

What does The Changing Mission of Marketing Data mean to you?

New technologies, new perspectives, and new opportunities.



1. What's the New Face of Direct Mail?
2. What is the True Business Value for Data?
3. A Fragmented Future?
4. "Learning While Doing" and Near-Real Time
5. Data Privacy and Security
6. Conclusions

This eBook presents a glimpse into “*The Changing Mission of Marketing Data*”, a White Paper prepared by Winterberry Group.

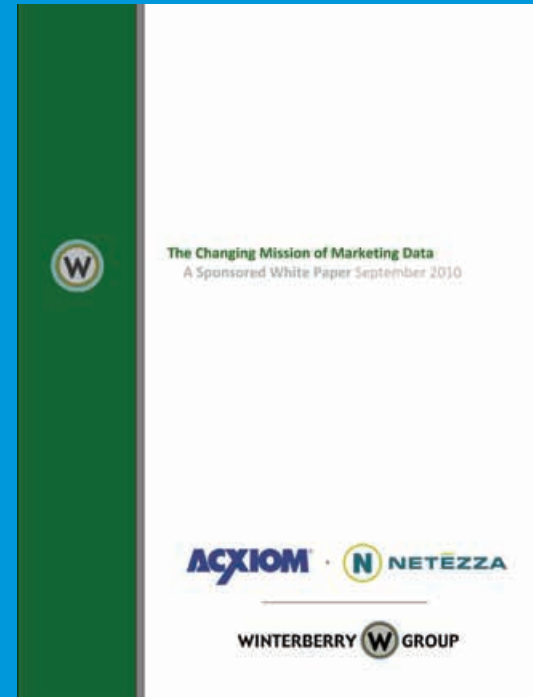
The White Paper is the product of significant contributions from nearly 200 thought leaders and influencers representing virtually all corners of the commercial marketing data industry.

We invite you to read it in its entirety.

> [Click Here](#) to Download the in-depth White Paper:

“*The Changing Mission of Marketing Data*”

Sponsored by Acxiom and Netezza Corporations



WINTERBERRY  **GROUP**
[Learn More >](#)

ACXIOM[®]
[Learn More >](#)

 **NETEZZA**
[Learn More >](#)

What does The Changing Mission of Marketing Data mean to you?

New technologies, new perspectives, and new opportunities.

- 1. What's the New Face of Direct Mail? page 2
- 2. What is the True Business Value for Data? page 4
- 3. A Fragmented Future? page 6
- 4. "Learning While Doing" and Near-Real Time page 8
- 5. Data Privacy and Security page 10
- 6. Conclusions page 12

- 6. Conclusions
- 5. Data Privacy and Security
- 4. "Learning While Doing" and Near-Real Time
- 3. A Fragmented Future?
- 2. What is the True Business Value for Data?
- 1. What's the New Face of Direct Mail?

What's the New Face of Direct Mail?

(Hint: Innovative data-driven applications)

It wasn't that long ago that when marketers referred to "data," they were talking about direct mail.

That's changing, and changing rapidly. While the basic premise of direct mail — identify the prospect and personalize the message — remains valid, the amount of data available to marketers is increasing exponentially. Online channels such as email, affiliate marketing, and search keywords are providing important and granular new insights. Targeting can be more precise and more individualized and can be delivered in a dramatically shorter time frame. The entire landscape has changed.

