Why Sony Crackle Is Heading Into the Nielsen Marketing Cloud

Crackle, the free, advertiser-supported streaming network from Sony, will use the Nielsen Marketing Cloud in the hopes of offering more personal and meaningful ads to viewers, and more efficiency for advertisers. “Everyone wins in this scenario,” said Rene Santaella, svp operations and business planning, Sony Pictures Television. Sony Crackle will now get access to resources…
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