How Brands Can Use Data to Bridge the Gap Between Human and Machine

It may seem counterintuitive that, in order to make a more human connection with consumers, we've found ourselves using machines to be less machine-like. However, in order to remain human-centered amid today's plethora of technologies and platforms, digital agencies need to teach brands how to utilize data to be more human: to behave more like… https://www.adweek.com/digital/how-brands-can-use-data-to-bridge-the-gap-between-human-and-machine/