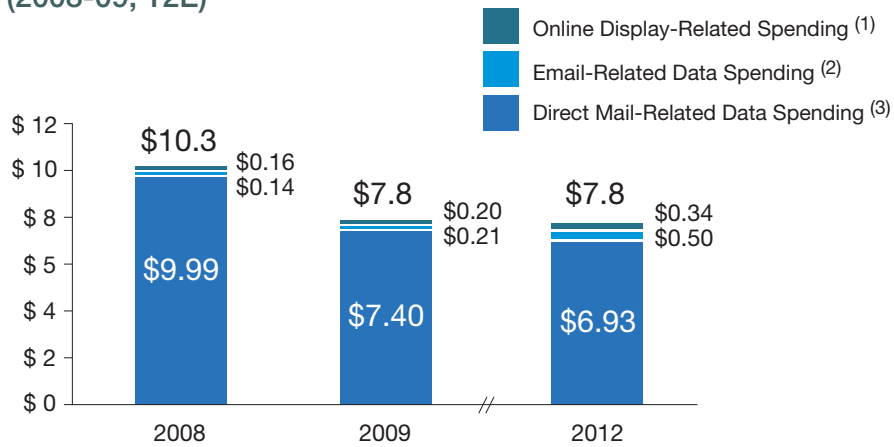
Direct mail spending declined dramatically from 2008 to 2009. While much of that fall-off can be attributed to the broad

economic climate, spending on digital data grew during 2009 — spiking more than 36% in concert with the emergence of several new digital marketing channels and applications.

By 2012, U.S. marketers are expected to decrease their investment in direct mail-related data and services while more than doubling their digital data spending to about \$840 million.

The marketing dollars will stream to the most effective and efficient ways to reach targets, and the way in which we are able to identify and reach the prime targets is undergoing a historic transformation. There are an unprecedented number of sources of information available now, and the challenge is to bring these multiple channels into harmony.

U.S. Marketing Data & Related Services Spending (2008-09, 12E)



(1) Online display-related spending includes retargeting services, intent data/inferred data, offline data used to inform marketing

(2) E-mail-related spending includes lists, database management, brokerage fees, hygiene and analytics services

(3) Direct Mail-related spending includes lists, database management, brokerage fees, hygiene and analytics services

Source: Winterberry Group analysis of various sources

What happens when “the right offer, right audience, right time” enters a powerful new era of technology?

6. Conclusions
5. Data Privacy and Security
4. “Learning While Doing” and Near-Real Time
3. A Fragmented Future?
2. What is the True Business Value for Data?
1. What’s the New Face of Direct Mail?

What is the True Business Value for Data?

Customer data has always had value — even if that data was as simple as the response to a request to “*send me more information.*” The transformation now is that technology is making it possible to derive quantifiable business impact from

- exponentially greater amounts of data than ever before
- AND
- a level of granular analysis and response time never previously achievable.

It’s possible to capture specific market data from an array of sources — Web browsing, purchase transactions, social networking postings — and in a wide range of data forms, including audio and video files as well as alphanumeric.

NOW it’s possible to gather it all and make it accessible to actionable analysis.

And that analysis is more detailed, more granular, more particular and delivered to marketers faster and faster. Can we analyze and process data within milliseconds in order to serve up the right advertisement when the page loads in an individual’s browser?

Yes, we can.

Because of this tremendous increase in the amount and precision of data that can be handled, companies are increasingly coming to view all data sets as critical core assets. It’s all useful, and therefore all valuable.

What is the cost of a single sales call? What if you can approach that level of personal connection online at a fraction of the cost? For a target population that’s hundreds of thousands greater?

Access to large volumes of granular, real-time data — rather than access to the digital channels themselves — is the real fuel of effective marketing in today’s world.

- 6. Conclusions
- 5. Data Privacy and Security
- 4. “Learning While Doing” and Near-Real Time
- 3. A Fragmented Future?
- 2. What is the True Business Value for Data?
- 1. What’s the New Face of Direct Mail?

To what extent do you believe that each of the following are important technical priorities for maximizing the potential value of a marketing data infrastructure?

