Marketers Are Using Customer Data to Drive Smarter, More Creative Storytelling

Last winter, as the East Coast was being hammered by a series of blizzards, spirits vendor Pernod Ricard and its delivery service partner Minibar observed an intriguing data point. The lower the thermometer drops, they noted, the more liquor home deliveries rise. So why not capitalize on all those snow-bound tipplers with a targeted ad… https://www.adweek.com/digital/marketers-are-using-customer-data-to-drive-faster-smarter-creative-storytelling/