

# [IAB Explores The Audience Data Use Cases In New Whitepaper](#)

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The [IAB](#) has partnered with [Winterberry Group](#) to author a new study on the practices "in data aggregation, management and deployment" called "From Information to Audiences: The Emerging Marketing Data Use Cases." [According to a press release](#), four different use cases are used as a baseline for discovering how ad targeting data is being implemented today across online marketing programs and educating the advertising community at-large. [Download the whitepaper](#).

**AdExchanger.com: Audience Optimization, Channel Optimization and Ad Sales/Yield Optimization all showed a "low maturity" level. Is it simply "early days" for the use of these data techniques in your opinion?**

*Jonathan Margulies:* "Early days" is absolutely accurate, but I don't think it's fair to say that maturity levels are low just because we haven't yet had enough time to understand and act upon all that data can do to drive marketing performance. For those of us who are close to the ad tech world, the inherent long-term role of technology may be easier to conceptualize, but the fact of the matter is that a large portion of the advertising ecosystem—the preponderance, really—still look at data through one of two lenses: either as offline prospecting lists (which are effectively used as the fuel behind direct mail campaigns), or as the amorphous batch of quantitative reporting that comes back from Web analytics efforts, campaign management tools, media buying platforms and the other technologies that supposedly provide the "insight" to drive better spending decisions.

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