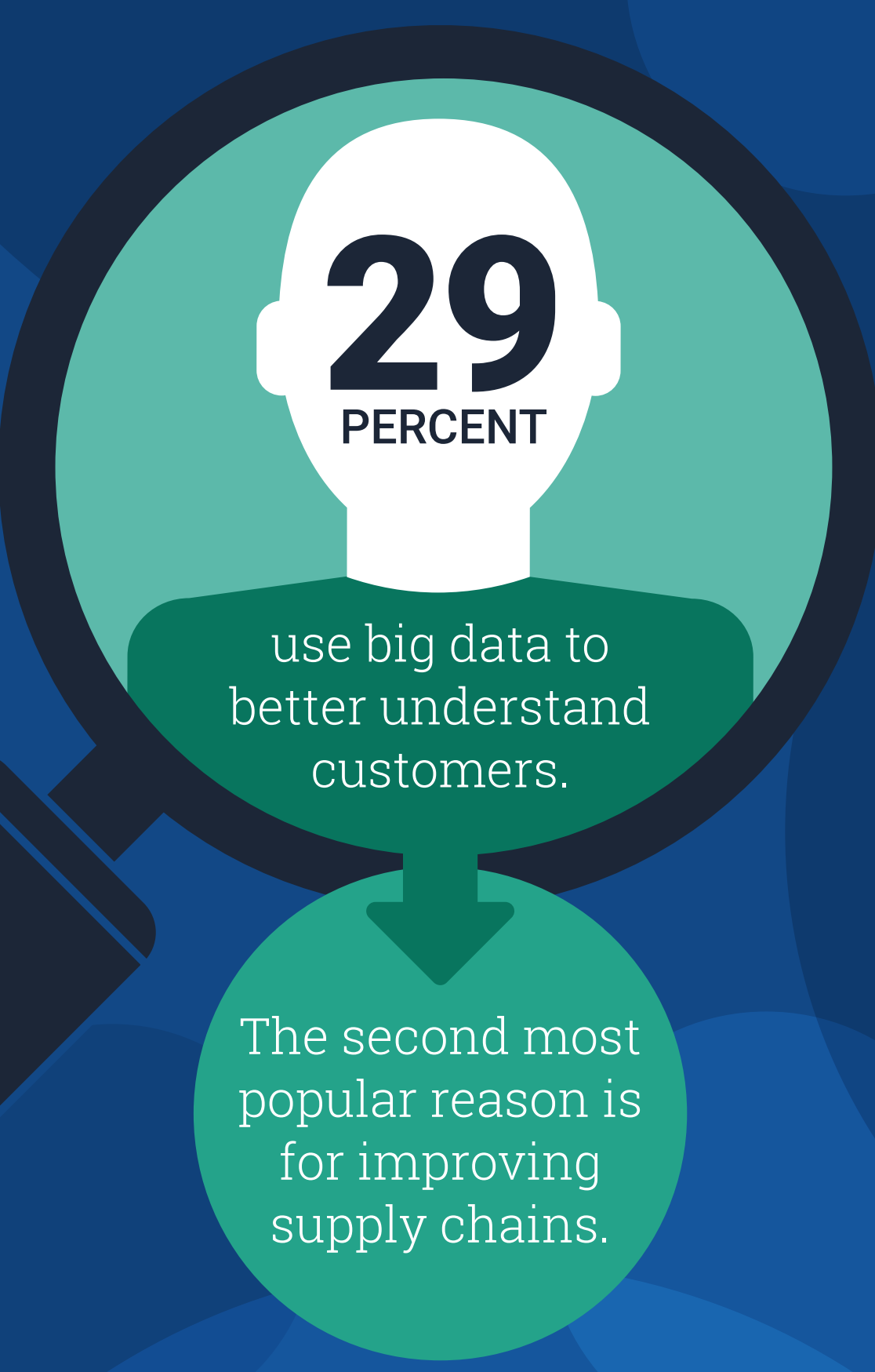
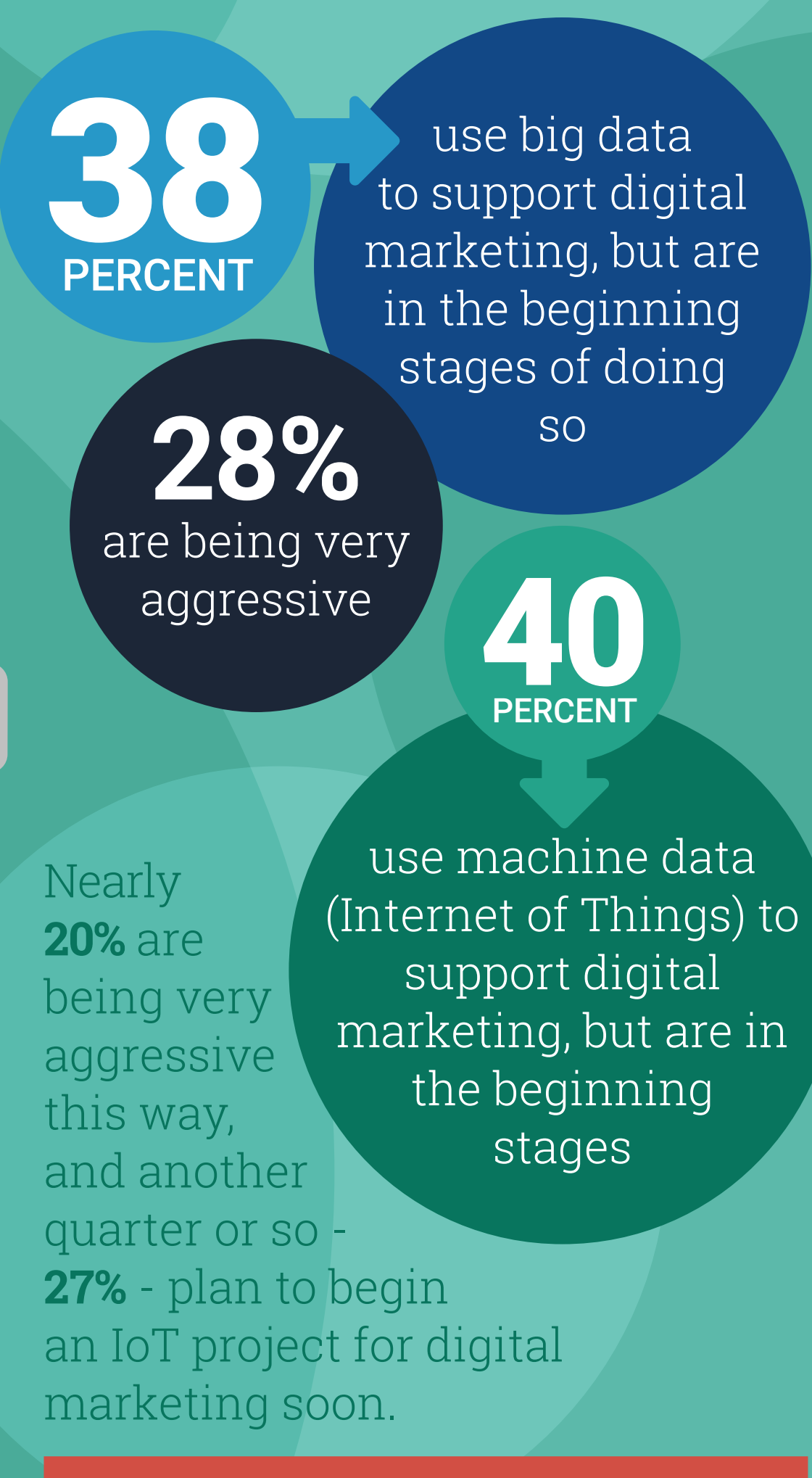
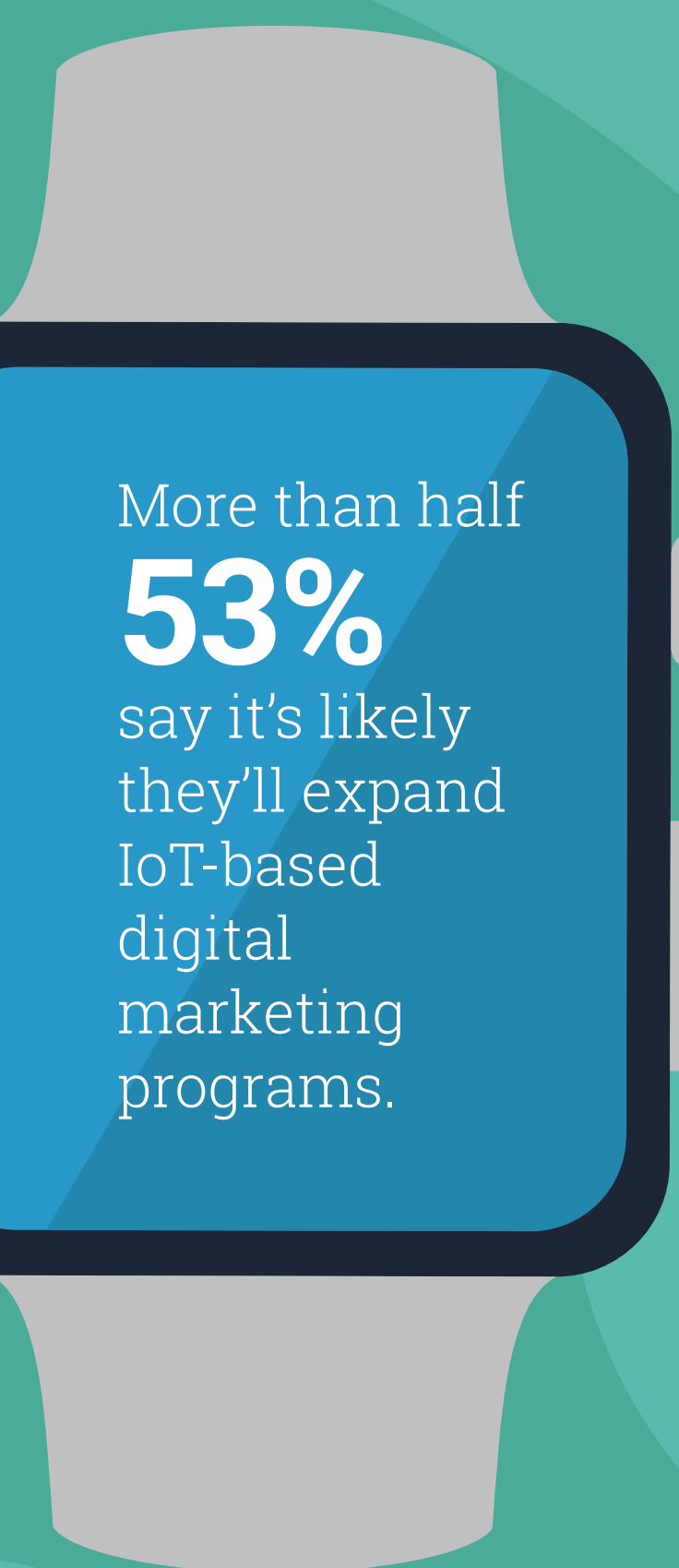
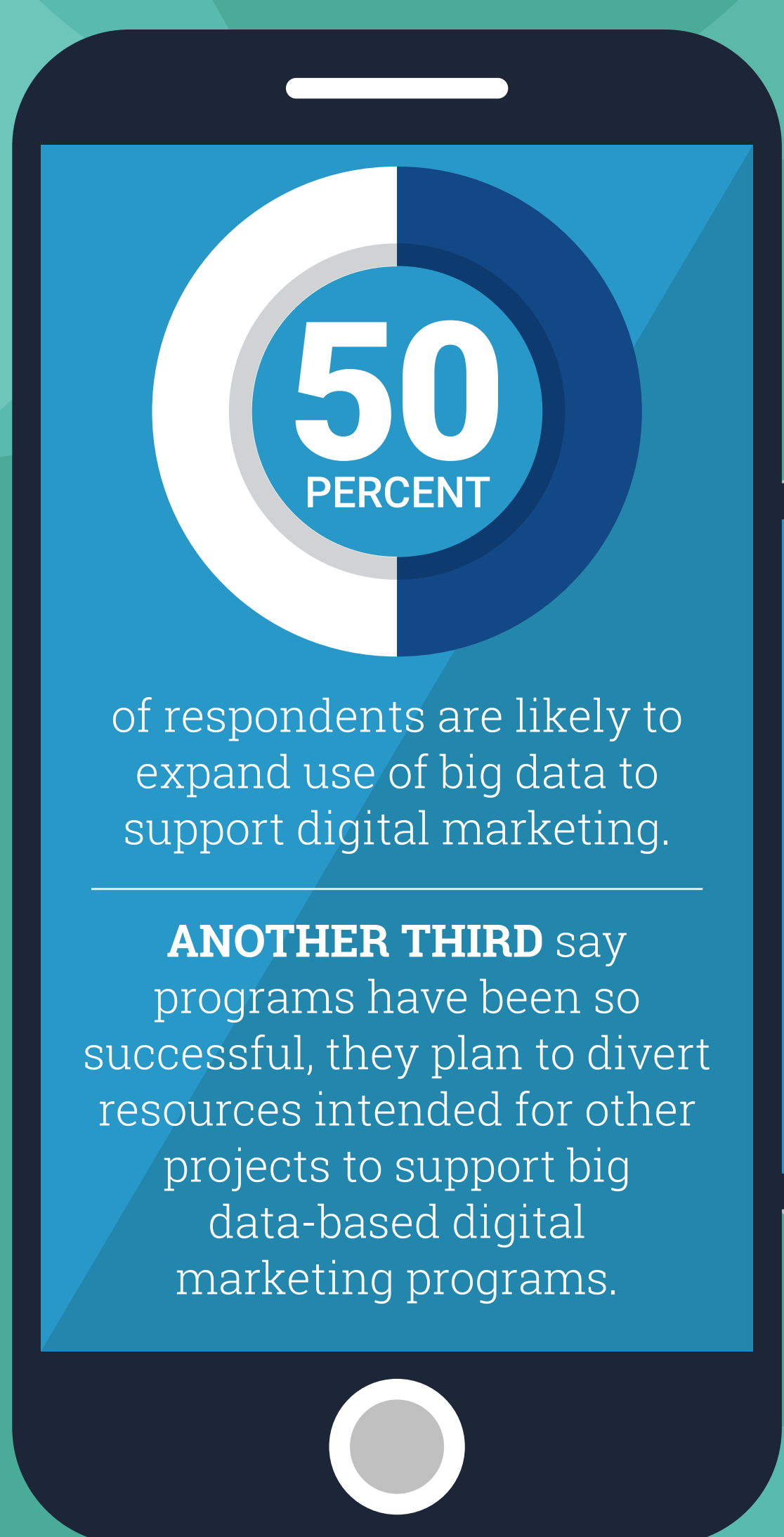


BIG DATA, IOT & CLOUD

