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Data-Driven Marketing The 15 Metrics Everyone in Marketing Should Know

John Wiley & Sons NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft,

DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing \$53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

Creating a Data-Driven Organization

Practical Advice from the Trenches

"O'Reilly Media, Inc." "What do you need to become a data-driven organization? Far more than having big data or a crack team of unicorn data scientists, it requires establishing an effective, deeply-ingrained data culture. This practical book shows you how true data-drivenness involves processes that require genuine buy-in across your company ... Through interviews and examples from data scientists and analytics leaders in a variety of industries ... Anderson explains the analytics value chain you need to adopt when building predictive business models"--Publisher's description.

Marketing Analytics

Data-Driven Techniques with Microsoft Excel

John Wiley & Sons Helping tech-savvy marketers and data analysts solve real-world business problems with Excel Using data-driven business analytics to understand customers and improve results is a great idea in theory, but in today's busy offices, marketers and analysts need simple, low-cost ways to process and make the most of all that data. This expert book offers the perfect solution. Written by data analysis expert Wayne L. Winston, this practical resource shows you how to tap a simple and cost-effective tool, Microsoft Excel, to solve specific business problems using powerful analytic techniques—and achieve optimum results. Practical exercises in each chapter help you apply and reinforce techniques as you learn. Shows you how to perform sophisticated business analyses using the cost-effective and widely available Microsoft Excel instead of expensive, proprietary analytical tools Reveals how to target and retain profitable customers and avoid high-risk customers Helps you forecast sales and improve response rates for marketing campaigns Explores how to optimize price points for products and services, optimize store layouts, and improve online advertising Covers social media, viral marketing, and how to exploit

botheffectively Improve your marketing results with Microsoft Excel and theinvaluable techniques and ideas in Marketing Analytics:Data-Driven Techniques with Microsoft Excel.

Predictive Marketing

Easy Ways Every Marketer Can Use Customer Analytics and Big Data

John Wiley & Sons Make personalized marketing a reality with this practical guide to predictive analytics Predictive Marketing is a predictive analytics primer for organizations large and small, offering practical tips and actionable strategies for implementing more personalized marketing immediately. The marketing paradigm is changing, and this book provides a blueprint for navigating the transition from creative- to data-driven marketing, from one-size-fits-all to one-on-one, and from marketing campaigns to real-time customer experiences. You'll learn how to use machine-learning technologies to improve customer acquisition and customer growth, and how to identify and re-engage at-risk or lapsed customers by implementing an easy, automated approach to predictive analytics. Much more than just theory and testament to the power of personalized marketing, this book focuses on action, helping you understand and actually begin using this revolutionary approach to the customer experience. Predictive analytics can finally make personalized marketing a reality. For the first time, predictive marketing is accessible to all marketers, not just those at large corporations — in fact, many smaller organizations are leapfrogging their larger counterparts with innovative programs. This book shows you how to bring predictive analytics to your organization, with actionable guidance that get you started today. Implement predictive marketing at any size organization Deliver a more personalized marketing experience Automate predictive analytics with machine learning technology Base marketing decisions on concrete data rather than unproven ideas Marketers have long been talking about delivering personalized experiences across channels. All marketers want to deliver happiness, but most still employ a one-size-fits-all approach. Predictive Marketing provides the information and insight you need to lift your organization out of the campaign rut and into the rarefied atmosphere of a truly personalized customer experience.

Marketing Analytics Roadmap

Methods, Metrics, and Tools

Apres Many managers view marketing as a creative endeavor, not something that is measurable or manageable by numbers. But today's leaders in the C-suite demand greater accountability. They want to know that they are getting a return on

their marketing investment. And to get that ROI number, you need analytics. This expectation is intimidating for the many sales and marketing managers who rely on marketing instincts, not metrics, to do their work. But Marketing Analytics Roadmap: Methods, Metrics, and Tools demonstrates that employing analytics isn't just a way to keep the CEO off your back. It improves marketing results and ensures marketers a seat at the table where big decisions get made. In this book, analytics expert Jerry Rackley shows you how to understand and implement a sound marketing analytics process that helps eliminate the guesswork about the results produced by your marketing efforts. The result? You will acquire—and keep—more customers. Even better, you'll find that an analytics process helps the entire organization make better decisions, and not just marketers. Marketing Analytics Roadmap explains: How to use analytics to create marketing and sales metrics that guide your actions and provide valuable feedback on your efforts How to structure and use dashboards to report marketing results How to put industry-leading analytics software and other tools to good use How Big Data is shaping the marketing analytics landscape Sales and marketing teams that master marketing analytics will find them a powerful servant that enables agility, raises effectiveness, and creates confidence. Marketing Analytics Roadmap shows you how to build a well-planned and executed marketing analytics strategy that will enhance the credibility of your marketing team and help you not only get a seat at the big-decisions table, but keep it once there.

