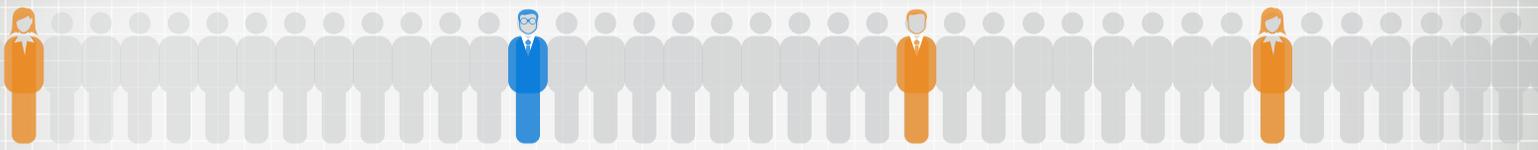


PROGRESSING TOWARD TRUE INDIVIDUALIZATION

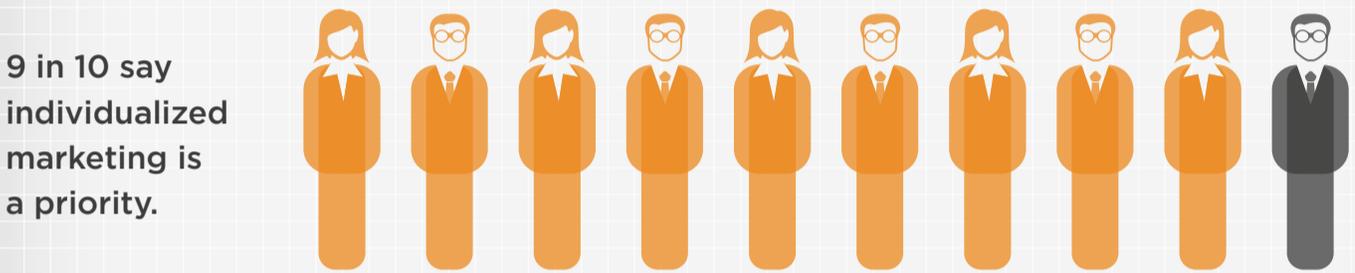


INDIVIDUALIZED INSIGHTS

Executives revealed they are searching for a deeper understanding of customers.



As they strive for a one-to-one connection with their customers,



The number of them looking to data-driven marketing for those insights has more than doubled since 2013.

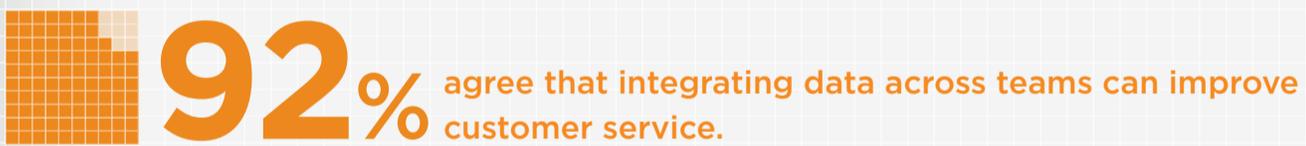


BRINGING MARKETING AND TECHNOLOGY TOGETHER

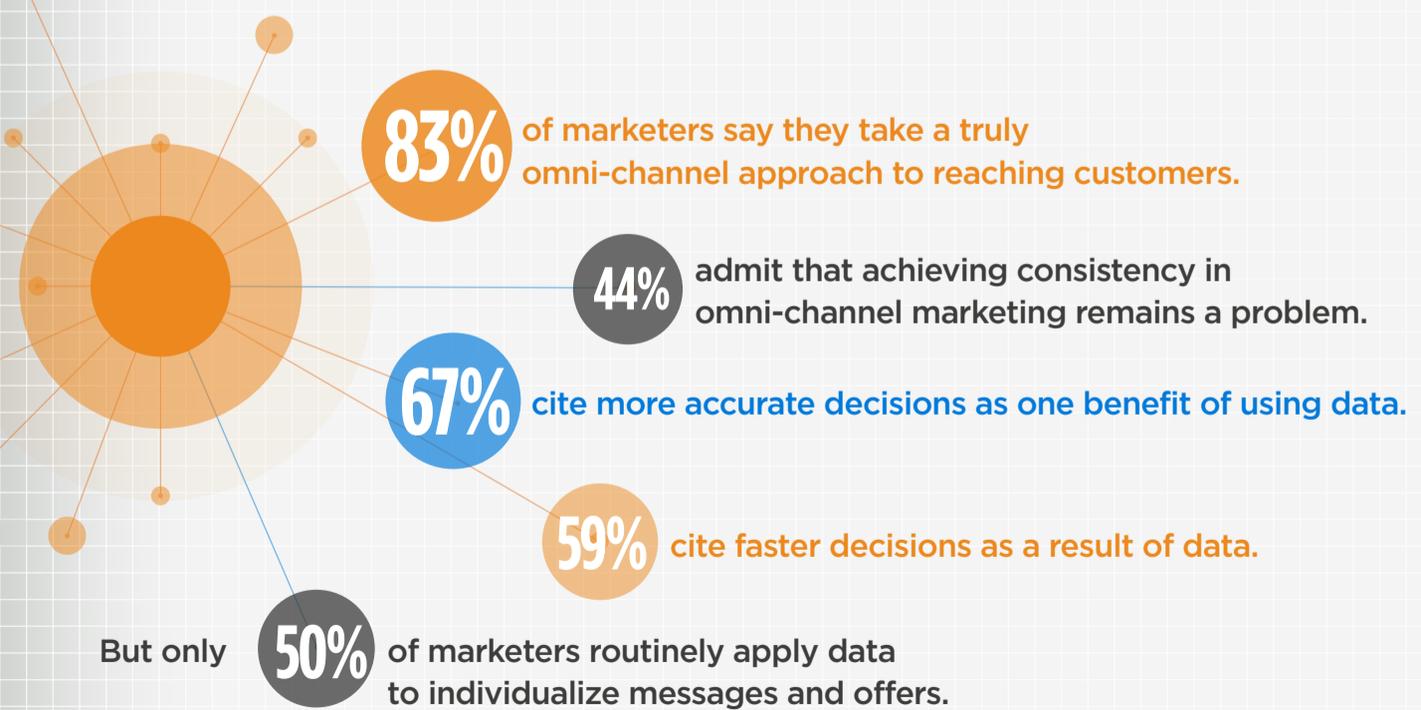
Today, more marketers control customer data.



But much work remains to be done.



THE DIGITAL MARKETING PLATFORM



Data based on a survey of 1,506 marketing and communications executives worldwide, representing all major industries. The survey was conducted in the fall of 2014, and follows a similar survey conducted in 2013.