



Marketing Engagement and ROI

Improve campaign performance with trusted data and real-world insight

Fragmented data. Declining precision. Rising expectations.

Engaging the right audience at the right time requires more than creative execution—it demands accurate, privacy-compliant data enriched with real-world context. But today's marketing landscape presents new challenges:

As third-party cookies are deprecated and regulations evolve, marketers are losing access to traditional targeting methods. Meanwhile, data silos, missing context, and inconsistent identifiers lead to inefficient segmentation, wasted spend, and unclear ROI.

Without location-aware, behaviorally enriched insights, marketers struggle to connect their strategy with real-world performance. And with customer acquisition costs continuing to rise, precision and efficiency have never been more important.

In 2025, 76% of organizations increased their data analytics investment in digital acquisition costs rose by 19%, while 53% of marketing leaders cited data fragmentation as their top performance barrier.*

Today's marketers need accurate, enriched, and compliant data that spans the entire campaign lifecycle—from segmentation to activation to measurement.

*<https://marketinglrb.com/blog/statistics/data-driven-marketing-statistics>

Unlock smarter segmentation and measurable results

Precisely empowers marketers to move from disconnected data to precise, actionable intelligence.

Our solutions enrich customer and audience data with a blend of spatial, demographic, and behavioral context—standardized and linked via persistent location identifiers. You can segment audiences more effectively, activate campaigns more strategically, and tie performance to real-world outcomes with confidence.

From understanding where consumers engage to tracking how they respond to campaigns in aggregate, Precisely delivers end-to-end insight that helps marketing teams reduce waste, improve ROI, and move faster.

All data is privacy-safe, structured for integration, and designed to enhance—not replace—your existing customer and platform data. Whether you're enriching audiences or optimizing local media activation, Precisely simplifies data prep and amplifies results.

Key Benefits

Armed with enriched, location-aware insight, marketing and media teams can:

- Build smarter segments using demographic, behavioral, and spatial data
- Reduce acquisition costs by aligning targeting with real-world patterns
- Improve ROI by measuring outcomes like store visits and campaign lift
- Activate audiences more quickly across marketing platforms
- Eliminate manual enrichment steps and streamline workflows
- Deliver more personalized, relevant experiences to customers

Ready to get started?

Want to speak with an expert or learn more about how Precisely can help improve your marketing engagement and performance? [Get in touch today.](#)