Data Driven Marketing For Dummies

John Wiley & Sons Embrace data and use it to sell and market your products Data is everywhere and it keeps growing and accumulating. Companies need to embrace big data and make it work harder to help them sell and market their products. Successful data analysis can help marketing professionals spot sales trends, develop smarter marketing campaigns, and accurately predict customer loyalty. Data Driven Marketing For Dummies helps companies use all the data at their disposal to make current customers more satisfied, reach new customers, and sell to their most important customer segments more efficiently. Identifying the common characteristics of customers who buy these products from your company (or who might be likely to leave you) Tips on using data to predict customer purchasing behavior based on past performance Using customer data and marketing analytics to predict when customers will purchase certain items Information on how data collected can help with merchandise planning Breaking down customers into segments for easier market targeting Building a 360 degree view of a customer base Data Driven Marketing For Dummies assists marketing professionals at all levels of business in accelerating sale through analytical insights.

Win with Advanced Business Analytics

Creating Business Value from Your Data

John Wiley & Sons Plain English guidance for strategic business analytics and big data implementation In today's challenging economy, business analytics and big data have become more and more ubiquitous. While some businesses don't even know where to start, others are struggling to move from beyond basic reporting. In some instances management and executives do not see the value of analytics or have a clear understanding of business analytics vision mandate and benefits. Win with Advanced Analytics focuses on integrating multiple types of intelligence, such as web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence into your business practice. Provides the essential concept and framework to implement business analytics Written clearly for a nontechnical audience Filled with case studies across a variety of industries Uniquely focuses on integrating multiple types of big data intelligence into your business Companies now operate on a global scale and are inundated with a large volume of data from multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third party vendor data, macroeconomic data, etc. Packed with case studies from multiple countries across a variety of industries, Win with Advanced Analytics provides a comprehensive framework and applications of how to leverage business analytics/big data to outpace the competition.

Marketing Analytics

A Practical Guide to Improving Consumer Insights Using Data Techniques

Kogan Page Publishers Who is most likely to buy and what is the best way to target them? How can businesses improve strategy without identifying the key influencing factors? The second edition of Marketing Analytics enables marketers and business analysts to leverage predictive techniques to measure and improve marketing performance. By exploring real-world marketing challenges, it provides clear, jargon-free explanations on how to apply different analytical models for each purpose. From targeted list creation and data segmentation, to testing campaign effectiveness,

pricing structures and forecasting demand, this book offers a welcome handbook on how statistics, consumer analytics and modelling can be put to optimal use. The fully revised second edition of Marketing Analytics includes three new chapters on big data analytics, insights and panel regression, including how to collect, separate and analyze big data. All of the advanced tools and techniques for predictive analytics have been updated, translating models such as tobit analysis for customer lifetime value into everyday use. Whether an experienced practitioner or having no prior knowledge, methodologies are simplified to ensure the more complex aspects of data and analytics are fully accessible for any level of application. Complete with downloadable data sets and test bank resources, this book supplies a concrete foundation to optimize marketing analytics for day-to-day business advantage.

Data-First Marketing

How To Compete and Win In the Age of Analytics

John Wiley & Sons Supercharge your marketing strategy with data analytics In Data-First Marketing: How to Compete & Win in the Age of Analytics, distinguished authors Miller and Lim demystify the application of data analytics to marketing in any size business. Digital transformation has created a widening gap between what the CEO and business expect marketing to do and what the CMO and the marketing organization actually deliver. The key to unlocking the true value of marketing is data - from actual buyer behavior to targeting info on social media platforms to marketing's own campaign metrics. Data is the next big battlefield for not just marketers, but also for the business because the judicious application of data analytics will create competitive advantage in the Age of Analytics. Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step-by-step process to help businesses transform into data-first marketing organizations. The book includes a self-assessment which will help to place your organization on the Data-First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation. Data-First Marketing: How to Compete & Win in the Age of Analytics should be used by CMOs and heads of marketing to institute a data-first approach throughout the marketing organization. Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data-First Marketing Campaign Framework. And CEOs or anyone in the C-suite can use this book to see what is possible and then help their marketing teams to use data analytics to increase pipeline, revenue, customer loyalty - anything that drives business growth.

Data-Driven Marketing

To paraphrase the old adage: Half of marketing dollars are effective, we just don't know which half! This book changes the marketing game so you'll really know what s

working and what's not. The 15 metrics, along with the case examples, are an authoritative toolkit for making better decisions to create new markets, drive revenue, increase customer satisfaction, and improve profitability. John M. Boushy, former CEO, Ameristar Casinos, Inc. A groundbreaking combination of research, frameworks, and pragmatic advice for both controlling and radically improving marketing. A must-read for the entire marketing organization, from the CMO to the front lines. Barry Judge, Executive Vice President and Chief Marketing Officer, Best Buy Business-to-consumer marketing and business-to-business marketing are very different. Through detailed examples, this outstanding book shows how to apply data-driven marketing in both worlds for real results. This book is for anyone in business, not just marketing, who wants to step up the performance of their marketing. David G. Bills, Senior Vice President and Chief Marketing and Sales Officer, DuPont Every year, baseball teams go to places like Florida and Arizona to run through the basics which are the cornerstone of performance excellence. This book is the marketing equivalent of taking all those ground balls. An essential read for every marketer who cares about and wants to improve upon the science of their craft. Derek Ungless, Executive Vice President and Chief Marketing Officer, DSW Shoe Warehouse

Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know

Marketing Metrics

Financial Times/Prentice Hall Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, 4th Edition has now been updated with new techniques and even more practical insights, and is the definitive guide to today's most valuable marketing metrics. Four leading marketing researchers help students choose the right metrics for every challenge, and use models and dashboards to translate numbers into real management insight. The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and "triangulate" to optimal solutions. Students will discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more. Covers the full spectrum of marketing metrics: pros, cons, nuances, and applications Shows how to choose the right metrics for every challenge, and translate numbers into actionable management insight Adds extensive new coverage of sponsorship and omnichannel metrics, MASB advances in measurement discipline, global brand evaluation, and more Includes new sections on the interfaces between financial markets, accounting, and marketing metrics - for marketers who are involved in C-suite decisions, or aspire to be Helps you quantify the profitability of products, customers, channels, marketing initiatives, and more This 4th Edition's extensive updates include: Evaluating the value of sponsorships -- a topic that is critically important but has been fiendishly difficult Accurately measuring the value of omnichannel marketing investments when multiple channels may influence the same purchase Important new metrics including Return on Advertising Spend New sections on interfaces between financial markets, accounting, and marketing metrics

for marketers who intend to make or influence C-suite decisions Progress towards creating more discipline in marketing measurement, including work by the Marketing Accountability Standards Board (MASB) ISO global standards for brand evaluation Neil T. Bendle is an Associate Professor of Marketing at the Ivey Business School, Western University, Canada. His research includes measuring marketing performance, understanding the accounting/marketing interface, and the impacts of non-standard decision making in commercial and political markets using evolutionary game theory and behavioral economics. He chairs the Marketing Accountability Standards Board's advisory board, blogs weekly on decision-making and management at www.neilbendle.com, co-authored the cartoon book *Behavioural Economics for Kids*, and was once responsible for measuring the success of marketing campaigns for the British Labour Party. Paul W. Farris is Landmark Communications Professor Emeritus of Business Administration at The Darden Graduate Business School, University of Virginia, where he has taught since 1980. Previously on the faculty of the Harvard Business School, his research has produced award-winning articles on retail power, the measurement of advertising effects, and marketing budgeting. Farris has published in journals such as the *Harvard Business Review*, *Journal of Marketing*, *Journal of Advertising Research*, and *Marketing Science*. He has served on boards of manufacturers and retailers and as an academic trustee of the Marketing Science Institute; and consulted with clients including Apple, IBM, Procter & Gamble, and Unilever. Phillip E. Pfeifer, Richard S. Reynolds Professor Emeritus of Business Administration at The Darden Graduate Business School, University of Virginia, has written or co-written 50 journal articles, more than 80 Darden cases and several textbooks, and has received the Wachovia Award for Distinguished Case Writer. His research focuses on direct marketing and decision modeling. Prior to joining the Darden faculty in 1980, he was a research engineer at the Georgia Institute of Technology. He was also a visiting professor at the Stevens Institute of Technology (2010) and the University of Notre Dame (2012). Dr. David J. Reibstein is the William S. Woodside Professor and Professor of Marketing at the Wharton School, University of Pennsylvania. He has been on the Wharton Faculty for more than two decades. He was the Vice Dean of the Wharton School, and Director of the Wharton Graduate Division. He served for two years as Executive Director of the Marketing Science Institute; taught at Harvard; was a Visiting Professor at Stanford, INSEAD, and ISB (in India); and chaired the American Marketing Association. His radio show, *Measured Thoughts with Dave Reibstein*, appears on SiriusXM Radio.

Marketing Value Metrics

A New Metrics Model to Measure

Marketing Effectiveness

Kogan Page Publishers This second edition of Marketing Accountability, now called Marketing Value Metrics, introduces and guides readers through a metrics model developed at the renowned Cranfield School of Management that not only shows how marketing systematically contributes to shareholder value, but also provides a metrics-based framework for developing and implementing marketing strategies that are measurable and accountable. Malcolm McDonald, Stan Maklan and Peter Mouncey introduce strategic marketing planning and then describe in detail the key steps in the modelling process as well as the procedures for applying it in practice. Updated throughout, this new edition includes the latest digital and social media metrics and advice on measuring the effectiveness of multichannel strategies. Marketing Value Metrics will enable marketing executives to measure more effectively the impact of marketing activity against organizational goals and will empower marketing teams and their managers to justify and defend their plans and strategies to their CEOs and CFOs.

Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000

Running a Business in Today's Consumer-Driven World

Currency In today's Internet-driven world, customers have more power than ever. Through what interactive marketing expert Pete Blackshaw calls "consumer-generated media"—blogs, social networking pages, message boards, product review sites—even a single disgruntled customer can broadcast his complaints to an audience of millions. Blackshaw shows managers, marketers, and business leaders how to establish and maintain credibility for their brand by being authentic, listening and responding to customers, and forming relationships built on openness, transparency, and trust. Filled with stories based on his experience working with Fortune 500 brands such as Toyota, Dell, Nike, Sony, General Motors, Hershey, Unilever, Nestlé, Lexus, and Bank of America, Blackshaw offers a clear strategy to sustain a competitive advantage by creating enduring, loyal relationships with today's consumer.

Data-Driven HR

How to Use Analytics and Metrics to Drive Performance

Kogan Page Publishers Traditionally seen as a purely people function unconcerned with numbers, HR is now uniquely placed to use company data to drive performance, both of the people in the organization and the organization as a whole. Data-Driven HR is a practical guide which enables HR professionals to leverage the value of the vast amount of data available at their fingertips. Covering how to identify the most useful sources of data, collect information in a transparent way that is in line with data protection requirements and turn this data into tangible insights, this book marks a turning point for the HR profession. Covering all the key elements of HR including recruitment, employee engagement, performance management, wellbeing and training, Data-Driven HR examines the ways data can contribute to organizational success by, among other things, optimizing processes, driving performance and improving HR decision making. Packed with case studies and real-life examples, this is essential reading for all HR professionals looking to make a measurable difference in their organizations.

Triathlon 2.0

Data-Driven Performance Training

Human Kinetics Serious triathletes may be the most tech-savvy of all athletes. You have the latest devices and know that data to improve your performance are at hand, but putting it all together can be a daunting, confusing task. Triathlete, coach, researcher, and author Jim Vance maintains that, despite access to the relevant information, most triathletes start a race undertrained or overtrained. That's why he's developed Triathlon 2.0: Data-Driven Performance Training, the first program to take advantage of the latest science and technology. Triathlon 2.0 examines the sport's most popular devices, including cycling power meters, GPS trackers, and heart rate monitors. Capture the most accurate readings, learn what they mean, and, just as important, what they don't. Then, put the numbers to work for you, translating your data into a comprehensive program based on your performance needs and triathlon goals. With Triathlon 2.0, you will learn these skills: • Establish and identify optimal aerobic fitness base. • Determine the exact number of intervals for the most effective training and quickest recovery. • Identify performance markers to track training results. • Develop a tapering plan for peak performance. • Monitor pace and progress in real time. If you're serious about maximizing performance, then turn to the only program built around your personal performance data. With Triathlon 2.0, the power and plan are in your hands.

Big Data, Analytics, and the Future of Marketing & Sales

Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

Marketing Metrics

50+ Metrics Every Executive Should Master

Pearson Education Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics. In Marketing Metrics, four leading researchers and consultants systematically introduce today's most powerful marketing metrics. The authors show how to use a "dashboard" of metrics to view market dynamics from various perspectives, maximize accuracy, and "triangulate" to optimal solutions. Their comprehensive coverage includes measurements of promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and profits; products and portfolios; customer profitability; sales forces and channels; pricing strategies; and more. You'll learn how and when to apply each metric, and understand tradeoffs and nuances that are critical to using them successfully. The authors also demonstrate how to use marketing metrics as leading indicators, identifying crucial new opportunities and challenges. For clarity and simplicity all calculations can be performed by hand, or with basic spreadsheet techniques. In coming years, few marketers will rise to senior executive levels without deep fluency in marketing metrics. This book is the fastest, easiest way to gain that fluency.

Lean Analytics

Use Data to Build a Better Startup Faster

"O'Reilly Media, Inc." Offers six sample business models and thirty case studies to help build and monetize a business.

Technological Entrepreneurship

Technology-Driven vs Market-Driven Innovation

Springer This comprehensive book responds to the growing demand to study entrepreneurship as a key driver of innovation and competitive advantage. Challenging the existing idea that technological entrepreneurship exists predominantly in SMEs and as a result of market demands, the author argues that a commitment to entrepreneurship remains the most effective strategy for sustaining wealth generation for both organisations and entire nations. The aim of Technological Entrepreneurship is to provide the reader with additional knowledge and understanding of the concepts associated with the exploitation of technological entrepreneurship, and to demonstrate how associated management principles are somewhat different to those utilised in market-driven entrepreneurship. Validation of presented theoretical concepts is achieved through coverage of processes and practices utilised by real world organisations seeking to achieve maximum wealth generation, with specific emphasis on how technological entrepreneurship is the source of disruptive innovation within service sector organisations and how the philosophy is causing fundamental change in the provision of healthcare.

