



*Event Recap | March 2017*

**Luncheon:**  
Using Big Data to Improve  
Your Business

The MCMA is devoted to one overarching mission of helping our members meet the challenges of today's magazine publishing industry. We strive to be the resource that helps our members achieve excellence and success in media and content marketing – a place to share, to learn, to ask, to give, to get, and to meet fellow marketers, swap similar war stories, and see successful breakthroughs. In part, that means hosting a number of networking and education opportunities that help you strengthen your hand and sharpen your skills. It also means bringing you experts in a variety of relevant fields so you can hear the latest trends and tactics straight from the source.

**Last month**, we hosted a webinar on “Marketing to Millennials” and discussed how to meet the marketing expectations of younger generations in their over-the-top, omni-channel world. **This month**, we gathered a panel of experts at The Princeton Club of New York to discuss how to leverage big data for your company's benefit and answer the questions that matter to you, our audience. Of all the insights uttered through our panel, our guests agreed that you need to understand the data in order to find insights, either let the data drive the questions or the questions drive the data, and not leap too far ahead, using engagement metrics to move through the sales funnel.

### **“What do you think was the biggest takeaway for today's audience?”**



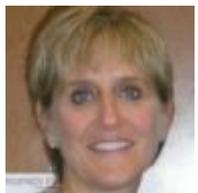
**Meg Estevez** | *Vice President, Corporate Director, Audience Development | NewBay Media, LLC*

"I think it has to be my last point: make sure you have the right person looking at the data and gaining insights from it. You need to go into it with a question; don't just gather data."



**Sylvia Sierra** | *Data Consultant*

"I think today's great takeaway is that you really need to have an organizational understanding of a plan to use data in order for the data to work for you."



**Carrie Bourke** | *Director, Customer Analytics & Insights | Harvard Business Publishing*

"I think it's keeping it simple; making sure you ask the business questions first before you start diving into the data. Understand your business questions, see what you already have, see what can be surfaced via reporting or a dashboard, and then build out from there."

### **Mark Your Calendars for our Upcoming Events:**

April Luncheon (April 19, 2017) – *The Princeton Club of New York*

MCMA Day (May 11, 2017) – *The Princeton Club of New York*

Networking Cocktail Party (June 2017) – *TBD*