

# DEMYSTIFYING THE DATA LAYER:

The Transformation of Marketing Data Infrastructure\*

The marketing technology stack is undergoing a profound transformation. And a robust data foundation is central to making it work for you - one that easily integrates with the marketing ecosystem and delivers on multiple use cases, including insights and measurement, activation, and optimization.

**Determining how to achieve your future marketing goals is no longer a mystery!**

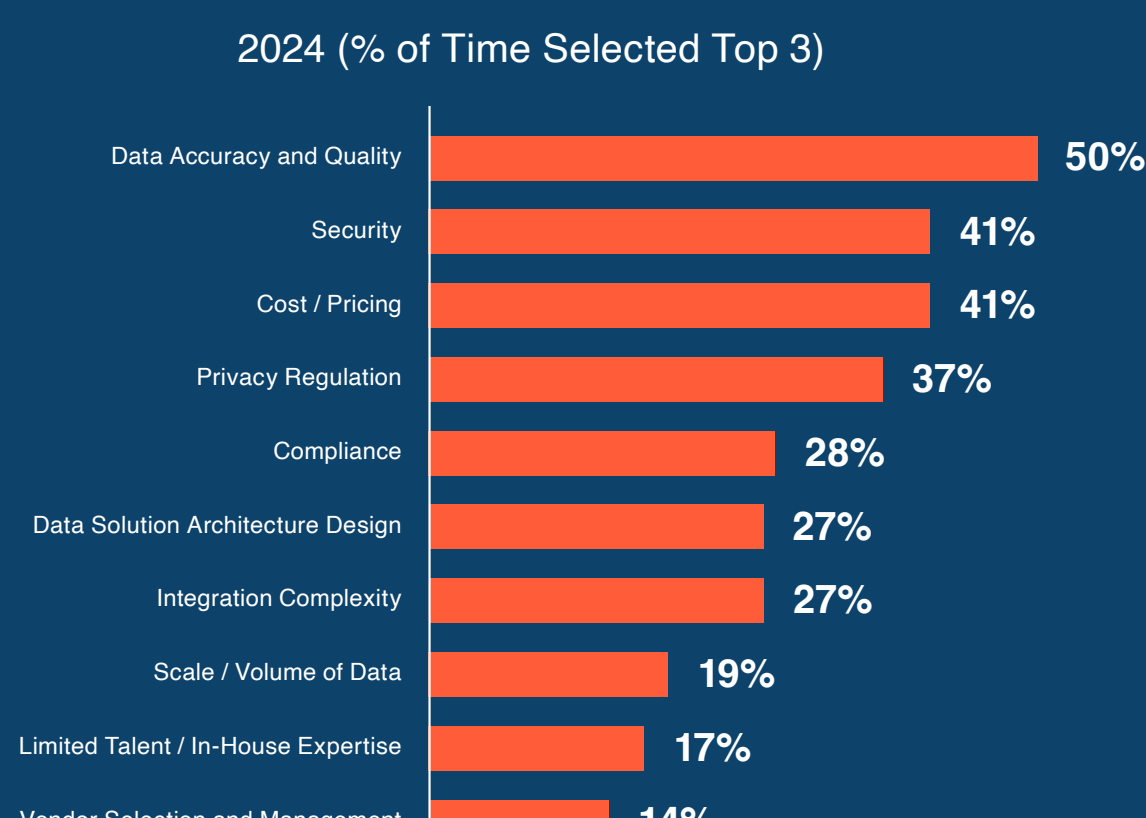
The purpose of this research was insight into the rapidly evolving and increasingly complex data layer of the marketing ecosystem, with a specific focus on the trends shaping the state of data infrastructure investment, understanding the ongoing transformation and its trajectory for the future.

**Here are some of the highlights:**

## 5 KEY Elements to Make the Transition

- 1 Shift toward cloud-based environments.
- 2 Design and establishment of persistent first-party identity graphs.
- 3 Evolution of CDPs from systems of record to unified intelligence and data management platforms.
- 4 Growing demand for data clean rooms to enable collaboration within and across brands and media providers for targeted planning, analysis and measurement.
- 5 Addressing challenges in content and audience data adoption and integration, particularly structured and unstructured data.

