

NEW YORK, Sept. 18, 2013 /PRNewswire-iReach/ -- It shouldn't come as a surprise that some industries have felt the impact of the digital revolution of the past decade more dramatically than others— and the CPG market is at the top of the list.

In an effort to provide some insight into the new world of CPG marketing, Rachel Meranus, MediaMath's SVP of Marketing, authored three new blog posts as part of a series developed to [help marketers](#) understand how to drive more effective shopper experiences.

"From Soap Operas to ZMOT: The Evolution of CPG Marketing," the first in the series, starts the conversation by noting the progression of how big CPG brands reach their target customers. The prime real estate has gone from the daytime television commercial breaks to the multiple channels that now comprise our competitive digital space.

The next two posts, "What to do With Shopper Data to Create an Effective 1:1 Conversation" and "Why Shopper Insights Mean Much, Much More than Consumer Trends," emphasize the importance of leveraging big data to create shopper-centric experiences. Through research and real-world examples, Meranus discusses why extracting the *right* insights to create personalized conversations leads to customer loyalty, and how parsing through customer data enables a competitive edge over those relying on more general consumer research.

To read the complete posts, [visit MediaMath's blog](#) .

MediaMath recently unveiled its new blog, featuring rich visuals and expert content on the topics and ideas driving and challenging digital marketing strategies today. MediaMath not only offers marketers the technology – its TerminalOne [Marketing Operating System](#)™ - that enables

them to activate data insights to make smarter business decisions and execute high-performing campaigns, but now also the content to inform their strategies and help them grow their business.

About MediaMath

Based in New York with 12 locations across five continents, MediaMath develops digital marketing technology and offers deep industry expertise, enabling marketers to connect with consumers individually and at scale across the entirety of the world's digital media. MediaMath's TerminalOne Marketing Operating System™ enables marketers to customize their own technology infrastructure and leverage their data and industry data in the planning, execution, optimization and analysis of digital marketing programs, resulting in smarter decisions that grow their business. Powering the operations for thousands of marketers, including those representing 55% of the Fortune 100, TerminalOne enables its users to drive transformative business results across the entire digital ecosystem.

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