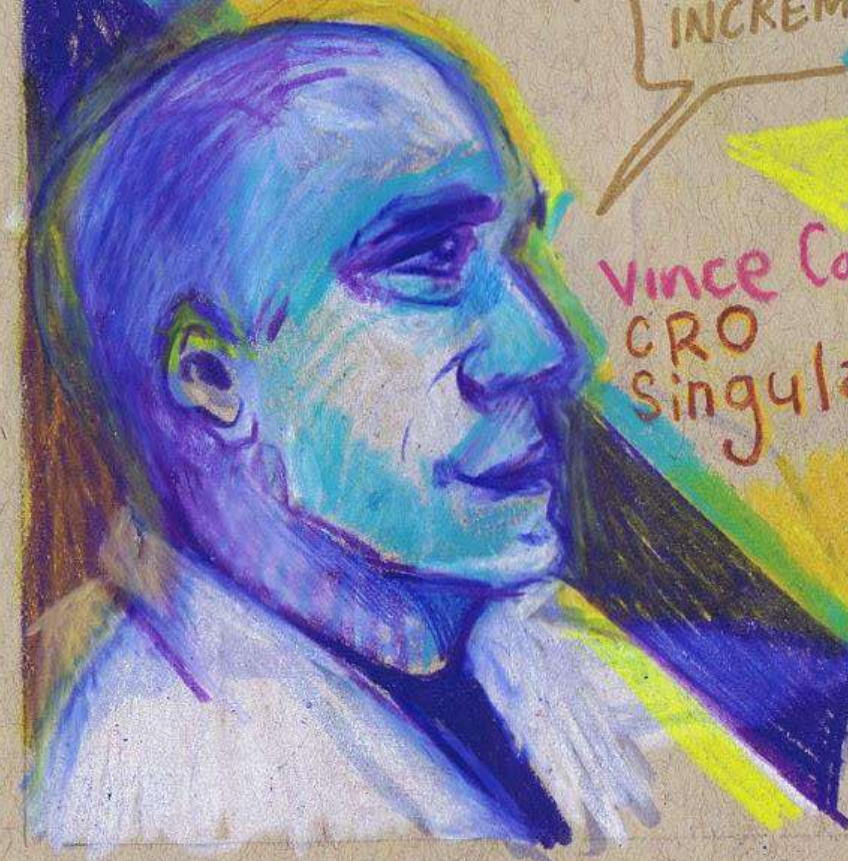
WHAT IS YOUR NORTH STAR METRIC?

So, where do you start as a marketer?

HOW ARE YOU THINKING ABOUT INCREMENTALITY?

MTA is a buzzword. It used to be data.

How do we as digital marketers move away from doing things manually, to doing things at scale?



