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Personalized Digital Advertising: How Data and Technology Are Transforming How We Market

Diaz Nesamoney

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This is the first plain-English, 100% practical guide to supercharged digital advertising personalization: what's here, what's next, and how to make the most of it!

Digital advertising and marketing are undergoing a massive, data-driven transformation: practically everything you thought you knew about them is obsolete. ***In Personalized Digital Advertising: How Data and Technology Are Transforming How We Market,*** **pioneering entrepreneur Diaz Nesamoney demystifies the newest technologies, showing non-technical marketers how to use them to precisely target *every* message to *every* individual.**

First, Nesamoney explores the current state of digital advertising, reviewing best practices for maximizing personalization through long-familiar data and targeting technologies. Next, he introduces powerful recent innovations, presenting new best practices for deepening and extending personalization with:

- New data management platforms
- Advanced solutions for offline, mobile, and location data
- Powerful new ad production and serving technologies

Nesamoney then previews emerging disruptive technologies and personalization approaches, from social data to new techniques for anticipating user intent. He concludes by introducing the *Digital Advertising Technology Stack:* a visual schematic showing how multiple products and technologies come together to radically improve advertising personalization and performance.

Personalized Digital Advertising will be an indispensable resource for wide audiences of CMOs and marketing professionals, brand managers, media and creative directors, creative team members, and all students of digital advertising and marketing.

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How Data and Technology Are Transforming How We Market can to be your friend when you're truly feel alone and confuse with what must you're doing of this time.

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