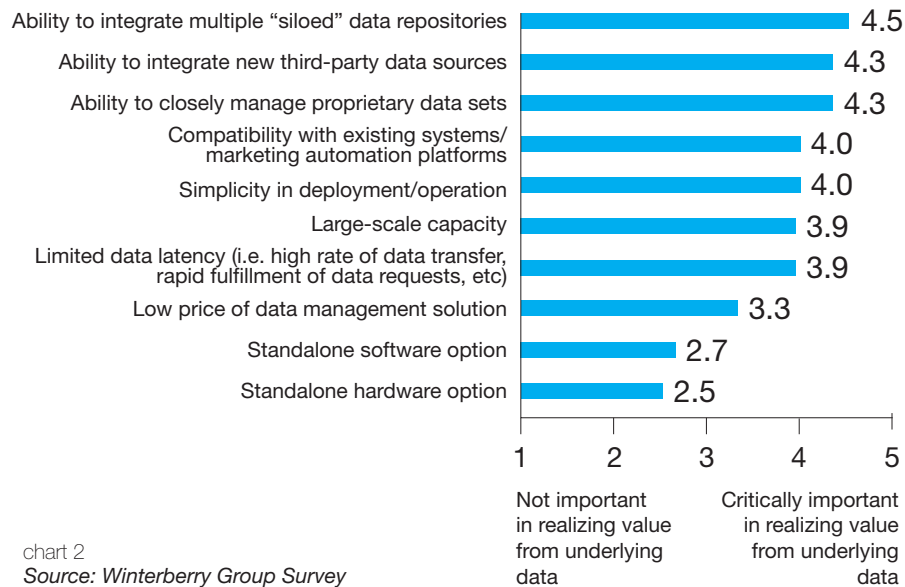


chart 2
Source: Winterberry Group Survey

A Fragmented Future?

Marketing data now extends far beyond names and addresses and some affinity information. While some sources, such as registration-driven websites or social media platforms, provide a means for collecting specific audience data, new warehousing and analytic technologies enable marketers to gain specific strategic insights from behavioral information — streams of data gathered from web browsing and other online activities that can reveal much about purchase interests and intent.

The unprecedented speed and power of these new technologies is creating vast opportunities to acquire, aggregate, analyze, and optimize the business impact of data in new and innovative ways.

Today's digital data ecosystem is marked by interaction and interactivity between key interests.

It is clear that the data-provider industry will grow increasingly fragmented as new influencers — led by online data compilers and exchange platforms, database management vendors, publishers, e-commerce platforms, and a wide range of technology-focused performance optimization providers — increase their impact.

As for their customers, companies that need this rich new ocean of data to drive marketing decisions should look for vendors and partners that can bring together all of the fragmented sources into a cohesive whole for the most complete analysis possible.