Vince Cortese  
CRO  
Singular



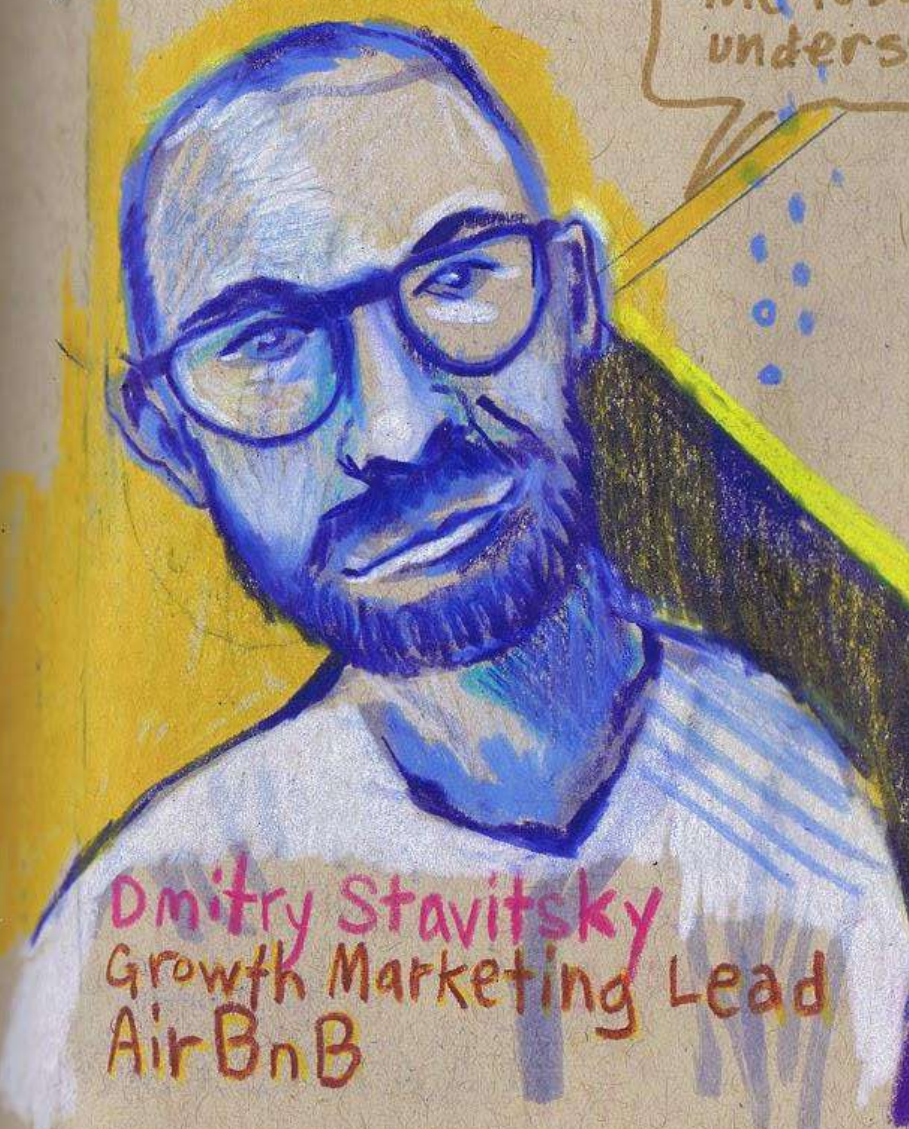
Todd Kane  
VP, Growth  
Bark-Box

# SEEING CROSS-PLATFORM IN 20-20

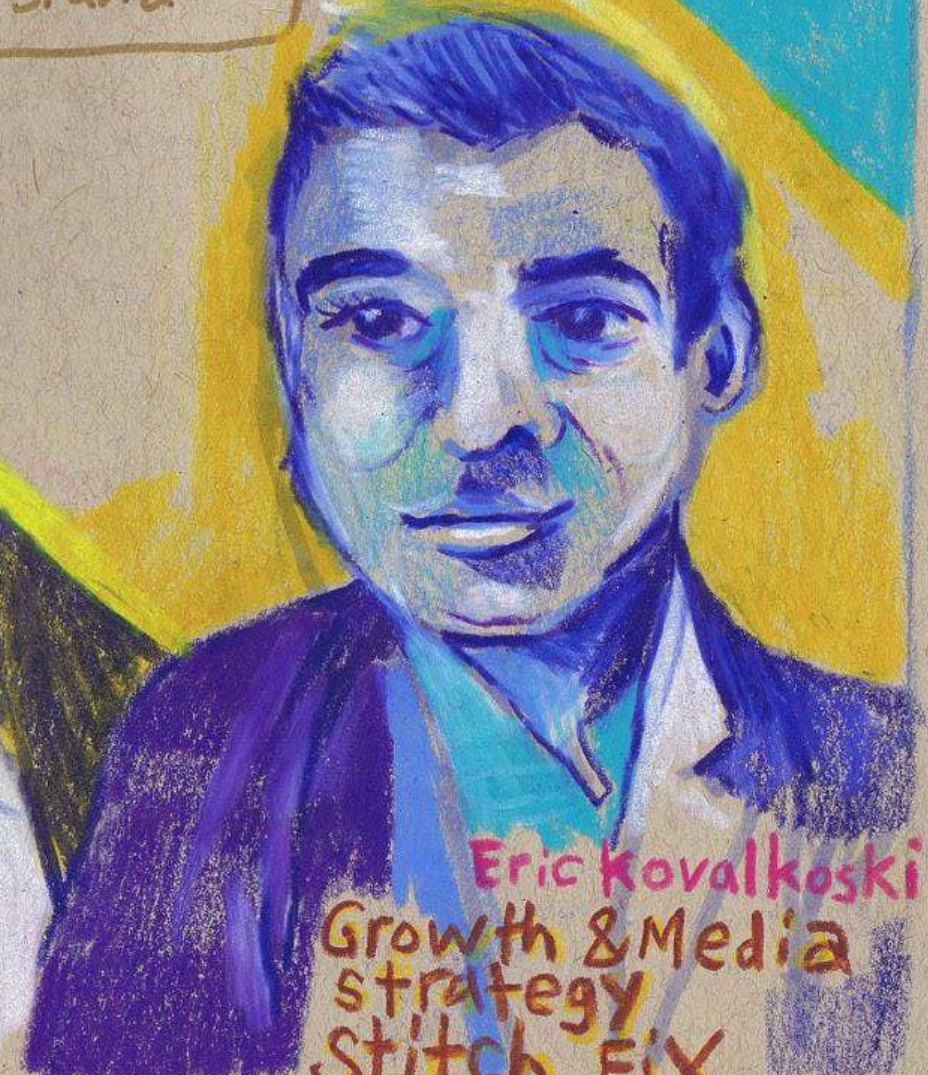
What is the best way to display your particular WORLD as an advertiser?

The more you know about incrementality, the less you understand

Consumers don't see brand vs. performance



Dmitry Stavitsky  
Growth Marketing Lead  
AirBnB



Eric Kovalkoski  
Growth & Media  
Strategy  
Stitch Fix

Adam Rosenthal

BY ADAM ROSENDAHL

# BUILDING A DATA-DRIVEN CREATIVES ENGINE

IS CREATIVE  
FATIGUE  
A  
MYTH?

TEST EVERYTHING.  
Buttons, copy, actions,  
elements, and  
voice over

Be thoughtful  
about scaling  
across different  
platforms.

