

A new approach to data infrastructure can double the number of highly personalized interactions, which will more than double performance.

# Purposeful Data Drives Optimal Ad and Marketing Performance

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## Introduction

Today's marketing organizations are swimming in customer data: click streams, sentiment, second and third party, performance, transactional, and more. But is it the right data with a common identifier across all the sources? Many marketing use cases demand a broader spectrum of data than can be found in marketing databases alone. Attributes such as purchase histories, return rates, financial standing, loyalty ranking, support status, call center sentiment, and more can make the difference between low- and high-performing interactions. Even with access to the full enterprise customer data set, marketers can find themselves with an abundance of data that is difficult to activate for real-time personalization at scale across advertising and marketing channels. Marketers need an infrastructure that delivers purposeful data for better outcomes with faster measurability than fragmented legacy architectures.

Purposeful data payloads are created on the fly to address all the attribute requirements of marketing and advertising use cases. The data is delivered in milliseconds to make the right offer, with the right content, at the right time, in the preferred channel for every customer interaction. Real-time purposeful data is only possible with integrated data and activation layers that can serve every customer-facing function in the business and is essential to improving customer experiences.

## AT A GLANCE

### KEY TAKEAWAYS

Integrated cloud data platforms with marketing clouds can enable true audience identification, real-time analytics, and personalized experiences at scale. Benefits at representative companies have included:

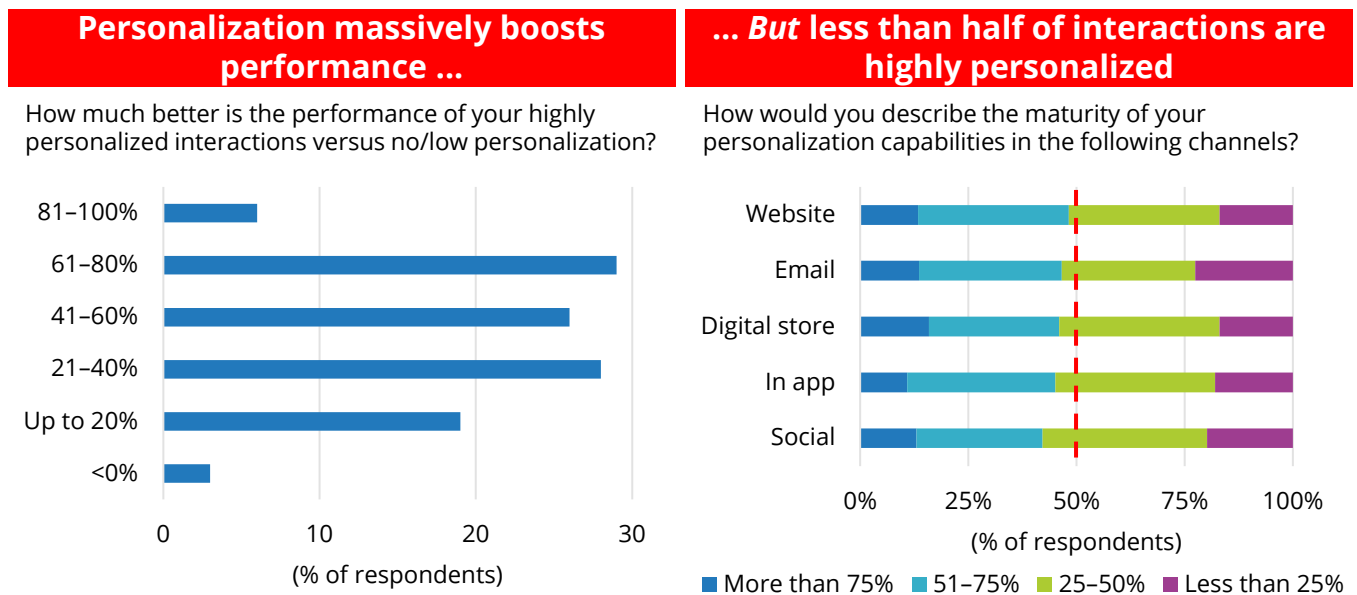
- » £4.2 million in incremental revenue
- » 90% faster decision-making
- » 70% reduction in manual audience-building activities
- » 15% churn reduction