6. Conclusions

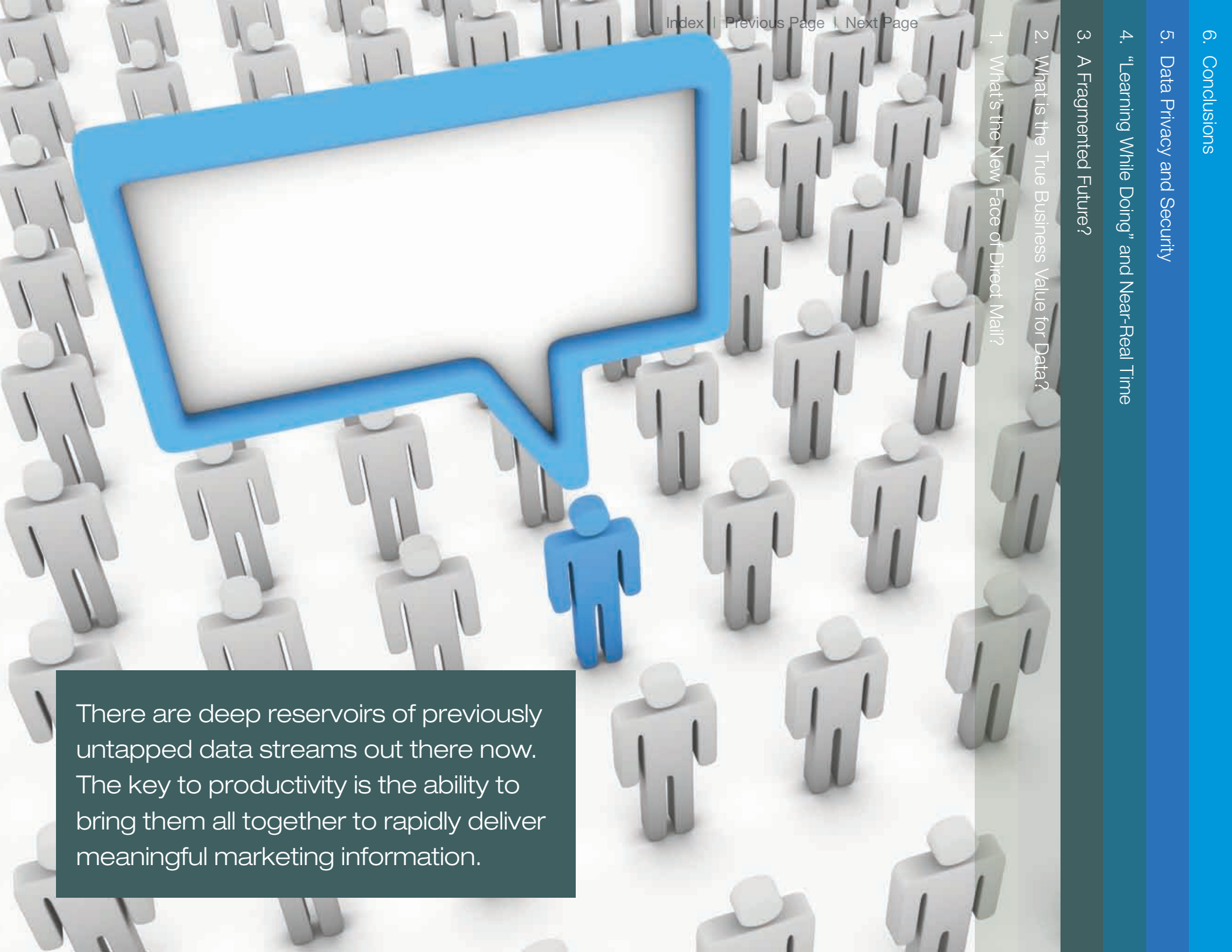
5. Data Privacy and Security

4. "Learning While Doing" and Near-Real Time

3. A Fragmented Future?

2. What is the True Business Value for Data?

1. What's the New Face of Direct Mail?



There are deep reservoirs of previously untapped data streams out there now. The key to productivity is the ability to bring them all together to rapidly deliver meaningful marketing information.

“Learning While Doing” and Near-Real Time.

Here’s the technology challenge: integrate data from both offline and online sources (and *online* includes audio and video files as well as alphanumeric data).

That’s exponentially more data than has ever been available previously. Then, these tremendous volumes of data from traditional and digital sources must be aggregated, standardized, segmented, and made appropriate for use in near-real time.

To make it more complicated: more data — in more forms, from more sources — is being introduced constantly. Developing reliable technologies that can not only collect and house this integrated data but analyze it for market targeting and deployment in an ever-decreasing time frame is now the key to realizing the full business value of this data.

New execution systems demand input processing in just milliseconds from master databases that may include billions of records.

The goal is to always stay ahead — to create integrated technologies that can efficiently manage high data volumes and, taking into account the tremendously dynamic environment, progressively “learn” from past performance. It hasn’t been done before.

Think of learning a language and writing a book in that language at the same time. The pace of transformation is that rapid.

The opportunities are huge. The expectations are daunting.

Here’s the best part: The solutions have arrived.

To what extent do you believe the following data types are valuable in improving marketing performance?