When you scale,  
it becomes increasingly  
important to iterate  
quickly.

Allow room  
for FAILURE  
Nimble  
testing  
and  
execution  
strategy.

**BARBARA MIGHDOLL**  
VP, Growth Marketing  
Singular

**VANESSA CHANG**  
DIRECTOR, USER ACQUISITION  
EARNIN

The best creative yields  
the best performance  
metrics.

Localization  
is incredibly  
important.

Become data-informed  
instead of data driven.

Creative is a resource  
& an expense.  
Testing is key

Better performance  
through better  
creativity

**EMILY TIERNEY**  
Marketing Analytics  
Supercell

**GAVIN McNICHOLL**  
Global Lead  
Creative Production  
Vungle

Adam Rosenthal

# FIVE UNEXPECTED EFFECTS OF FRAUD ON YOUR BUSINESS

Spot the Fraud!  
This is your homework.

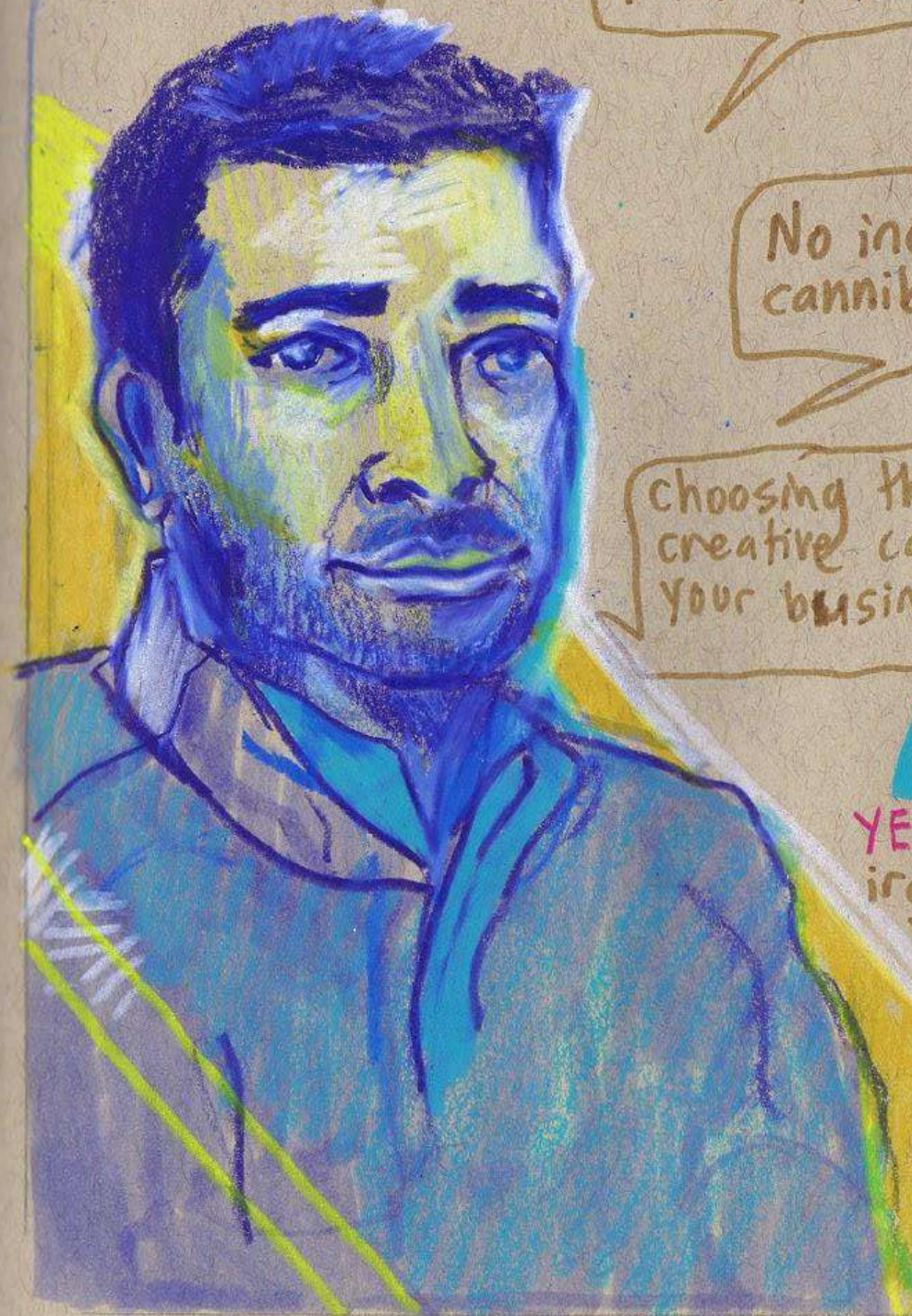
Incrementality is one of the biggest problems we haven't figured out yet in this ecosystem.

Leveling the playing field will help you to discover new insights.

No incrementality = cannibalization

Choosing the wrong creative can kill your business.

You have to master Attribution.



YEVGENY PERES  
ironSource  
VP, Growth

Trust no one -  
Do your own homework.  
It's not that hard.

