

Putting Your Marketing Data to Work

In Focus: Data Management

Some of the biggest challenges that digital marketers face today have to do with data management. In addition to developing and planning amazing media campaigns, you're also in charge of managing many terabytes of data and trying to make sense of segmentation as structured by Nielsen vs. Ipsos vs. ...

The future of sophisticated 1:1 marketing will depend on data. Consumers have come to expect personalization across all brand interactions, and the more data points you collect on their behaviours, activities, likes, etc., the better you'll be able to deliver on the promise

But who has the knowledge or the time?

Luckily, you don't need a Statistics degree to keep up. Instead, you need a Data Management Partner—an organization with the expertise to develop and execute the architectures, policies, and practices required to manage the many data points that you collect on your customers every day.

Whether it's a full-service solution that's designed to take care of the ins and outs of your dataflow, or it's a self-serve platform that allows you to manage your own data classification, tag management, and audience segmentation, enlist a Data Management Partner to put your marketing data to work for your brands.

"4 in 10 companies say that data remains "siloes" and inaccessible for analysis."

3 Different Types of Data that Digital Marketers Use Most:

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| First-party data | Proprietary metrics collected on your target audience (e.g., user or visitor behaviour such as CTR, impressions, or purchases; CRM data points; social media user stats; subscription information) |
| Second-party data | In essence, someone else's first-party data that can be used to help achieve marketing goals (e.g., list rentals or Prizm segmentation) |
| Third-party data | The information consolidated from websites and social platforms other than your own that, when used in conjunction with a campaign, can help you to reach a more diverse and targeted audience (e.g., Google or programmatic retargeting) |