



DataXu

The Data Revolution

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The Digital Migration is Causing a Data Deluge

EVERY **2 DAYS**
WE CREATE AS MUCH INFORMATION AS WE DID
PRIOR TO 2003
SINCE THE **BEGINNING OF TIME**

AT THIS PACE **1.8**
WE WILL CREATE
OF DATA IN 2011 ZETTABYTES

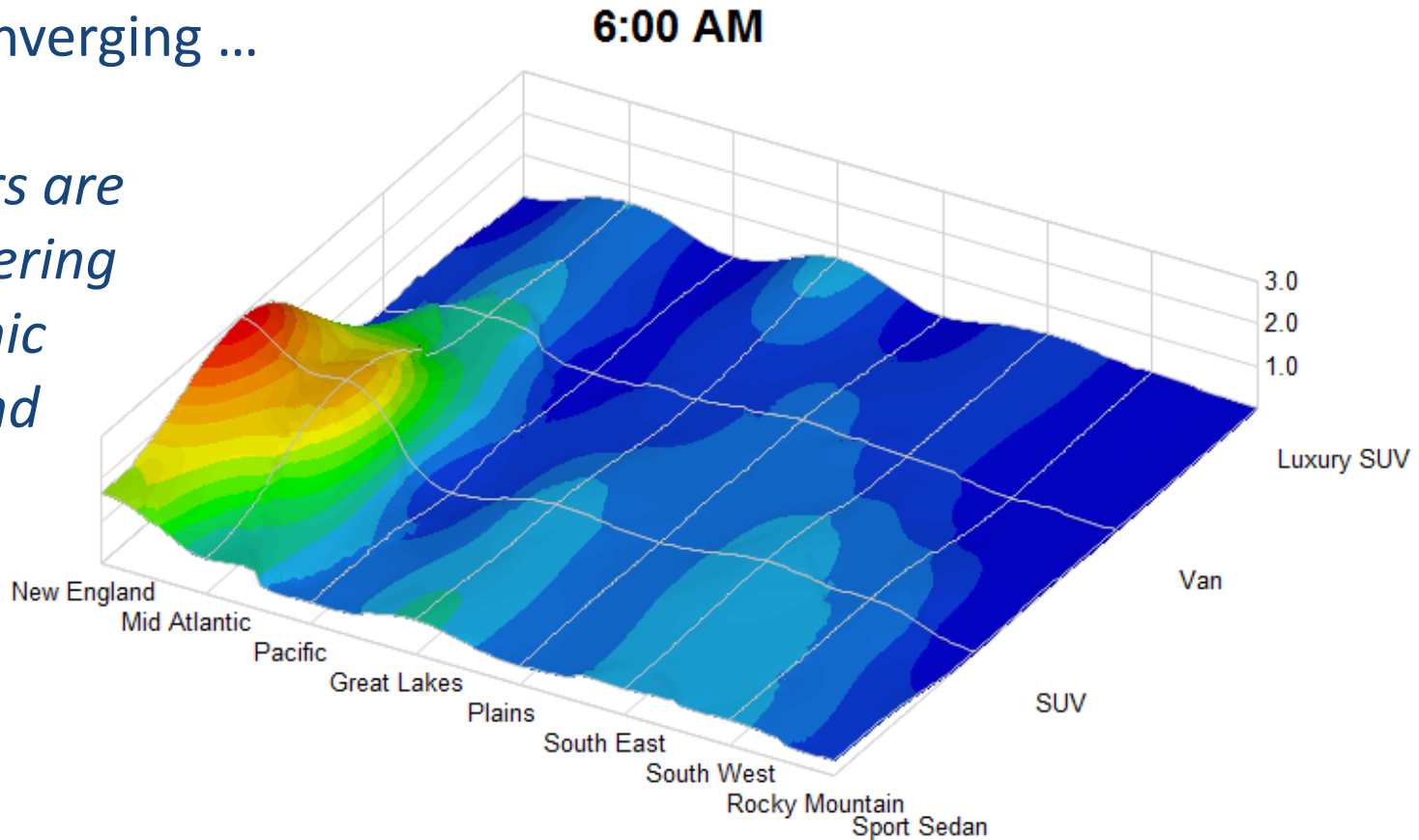
Ubiquitous Computing is Changing Consumer Behavior

- There are **5.3 billion** mobile subscribers in the world today
- **25%** of internet users in the US are **mobile-only**.
- Americans spend **2.7 hours a day** socializing on their mobile device.