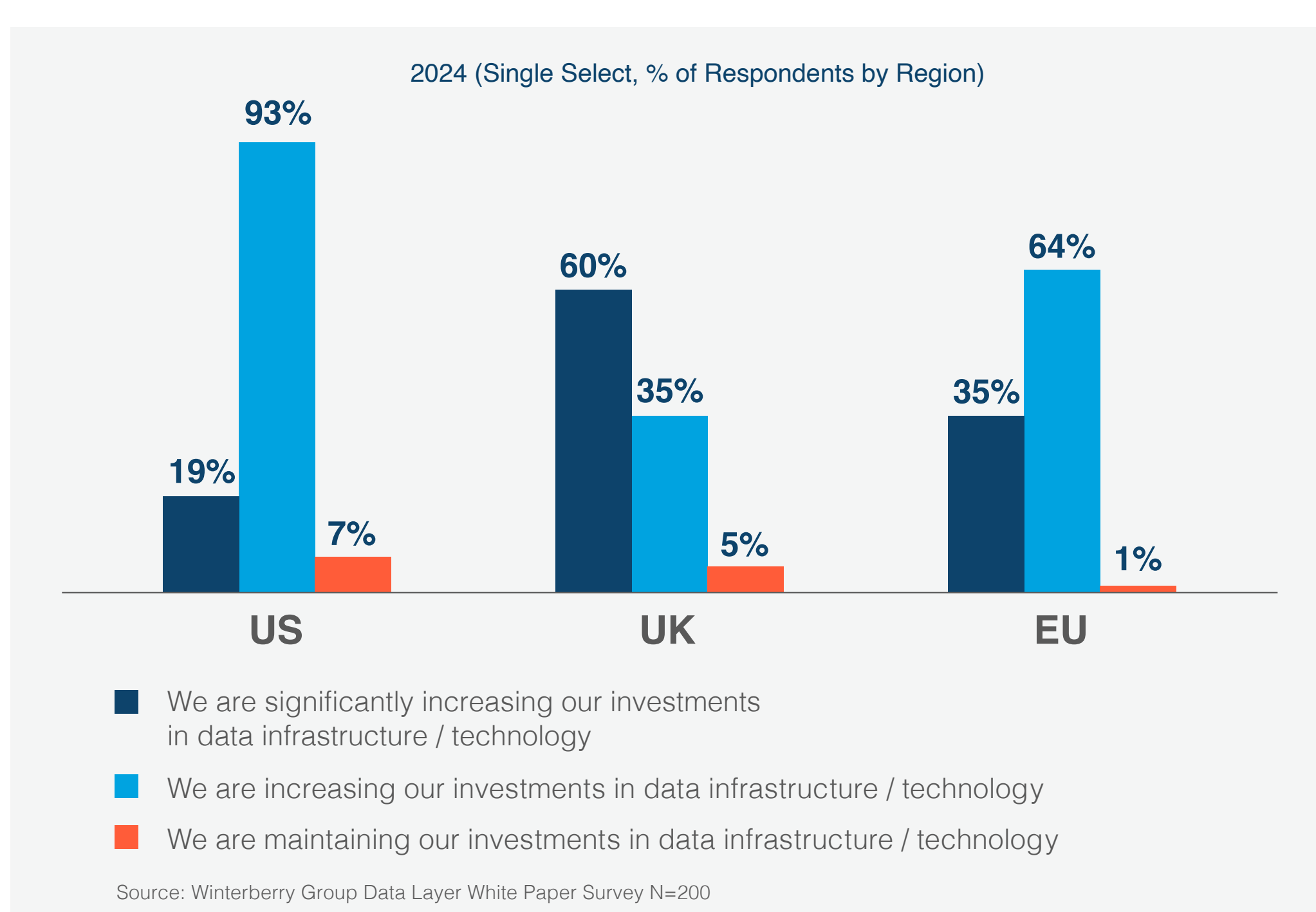
**50% say data accuracy and quality top barriers to effectively leveraging data and data infrastructure to support marketing**



Source: Winterberry Group Data Layer White Paper Survey N=200

## Solving the 200 Use-Case Maze

“Since the digital era began, the number of marketing use cases has expanded to over 200 detailed requirements. Without strategic prioritization of these use cases, organizations struggle to develop a prioritized roadmap that defines the data architecture requirements and detailed investment rationale.”

