

USER GUIDE

WARC

WARC

<http://www.warc.com/intranet/autologin.asp>

WARC (World Advertising Research Center) is an online platform that provides access to a wide range of marketing and advertising research, data, and insights. It is a subscription-based service that offers a vast collection of case studies, best practices, research papers, and industry reports. WARC is used by marketers, advertisers, and agencies around the world to stay up-to-date with the latest trends and developments in the industry and to find insights and inspiration for their marketing campaigns.

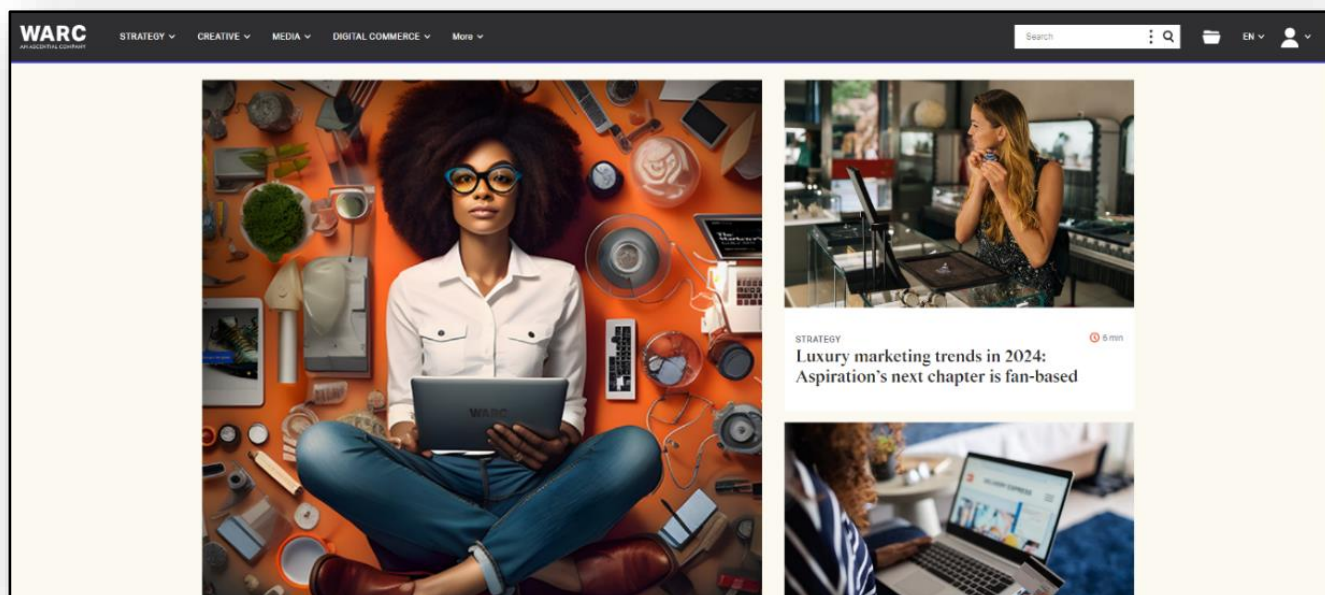
Major Subject Areas Covered: Industry Data; Market Research Reports; Advertising; Strategy; Industry Information; Case Study; Statistical Data

Access Method: IP Authentication + No Registration

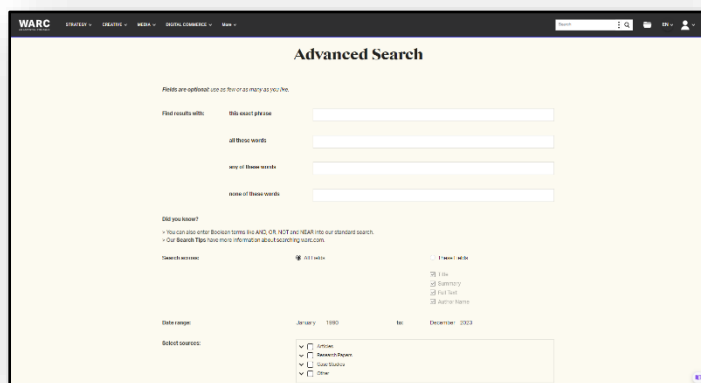
Registration Steps: To obtain the most accurate and up-to-date information on using WARC.Com with IP authentication.

