

## Idea Hive forms partnership with GWI

Idea Hive, a performance marketing solutions agency has partnered with GWI, an audience targeting company that provides audience insights to marketers, publishers and media agencies around the world.



Yaw Dwomoh, Idea Hive CEO

Data-driven marketing has been at the core of Idea Hive's capabilities which has enabled the business to craft unique, creative and engaging brand strategies informed by consumer insights for its global and local clients.

With an array of marketing technologies in its stable, the partnership with GWI is a perfect fit into the business' initiatives as it strives towards setting itself apart in the industry as a leading data and technology-enabled marketing service provider.

"Our campaigns are always informed and backed by data and insights, which speaks directly to precision marketing - an essential component for moving brands from mass marketing to mass personalisation," says Yaw Dwomoh, Idea Hive CEO.

"Through precision marketing, we are able to interrogate personalised consumer data such as their interests, needs, ideals and behaviour patterns across various user segments. The collaboration with GWI will further aid us with our clients' audience profiling and understanding when consumers' behavioural patterns change at various stages of the consumer journey. This will result in more precisely targeted and tailored campaigns which will significantly increase our marketing effectiveness and greater ROI for our clients," adds Dwomoh.

“At the core of GWI are talented researchers, insights professionals, data analysts, software engineers and creatives who are all working towards a shared goal of providing consumer insights at the deepest level. Idea Hive understands the power of data and technology and its importance in the world of marketing and advertising and we are extremely excited to have them on board,” said Tsebanang Tsimba, head of client strategy at YouKnow, distributors of GWI.

The print industry has been a powerful medium for mass communication for traditional marketing, however, digital marketing has steered a revolution that has transformed the marketing landscape altogether. GWI will play a pivotal role in continuing to provide measurable results in this partnership with Idea Hive.

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