



2024

Year in Review

WHAT MARKETERS NEED TO KNOW



Your data is gold. Why aren't you mining it?

Data is often referred to as the "new oil," but **87% of marketers report that it remains one of their most underutilized assets.***

Why? We know it can be challenging to turn raw data into actionable insights, impossible to integrate data from multiple sources in a meaningful way, and mind-numbing to work with data platforms that overpromise and under-deliver on ROI.

We also know you are ready for a solution.

It's time to fix your overpromising, under-delivering MarTech stack.



The cookies are crumbling. Is your data *true* first-party?

Historically, much of the data used for programmatic advertising and ad targeting was driven by third-party cookies, but with browsers like Google Chrome limiting or blocking these cookies, marketers are left with outdated, incomplete data that often relies on look-alike modeling to fill in the gaps.

It's time to stop letting Google dictate your strategy. Collected directly from users via a brand's website, apps, and other touchpoints, **first-party data is now the backbone of marketing.**

It's time you avoid data limitations.

Don't fall for the hype. Get data that lasts more than 7 days.



The majority of traffic is anonymous. Are you getting any value?

Studies show 98% of website traffic comes from anonymous users*, yet businesses often overlook this audience.

Most upper-funnel activities—awareness, research, and comparison—occur without logging in, while users typically log in only when ready to purchase. This creates significant blind spots that almost all solutions never address.

You can get value from this audience to capture insights, increase conversions, and provide better experiences. You just need to stop using the wrong tech.

Ditch the blinders. Unlock the power of identifying anonymous visitors.



Privacy legislation is evolving. Are you embracing it?

Embracing security, data protection, and privacy is not just a necessity but a competitive advantage. Staying compliant with evolving data privacy legislation protects your business from costly penalties while fostering trust through robust security measures.

Proactively addressing emerging threats safeguards your reputation and bottom line, demonstrating a commitment to privacy that sets your brand apart. Prioritizing these principles ensures operational integrity and positions your company as a leader in a rapidly changing landscape.

Adopt a proactive mindset to compliance.

Pro-tip: Choose privacy-minded tech that has security built in.



You are using AI, that's great. But is your AI running without bias?

AI is only as good as the data it processes. Most companies will discover that their datasets are largely unstructured, incomplete, and riddled with biases—a result of years of haphazard data collection through websites and apps.

You are not even aware of all the layers of bias in your AI. For example, did you know that tagging inherently introduces human bias? This is true for the simple fact that you are only tagging for the data that you have determined you will need at that moment in time.

Keep data bias at bay.

Get all the data—now and in the future—without limits. Less biased data, better models, and maximum agility.



Give them what they want. But do you know what they really, really want?

Personalization continues to be one of the most effective strategies for increasing engagement and driving revenue. 90% of leading marketers say that personalization significantly contributes to business profitability.*

Sure, you can use solutions that claim they do real-time, hyper-personalization. How is that working out?

You need to give your customers what they want, what they really, really want. And with the right technology, you'd know exactly what that is and could be ready to offer it the next time they visit your site.

*Take your live-time personalization to the next level.
It's time to cowboy up your customer data.*



Looking ahead...

- ✓ Cookie deprecation will continue to disrupt tracking and targeting strategies, forcing marketers to invest in first-party data and consent-based advertising.
- ✓ The need for better data accuracy, the elimination of data silos, and an increased emphasis on live-time personalization will only continue to grow.
- ✓ Privacy regulations will increase, with more stringent global laws governing how data is collected and used.
- ✓ Moreover, the rise of ethical AI will become a critical focus for businesses, as consumers demand more transparency and fairness in how their data is processed.



What you can do NOW!

Stop working with dinosaur tech:

Choose innovation and plan ahead.

Data solutions should be forward-thinking. You may think you know what you need tomorrow, but that is often not the case.

Quit trying to make “tech” happen:

Choose smarter data tech.

Work with solutions that make it easy to collect, contextualize, and act on your data.

You can look for more of the same;

OR you can add value today.

Choose a solution that gives you value day one—not one that takes months on end to implement and years to show results.



Ready to revolutionize your data strategy?

Meet  celebrus

Book your demo today