Click on **WARC.Com** : <http://www.warc.com/intranet/autologin.asp>

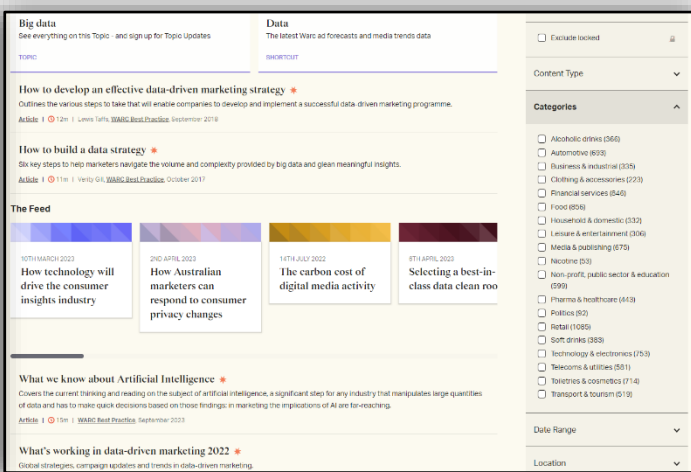
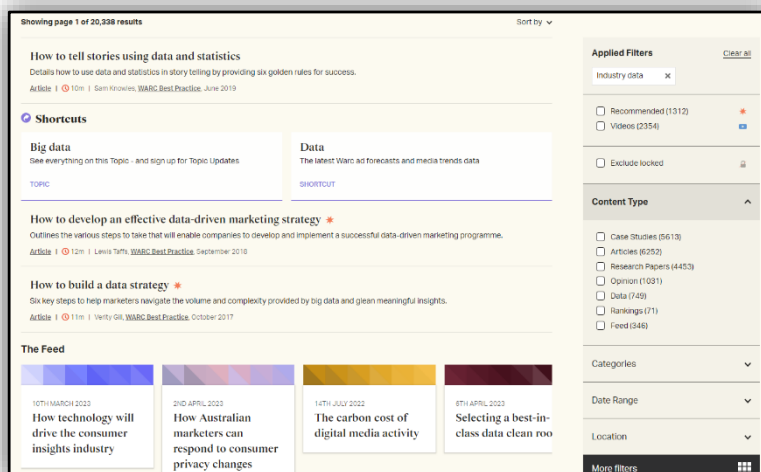
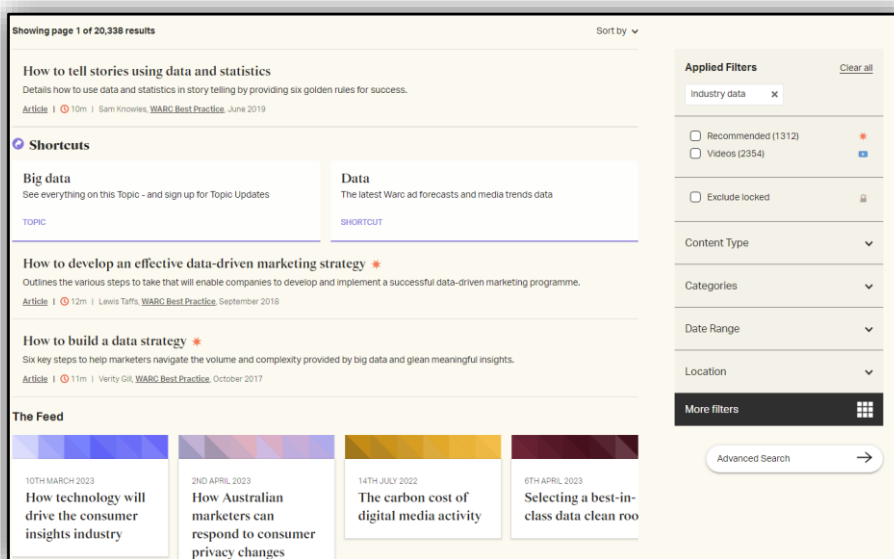
Dashboard: After logging in, you will probably be guided to your dashboard, providing access to a variety of features and resources.



