

Marketing Data Integration

Resources about marketing data integration, a technology used to integrate multiple data sources in order to derive marketing insights.

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

Perspectives on Marketing Data Integration

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- **Why Data Consolidation Is Imperative in 2017**

The explosion of data, coupled with tools used to collect and analyze that data, has fundamentally transformed how we communicate, collaborate and innovate. This post discusses the need for data consolidation as a result.

[Read the article on woopra.com »](#)

- **Why Data Integration Is the Future of Marketing**

[Read the article on data-informed.com »](#)

- **Three More Data Integration Best Practices that You May Not Know About**

This post takes a look at 3 best practices you should know while approaching data integration.

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

- [Will Location Data be the New Currency of Marketing? cms-connected.com](#)
- [Ways to Make Your Data Drive Better Marketing Results insidebigdata.com](#)
- [A Guide to Making Data the Heart of Account-Based Marketing icrunchdata.com](#)
- [Top 4: Marketing Data Integration Benefits | Right On Interactive rightoninteractive.com](#)
- [Data Integration: The Secret Sauce to the Customer Journey salesforce.com](#)
- [Why Data Integration Is Vital for Marketers Trying to Achieve a Single Customer View econsultancy.com](#)

Product Comparisons

- **Choosing the Right Data Integration Tool for Your Business**

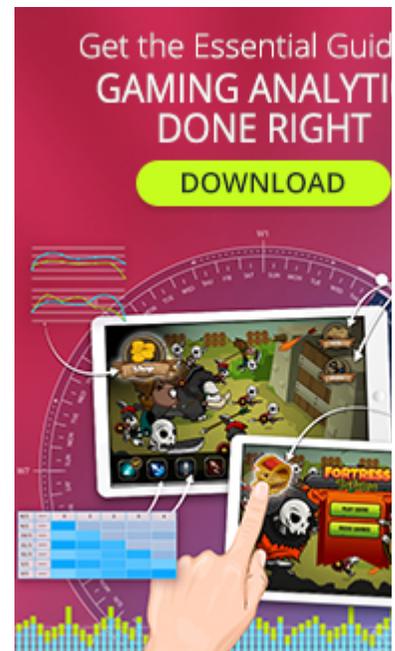
This post examines 5 types of data integration tools and their compatibility to various business.

[Read the article on woopra.com »](#)

Further Reading

- [BI for Advertising Analytics](#) — Resources about how business intelligence and big

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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 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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