

DATA ACTIVATION AND PERSONALIZATION

THE BACKBONE OF MODERN MARKETING

WHAT IS DATA ACTIVATION?

It's marketers using valuable data and customer insights to improve the customer experience across all marketing channels.



IS DATA VALUABLE TO MARKETERS AND ADVERTISERS?

64%

“very valuable”



96%

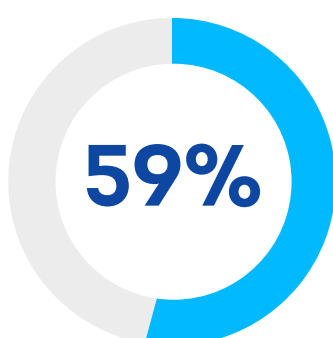
“very valuable” or “somewhat valuable”

WHY IS DATA USED FOR MARKETING AND ADVERTISING?

The most common use cases for audience data were



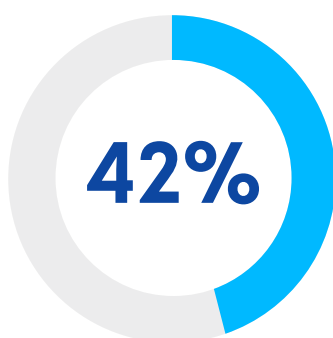
“To make my content or messaging more relevant”



“To help my campaigns perform better”



“To sell more advertising inventory”

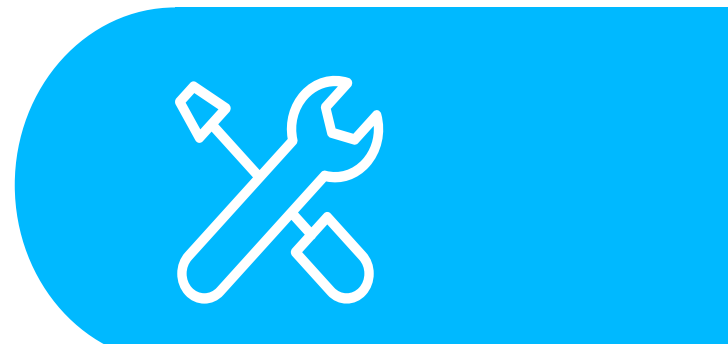


“To win new business/RFPs”

YET ALMOST ONE-THIRD OF MARKETERS DO NOT COLLECT DATA

Why?

Lack of internal resources, tools or technology, and education were the biggest hurdles.



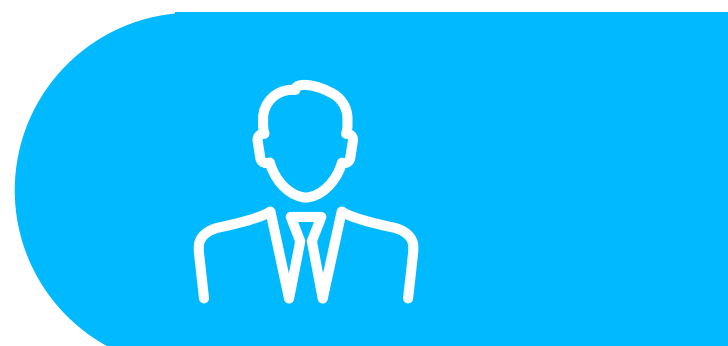
HOW IMPORTANT IS PERSONALIZATION?

User experience and highly personalized products/services as most important to the customers at **27%** and **25%** respectively. However, improving personalization was one of the lowest ranked priorities for marketers.



WHY ARE MARKETERS NOT USING DATA?

Among respondents that do collect data, when asked if they could have data strategy, management, and activation as a managed service versus in-house, **30%** said they would switch to a managed service because “we need help executing the tactics.”



At HH Global, we identify and analyze data for leading brands to help deliver personalized content for relevant customer journeys across every channel. To find out how we can help you activate personalization, contact us at info@hhglobal.com.