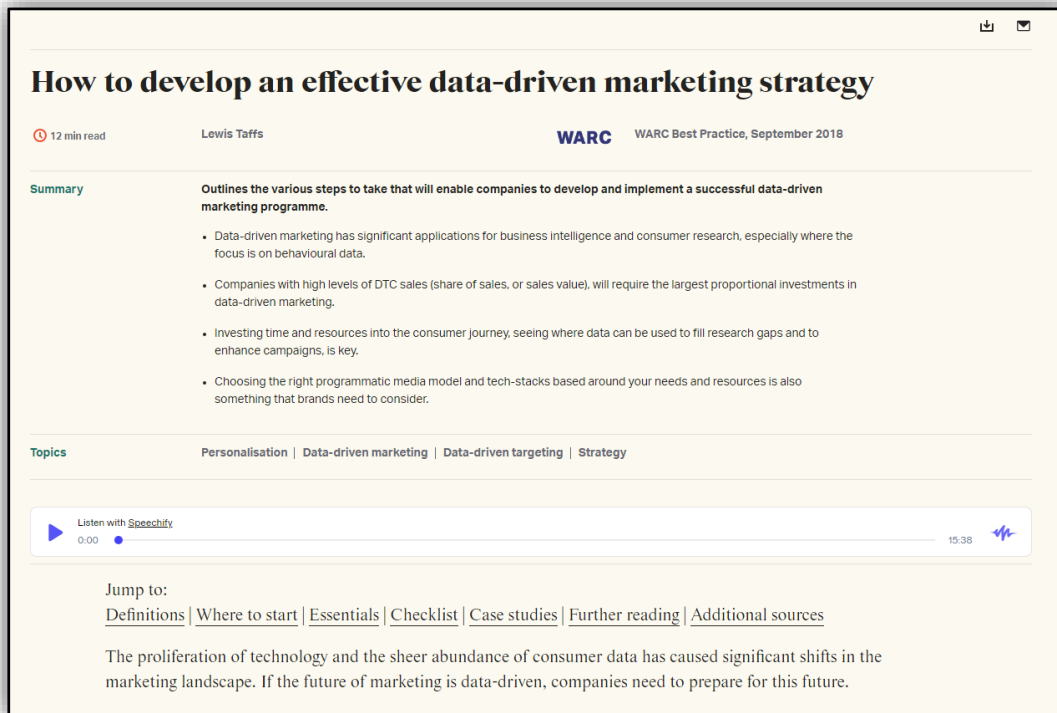
Advance Search and Browse: Utilize the search bar to find particular content or explore categories and topics to uncover articles, case studies, and additional materials pertaining to marketing and advertising.



Filter and Sort: Enhancing the warc.com database includes implementing a filter function for organizing news based on specific categories.



Accessing Content: Navigate to the resources area, where you can click for access, indulge in podcast listening experiences, and easily download electronic resources.



How to develop an effective data-driven marketing strategy

12 min read | Lewis Taffs | WARC | WARC Best Practice, September 2018

Summary

Outlines the various steps to take that will enable companies to develop and implement a successful data-driven marketing programme.

- Data-driven marketing has significant applications for business intelligence and consumer research, especially where the focus is on behavioural data.
- Companies with high levels of DTC sales (share of sales, or sales value), will require the largest proportional investments in data-driven marketing.
- Investing time and resources into the consumer journey, seeing where data can be used to fill research gaps and to enhance campaigns, is key.
- Choosing the right programmatic media model and tech-stacks based around your needs and resources is also something that brands need to consider.

