



*“We at TD Ameritrade embrace our agencies and vendors as extensions of our team. We find that through transparency we achieve greater value from our collaborations, for our clients and for our business objectives. Our analytic work with Neo is a shining example. By leveraging connected, anonymous performance data throughout the client lifecycle the Neo team has been able to optimize beyond the click and conversion to customer lifetime value.” – Deanna Pagano, Director, Marketing Technology & Analytics*