The Challenges of Drawing on Digital Data for Customized Communication

Digital platforms open up new opportunities to reach people wherever they are on multiple devices and to pick up reams of data to feed into marketing campaigns. But with thousands of forgettable, repetitive ads coming at people every day, the challenge is not merely to blend into the background noise, but to offer relevant and… https://www.adweek.com/digital/the-challenges-of-drawing-on-digital-data-for-customized-communication/