Pairing Declared Data With Social Sentiment for Marketing Mastery

Marketing technology joined the advertising fray on the promise of being the industry’s savior. But advertising, which had once been positioned as a creative, gut-driven industry, could now become a core part of the data economy. By gathering information about consumers at every turn, particularly on social, brands could develop a rock-solid view of their… https://www.adweek.com/digital/pairing-declared-data-with-social-sentiment-for-marketing-mastery/