

# Supercharge Your Data Strategy

Data is growing exponentially and consumers are looking for increasingly personalized relationships with their favorite Brands. Here are some of our tips for developing a big data marketing strategy that delivers results.

## 21.5%

Of Marketers say that **telling the right story with your data** is the biggest challenge with utilizing data

### USE DATA TO TELL THE STORY.

This is the biggest priority for Marketing teams in 2018.\*

Communicating with your audience in a way that they value can go a long way in building a personal and lasting relationship. Big Data can be a great tool to tell stories in a way that resonates and engages. Many big data strategies can benefit from incorporating machine learning algorithms. Deep learning algorithms can predict the types of messaging that is likely to connect with each individual. Personalization will increasingly become the expectation among millennials and the next generation of consumers.



### LEVERAGE MULTIPLE DATA SOURCES.

With a wide array of suppliers and an ever expanding marketing tech stack, digesting all of the data from these platforms can become a real challenge. This is commonly referred to as data silos. A decade ago this wasn't a huge issue because marketing moved at a slower pace and there were fewer databases to manage. With the explosion of data and platforms, coupled with the acceleration of modern marketing these silos can cost millions in lost opportunities. Leveraging the right marketing data team can enable you to combine these silos into a single source that can be utilized for deep learning and advanced analytics.

## 13.7%

Of Marketers say that **managing data across platforms** is the biggest challenge with utilizing data



## 9.6%

Of Marketers say that **trusting the data that they receive** is the biggest challenge with utilizing data

### TRUST YOUR DATA.

The simple answer is that initially you probably shouldn't trust the data without an understanding of your data quality strategy. Implementing a solid strategy is the first step in building a database that you can trust. Learning where bad data originates and eliminating those errors can save a lot of headaches down the road. On Premise or cloud based data quality tools can save significant money and time down the line.



### SEE THE BIG PICTURE.

Visualization tools are a great way to get a consolidated look at the stories that your data is telling you. Sometimes insights become obvious when trends or behavior are overlaid on a map or a timeline. These can be difficult to extract from viewing raw data or reports. Find a visualization tool and strategy that works for your organization. It can be a great way to communicate marketing breakthroughs to the executive team.

## 10.3%

Of Marketers say that **collection and visualization** are the biggest challenges when utilizing data



We are an end-to-end marketing supply chain company with over a decade of experience in creative, logistics, and everything in between.



**Engaging People**  
Engagement isn't just about finding new customers – it's also about understanding the ones you already have.



**Delivering Results**  
From brainstorming through transport, our team will work tirelessly to make every step of the supply chain as productive – and efficient – as possible.



**Exceeding Expectations**  
Every business has goals. Ours is to make sure you do more than just reach yours.