BY ADAM ROSENDAHL

Adam Rosendahl

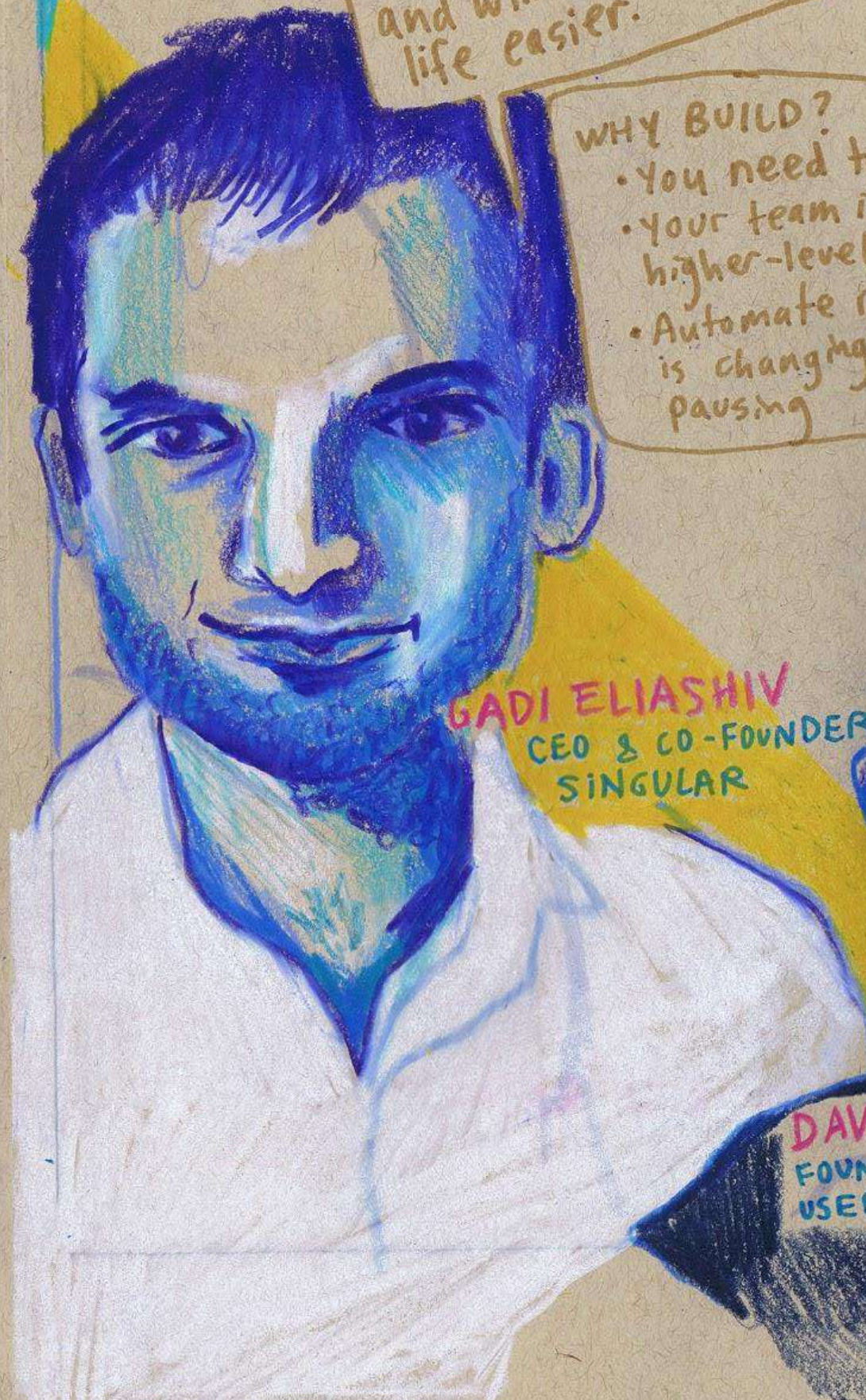


# UNDER THE HOOD: MAKING YOUR TECH STACK INTELLIGENT

Smart investment in UA Automation will pay for itself... and will make your life easier.

BRACE YOURSELF. AUTOMATION IS COMING.

WHY BUILD?  
• You need to hire fewer people  
• Your team is more efficient & does higher-level stuff  
• Automate repetition: 50% of UA is changing bids, budgets, & pausing campaigns