(Source: *From Adoption to Advantage: Experiences of Data Clean Room Innovators, 2025*, IDC #US51488924, June 2025)

### The Power of Personalization

IDC research reveals a fundamental gap: Personalization dramatically boosts performance across all customer interactions, but less than half of marketing interactions are highly personalized. These findings have been consistent for five years running, which indicates that current infrastructure and marketing practices are insufficient. This disconnect stems from the operational silos that prevent data teams from enabling real-time marketing activation and marketing teams from accessing the full depth of customer intelligence residing in enterprise data warehouses. Organizations continue to rely on multiple disconnected tools to manage customer data, which can severely limit personalization and performance (see Figure 1).

FIGURE 1: *The Power of Personalization*



n = 201

Source: IDC's CX Path Survey, 2025

The opportunity is obvious: Double the number of highly personalized interactions, and you more than double the performance of each interaction, which compounds across the customer journey from click rates to cart value to loyalty and lifetime value.

The transformative opportunity goes beyond advertising and marketing. The transition from siloed operations to integrated ecosystems represents a transformative opportunity across the front office for organizations. There are numerous front-office functions including sales, merchandising, finance, service, and support that each captures unique customer attributes that should be available as an enterprise customer data mesh to improve performance across all of them. Customers can interact with many of these functions and the systems that support them in a matter of minutes. If an organization's data isn't fast enough to keep up with its customers, their experience degrades and opens the door for them to switch providers.

Clearly, an intelligent data mesh infrastructure that can orchestrate customer data activation throughout the enterprise is essential to customer experience and brand equity. Modern data platforms paired with modern marketing clouds enable qualitatively new capabilities. Colocated feature stores, deterministic identity linkage, and a low-egress activation fabric create a technical pathway from persistent records to near-real-time applied intelligence. This combinatorial mechanism shortens action cycles, reduces pipeline overhead, and enables activation patterns that neither layer reliably supports alone.

### **Infrastructure Consolidation Unleashes Greater Speed and Precision**

The demands of real-time personalization require a more efficient architecture than traditional SaaS stacks. Ideally, the data activation engine operates natively within a data warehouse environment to avoid data transfers between separate systems. This integration brings marketing capabilities — including identity graphs, AI tools, audience modeling, and media activation — directly to where customers' data resides. Such a solution can utilize data clean room technology to create a secure, privacy-compliant environment where marketing intelligence can enrich and activate customer data from multiple partners without moving it outside of the data warehouse. This approach allows marketers to enrich, expand, and activate their first-party data and deliver richer personalization across all paid media while maintaining data governance and security standards.

The technical advantages of this approach include:

- » **Best-of-breed component selection:** Organizations can leverage data warehousing and analytics capabilities alongside specialized marketing automation and AI tools to provide a purpose-built solution with architectural efficiencies (e.g., reduced pipeline maintenance when features are colocated) and proprietary differentiators (e.g., deterministic identity graphs and sustained intent models).
- » **Data governance:** Instead of requiring data movement between systems, the integration allows marketing operations to occur where enterprise data already lives, maintaining existing data governance frameworks and reducing security risks.
- » **API-first integration:** This approach enables seamless, data-driven, programmatic activation from the data warehouse, suggesting standardized API connections that don't require custom integration development.
- » **Data residency and integration:** This enables first-party, second-party, and third-party data to combine within a single environment. This creates operational flexibility and reduced latency, breakage, and cost while maintaining security.
- » **Measurement:** The model also supports deterministic identity matching and campaign optimization directly within a data clean room environment, which improves the speed and accuracy of performance reporting.

The integration of cloud data platforms with marketing clouds exemplifies the  $1 + 1 = 3$  synergy that transforms marketing performance. Organizations can achieve optimal results when data infrastructure capabilities like identity resolution, privacy-preserving collaboration, and real-time analytics are seamlessly integrated across all channels. This convergence enables persistent audience identification that results in consistently high levels of personalization and targeting precision that drives substantial improvement in business outcomes.

