3 Ways Marketers Can Personalize Communications Without Being Creepy

When the news broke that data firm Cambridge Analytica surreptitiously harvested and maliciously employed the Facebook data of millions of users, we all began asking ourselves how this was even possible, what this meant for Facebook and, more broadly, whether we should be sharing our data so readily. Though some people reacted wanting to #DeleteFacebook,…
https://www.adweek.com/brand-marketing/3-ways-marketers-can-personalize-communications-without-being-creepy/