Programmatic Advertising

The Successful Transformation to Automated, Data-Driven Marketing in Real-Time

Springer This fundamental guide on programmatic advertising explains in detail how automated, data-driven advertising really works in practice and how the right adoption leads to a competitive advantage for advertisers, agencies and media. The

new way of planning, steering and measuring marketing may still appear complex and threatening but promising at once to most decision makers. This collaborative compendium combines proven experience and best practice in 22 articles written by 45 renowned experts from all around the globe. Among them Dr. Florian Heinemann/Project-A, Peter Würtenberger/Axel-Springer, Deirdre McGlashan/MediaCom, Dr. Marc Grether/Xaxis, Michael Lamb/MediaMath, Carolin Owen/IPG, Stefan Bardega/Zenith, Arun Kumar/Cadreon, Dr. Ralf Strauss/Marketingverband, Jonathan Becher/SAP and many more great minds.

Marketing Analytics

Essential Tools for Data-Driven Decisions

University of Virginia Press The authors of the pioneering Cutting-Edge Marketing Analytics return to the vital conversation of leveraging big data with Marketing Analytics: Essential Tools for Data-Driven Decisions, which updates and expands on the earlier book as we enter the 2020s. As they illustrate, big data analytics is the engine that drives marketing, providing a forward-looking, predictive perspective for marketing decision-making. The book presents actual cases and data, allowing readers invaluable real-world instruction. The cases show how to identify relevant data, choose the best analytics technique, and question the link between marketing plans and customer behavior. Dealing with actual scenarios sheds light on the most pressing marketing questions, such as setting the optimal price for one's product or designing effective digital marketing campaigns. Big data is currently the most powerful resource to the marketing professional, and this book illustrates how to fully harness that power to effectively maximize marketing efforts.

Data Driven: Harnessing Data and AI to Reinvent Customer Engagement

McGraw Hill Professional Axiom Business Book Award Silver Medalist in Business Technology The indispensable guide to data-powered marketing from the team behind the data management platform that helps fuel Salesforce—the #1 customer relationship management (CRM) company in the world A tectonic shift in the practice of marketing is underway. Digital technology, social media, and e-commerce have radically changed the way consumers access information, order products, and shop for services. Using the latest technologies—cloud, mobile, social, internet of things (IoT), and artificial intelligence (AI)—we have more data about consumers and their needs, wants, and affinities than ever before. Data Driven will show you how to:

●Target and delight your customers with unprecedented accuracy and success●Bring customers closer to your brand and inspire them to engage, purchase, and remain loyal●Capture, organize, and analyze data from every source and activate it across every channel●Create a data-powered marketing strategy that can be customized for any audience●Serve individual consumers with highly personalized interactions●Deliver better customer service for the best customer experience●Improve your products and optimize your operating systems●Use AI and IoT to predict the future direction of markets You'll discover the three principles for building a successful data strategy and the five sources of data-driven power. You'll see how top companies put these data-driven strategies into action: how Pandora used second- and third-hand data to learn more about its listeners; how Georgia-Pacific moved from scarcity to abundance in the data sphere; and how Dunkin' Brands leveraged CRM data as a force multiplier for customer engagement. And if you're wondering what the future holds, you'll receive seven forecasts to better prepare you for what may come next. Sure to be a classic, Data Driven is a practical road map to the modern marketing landscape and a toolkit for success in the face of changes already underway and still to come.

Performance Marketing with Google Analytics

Strategies and Techniques for Maximizing Online ROI

John Wiley and Sons An unparalleled author trio shares valuable advice for using Google Analytics to achieve your business goals Google Analytics is a free tool used by millions of Web site owners across the globe to track how visitors interact with their Web sites, where they arrive from, and which visitors drive the most revenue and sales leads. This book offers clear explanations of practical applications drawn from the real world. The author trio of Google Analytics veterans starts with a broad explanation of performance marketing and gets progressively more specific, closing with step-by-step analysis and applications. Features in-depth examples and case studies on how to increase revenue from search advertising, optimize an existing website, prioritize channels and campaigns, access brand health and more Discusses how to communicate with a webmaster or developer to assist with installation Addresses Google's conversion-oriented tools, including AdWords and AdSense, Google trends, Webmaster tools, search-based keyword tools, and more Touches on brand tracking studies, usability research, competitive analysis, and statistical tools Throughout the book, the main emphasis is demonstrating how you can best use Google Analytics to achieve your business objectives. Foreword by Avinash Kaushik Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Marketing Metrics

The Manager's Guide to Measuring Marketing Performance

FT Press Now updated with new techniques and even more practical insights, this is the definitive guide to today's most valuable marketing metrics. Four leading marketing researchers help you choose the right metrics for every challenge, and use models and dashboards to translate numbers into real management insight. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance, Third Edition now contains: Important new coverage of intangible assets A rigorous and practical discussion of quantifying the value of information More detail on measuring brand equity A complete separate chapter on web, SEM, mobile, and "digital" metrics Practical linkages to Excel, showing how to use functions and Excel Solver to analyze marketing metrics An up-to-date survey of free metrics available from Google and elsewhere Expanded coverage of methodologies for quantifying marketing ROI The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and "triangulate" to optimal solutions. You'll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more. For every metric, the authors present real-world pros, cons, and tradeoffs — and help you understand what the numbers really mean. Last but not least, they show you how to build comprehensive models to support planning — and optimize every marketing decision you make. Marketing Metrics, Third Edition will be invaluable to all marketing executives, practitioners, analysts, consultants, and advanced students interested in quantifying marketing performance.

