

Savvy Marketers Utilize Digital Data To Optimize Ad Targeting

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Among marketers, what separates the good from the bad? Nothing less than effective real-time audience measurement, according to new research from the Interactive Advertising Bureau, in partnership with strategic consulting firm Winterberry Group.

Smart marketers, they found, are already shifting from traditional data focused on products, channels and campaigns to the real-time identification and optimization of consumer audiences.

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