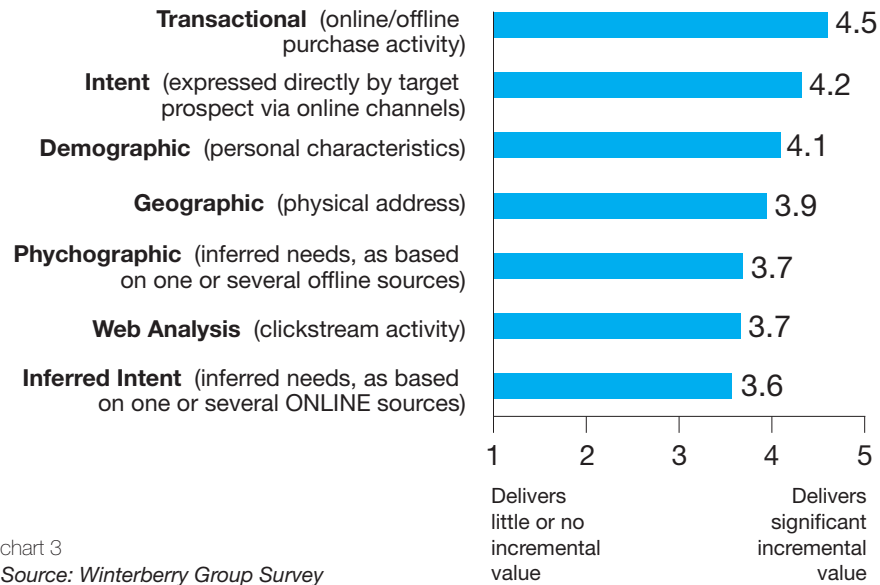


chart 3
Source: Winterberry Group Survey



It's not the data — it's what you do with it that makes the difference. Solutions must reach across consumer data segmentation, analytics, data processing, and ad media intelligence to help design customer-centric and customer-relevant programs.

Data Privacy and Security.

The tension between information collection and its acceptable use is a hallmark of our society in “The Information Age.”

Questions have only proliferated as the amount of data generated and the ability to capture it has increased. Which standards count as “responsible” with respect to data security and the protection of consumer privacy rights?

Marketers want to abide by a set of best practices that ensures customer confidence in how data is collected and used. How will the next generation of technology keep faith with the evolving societal standards? How will marketers ensure that individual consumers have meaningful transparency and appropriate choices?

Most important, **how can marketers and the businesses they serve maintain a friendly, trusted connection with their customers?**

Clearly, the resolution of these questions are complex and ongoing. Just as clearly, the technology companies that are essentially enabling this unprecedented level of collection and analysis are aware of the issues — and are invested in being active participants in the answers.

4. "Learning While Doing" and Near-Real Time
3. A Fragmented Future?
2. What is the True Business Value for Data?
1. What's the New Face of Direct Mail?



Secure

hmap



The critical questions we face today are grounded in appropriateness. How does the industry determine if it is providing meaningful transparency and offering consumers the means to make appropriate choices regarding data?

Conclusions.

Data is the fuel that drives targeted marketing. That much has been true since the industry began compiling lists from telephone books. But today's environment is seeing more profound and far-reaching changes than ever before.

The difference now is in the

- amount of data — exponentially growing every year
- variety of data sources
- variety of data types
- demand for more granular analysis
- demand for results delivered in near-real time

More. Smarter. Faster. That's what customers are looking for.

And despite a cacophony of claims, that combination of capabilities, with the simplicity of use that is also required, is not easy to find.

As the marketing data industry strives to grow in both size and scope, its growth will depend on its ability to generate results across different campaigns in full “roll-out” mode — data-driven campaigns that collect, process, and meaningfully analyze enough information to drive large-scale programs across broad audiences.