Behind Every Good Decision

How Anyone Can Use Business Analytics to Turn Data into Profitable Insight

AMACOM There is a misconception in business that the only data that matters is BIG data, and that elaborate tools and data scientists are required to extract any practical information. However, nothing could be further from the truth. If you feel that you can't understand how to read, let alone implement, these complex software

programs that crunch the data and spit out more data, that will no longer be a problem! Authors and analytics experts Piyanka Jain and Puneet Sharma demystify the process of business analytics and demonstrate how professionals at any level can take the information at their disposal and in only five simple steps--using only Excel as a tool--make the decision necessary to increase revenue, decrease costs, improve product, or whatever else is being asked of them at that time. In *Behind Every Good Decision*, you will learn how to: Clarify the business question Lay out a hypothesis-driven plan Pull relevant data Convert it to insights Make decisions that make an impact Packed with examples and exercises, this refreshingly accessible book explains the four fundamental analytic techniques that can help solve a surprising 80 percent of all business problems. It doesn't take a numbers person to know that is a formula you need!

Marketing Analytics

Strategic Models and Metrics

CreateSpace *Marketing Analytics: Strategic Models and Metrics* offers marketing students and professionals a practical guide to strategic decision models and marketing metrics. The tools described in the book will aid marketers in making intelligent decisions to drive revenue and results in their organizations. The book contains a wealth of information on marketing analytics: Almost 500 pages of text, covering a wide variety of decision models and metrics Nearly 400 figures, including diagrams, tables, and charts Step-by-step instructions on market segmentation, conjoint analysis, and other techniques Current examples demonstrating how organizations are applying models and metrics The list of chapters below includes a sample of the topics: Chapter 1. Introduction - Introduction to marketing analytics Chapter 2. Market Insight - Market sizing and trend analysis Chapter 3. Market Segmentation - Segment identification, analysis, and strategy Chapter 4. Competitive Analysis - Competitor identification, analysis, and strategy Chapter 5. Business Strategy - Analytics-based strategy selection Chapter 6. Business Operations - Forecasting, predictive analytics, and data mining Chapter 7. Product and Service Analytics - Conjoint analysis and product/service metrics Chapter 8. Price Analytics - Pricing techniques and assessment Chapter 9. Distribution Analytics - Analytics-based channel evaluation and selection Chapter 10. Promotion Analytics - Promotion budget estimation and allocation Chapter 11. Sales Analytics - Metrics for sales, profitability, and support Chapter 12. Analytics in Action - Pivot tables and data-driven presentations Edition: First Edition, Version 1.1, introduced November 2013. Revision 1.1 incorporates minor corrections and edits. It retains the same layout as the original release (First Edition, Version 1.0). See StephanSorger.com for a complete record of all changes.

Learning Social Media Analytics with R

Packt Publishing Ltd Tap into the realm of social media and unleash the power of analytics for data-driven insights using R About This Book A practical guide written to help leverage the power of the R eco-system to extract, process, analyze, visualize and model social media data Learn about data access, retrieval, cleaning, and curation methods for data originating from various social media platforms. Visualize and analyze data from social media platforms to understand and model complex relationships using various concepts and techniques such as Sentiment Analysis, Topic Modeling, Text Summarization, Recommendation Systems, Social Network Analysis, Classification, and Clustering. Who This Book Is For It is targeted at IT professionals, Data Scientists, Analysts, Developers, Machine Learning Enthusiasts, social media marketers and anyone with a keen interest in data, analytics, and generating insights from social data. Some background experience in R would be helpful, but not necessary, since this book is written keeping in mind, that readers can have varying levels of expertise. What You Will Learn Learn how to tap into data from diverse social media platforms using the R ecosystem Use social media data to formulate and solve real-world problems Analyze user social networks and communities using concepts from graph theory and network analysis Learn to detect opinion and sentiment, extract themes, topics, and trends from unstructured noisy text data from diverse social media channels Understand the art of representing actionable insights with effective visualizations Analyze data from major social media channels such as Twitter, Facebook, Flickr, Foursquare, Github, StackExchange, and so on Learn to leverage popular R packages such as ggplot2, topicmodels, caret, e1071, tm, wordcloud, twittR, Rfacebook, dplyr, reshape2, and many more In Detail The Internet has truly become humongous, especially with the rise of various forms of social media in the last decade, which give users a platform to express themselves and also communicate and collaborate with each other. This book will help the reader to understand the current social media landscape and to learn how analytics can be leveraged to derive insights from it. This data can be analyzed to gain valuable insights into the behavior and engagement of users, organizations, businesses, and brands. It will help readers frame business problems and solve them using social data. The book will also cover several practical real-world use cases on social media using R and its advanced packages to utilize data science methodologies such as sentiment analysis, topic modeling, text summarization, recommendation systems, social network analysis, classification, and clustering. This will enable readers to learn different hands-on approaches to obtain data from diverse social media sources such as Twitter and Facebook. It will also show readers how to establish detailed workflows to process, visualize, and analyze data to transform social data into actionable insights. Style and approach This book follows a step-by-step approach with detailed strategies for understanding, extracting, analyzing, visualizing, and modeling data from several major social network platforms such as Facebook, Twitter, Foursquare, Flickr, Github, and StackExchange.

