Why read this paper?

The Big Data explosion has had a major fallout component: how do I track and measure all this data to ensure success? What metrics do I use to get the insights I need to take action? Many are trying to answer these questions; most have only pieces of the ad campaign measurement puzzle but the whole picture remains elusive. Companies that effectively create and implement Big Data strategies are better positioned to gain a significant competitive advantage. Adaptive Audience has a solution that can help you measure Big Data effectiveness across the entire value chain.

Get The Right Measure Of Analysis From Your Data

Accumulating large volumes of data is a waste of time unless the information is used to direct your decisions effectively. While it may seem like an insurmountable hurdle, Adaptive Audience has developed the means to help you make it happen. Using advanced marketing analytics in a web analytics system, we can measure both online and offline ad views and interactions across multiple sites and platforms. The result is insight that helps us optimize your ad campaign’s performance and boost the efficiency of your ad spend.

Making Big Data Actionable And Optimizing ROI

Adaptive Audience helps you make the most of your advertising through a proprietary data management platform that collects and synchronizes your customers’ first-party data with third-party data segments for:
We can also help you turn offline databases into online opportunities by leveraging the data you’ve aggregated about your offline customers. With this data in mind, you can further engage online with display, video, social and search advertising. And we bridge the gap between advertising technology and digital marketers. By integrating the industry’s best technologies in planning, buying, testing and attribution into an audience-driven methodology, we can help drive maximum ROI for you.

Adaptive Audience has a suite of solutions that are ideally suited for branding. Our upper funnel solution offers compelling rich media, brand research and premium inventory across mobile, video and display channels.

Four Future Big Data Trends To Be Aware Of

With regard to Big Data, these four practices can prove to be vital to your future success:

**Integrating multiple Big Data strategies** – while you can be effective with a single strategy, companies that are most effective at leveraging Big Data combine strategies.

**Build a Big Data capability** – considering that Big Data is comprised of the roles, technologies, processes and culture that support its initiatives, companies should pay special attention to the roles, and in particular the expertise and experience needed to devise and implement Big Data strategies.
Be proactive and create a Big Data policy – successful companies keep up with policies and guidelines concerning the use of Big Data, especially non-transactional social data. These policies and guidelines should address issues of compliance, privacy and security.

Data does not make decisions – Big Data creates a frame of reference for making more informed decisions. Big Data should not be used as a political tool to defend the status quo – test opinions, assumptions and closely held beliefs instead.

Don’t just measure, experiment – it’s easy to capture as much data as possible but the challenge is to understand and interpret that data in an intelligent, meaningful and actionable way. That means being open to adopt an experimental mindset.

Adaptive Audience: Actionable Big Data. Maximized ROI.

Adaptive Audience bridges the gap between advertising technology and digital marketers. We integrate the industry’s best technologies in planning, analysis, buying, testing and data-driven multi-touch attribution into a highly targeted audience driven methodology and help you increase digital ad efficiency, eliminate waste and produce maximum ROI.

Adaptive Audience addresses your marketing challenges with enterprise-wide solutions fortified by research and data driven insights and technology. By leveraging leading edge proprietary and open source technology, we provide a seamless, cohesive and integrated approach that delivers: significant increase in ROI across all digital platforms and media types; a single, user controlled
dashboard view of both the media marketplace and your customers; precision targeting across then entire digital landscape; and optimized results in every phase of the customer purchase cycle.

We’re dedicated to engaging your brand’s audience on any channel and at any time, in a programmatic fashion. We provide a suite of upper funnel solutions that offer compelling rich media, brand research, and premium inventory across mobile, video and display channels. And we leverage the information you have aggregated about your offline customers to further engage them online with display, video, social and search advertising. Our proprietary data management platform collects and syncs your customers’ first party data with third party data segments for audience insights, verification and analysis.

What sets us apart is our data driven, real time bidding technology coupled with our analyst and trader optimization that ensure you get the most from your ad spend. All of our traders and analysts are platform experts who source real time, auction based media to exercise full control over the buying process.

All of this adds up to a comprehensive solution that integrates data from online and offline initiatives into a single platform so you have the real time actionable insights, audience segmentation and media activation you need to make informed decisions fast.