5 Ways to Humanize Platforms and Develop a Deeper Connection With Consumers

Building an ecosystem that supports connected experiences is technologically complex and strategically multifaceted—but, ultimately, it’s about fostering human connections. By adopting a customer-centric mindset and ensuring you have a connected technology platform to drive marketing performance, companies can harness complexity to build enduring relationships. Here are five basic principles to help marketers and technologists on… https://www.adweek.com/digital/5-ways-to-humanize-platforms-and-develop-a-deeper-connection-with-consumers/