The chapters cover several real-world use cases and leverage data science, machine learning, network analysis, and graph theory concepts along with the R ecosystem, including popular packages such as ggplot2, caret, dplyr, topicmodels, tm, and so on.

Direct, Digital & Data-Driven Marketing

SAGE In this latest edition of her classic text, Lisa Spiller takes an insightful, in-depth look at contemporary marketing concepts, tactics, and techniques and the dynamic innovations that continue to drive and shape this multi-faceted, multi-dimensional field. Direct, Digital, and Data-Driven Marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing. But it does not overlook the traditional principles of direct marketing still relevant today. This book examines the field both as it once was and as it is evolving. With plenty of learning features online resources, the Fifth Edition provides an engaging journey, which will leave any marketing student with a thorough knowledge of how all kinds of businesses manage regular communication with their customer base and target demographic.

Creating Value with Big Data Analytics

Making Smarter Marketing Decisions

Routledge Our newly digital world is generating an almost unimaginable amount of data about all of us. Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity, and which enable organisations to leverage the information to create value. This book is a refreshingly practical, yet theoretically sound roadmap to leveraging big data and analytics. Creating Value with Big Data Analytics provides a nuanced view of big data development, arguing that big data in itself is not a revolution but an evolution of the increasing availability of data that has been observed in recent times. Building on the authors' extensive academic and practical knowledge, this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data. By tying data and analytics to specific goals and processes for implementation, this is a much-needed book that will be essential reading for students and specialists of data analytics, marketing research, and customer relationship management.

Big Data in Practice

How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

John Wiley & Sons The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

Key Marketing Metrics

The 50+ metrics every manager needs to know

Pearson UK "Marketers know that they must use metrics. The key--which this book addresses superbly--is which metrics to use and how to use them." Erv Shames, Chairman, Western Connecticut Health Network; former President and CEO of Borden, Inc. and Stride Rite Corporation "50+ metrics crackles like new money...this is the best marketing book of the year." Updated version of Strategy + Business "2006 Best Books in Marketing award winner" WHAT TO MEASURE AND HOW TO MEASURE IT TO GET THE MOST OUT OF YOUR MARKETING As the old adage goes, "If you can't measure it, you can't manage it." Key Marketing Metrics is the definitive guide to today's most valuable marketing metrics to measure the results of your

marketing. In this thoroughly updated and significantly expanded book, you will understand the pros, the cons and the nuances of more than 50 of the most important metrics and know exactly how to choose the right metrics for every challenge. Key Marketing Metrics gives you a portfolio, or "dashboard", of the most valuable metrics for your business to maximise the return on your marketing investment and identify the best new opportunities for profit. Discover high-value metrics for every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces and channels; and more. This edition includes the latest web, online, social, and email metrics, plus new insights into measuring marketing ROI and brand equity, as well as practical advice for managing complex issues such as advertising elasticity and "double jeopardy."

Memos from the Chairman

John Wiley & Sons Incorporated When he assumed the position of Chairman of the Board of Bear Stearns in 1978, Alan C. Greenberg found himself with the unenviable task of meeting —and surpassing —the rigorous leadership standards set by his legendary predecessor, Cy Lewis, "the man who was credited with having made Bear Stearns what it then was." For nearly two decades now, "Ace" Greenberg, as he is affectionately known, has kept Bear Stearns on top through a unique and provocative business management philosophy —a philosophy that he frequently and effectively communicates to employees through a series of no-holds-barred company memos. Now, the inimitable Greenberg style sparks a priceless collection of his most inspirational, insightful, and instructional memoranda. Memos From the Chairman affords a rare glimpse at the motivational thoughts and management techniques of one of the corporate world's most brilliant leaders. "Many years ago, Where Are the Customers' Yachts?, through a humorous look at Wall Street, dispensed some of the best investment advice ever written. In this book, Ace has applied the same treatment to managerial advice with equal success." —Warren Buffett from the Foreword to Memos From the Chairman "I love this book. If I didn't have a dreaded MBA, I might even, at age 53, apply for a job at Bear Stearns." —Tom Peters

Digital Marketing Analytics

Making Sense of Consumer Data in a Digital World

Que Publishing Distill 100%-Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and

Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing! • Prioritize—because you can't measure, listen to, and analyze everything • Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors • Measure real social media ROI: sales, leads, and customer satisfaction • Track the performance of all paid, earned, and owned social media channels • Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR • Start optimizing web and social content in real time • Implement advanced tools, processes, and algorithms for accurately measuring influence • Integrate paid and social data to drive more value from both • Make the most of surveys, focus groups, and offline research synergies • Focus new marketing and social media investments where they'll deliver the most value Foreword by Scott Monty Global Head of Social Media, Ford Motor Company