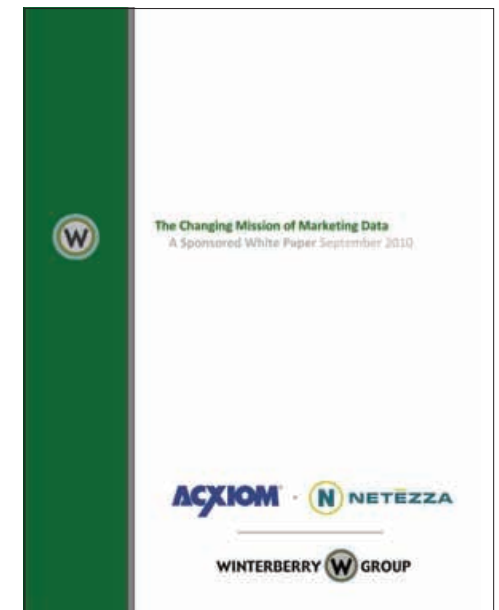
Because that transformation has already begun.

Download the
Full Research

Download the in-depth
White Paper:

***“The Changing Mission
of Marketing Data”***

Prepared by Winterberry
Group and sponsored by
Acxiom and Netezza
Corporations.



Marketers overwhelmingly say they want to abide by a set of universal best practices in regard to consumer privacy rights.

Pass it Along

Please share this eBook with your friends and colleagues.

Send Us Your Comments:

What did you think about the ideas in this eBook? Let us know what you liked, disliked, or might want to discuss further.

350

371

390

This eBook presents a glimpse into “*The Changing Mission of Marketing Data*”, a White Paper prepared by Winterberry Group.

> [Click Here](#) to Download the in-depth White Paper:

“The Changing Mission of Marketing Data”

Sponsored by Acxiom and Netezza Corporations



About



Winterberry Group is a unique strategic consulting firm that helps advertising and marketing companies build shareholder value. Our services include:

Corporate Strategy

The Opportunity Mapping strategic development process prioritizes customer, channel and capabilities growth strategies, informed by a synthesis of market forces and the core competencies of a company. The Value Driver Assessment analysis process examines customer, internal business process, financial and human capital dynamics and compares them to industry benchmarks.

Market Intelligence

Comprehensive industry trend, vertical market and value chain research provides insight into customers, market developments and potential opportunities as a precursor to any growth or transaction strategy.

Mergers & Acquisitions Due Diligence Support Services

Company assessments and industry landscape reports provide insight into trends, forecasts and comparative transaction data for financial model inputs, supporting the needs of strategic and financial acquirers to make informed investment decisions and lay the foundation for value-focused ownership.

Winterberry Group's impact is further enhanced through its affiliation with Petsky Prunier LLC, a leading investment bank providing merger and acquisition advisory services to companies in the marketing services & technology, interactive advertising, digital content & commerce and specialty media industries. Working in close collaboration, the two firms offer a unique dual perspective on corporate growth grounded in market knowledge, value assessment and strategic insight.

Winterberry Group's clients represent all segments and constituencies of the advertising and marketing industries. Business owners, senior executives, investors and marketers turn to us for unparalleled market knowledge and the industry's most comprehensive suite of strategic and tactical business-enhancement tools.

For more information on how Winterberry Group can help your business, please visit www.winterberrygroup.com.

40 Wall Street, 10th Floor
 New York, NY 10005
 (212) 842-6030
 Fax (212) 842-6035

About



Acxiom Corporation (Nasdaq: ACXM) is a recognized leader in marketing technology and services that enable marketers to successfully manage audiences, personalize consumer experiences and create profitable customer relationships. Our superior industry-focused, consultative approach combines consumer data and analytics, databases, data integration and consulting solutions for personalized, multichannel marketing strategies. Acxiom leverages over 40 years of experience of data management to deliver high-performance, highly secure, reliable information management services.

Founded in 1969, Acxiom is headquartered in Little Rock, Arkansas, USA and serves clients around the world from locations in the United States, Europe, Asia-Pacific and the Middle East.

For more information about Acxiom, please visit www.acxiom.com.



Netezza Corporation (NYSE: NZ) is the global leader in data warehouse, analytic and monitoring appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries, including digital media, energy, financial services, government, health

and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in Northern Virginia, the United Kingdom, Germany, France, Poland, Japan, Korea, Australia and Singapore.

For more information about Netezza, please visit www.netezza.com.