Topics | Personalisation | Data-driven marketing | Data-driven targeting | Strategy

Listen with Speechify
0:00 / 15:38

Jump to:
[Definitions](#) | [Where to start](#) | [Essentials](#) | [Checklist](#) | [Case studies](#) | [Further reading](#) | [Additional sources](#)

The proliferation of technology and the sheer abundance of consumer data has caused significant shifts in the marketing landscape. If the future of marketing is data-driven, companies need to prepare for this future.

Email this content ✕

Send colleagues a link to this content.
To send to more than one recipient, put a comma between email addresses.

Sender name:

Sender email:

Recipient name:

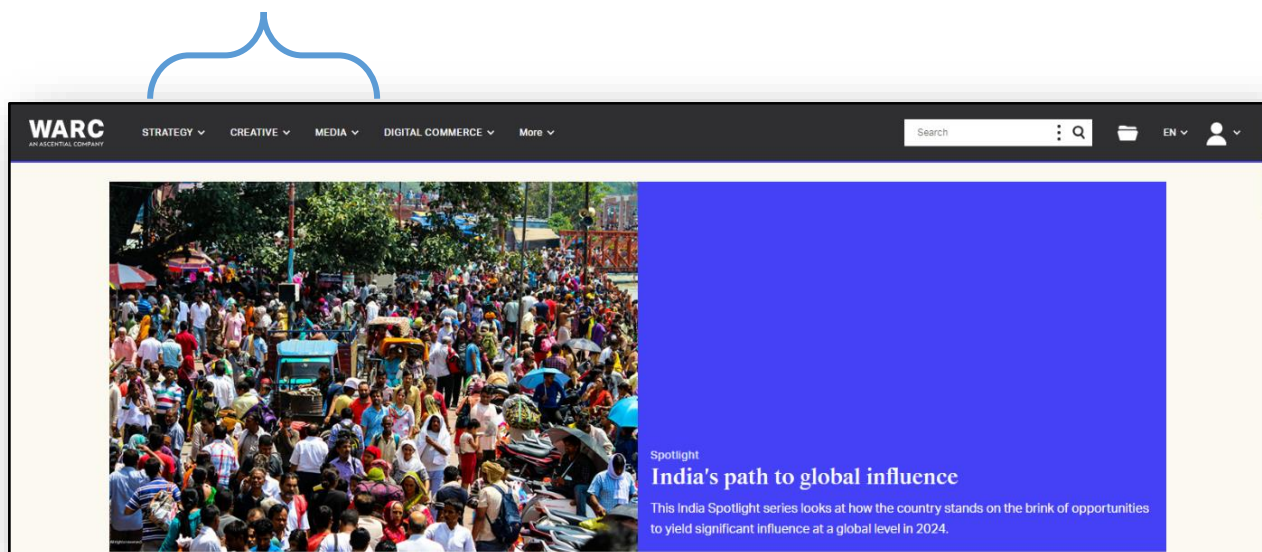
Recipient email:

Message (optional):

Send me a copy of this email as well.

If you want to share this awesome content with your friends at work (Authorized User), just send them a link. And guess what? You can send it to more than one person! Just make sure to put a comma between their email addresses. Oh, and don't forget to fill in your name and email as the sender, and the name and email of the person you're sending it to as the recipient. If you want, you can also add a message.