Consumer Behavior Data is Changing Marketing

Media and Analytics
are converging ...

*Leaders are
discovering
dynamic
demand*



Which Creates an Opportunity...

Understand your customer

Acquire/retain customers more profitably

Make Faster, Better Decisions

But Also Problems

Data is a liability

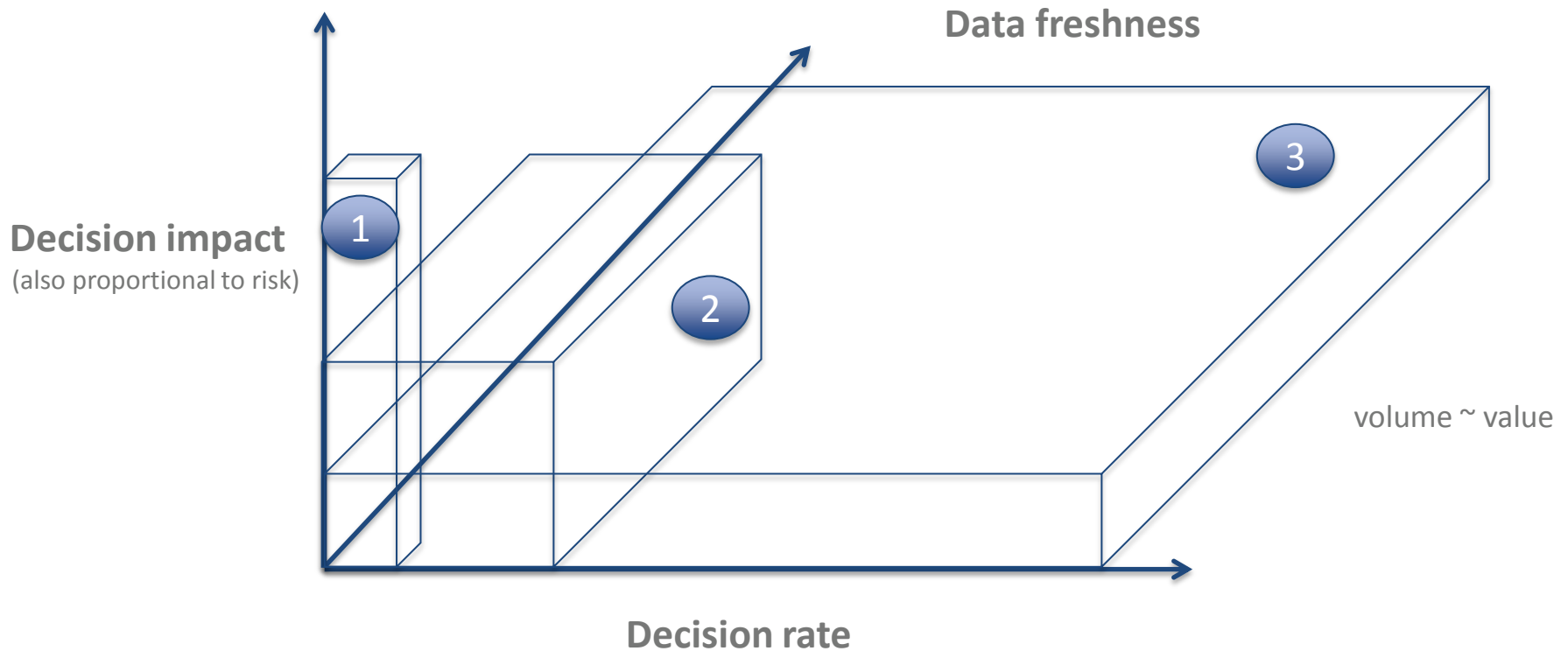
Data is difficult to harness

Data is incomplete and siloed

How do you make good decisions?

The Evolution of Marketing Analytics

The Evolution of Data



Cutting edge:

