

# Data Management Platforms That Can Power 360° Analytics

## Does your DMP have the features to power 360° analytics?

In fact, very few DMPs enable the ingestion of multichannel, multisource data that 360° analytics requires. When evaluating a DMP for 360° analytics, make sure it includes the following features—or it won't power the type of robust analytics you need to succeed.



### Predictive

- Allows you to immediately add or edit an audience.
- Provides a comprehensive targeting profile of likely converters including shopping, geographic, and demographic attributes.



### Executable

- Generates meaningful analytics before you spend a penny on media.
- Executes real-time targeted media against that audience through closely integrated channel partners.



### Connected

- Provides a central hub to ingest all first-party and third-party data.
- Delivers a plug-and-play platform for one click media execution.
- Offers pixel-less data transfer with pre-integrated media partners.



### Always On

- Provides active real-time analytics to replace spreadsheets.
- Optimizes campaigns on the fly based on real-time audience data.