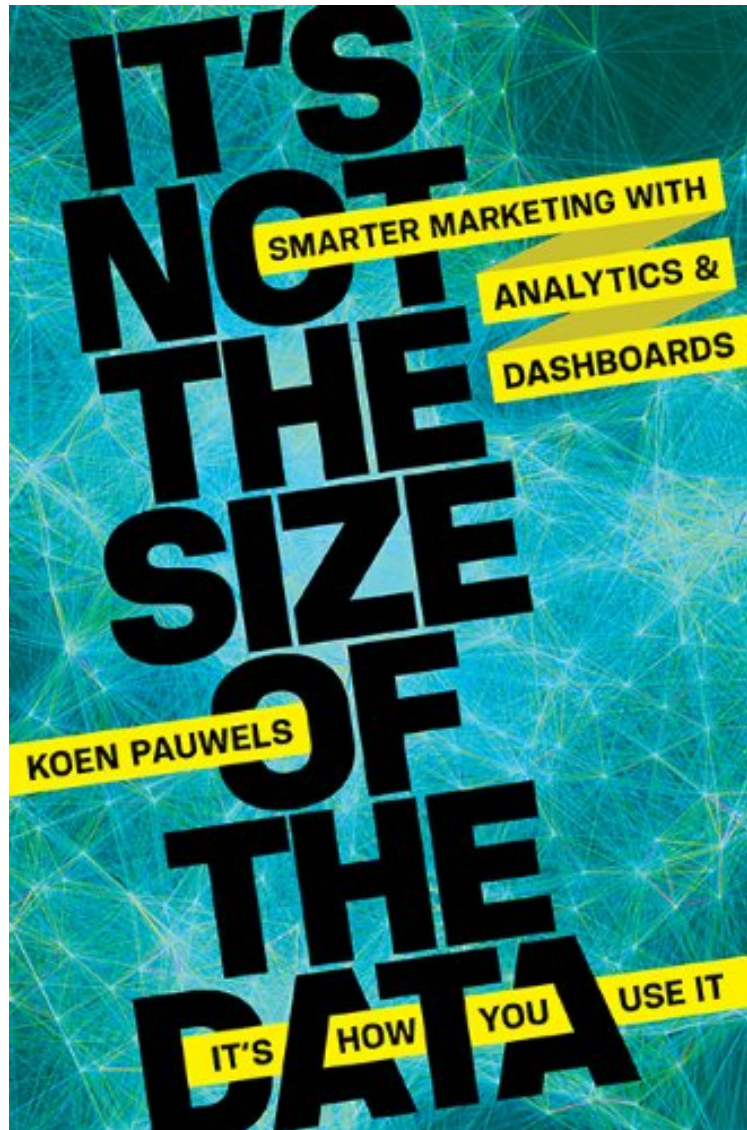


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It's Not the Size of the Data -- It's How You Use It: Smarter Marketing with Analytics and Dashboards

Koen Pauwels

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Koen Pauwels : It's Not the Size of the Data -- It's How You Use It: Smarter Marketing with Analytics and Dashboards before purchasing it in order to gauge whether or not it would be worth my time, and all praised It's Not the Size of the Data -- It's How You Use It: Smarter Marketing with Analytics and Dashboards:

0 of 0 people found the following review helpful. A Small Investment That Will Pay Off By Cannon Gray LLC "It's Not The Size Of The Data - It's How You Use It" by Professor Koen Pauwels plugs a gap between chatter about data

and dashboards on the one hand and business reality on the other. Written in clear, everyday prose managers anywhere will readily understand, this book lays out concretely what dashboards are for, what they should include, how to build them and how to use them. Rather than taking a scorecard off the shelf that won't fit your organization's needs or, at the other extreme, building an overly-complex tool from scratch that tracks a huge number of misleading or meaningless metrics and KPIs, this book sets out in a logical and commonsense fashion how to put together a tool that can truly enhance decision-making. It provides useful guidelines on how to use analytics to identify metrics and KPIs that really matter to your organization and how to integrate them through analytics - how to link input to output causally, in other words. The author does not offer a sugar-coated recipe, however, and the organizational challenges of making it all work are confronted head on. Backed up by a considerable amount of research and experience and illustrated with numerous case studies, it's hard to see how anyone working in marketing, marketing research, advertising, finance or even IT would not find this book useful. I would also recommend it to data scientists whose work is related to marketing or advertising.

0 of 0 people found the following review helpful. A Methodical and Comprehensive Guide to Dashboards By Anonymous

In a time where 'analytics' is a buzz word, and books on this topic are a dime-a-dozen, Dr Pauwels' book cuts through the clutter in many ways. For starters, this is a book by a top academic, who has successfully done analytics all his life - even before analytics was cool! Second, this book does not pretend to do it all. For example, there is no promise made of teaching the most complex models using just excel, or being a complete guide to big data / data analytics. Rather, INTSOD sticks to the crucial first step in data analytics, that of Dashboard creation, and guides the reader through all the intricate steps related to it (more on that below). And finally, it does so in a manner that is approachable, while still not dumbing down the science behind it. This book makes a convincing argument that Dashboards are the critical first step before any firm begins a successful data analytics program. Dr Pauwels guides us through all the intricate steps involved in making dashboards an integral part of a firm's culture. Each step is detailed, from getting the right data, the scientifically most efficient ways of displaying it, the techniques for choosing the right metrics, and even tackling office politics in getting dashboards implemented ('organization behavior'). Dr Pauwels also provides several interesting case studies, mostly based on his own personal experience, which give a very real-world feel to the whole discussion. In short, a must-have for any individual or firm that aims to understand or implement a successful Dashboard and Analytics program.