Cutting Edge Marketing Analytics

Real World Cases and Data Sets for Hands On Learning

Pearson Education Master practical strategic marketing analysis through real-life case studies and hands-on examples. In Cutting Edge Marketing Analytics, three pioneering experts integrate all three core areas of marketing analytics: statistical analysis, experiments, and managerial intuition. They fully detail a best-practice marketing analytics methodology, augmenting it with case studies that illustrate the quantitative and data analysis tools you'll need to allocate resources, define optimal marketing mixes; perform effective analysis of customers and digital marketing campaigns, and create high-value dashboards and metrics. For each marketing problem, the authors help you: Identify the right data and analytics techniques Conduct the analysis and obtain insights from it Outline what-if scenarios and define optimal solutions Connect your insights to strategic decision-making Each chapter contains technical notes, statistical knowledge, case studies, and real data you can use to perform the analysis yourself. As you proceed, you'll gain an in-depth understanding of: The real value of marketing analytics How to integrate quantitative analysis with managerial sensibility How to apply linear regression, logistic regression, cluster analysis, and Anova models The crucial role of careful experimental design For all marketing professionals specializing in marketing analytics and/or business intelligence; and for students and faculty in all graduate-level business courses covering Marketing Analytics, Marketing Effectiveness, or Marketing Metrics

Restaurant Marketing Strategies Dramatically Improve Your Restaurant Profits While Spending Less Money

Riesco describes the most effective methods for getting more people into restaurants. He discusses how to keep customers happy, what types of advertising work, and how to optimize prices to get the needed profit while keeping customers satisfied.

The Big Data-Driven Business How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits

John Wiley & Sons Get the expert perspective and practical advice on big data The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits makes the case that big data is for real, and more than just big hype. The book uses real-life examples—from Nate Silver to Copernicus, and Apple to Blackberry—to demonstrate how the winners of the future will use big data to seek the truth. Written by a marketing journalist and the CEO of a multi-million-dollar B2B marketing platform that reaches more than 90% of the U.S. business population, this book is a comprehensive and accessible guide on how to win customers, beat competitors, and boost the bottom line with big data. The marketplace has entered an era where the customer holds all the cards. With unprecedented choice in both the consumer world and the B2B world, it's imperative that businesses gain a greater understanding of their customers and prospects. Big data is the key to this insight, because it provides a comprehensive view of a company's customers—who they are, and who they may be tomorrow. The Big Data-Driven Business is a complete guide to the future of business as seen through the lens of big data, with expert advice on real-world applications. Learn what big data is, and how it will transform the enterprise Explore why major corporations are betting their companies on marketing technology Read case studies of big data winners and losers Discover how to change privacy and security, and remodel marketing Better information allows for better decisions, better targeting, and better reach. Big data has become an indispensable tool for the most effective marketers in the business, and it's becoming less of a

competitive advantage and more like an industry standard. Remaining relevant as the marketplace evolves requires a full understanding and application of big data, and The Big Data-Driven Business provides the practical guidance businesses need.

Mind Tools for Managers

100 Ways to be a Better Boss

John Wiley & Sons "This book helps new and experienced leaders develop the skills they need to be more effective in everything they do. It brings together the 100 most important leadership skills--as voted for by 15,000 managers and professionals worldwide--into a single volume, providing an easy-access solutions manual for people wanting to be the best manager they can be. Each chapter details a related group of skills, providing links to additional resources as needed, plus the tools you need to put ideas into practice. Read beginning-to-end, this guide provides a crash course on the essential skills of any effective manager; used as a reference, its clear organization allows you to find the solution you need quickly and easily"--

The Pound Hill Mob

Advanced Customer Analytics

Targeting, Valuing, Segmenting and Loyalty Techniques

Kogan Page Publishers Advanced Customer Analytics provides a clear guide to the specific analytical challenges faced by the retail sector. The book covers the nature and scale of data obtained in transactions, relative proximity to the consumer and the need to monitor customer behaviour across multiple channels. The book advocates a category management approach, taking into account the need to understand the consumer mindset through elasticity modelling and discount strategies, as well as targeted marketing and loyalty design. A practical, no-nonsense approach to complex scenarios is taken throughout, breaking down tasks into easily digestible steps. The use of a fictional retail analyst 'Scott' helps to provide accessible examples of practice. Advanced Customer Analytics does not skirt around the complexities of this subject but offers conceptual support to steer retail marketers towards making the right choices for analysing their data.

Data-Driven Storytelling

CRC Press This book presents an accessible introduction to data-driven storytelling. Resulting from unique discussions between data visualization researchers and data journalists, it offers an integrated definition of the topic, presents vivid examples and

patterns for data storytelling, and calls out key challenges and new opportunities for researchers and practitioners.