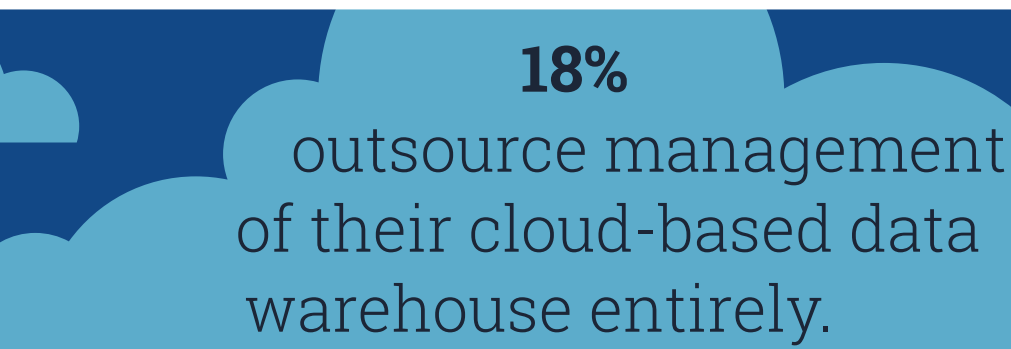
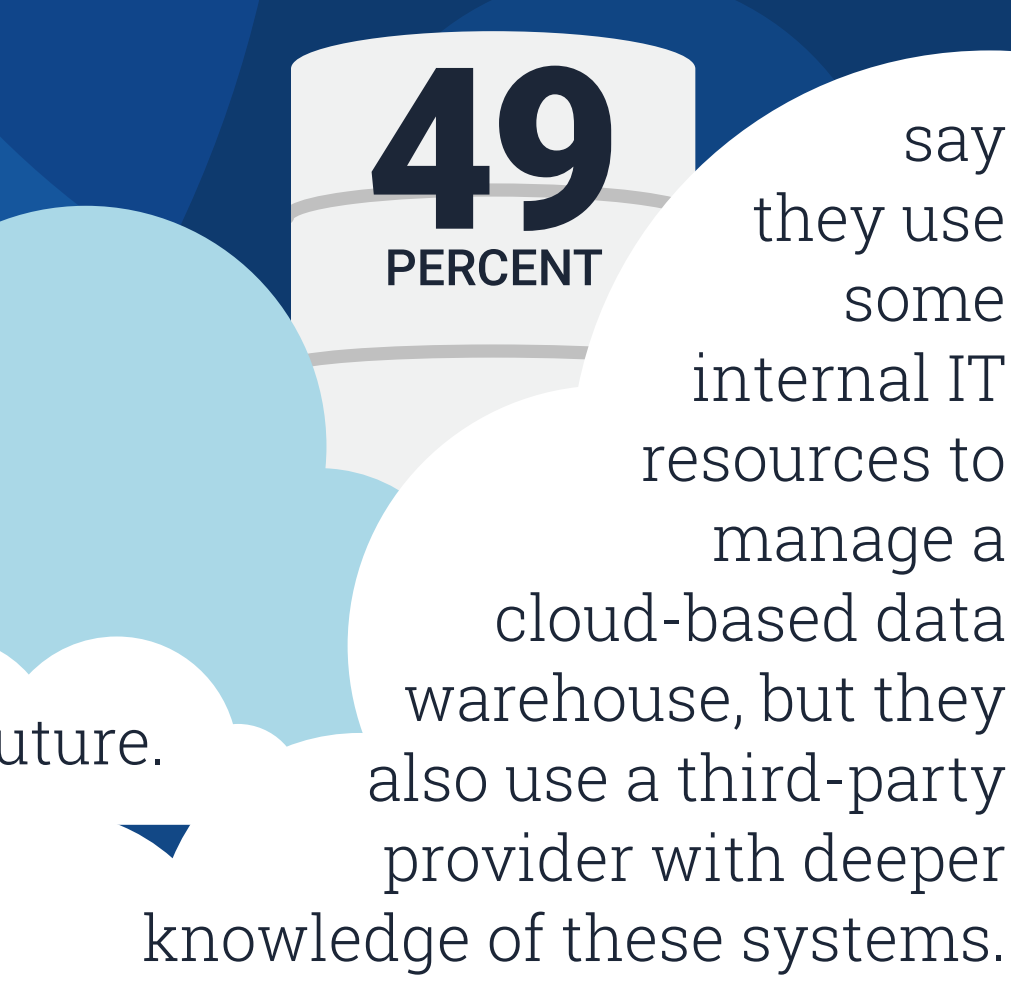
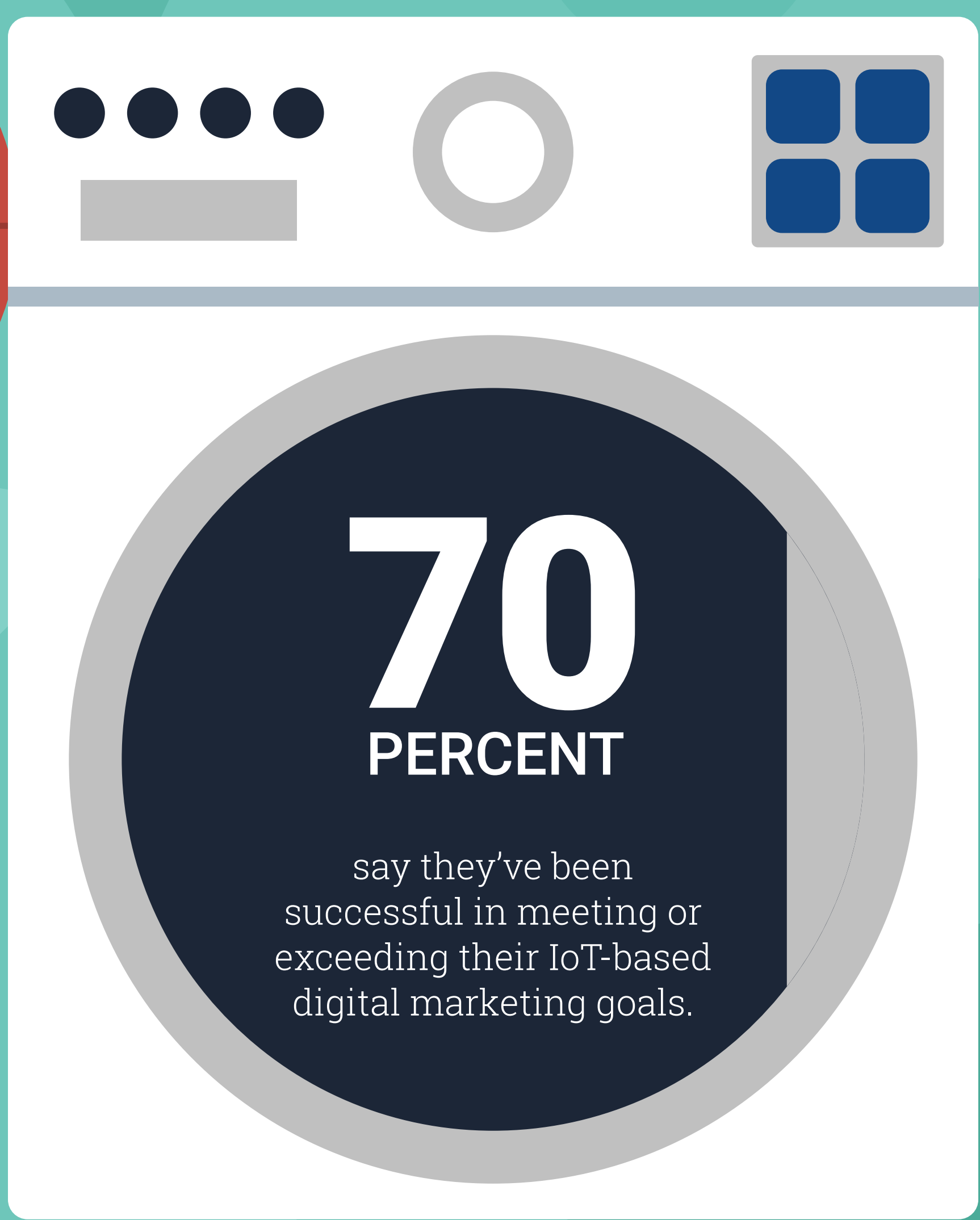
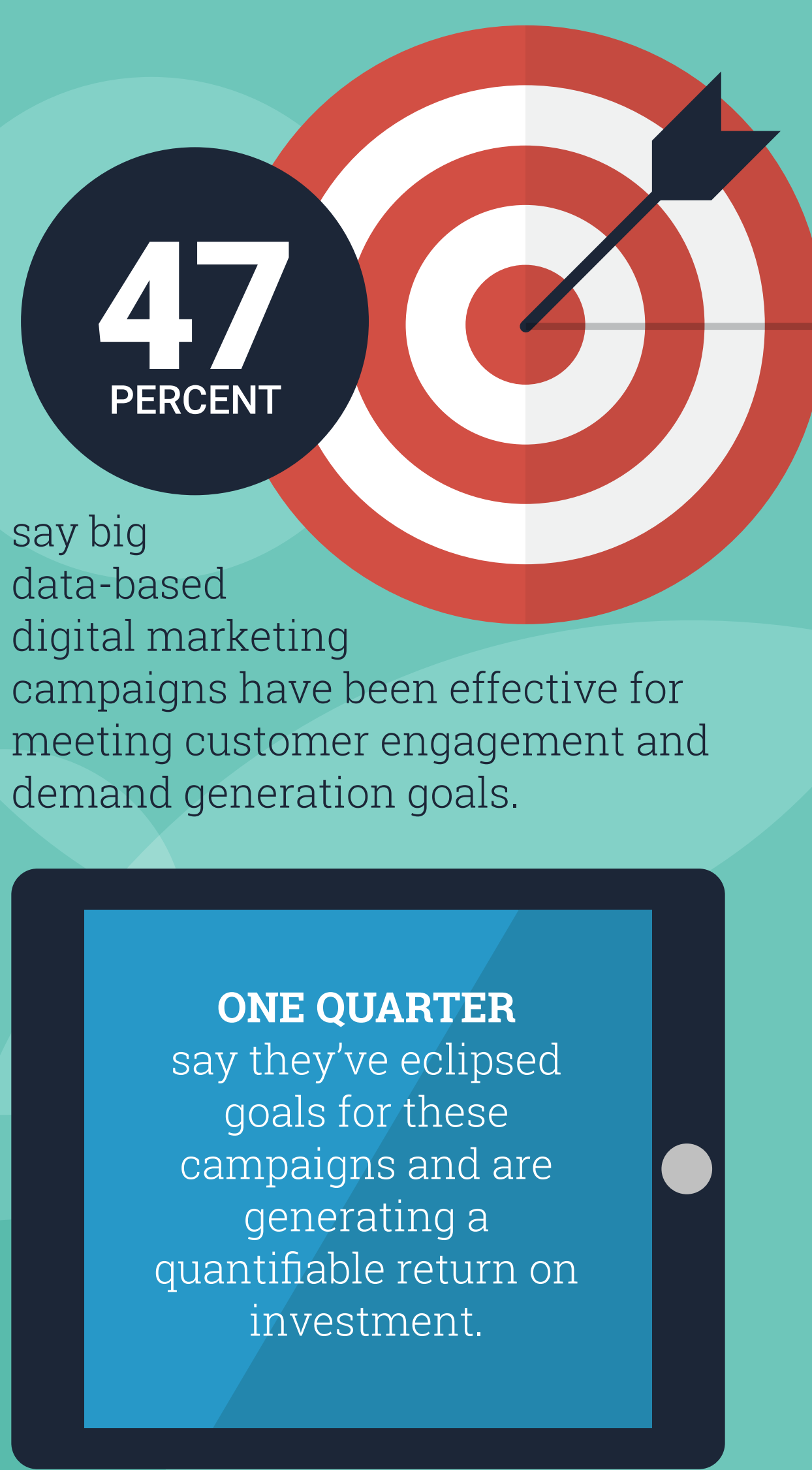
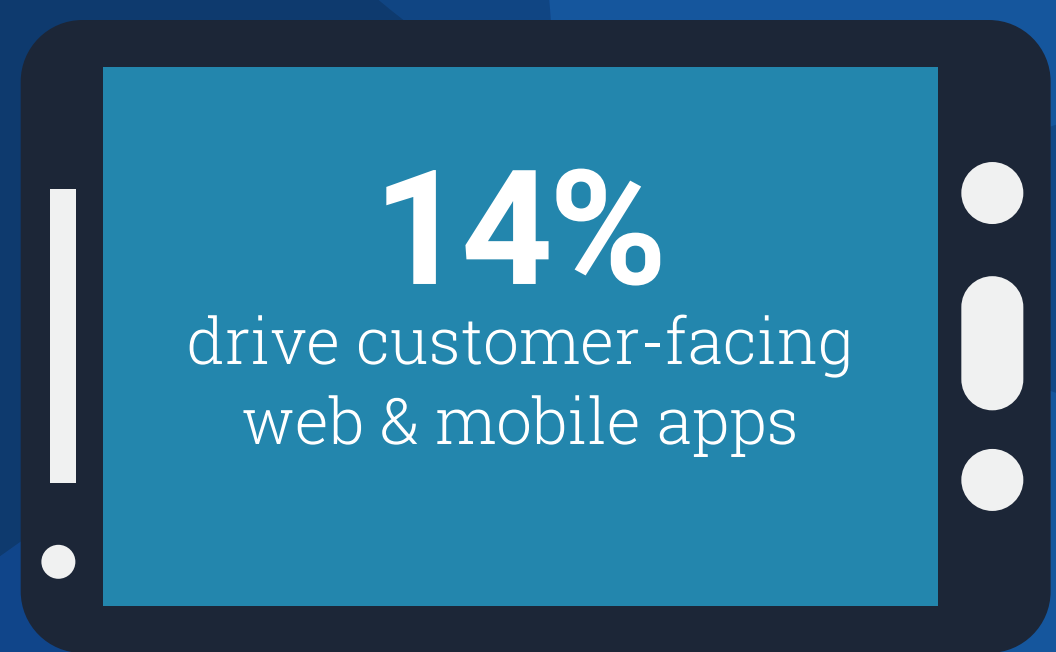
ARE DRIVING DIGITAL MARKETING

Big data, IoT and cloud are the hottest trends in technology, their applications numerous, from improving science and research to optimizing sports team performance and aiding law enforcement. In the business world, these technologies have become a primary driver of digital marketing initiatives. Massive data volumes, sourced from websites, apps and machines, enable marketers to develop highly targeted digital campaigns and promotions.

2nd Watch has completed a survey of 500 IT and marketing professionals in large and midsize companies regarding the use of big data, Internet of Things (IoT) and cloud-based data warehouse technologies to support digital marketing plans and programs. The results indicate growing confidence in the use of these technologies and success deploying them.



Top uses for IoT in digital marketing



35% cite flexibility. **26%** say scalability.