

Bobby LaCivita is the Senior Director of Research & Measurement at Group Nine Media (parent company of Thrillist, The Dodo, NowThis, Seeker). Bobby started his career at Nielsen in ad effectiveness research. Prior to the launch of Group Nine, Bobby led building the research offering of Thrillist focusing on branded content impact, audience measurement, advertising effectiveness, and customized experimental research. Currently, he's focusing on proving the value of branded content video distributed to social platforms, creating best practices for aligning content against audience interest profiles, and Group Nine's newly-minted custom audience research panel, Laboratory Nine.