
MARKET FACTS!

MARKET FACT #124

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4000

**companies in the USA focus on
selling your DATA on The Market!
Data is the New Oil.**

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COMMENT: That amount of companies focusing on doing business with your data shows how The Market is seeing **DATA AS THE NEW OIL** (a famous saying that started being spoken by many business experts a few years ago). In 2019, 45% of your information that these companies sold was related to marketing and advertising; data brokerage market demand. But then the remaining 55% of your data means what? Something that likely likens as pieces of a major puzzle that can reveal a wider view of an individual for sure.

REMEMBER: DATA IS THE NEW OIL.

A MESSAGE FOR BRANDS

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