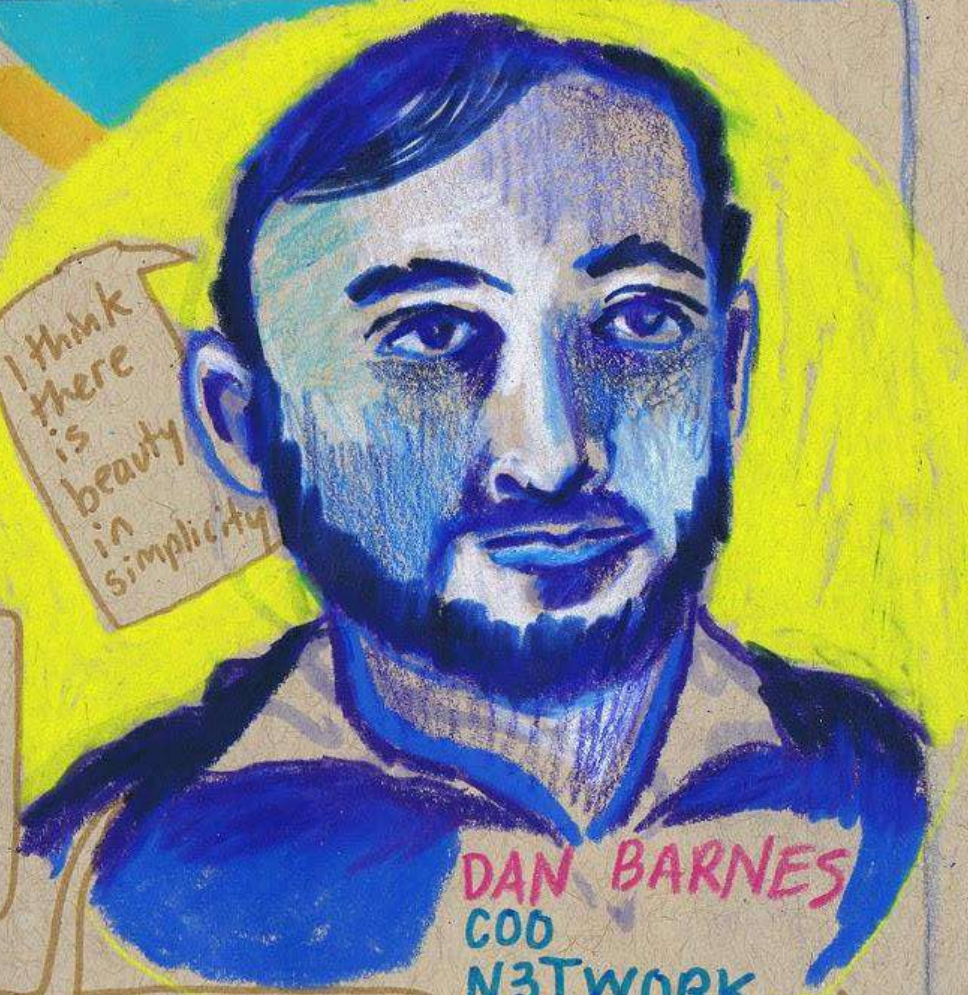
**GADI ELIASHIV**  
CEO & CO-FOUNDER  
SINGULAR



**DAVE RIGGS**  
FOUNDER  
USERACQUISITION.COM

OUR KEY PROBLEM WE ARE TRYING TO SOLVE HERE...  
"Right Ad, to the right Player, at the right moment."