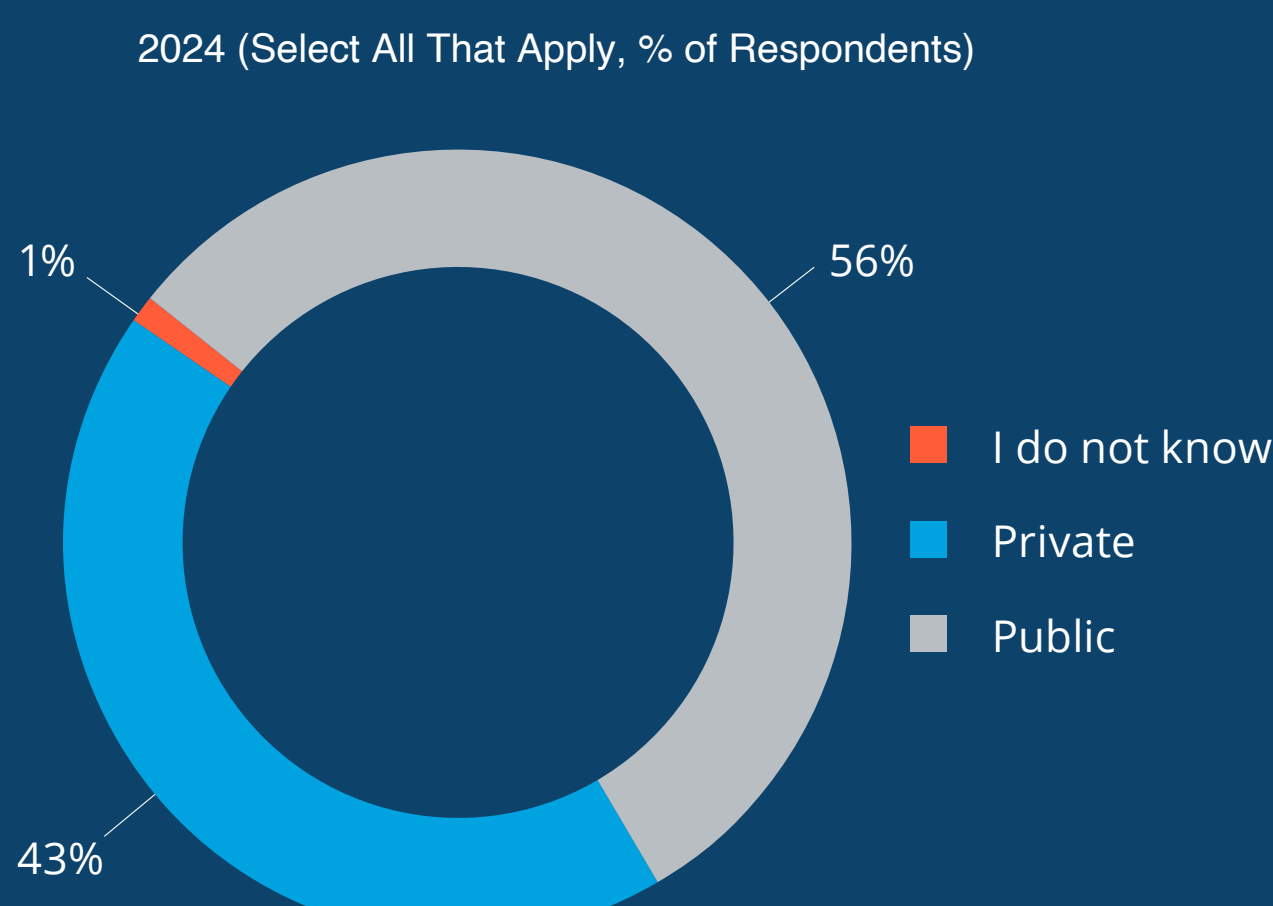


Source: Winterberry Group Data Layer White Paper Survey N=200

**Is your organization increasing, maintaining, or decreasing investment in data infrastructure and technology?**

**Overall 93% in US say they are increasing investments**

**99% leverage generative ai for either content production or data**



Source: Winterberry Group Data Layer White Paper Survey N=200

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