**Use An Audience Data Hub to Turbocharge Your Marketing Agility**

One of the biggest challenges for senior marketers today is to understand and execute a personalized user experience across multiple channels and media. By understanding the behaviors of those who have a relationship with their brand, marketers can personalize engagement to create a roadmap that will improve their marketing results.

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<https://www.marketingweek.com/how-can-you-use-an-audience-data-hub-to-turbocharge-your-marketing-agility/?cmpid=em~newsletter~breaking_news~n~n&utm_medium=em&utm_source=newsletter&utm_campaign=breaking_news&eid=9507653&sid=MW0001&adg=2AC8A035-C992-4CB7-A0B3-6D44A77C1AD7>

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