I think there is beauty in simplicity



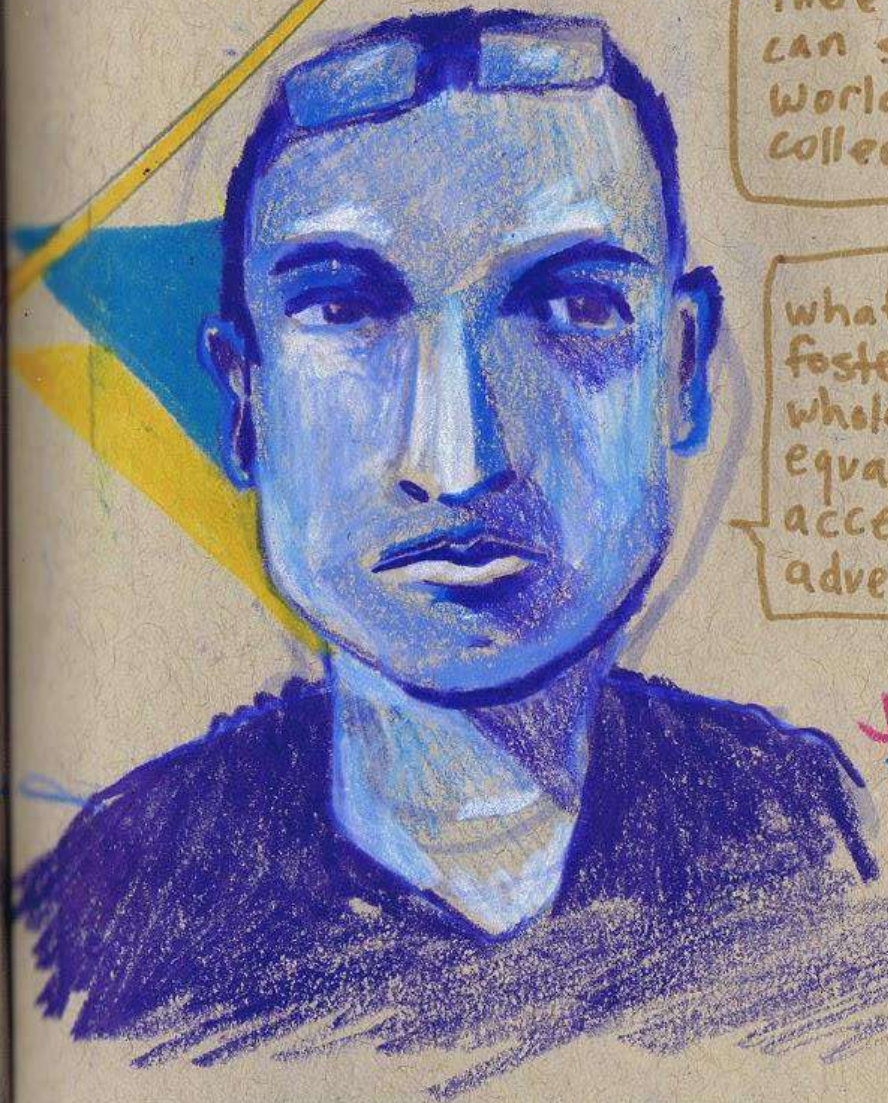
**DAN BARNES**  
COO  
N3TWORK

Good UA tech is useless if you don't have access to the inventory

There is no way you can survive in this world without data collection

what we want to foster for this whole industry, is equal & transparent access for all advertisers.

You have to really ask yourself, why you want to be known.



**JARRKO RAJAMAKI**  
VP ADVERTISING  
ROVIO

BY ADAM ROSENDAHL  
*Adam Rosenthal*

# GOING BEYOND THE FUNDAMENTALS OF GROWTH MARKETING

RULES-BASED LOGIC IS NOT SOMETHING TO BE SCARED OF.

ONE OF MY KEY KPI'S IS HAVING CLEAN DATA

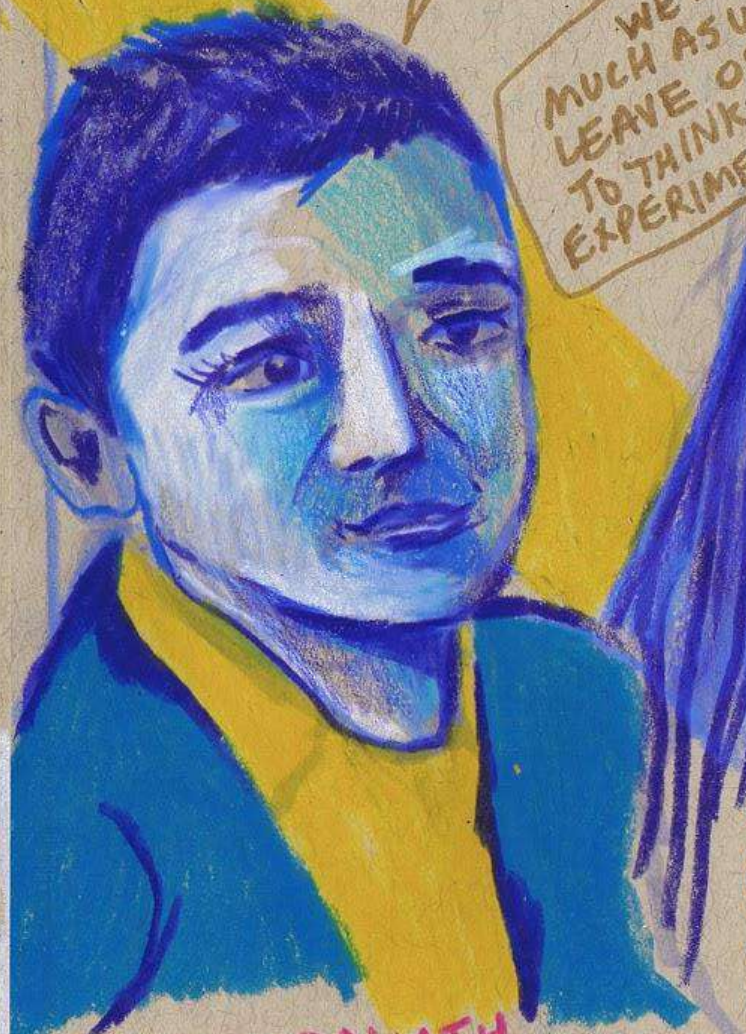
HOW MANY THINGS CAN YOU ACTUALLY TEST AND BUILD OUT?

HOW DO YOU THINK ABOUT EXPERIMENTATION AT YOUR ORGANIZATION?

WE AUTOMATE AS MUCH AS WE CAN SO WE LEAVE OF MARKETERS TO THINK CRITICALLY AND RUN EXPERIMENTS

IT'S OUR INTEREST AS LEADERS TO ENCOURAGE CRITICAL THINKING SKILLS

GREAT MARKETERS ARE FULL STACK.



**VICTOR SAVATH**  
VP, CUSTOMER STRATEGY  
SINGULAR



**SHERRY LIN**  
GROWTH MARKETING  
LYFT  
MARKETING OPERATIONS LEAD



**DAVID MAUSOLF**  
VP, USER ACQUISITION  
MARKETING  
FOXNEXT  
20TH CENTURY FOX

BY ADAM ROSENDAHL

THE PROBLEM WITH EXPERIMENTATION IS THAT IT'S NOT AN "A" OR A "B".

