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DATA MARKETING: DOING MORE WITH LESS

🔹 By 2025, **predicts** organizations that use AI across the marketing function will shift 75% of their operational activities from production to analytics.

Data and analytics skills are a priority: 64% of marketers **reported** that they will increase investments on data and insight capabilities in 2023.

By using **AI and predictive analytics**, UPS reduced their carbon footprint, delivered more reliably, coped better with shifting demand, and saved $300 million in costs.

"The three tech themes of 2023? Optimize, scale and pioneer. They can help organizations "optimize resilience, operations or trust, scale vertical solutions and product delivery, and pioneer with new forms of engagement, accelerated responses or opportunity."
Frances Karamouzis, Distinguished VP Analyst, Gartner

MROI: A new data-driven approach to measuring on and offline campaigns



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ORANGE BANK enhances its data marketing with rapid deployment of a full funnel, cross-device activation strategy

How Artefact helped UBISOFT build a powerful media campaign with data for its key video game launch

"It is about relying both on Ubisoft customer knowledge and data from advertising tools offered by platforms,"
says Natacha Kocupyr, VP Digital Marketing at Artefact.

Customer Data Platforms (CDP) used for data centralization and audience segmentation, become the norm

The result is less data available for evaluation; by mid-2024, the aims is to end all collection of third-party cookies on all browsers. Less data means potentially reduced revenue for brands. To continue to create precise, targeted audiences based on their browsing habits, and measure their marketing actions, advertises must adapt quickly.

CDPs and the Business of Data in Sports and Entertainments

The rise of the Customer Data Platform in a cookieless world

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