

Beat: Technology

## DATA MARKETING PARIS 2019 SUMMIT - TURN DATA INTO EXPERIENCE

November 20-21, ESPACE CHAMPERET (Paris)

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**USPA NEWS** - Data-Driven Marketing has transformed from an Innovative Approach to a Fundamental Part of Advertising and Business Strategy; it can now be defined in Several Ways. Both Businesses and Consumers can gain a lot from taking a Data-Driven Approach to Marketing. When Strategies are implemented successfully, such Benefits include:

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- \* Personalized Marketing. It's essential that Companies convey the Right Message, to the Right Audience, at the Right Time.
- \* Clear-Cut Clarity. With a Wealth of Information in their Database, Marketers can sift through to determine the most Accurate and Actionable Information about Customers and Prospects.
- \* Multi-Channel Experience. Marketers can leverage Data to extend reach across Multiple Networks, and take Communication beyond just Email.
- \* Refined Customer Experience. Many Popular Brands use Data-Driven Marketing to enhance their Customer Experiences.
- \* Better Product Development. Data-Driven Marketing considerably diminishes Product Failure Rates.

A User Centric Strategy is fundamentally about understanding your Users and ensuring that you provide the Best Service you can, tailored to their Needs and Requirements. Ideally you should reach them through as many Touch Points as possible; however excelling in your Space in comparison to your Competitors within one Touch Point alone (Channel or Media etc.), can mean the Difference between Success and Failure and position your Brand as a Leader in your Niche.

To make sense of the Vast Quantities of Data that Enterprises are gathering, analyzing, and storing today, Companies turn to Data Management Solutions and Platforms. Data Management Solutions make processing, validation, and other essential functions simpler and less time-intensive. Leading Data Management Platforms allow Enterprises to leverage Big Data from all Data Sources, in Real-Time, to allow for more Effective Engagement with Customers, and for increased Customer Lifetime Value (CLV). Data Management Software is essential, as we are creating and consuming Data at Unprecedented Rates. Top Data Management Platforms give Enterprises and Organizations a 360-Degree View of their Customers and the Complete Visibility needed to gain Deep, Critical Insights into Consumer Behavior that give Brands a Competitive Edge.

In order to create more Compelling Messages, one could suggest the Creative Effort should be split almost evenly between Marketing and IT Departments. The Marketing Team may create the Content, but the Method in which it's digitally presented can significantly impact its Success. As Digital Marketing becomes more and more Mainstream, the relationship between Marketing and IT Departments is more critical than ever. Marketers want to be the first to market a New Product or Service, but without adequate Technology and Speed, they could fall to their Competitors and be another Latecomer that missed a Chance to become a Leader. That's where the IT Department comes in. Marketers are in need of New Technologies, and IT has the ability to develop and support those Ideas.

In business, Artificial Intelligence has a wide range of uses. In fact, most of us interact with Artificial Intelligence in some form or another on a Daily Basis. From the mundane to the breathtaking, Artificial Intelligence is already disrupting virtually Every Business Process in Every Industry. As Artificial Intelligence Technologies proliferate, they are becoming an imperative for Businesses that want to maintain a Competitive Edge.... Machine Learning is one of the most common types of Artificial Intelligence in development for

Business Purposes today. Machine Learning is primarily used to process Large Amounts of Data quickly. These types of Artificial Intelligence are Algorithms that appear to "learn" over time, getting better at what they do the more often they do it. Feed a Machine Learning Algorithm more Data and its Modeling should improve.

Deep Learning is an even more specific version of Machine Learning that relies on Neural Networks to engage in Nonlinear Reasoning. Deep Learning is critical to performing more advanced functions, such as Fraud Detection. It can do this by analyzing a wide range of factors at once.... Many People think that Cyber Security refers to the Software and Monitoring that protect their Email, Operating System, Network, and Printing Devices from Malicious Attack or Data Theft. True, this is a large and important part of Cyber Security for Business. But Employees also play a significant role in making sure your Company is protected. The Proper Training and Awareness of Best Practices can help prevent many Major Security Breaches....

- DATA MARKETING PARIS 2019 (Held @ Espace Champeret in Paris) on November 20-21, 2019 :  
Main Issues developed during the Conferences

- \* Data Storage and Analysis Technologies
- \* Customer Experience ((UX/ UI Design“!))
- \* Artificial Intelligence (Machine Learning, Recommendation Engine...)
- \* Data Protection (RGPD, Cybersecurity)
- \* Data Management
- \* User Centric Strategy, Retargeting, Personalization
- \* Advent of 5G
- \* E-Privacy 2.0
- \* The Tools of the Modern Marketer
- \* The Cognitive Biases of our Brain and their Application in Neuro-Marketing
- \* Unforeseen Issues to create Values with Data
- \* How to implement a Data Driven Culture in your Company...

- Animated by Aurélien GOHIER (Founder & blogger at BtoB Marketing Sales)
- List of Exhibitors / Companies / Speakers : <https://datamarketingparis.com/2019/les-speakers/>
- Animations :
  - \* Products Workshops
  - \* Startups Innovation Labs
  - \* Masterclasses
  - \* Ask An Experts

Source : Data Marketing Paris 2019 @ Espace Champeret in Paris - On November 20-21, 2019

Ruby BIRD  
<http://www.portfolio.uspa24.com/>  
Yasmina BEDDOU  
<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)