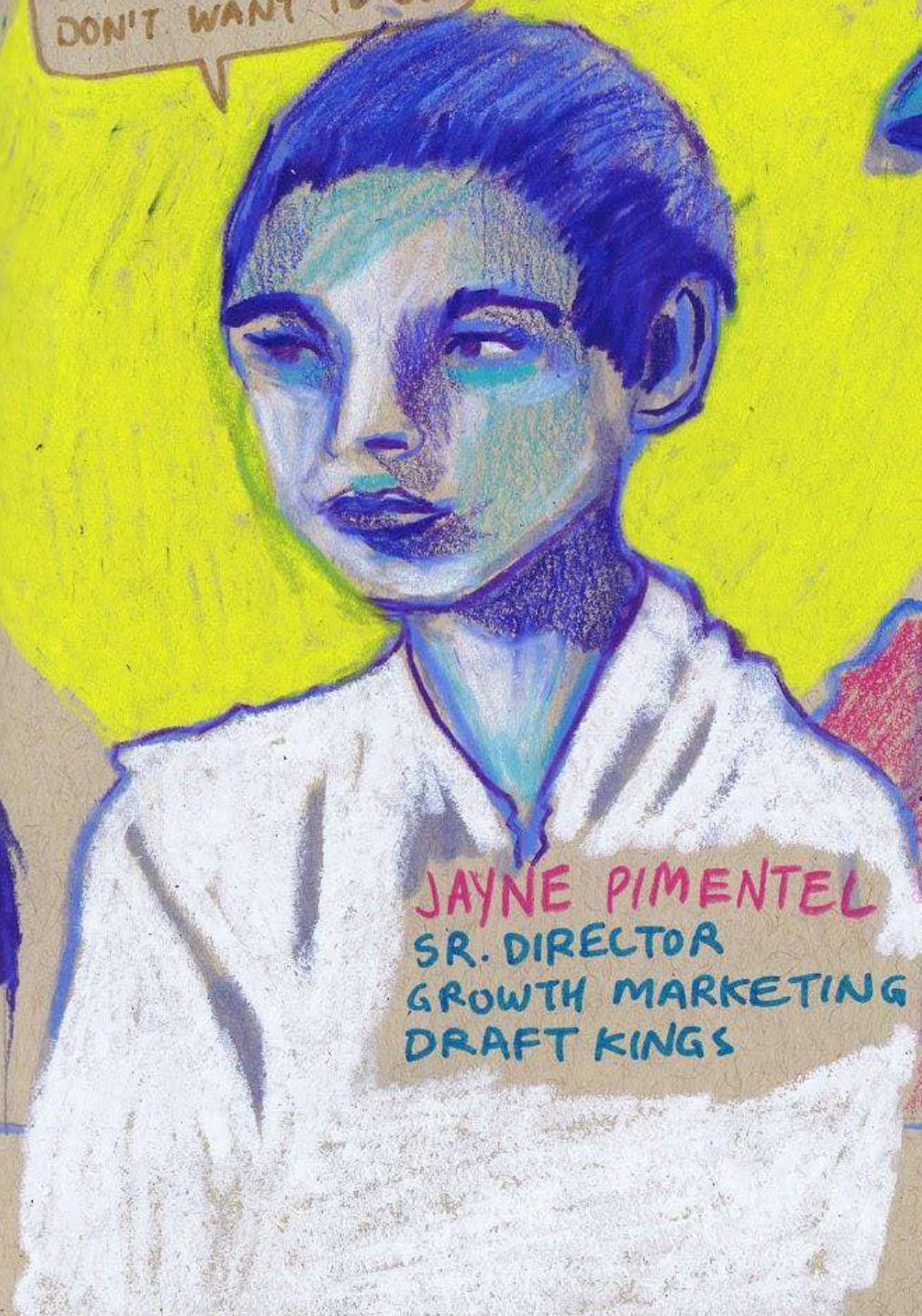
WE VALUE EXPERIMENTATION OVER ALL ELSE.

WE TRY TO AUTOMATE AS MUCH AS POSSIBLE

IT'S A HARD BALANCE TO FIGURE OUT HOW MANY PEOPLE TO HIRE.

WE VALUE TEAMS WHO ARE ALWAYS TESTING

I OPTIMIZE MY LIFE. DON'T DO WHAT YOU DON'T WANT TO DO!



