The Dummies Guide to Enterprise Customer Data Platforms



The Dummies Guide to Enterprise Customer Data Platforms demystifies in straightforward terms customer data platforms and how they can empower marketers – to leverage valuable data and handle the segmentation that will enable better, more efficiently targeted marketing. Learn to integrate data from all sources, segment a buyer profile, create optimal buyer models, and much more.

This guide from Arm Treasure Data:

- Covers working with data that historically has been tough to unify.
- Describes how marketers can control the data themselves without IT help.
- Gives strategies for automation to reach buyers in

optimal ways to make a brand loved by customers.

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About The Author



Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at http://digitalmarketingdepot.com.
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