For marketing and advertising executives, this integration is less about consolidating vendors and more about true optimization: making data and resources accessible, enabling activation across channels and teams, and tailoring processes for measurable impact. The most effective organizations are inherently customer centric: They focus on

recognizing key customer signals and orchestrating real-time, cross-channel campaigns so that all customer-facing functions in the business can provide an outstanding, holistic brand experience.

## Benefits

### Quantifiable Business Impact Through Integration

Organizations successfully implementing integrated data marketing platforms are achieving measurable results that demonstrate the value of convergence. In *From Adoption to Advantage: Experiences of Data Clean Room Innovators, 2025* (IDC #US51488924, June 2025), we offer a few examples of measurable outcomes from the integration of cloud data platforms with marketing clouds:

- » **Revenue impact:** £4.2 million in incremental revenue generation within months of implementation for a British publisher
- » **Operational efficiency:** 90% faster decision-making and 70% reduction in manual audience-building activities for a North American publisher
- » **Customer retention:** 15% churn reduction from improved retargeting at a quick service restaurant
- » **Campaign performance:** Enhanced match rates, from 22% to 58%, through compliant data for a publisher

Other benefits include cross-partner data collaboration, which unlocks new audience opportunities and supports advanced predictive analytics, and automated governance, which ensures compliance at scale.

## Considerations

Organizations seeking to deploy integrated data marketing platforms should factor the following considerations into their thinking:

- » **Organizational readiness** forms the foundation for successful transformation. Organizations must ensure cross-team alignment around common goals, implement robust change management processes, and establish clear ownership by executive leadership before beginning technology implementation. Comprehensive data audits and inventory assessments should precede any platform selection to understand the current state and requirements.
- » **Data readiness** requires rigorous up-front validation to prevent project failure. IDC research shows that 65% of failed integrations stem from poor data quality, mismatched identifiers, or privacy gaps. Organizations must invest in thorough auditing processes, partner education programs, and tiered access controls to mitigate these risks.
- » **Technology integration complexity** demands careful planning to achieve seamless operations. Success depends on implementing API-first architectures that enable native data warehouse operations, avoiding complex custom integrations and identity mismatches that can undermine performance and scalability.
- » **Privacy and compliance management** becomes increasingly complex with integrated platforms. Organizations must deploy automated policy engines to handle global privacy regulations such as GDPR and CCPA, as manual compliance reviews create significant operational bottlenecks that can impede real-time marketing activation.




- » **Measurement framework development** requires establishing clear KPI alignment between marketing and advertising and comprehensive multitouch attribution systems. These frameworks are critical for accurately measuring ROAS and ROI, quantifying success across channels, and driving ongoing campaign optimization.

## Conclusion

Integrated marketing and data clouds dramatically boost advertising and marketing performance. A flexible marketing cloud and customer data warehouse infrastructure is the most effective way to provide the real-time data needed to deliver highly personalized interactions at scale across channels. However, effective marketing transformation requires a clear vision of the purpose for setting strategic priorities, aligning cross-functional teams, and integrating data, technology, and processes. Seamless data integration breaks down silos and enables real-time insights into a wide range of KPIs related to revenue impact, operational efficiency, campaign performance, and customer experience. As a result, advertising and marketing teams can respond rapidly and consistently to customer signals and optimize campaigns in flight. However, success depends on a fundamental shift from fragmented, reactive marketing to unified, predictive customer engagement.

By connecting data to marketing execution, organizations can go from throwing darts in the dark to laser-guided precision.

## About the Analysts

	<p><b><i>Roger Beharry Lall, Research Director, Advertising Technologies and SMB Marketing Applications</i></b></p> <p>Mr. Beharry Lall is an engaging speaker and opinionated commentator and delivers a variety of reports (competitive assessments, market forecasts, maturity models, best practice guidance, etc.) to vendors and brands across the industry.</p>
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	<p><b><i>Lynne Schneider, Research Director, Data Collaboration and Monetization and Location and Geospatial Intelligence</i></b></p> <p>Ms. Schneider's core research coverage in DaaS includes data sourcing and delivery services from traditional and emerging data providers along with evolving data aggregation and dissemination platforms.</p>

## MESSAGE FROM THE SPONSOR

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For more information, please visit [www.zetaglobal.com](http://www.zetaglobal.com).



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