

# Digesting 'Big Data' Shouldn't Produce Heartburn

by Laurie Sullivan , Wednesday, Jan. 18, 2012

The first, published this week by Winterberry Group, Interactive Advertising Bureau (IAB), and IBM calls the movement "big data." It examines data-drive mediums, such as audience optimization, channel optimization, advertising yield management and targeted media buying. The ability to generate mounds of data isn't exactly new. Other industries, such as the electronics supply chain or inventory and automation systems powered by radio frequency identification technology do the same. Online marketers have just begun to experience this phenomenon.

*To read the entire article, please visit [MediaPost.com](http://MediaPost.com)*