IMPLEMENTATION, INTEGRATION AND MANAGEMENT

Data Management Platform (DMP)

Converting data into action from the central customer data for 360 customer or visitor profile and unlocking this data to DSPs, e-mail platforms and personalisation tools.

Data Management Platform (DMP)

What do advanced DMPs offer?

Simply put, a DMP forms the backbone of all online advertising operations for an economy that has increasingly become more digital. While several technology companies claim to provide DMPs, a "real" DMP provides marketers with centralized control of all of their audience and campaign data, helping them manage and analyze this data to craft, target, and optimize campaigns that reach more of the right people and drive improved ROI from their media spend.

If you are a professional marketer committed to getting the absolute most out of every campaign – striving for maximum ROI and the conversion optimization – then you'll want a DMP that offers advanced features. If you need to maximize every marketing dollar spent, you need a powerful DMP that delivers deep, brandsafe data mining to empower media teams to buy target audiences with minimal waste and scalable insights.

A DMP can help advertisers and agencies solve their most pressing challenges. By putting audience data at the center of all their online advertising programs, a DMP helps advertisers and agencies answer the following questions:

What can a Data Management Platform help you achieve?

- Retargeting – easily implement customized re-targeting campaigns based on specific activities and behaviors taken on or offline Prospecting – seamlessly integrate with third-party audience data source to acquire anonymous data to achieve higher precision and scale with targeting campaigns

- Site optimization – use first or third-party data to determine customized content for different consumers when they come to your website

- Audience Intelligence – contrast your site audience against third-party data sources to learn more about

specific audience attributes to target more likely
converters

- Better ROI – Use centralized media performance
  analytics to determine which audience performed and
  where to double down

Data Management Platform
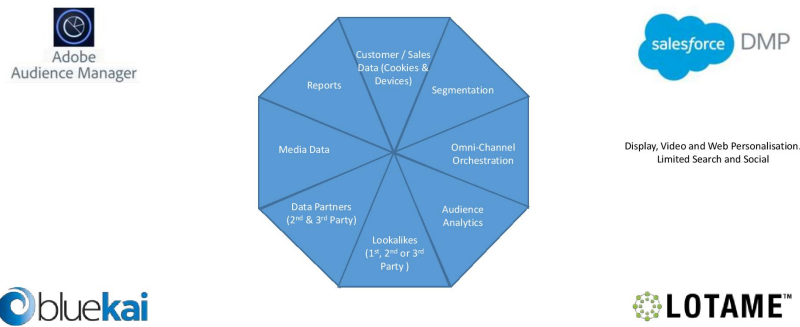
DMP Focus Area

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Architect | Marketing Cloud Social Specialist | Marketing
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