



Marketers Say Campaign Data Is Reliable for Two Years

Posted by [Derek A. Lackey, Editor](#) / August 23, 2018

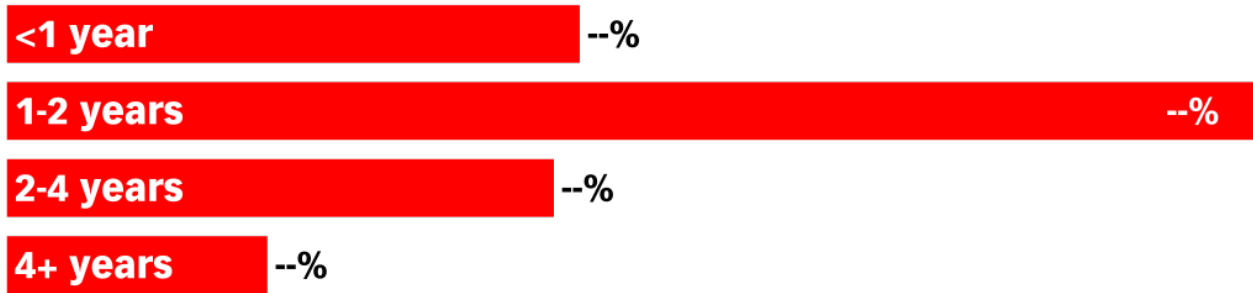
User information eventually becomes outdated

Like a carton of milk, campaign data eventually expires.

While carrying out ad campaigns, marketers and their vendors often collect demographic, behavioral, location and purchase data about the users they serve ads to. This data can be reused by marketers to retarget ads and inform the key performance indicators they choose for ensuing campaigns. But eventually the data becomes outdated and inaccurate.

How Long Do US Marketers Consider Data to Be Reliable for Use in Their Ad Campaigns? April 2018

% of respondents



Note: n=200; numbers may not add up to 100% due to rounding

Source: -----

Aug 8, 2018

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In an April survey of US marketers conducted by LoopMeandSapio Research, about half considered data reliable to utilize in ad campaigns for one to two years. Less than one-third said data is usable after two years. On average, respondents felt data is reliable for campaign use for 1.9 years.

The surveyed marketers said...

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