**JAYNE PIMENTEL**  
SR. DIRECTOR  
GROWTH MARKETING  
DRAFT KINGS

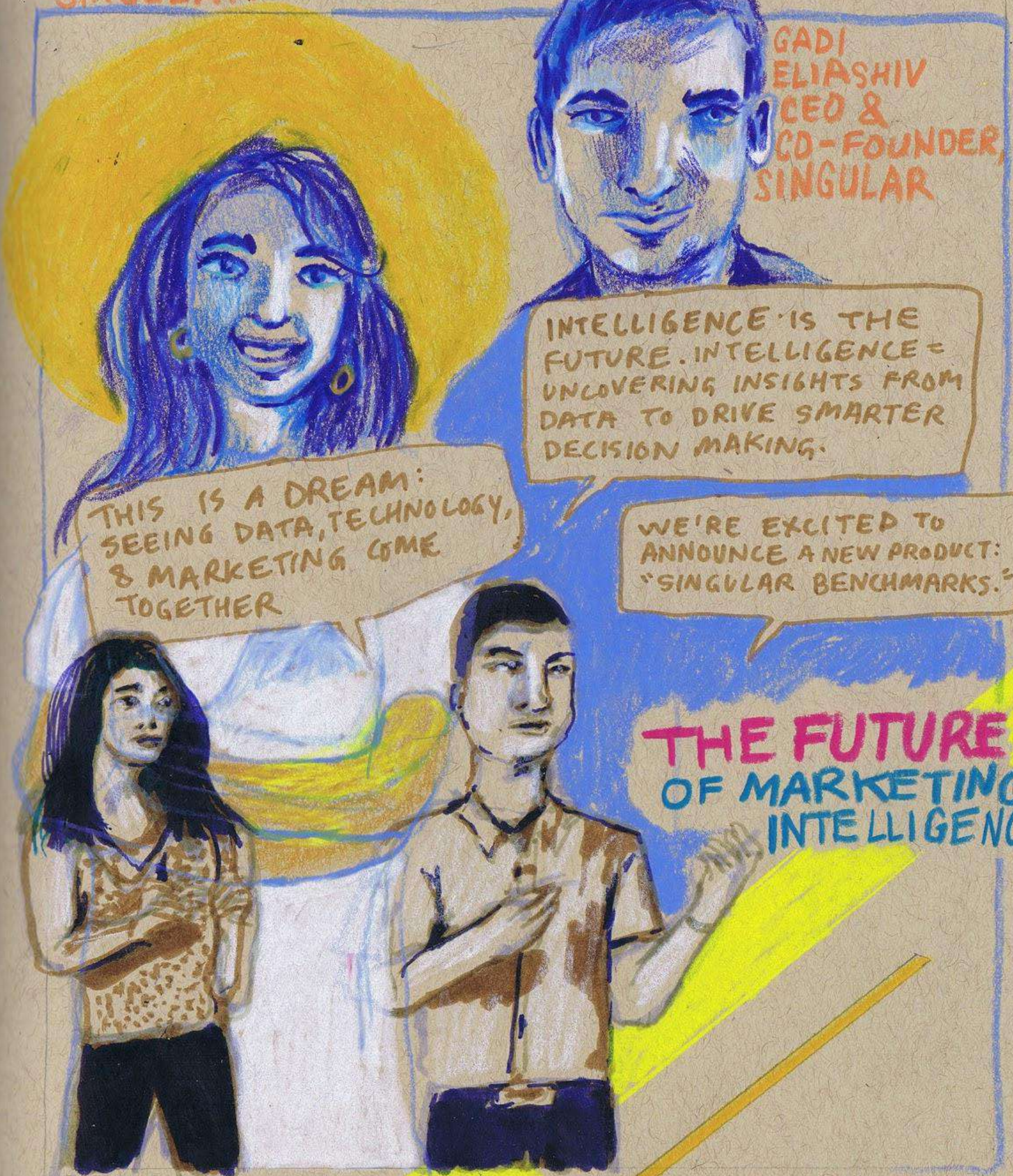


**TAPIO TUOMOLA**  
PERFORMANCE  
MARKETING DIRECTOR  
ROVIO

Adam Rosendahl

SUSAN KUO, COO & CO-FOUNDER  
SINGULAR

GADI  
ELIASHIV  
CEO &  
CO-FOUNDER,  
SINGULAR



THIS IS A DREAM:  
SEEING DATA, TECHNOLOGY,  
& MARKETING COME  
TOGETHER

INTELLIGENCE IS THE  
FUTURE. INTELLIGENCE =  
UNCOVERING INSIGHTS FROM  
DATA TO DRIVE SMARTER  
DECISION MAKING.

WE'RE EXCITED TO  
ANNOUNCE A NEW PRODUCT:  
"SINGULAR BENCHMARKS."

THE FUTURE  
OF MARKETING  
INTELLIGENCE

BY ADAM ROSENDAHL

*Adam Rosendahl*



# Meet your illuminator.

**Adam Rosendahl** is a live experience designer, illustrator, and facilitator based in Oakland, CA. As the Founder and CEO of LATE NITE ART®, he and his team of facilitators lead off-sites and interactive trainings for clients ranging from Southwest Airlines, Google, and LinkedIn, to Stanford University and the US Probation Office.

Using collaborative art, curated music, and meaningful conversations, his work humanizes and deeply connects teams, conferences, and classrooms. After leading 250+ experiences across 7 countries, he has found consistent evidence that engaging the imagination is the key to breaking down our social and creative walls.

Follow Adam [@adam\\_rosendahl](#)



A photograph of two women sitting at a table in a dimly lit room, likely a conference or networking event. The woman on the left has long brown hair and is wearing glasses and a dark jacket. The woman on the right has long dark hair and is wearing a white lace top. They are both smiling and looking towards the right. In the foreground, there are water bottles and glasses on the table. The background is a brick wall.

**Find further inspiration.**

See more illuminated notes at  
[lateniteart.com/illuminate](https://lateniteart.com/illuminate)

ILLUMINATE