The Navigation Menu



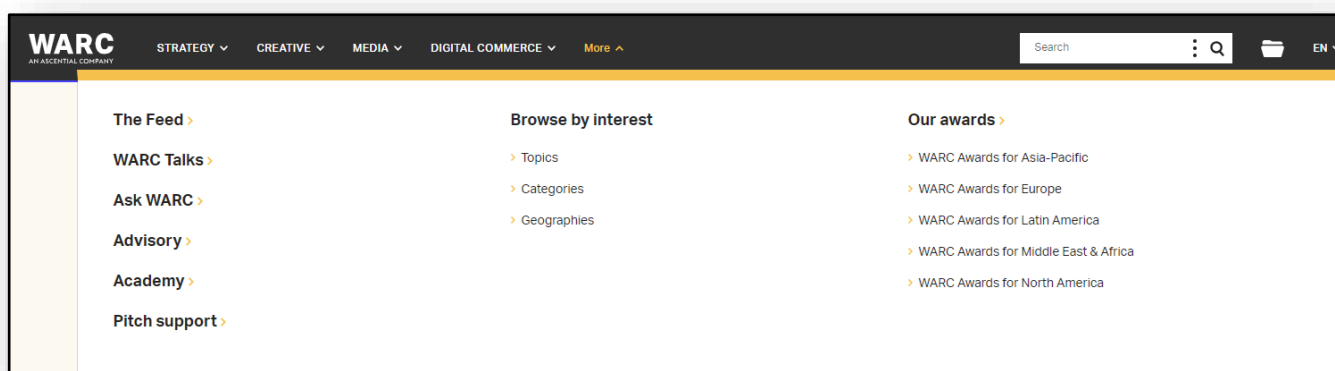
[We have access to WARC Strategy, WARC Creative and WARC Media](#)

STRATEGY: The ultimate go-to resource for marketing best practice, new research, expert analysis and case studies to help you build effective advertising and marketing campaigns.

CREATIVE: set of proprietary tools to transform the commercial impact of your marketing and boost your firm's commitment to the power of creativity.

MEDIA: fingertip-access to an unrivalled level of detail on media spend, consumption and costs

MORE: Give quick links. Simply navigating down the home page will allow you to access the same. The feed, trending items, etc., are all available.



Topics Categories Geographies

Browse by Topic

Change your followed Topics

WARC content grouped around key marketing topics and tasks

Brands & branding

- Brand & product launches
- Brand equity & strength
- Brand extensions
- Brand identity & image
- Brand loyalty
- Brand models, architecture

[Show more](#)

Consumers & audiences

- B2B audiences
- Children
- Consumer attitudes
- Gamers
- Gen Z
- LGBTQIA+

[Show more](#)

Creativity & craft

- Brand character
- Celebrities & endorsement
- Comparative advertising
- Copywriting & slogans
- Emotion
- Ethics and Regulation


[Show more](#)

WARC Talks

A series of talks including podcasts and webinars covering today's pressing marketing challenges.

Podcast Webinars Cannes Lions Festival 2023

Where to listen, select your platform



The Feed

Daily effectiveness insights, curated by WARC's editors.

FEATURED

The WARC Podcast

WARC Talks: How marketers and agencies can get started with Generative AI

#AIMstrategy #GenerativeAI #ResponsibleAI

FEATURED

The WARC Podcast

WARC Talks: Sorrell and Bikker's advice for AI-impacted agency models and China's outlanders

#ArtificialIntelligenceAI #Agencyremuneration #Marketingbudgets

FEATURED

The Voice of the Marketer

Toolkit: Marketers gear up for a brighter 2024

#Brandmanagement #YouTube #Douyin/TikTok

11 December 2023

Rising clutter affects attention in Australian sport

#Sports #Sportssponsorship #Australia

11 December 2023

Key trends that will define automotive marketing in 2024

#Tech-driveninnovation #Automotiveindustry/general #Eco/hybrid/electriccars

Trending

Most read across WARC

- STRATEGY: The Marketer's Toolkit 2024 (6 min)
- STRATEGY: Luxury marketing trends in 2024: Aspiration's next chapter is fan-based (6 min)
- STRATEGY: The Voice of the Marketer (22 min)
- STRATEGY: Industry Snapshot: Trends in B2B (17 min)

Case Finder

Search the world's largest collection of advertising effectiveness case studies. Get inspired by the world's best. Filter by category, location, channel and much more.

Ask WARC

Ask our experts any question related to marketing and media effectiveness, and you'll get a summary of the key takeaways and actionable insights within 48 hours of your enquiry.