1

90's
Database
+ analyst

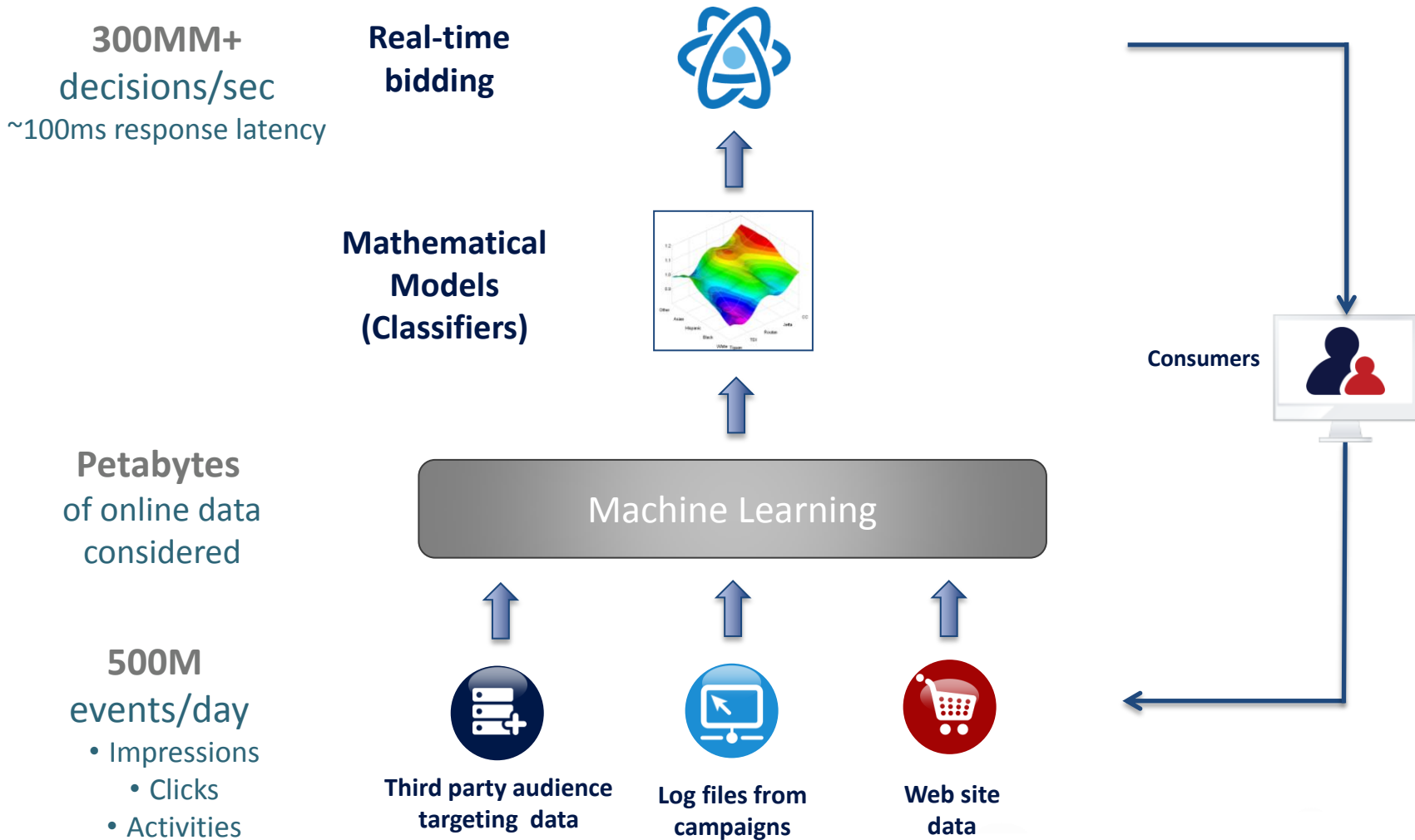
2

00's
Rules based
alerts

3

10's
Decision
automation

The Data Driven Decision “Stack”



The Industrial Revolution – The Data Revolution

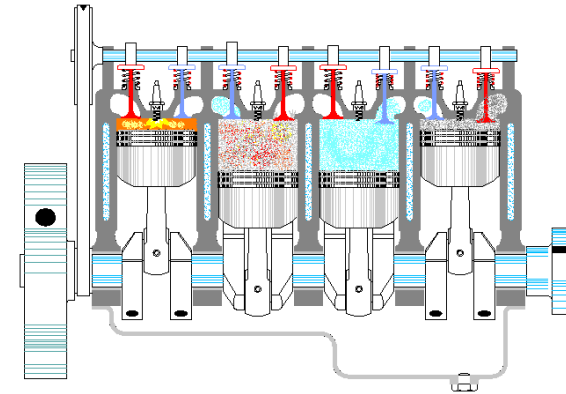
Extract oil from
the ground



Refine into gasoline



Inject gasoline into
an engine



Collect data from
your digital
investments

Refine into insights

Inject insights to guide
your marketing
investments



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Thank You

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