

'Data of now' creates actionable insights

Devon Tighe, VP for data strategy and operations at the Data Alliance and one of the international speakers at the Acceleration Digital Ignition Symposium, believes that digital marketers that want to stay ahead of a crowded and competitive market, need to leverage data from a range of sources to create relevant and personalised customer experiences in real-time.

Tighe says that 'data of now'-up to the minute customer data from a variety of sources-can help enterprises create actionable insights to improve their return on investment from digital marketing by personalising content and messaging to their customer's needs, behaviour and interests in real-time.



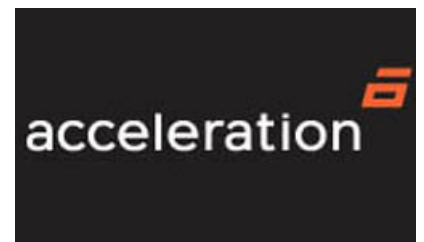
Devon Tighe

Know Your Audience

The main theme of the symposium will be 'Know Your Audience', an imperative that companies cannot meet without access to the right customer data as well as the right tools and processes to make sense of that data, says Tighe. "By connecting data from a range of sources-be it market research, social media, Web analytics, purchase transactions, and mobile devices-organisations can create customer experiences that improve the performance of their businesses."

During her talk, she will aim to demystify big data and outline what it really means for South African marketers. Through real-world examples and case studies, she will show how using data to deliver the right content at the right place and at the right time will help brands to connect with their audiences.

Acceleration's Digital Ignition Symposium in Franschhoek in June 2014 will provide digital executives with practical insights that will help them to create successful marketing, publishing, mobile, social and app strategies for their organisations.



Other speakers lined up for the event are:

- Steve Plimsoll, who is responsible for Mindshare's global technology and data vision
- Jeff Eales, director of Systems & Development at BSKYB and a TV advertising veteran of nearly 40 years.
- Mike Stopforth, CEO of South Africa's social business authority, Cerebra

Says Richard Mullins, director at Acceleration, "The idea that data powers better marketing is transforming businesses around the world. In this symposium, digital marketers will learn how they can become more data-driven and thereby drive better value from their investments into digital marketing. We believe that data is one of the most valuable assets at any marketer's disposal - this Symposium will show how organisations can use it to improve sales, customer satisfaction and profitability."

For more information, go to <http://bit.ly/1t8plAN>.