

exaudi Audience Platform

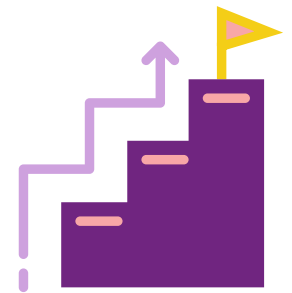
GOOD PRACTICE

Data Management Strategy

1 Companies collect Big Data
Every business produces and manages big quantities of Data



2 Define your Business Goals
Data Management Strategy needs to be in line with Business Goals



A WHAT CAN YOU DO WITH YOUR DATA?
Build a known, profiled and vertical Audience



B HOW AND WHY YOU NEED TO KNOW YOUR AUDIENCE?
-Increase your Brand Awareness
-Maximize your Audience Strategy



C WHY DO YOU NEED ENRICHED PROFILES?
First-Party Audience will be your most powerful asset



D YOU DON'T NEED ALL OF THESE DATA
Keep only what has a value for your Business Goals

