As Marketing embraces dynamic, real-time targeting, and incorporates new sources of data both from within the enterprise and externally, volumes, variety, and velocity are expected to grow rapidly.

Sixty-seven percent (67%) of companies say Big Data is on their radar and they understand its value, compared with 10% who say it’s just “buzz,” and 98% of companies in Aberdeen’s research say they plan to increase their use of data analytics for marketing over the next 12 months.

Build your own big datastillery, discover the value beyond the buzz, and learn how accelerating digital analytics can transform your marketing and your business at IBM.com/AnalyticsAccelerator.