Do More with Your Data: The Lowdown on Analytics in Audience Management

"You can have lots of data and still be terrible at marketing, it's about how you understand the data. Marketers are looking for the most help in making sense of the data, and that requires a mix of humans and machines."

— **Joanna O'Connell,** MediaMath CMO

1 — ONBOARD

Ingest, aggregate and connect data from disparate sources using a variety of mechanisms and store in a centralized location.

2 — CREATE

Manage that data to organize it to build segments for various marketing initiatives and access proprietary attributes.

3 — UNDERSTAND

Glean insights to help you understand your customer better: their behavior, response to messages and profiles.

4 — ACTIVATE

Target your audiences in-market, across all channels, wherever they are.

Being able to analyze your data is crucial for getting insights that can help you optimize audience targeting. The good news is that there is now technology that offers a host of options for reporting on your data so you can gain a deeper understanding of your users and project segment performance against your campaigns and strategies. Here are some of the new and emerging ways you can analyze your data to maximize performance:

- Understand the value of every audience in media, and use it to adjust bid strategy or segment definition.
- Better understand segment membership to identify funnel placement and audience similarities.
- Immediately leverage high-performing segments without testing spend, unlocking increased iteration.
- Identify meaningfully similar or dissimilar audiences.
- Test newly-created segments against previous campaign performance to understand which attributes are most performant.

- Third-party back test to extend reach and surface high-performing audiences.
- Push modeled segments back into your media buying platform for targeting or to share with partners.
- Manage your own big data infrastructure to quickly and easily access all your raw data within your media-buying platform.

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