

# BI for Advertising Analytics

Resources about how business intelligence and big data technology is used to analyze, optimize and personalize online advertising.

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Below we have compiled publicly available sources from around the world that present views on BI for Advertising Analytics.

## Perspectives on BI for Advertising Analytics

### Ready to see behavioral analytics in action?

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- **What The Data-Driven Advertising Market Looks Like In 2017**

Marketers are collectively beginning to take the next step and use data-driven advertising to deliver high-impact campaigns for maximum effectiveness and returns. But what exactly does that mean, and what are the opportunities for marketers?

[Read the article on emarsys.com »](#)

- [Google Will Track Down Credit Card Payments for Advertisers](#)  
[cms-connected.com](#)
- [Beyond the Firewall: Why Business Intelligence Matters To Advertising](#)  
[adexchanger.com](#)
- [How machine learning and smart algorithms are giving brands and advertising edge](#)  
[techworm.net](#)
- [Why Big Data Could Lead To More Risk Taking In Advertising](#)  
[forbes.com](#)
- [10 Trends to Define Marketing in 2015 - Predictive Analytics for BI and the Growth of Native Advertising](#)  
[sourcelink.com](#)

## Services and Consultants

- [Rnked - Business Intelligence for Advertising Agencies](#)  
[about.rnked.com](#)

## Further Reading

- [BI for Advertising Analytics](#) — Resources about how business intelligence and big data technology is used to analyze, optimize and personalize online advertising.
- [Online Behavioral Analytics](#) — Resources about technology used to analyze event data and extract insights about the behavior of users on websites, mobile and other platforms.
- [Predictive Analytics for Marketing](#) — Resources about how predictive analytics technology can help marketers predict user behavior to optimize marketing efforts.
- [Data Visualization for Marketing](#) — Resources about how data visualization technology can help explore, present and report on marketing data.
- [Marketing Dashboards](#) — Resources about how online dashboards can help marketers visualize key KPIs for marketing campaigns.
- [Customer Data Platforms](#) — Resources about customer data platforms, which are technologies that enable central control of customer data, such as profiles, personal information, visitors, email responses, and so on.
- [Marketing Data Integration](#) — Resources about marketing data integration, a

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technology used to integrate multiple data sources in order to derive marketing insights.

- [BI, Big Data and Personalization](#) — Resources about how BI and big data technology can be used to personalize online experiences for users, in order to optimize conversion and user experience.
- [BI and Segmentation](#) — Resources about how business intelligence technology can help marketers perform more detailed and accurate segmentation of users.

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