



AT&T AdWorks Lab

The AT&T AdWorks Lab is our physical place – allowing our advertiser clients the opportunity to explore and discover what AT&T AdWorks has to offer. We showcase the breadth and depth of proprietary, aggregate data that flows through AT&T channels. We demonstrate our ability to produce real-time and actionable intelligence across multiple channels – mobile, online, television, Out-of-Home (OOH) and other emerging media that will materially expand opportunities for effective marketing communications.

Marketing executives will immediately understand the potential value of aligning with a company whose data advantage – its ability to understand specific audience segments and media consumption patterns – is unequaled.

The Lab shows emerging ad solutions and technologies in an environment of customized consultation and evidence-based solutions.

The purpose of the AT&T AdWorks Lab is to:



