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## Marketing at Lightspeed

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July 14th 2016: Measurement at Lightspeed

This week is all about measurement! Hear the latest tips on how to understand your campaign performance. My special guest Ross Rubin, who has worked with some of the world's leading brands, will join to share his insights!



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### Featured Guest



#### Ross Rubin

Ross Rubin is senior director of industry analysis at App Annie, a leading analytics and research firm that helps clients build better app businesses with insights on app downloads, revenue and usage. A veteran industry analyst of 20 years, he was previously principal analyst at Reticle Research, a firm he founded, and executive director and principal analyst at The NPD Group, a firm that tracks sales of consumer technology products in North America. Prior to NPD, Ross was vice president and chief research fellow at Jupiter Research, where he founded the company's first consumer technology research practice and created the firm's signature report format. A current contributor to F

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