



# Stop Guessing, Start Winning Build Your Data-Driven Marketing Strategy

YOUR DATA-DRIVEN MARKETING PLAYBOOK

# What Is Data-Driven Marketing?

Targeting the right people at the right time is the ultimate goal of marketing departments all over the world, and they often leverage data as a means to accomplish their objectives. While most companies recognize that being a successful, data-driven, organization requires skilled developers and analysts, few grasp how to use data to tell a meaningful story that resonates both intellectually and emotionally with an audience. Data-driven Marketing, when done correctly, helps you maximize your existing investments under a bold strategic vision to transform your business across every function and every process, at scale.

As marketers, we have to present narratives to leads and customers that tell meaningful, relevant stories that help our audience find solutions to their problems. Data plays a critical role in this, as it allows us to speak to specific pain

points and concerns that help our messages convey relevant information. This is where data-driven marketing comes in.

**Data-driven marketing refers to strategies built on insights extracted from the analysis of big data, which is collected through consumer interactions and engagements to form predictions about future behaviors.**

This involves understanding the data you already have, the data you can get, and how to organize, analyze, and apply that data to better marketing efforts.



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# Making Sure You're Gathering The Right Data

Today's end-to-end customer experience is almost always a cross-device experience. Increasingly, that includes voice search assistants or devices from the Internet of Things. Nearly 90% of marketers, across all types of organizations, now say that understanding these user journeys<sup>1</sup> across channels and devices is critical to their success. Trying to navigate in a continual deluge of information across multiple devices can become even more complicated when you're also trying to navigate larger or more complex organizations. And even when that information is available, it has to be connected in a way that makes sense.

But still, this leaves marketers with a vast amount of data at their fingertips. While this may tell us about customer behavior and could even help to highlight customer needs – it's not always so easy to turn data into actionable insight.

Every aspect of the marketing technology landscape works as a specific part of the customer journey. With the proper data-driven marketing approach, everything should be part of your communications. Ideally, a good data-centric strategy should always have you striving towards a coordinated, one-to-one marketing strategy emphasizing personalized interactions that inspire, delight, and surprise your customers.

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## With Stirista's data-driven marketing approach,

You can focus on the top, middle, and bottom of the funnel, align data sources, and orchestrate your messaging according to your customers' needs. It will help you start connecting the dots to see the greater picture that's called "customer engagement".

The mistake most marketers make when using data to enrich their customer journey is that they focus on very specific data points without gaining an understanding of the whole picture. It's the old adage of "don't judge a book by its cover".

<sup>1</sup><https://services.google.com/fh/files/misc/report-econsultancy-google-the-customer-experience-is-written-in-data.pdf>

# The Stirista Difference

Gathering the right data points on your potential, or current, consumers can be tough. There's a lot to account for, and if you're just starting out, it can get very messy and confusing fairly quickly. Thankfully, Stirista is here to help.



Here are just a few things that we offer:



With the most comprehensive data foundation in the industry, we do not rely on external providers. We Utilize OMNA, our real-time cookieless Identity Graph.



Stirista meticulously links personal, social, and business profiles to MAIDS, IPs, and CTV IDs with micro-target capabilities across work and home to maximize reach.



Our DSP can create defined audiences and perform digital, CTV, and programmatic tasks without compromising data quality — providing you with enhanced execution speed and accuracy.



As an ESP, we conduct email deployments with a vast database of 1.6 billion hashed emails. Among these, 600–700 million are in clear text, and 400–500 million are opt-in ready for third-party campaigns.



We systematically collect extensive information from programmatic platforms and seamlessly incorporate it into our data. Each individual's details, including names and distinctive characteristics, are connected to a unique Stirista ID number and IP address. Devices are then mapped to our database, allowing us to achieve precise attribution at an individual level.

## Where To Start?

For data-centric marketing to really meet your goals, you need to set your strategy with precision and intent. Try narrowing your focus to a single goal or question, if at all possible. Any improvement in customer satisfaction potentially impacts ROI.. That's the entire basis for the rise of data-driven marketing, often when marketing

shifts its focus to pleasing existing customers rather than attracting new ones based on demonstrable approaches. If correctly implemented, data-driven marketing starts influencing your marketing strategy long before a prospect even converts to a lead in your funnel.



Are you ready for data-driven marketing to really meet your goals?

contact us today →

