

TAKE 5:

WHAT IS A DMP?

 **Apsalar**

What is a Data Management Platform (DMP)?

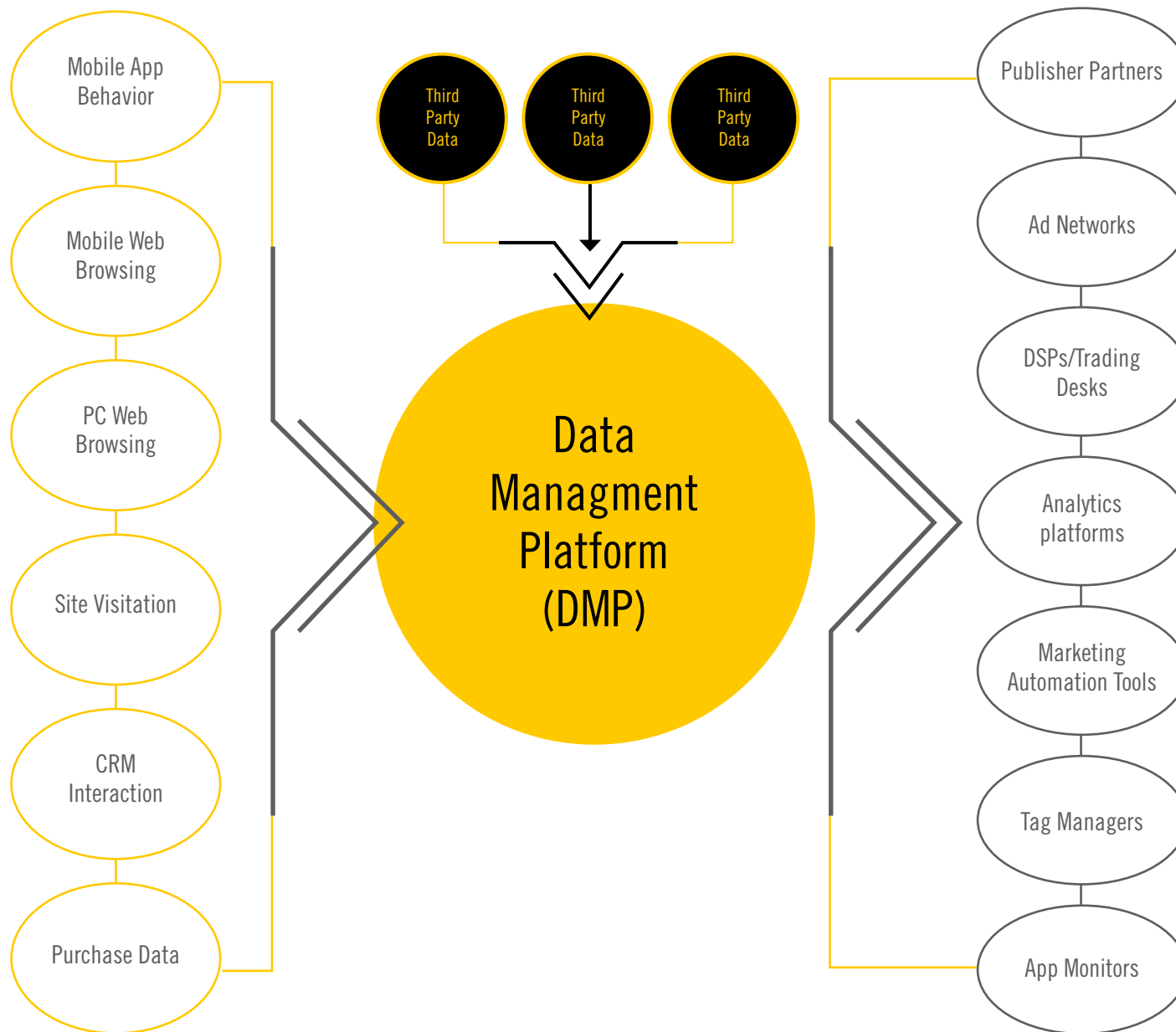
For decades marketers have dreamed of speaking to each consumer as an individual. To anticipate needs and provide the perfect solution to solve problems and drive maximum revenue from the relationship.


Today we can go a long way to making this a reality, because digital allows us to collect signals consumers send as they navigate digital media. But all this data needs to be centralized, united with other sets of data, and associated to anonymized profiles - each representing the actions of an actual person. To do all that you need a data management platform (DMP).

A DMP is the centralized computing system for a brand's customer data. It collects data from across your marketing touch points and unites it into profiles. It then manages these profiles and updates them with new data as consumers take additional actions. While the most critical role of a DMP is to bring together first party data, it should also be able to enable the marketer to import third party data to enhance customer profiles and empower more effective marketing.

Enabling Analysis and Segmentation




From there, the DMP enables analysis and segmentation of the customer profiles so brands can understand their customers and segment them into audiences. Finally, a DMP delivers data and audiences to marketing platforms for more tailored marketing efforts based upon the characteristics and past actions of the audience segments.





HOW CAN IT HELP
MY TEAM AND I BE
MORE CUSTOMER-
DRIVEN?

Virtually all aspects of marketing are made better with a customer-focused approach powered with behavioral and intent data. Different marketers benefit in different ways:

-  --- **Practitioner level marketers** benefit because the DMP can power more effective customer contact programs across channels. Your team can segment your customers with certainty based upon past actions, interests, and other characteristics, and then target those segments using a variety of touch points. Further, by understanding the types of customers represented in your user base, your team can devise more effective creative and media strategies, and fully capitalize on “real-time bidding.”
-  --- **For your analytics team,** a DMP provides the customer profiles necessary for the richest possible analysis and understanding. Further, they can perform analysis on a huge cross-section of customers and based upon real behavior, not just a small sample of paid respondents and what they report that they do.
-  --- **For senior marketers,** a DMP enables a customer-centric go-to-market approach. Further, by combining data from a variety of sources into a single profile, it helps to share insights and data across teams, and can help break down team silos. It also can empower customer analyses to help you set direction for your brand and company.

ABOUT TAKE 5

The Take 5 series is designed to help senior marketers learn more about data-driven customer marketing by creating short educational pieces that can be read and absorbed in less than five minutes. The main content of each Take 5 is 600 words or less to stay focused and brief. The Take 5 series will also be available as a collection – a primer on data driven customer marketing.

Visit
www.Apsalar.com/Resources
for more Take 5 content!

ABOUT APSALAR

Apsalar, the leader in mobile data management, helps direct marketing brands get better marketing effectiveness by providing a mobile data management platform that delivers a true understanding of customer behavior in apps and across other marketing channels.

Apsalar
MOBILE DMP

- APSALAR ATTRIBUTION**
Collect and measure in-app consumer behavior and marketing performance. Measure every in-app action relevant to your business
- APSALAR AUDIENCES**
Unite your first party data from all sources, enrich it with third party data, and build high performance marketing audiences
- APSALAR DATASYNC**
Easily and safely share customer audiences and data with your digital marketing platforms, including analytics, marketing automation, media companies and legacy DMPs

The Apsalar Mobile DMP enables brands to measure marketing effectiveness, enhance, manage, enrich and segment profiles to build audiences, and easily and safely connect to other marketing partners so brands can confidently share their data and audiences.