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