0 of 0 people found the following review helpful. I highly suggest this book for all marketers the information ... By Customer I highly suggest this book for all marketers the information in this book is very well connected and well explaining the concepts in addition providing tangible case studies this book preparing you well to setup your organization dashboard

Brand tracking, CRM programs, trade shows, online behavior tracking, satisfaction studies. Mounds of marketing metrics are generated across touchpoints and channels. It can be information overload--too much, too scattered. But locked in the vast quantity of information are accurate, data-driven answers to every marketing question. Analytic dashboards are transformative web-based tools that gather, synthesize, and visually display essential data in real time, directly connecting marketing with performance. World renowned marketing expert Koen Pauwels supplies a simple yet rigorous methodology and wealth of case studies to help any size organization, in any industry, turn data into productive action. He explains step by step how to:

- Gain crucial IT support
- Build a rock-solid database
- Select key leading performance indicators
- Design the optimal dashboard layout
- Use marketing analytics to improve decisions and reap rewards

Gut decisions are outdated and downright dangerous. Whether you're trying to allocate resources between online and offline marketing, measure the ROI of specific efforts, or scale up a creative campaign, dashboard analytics bring scientific precision and insight to marketing efforts--with far better results.

“Pauwels takes the reader into the world of big data and marketing dashboards; illustrates in an easy understandable manner how any company can improve performances using marketing dashboards;” -- Christian Reiners blog “provides a wealth of information about managing and leveraging data... Essential and a must-read.” -- One Cause at a Time

From the Inside Flap In a world of seemingly infinite marketing possibilities but limited resources, are you sure you know where it's best to focus your efforts? Can you clearly establish your marketing ROI? Is the promise of big data delivering the answers you need? Most people would emphatically say "No." Old-school marketers cling to their instincts, while others struggle to find meaning in reams of isolated numbers. Even people using reporting dashboards or balanced scorecards find it impossible to connect marketing activities to performance, or generate "what-if" insights. Marketing analytics dashboards are the new standard-bearers of data-driven, accountability-focused marketing. These web-based tools collect key marketing metrics scattered across the company and visually display them as real-time graphs, tables, heat maps, and more. They provide actionable insights from the voluminous information collected through brand tracking, CRM programs, trade shows, online behavior tracking, satisfaction studies, and other touchpoints and channels. It's Not the Size of the Data--It's How You Use It

It walks you through the entire process of designing and implementing a marketing analytics dashboard in any organization, in any industry. With its rigorous methodology, step-by-step instructions, and abundant examples (Google, Heineken, Hilton, Vanguard, Unisys, and more), this practical guide explains how to: Gain crucial IT

support. Build a rock-solid database. Select key leading performance indicators. Integrate online and social media metrics. Design the optimal dashboard layout. Create a culture that values marketing accountability. And more. Whatever challenge you're facing--customer and market data management, online search optimization, product innovation and launch, international budget allocation, integration of social and traditional media--a marketing analytics dashboard can help you accurately track and monitor performance. It will link money spent to results achieved, project the size and timing of profits from various spending scenarios, and pinpoint strategies to grow revenues or cut costs. With the help of this book, your new dashboard will bring the competitive edge of clarity and reliability to every immediate and long-term marketing decision. Koen Pauwels is an internationally-renowned educator, consultant, and researcher on marketing performance. He is the winner of numerous prestigious awards, including the 2010 Google WPP Research Award; author of dozens of published papers; and chief academic advisor of the Marketing Productivity Group. After receiving his Ph.D. from UCLA, he got tenure at Dartmouth's Tuck School of Business before becoming a professor at Ozyegin University in Istanbul, Turkey. You can connect with Koen at: www.notsizedata.com twitter @koenhpauwels

From the Back Cover Drowning in marketing data? Marketing analytics dashboards to the rescue! These transformative web-based tools gather, synthesize, and visually display essential data in real time, directly connecting marketing with performance. Whether your organization is a small startup or a multinational giant, this comprehensive guide explains how to design and implement a targeted analytics dashboard that improves your decisions and your profits. Advance Praise for *It's Not the Size of the Data, It's How You Use It* "Provides a lucid and non-intimidating overview of marketing analytics. A must-have for any manager who is looking to use data and dashboards to drive strategic decision-making." -- Aninyda Ghose, Professor of Marketing, Co-Director of the Center for Business Analytics, New York University "Big data in marketing is about looking for patterns in emotional behavior. This book teaches how to do that"-- Stan van den Broek, Shopper Insights Manager, SCA Hygiene Products "Improved marketing infrastructure is the next area for major strides in improvement. Those that do so first will achieve a competitive advantage that will last for years. This step-by-step methodology, supported by a wealth of case studies, will help marketers achieve the next rung of success for their companies." -- Guy R. Powell, President of ProRelevant Marketing Solutions, and author of *Marketing Calculator* "The demand for actionable marketing analytics is self-evident in this age of big data and marketing accountability. This book is unique." -- Dominique M. Hanssens, Bud Knapp Distinguished Professor of Marketing, UCLA "Provides an applicable, evidence-based methodology for establishing which variables an organization should be following to improve its performance. This book will make you think and then help you act, an unusual combination." -- John Roberts, Professor of Marketing, the Australian National University and London Business School