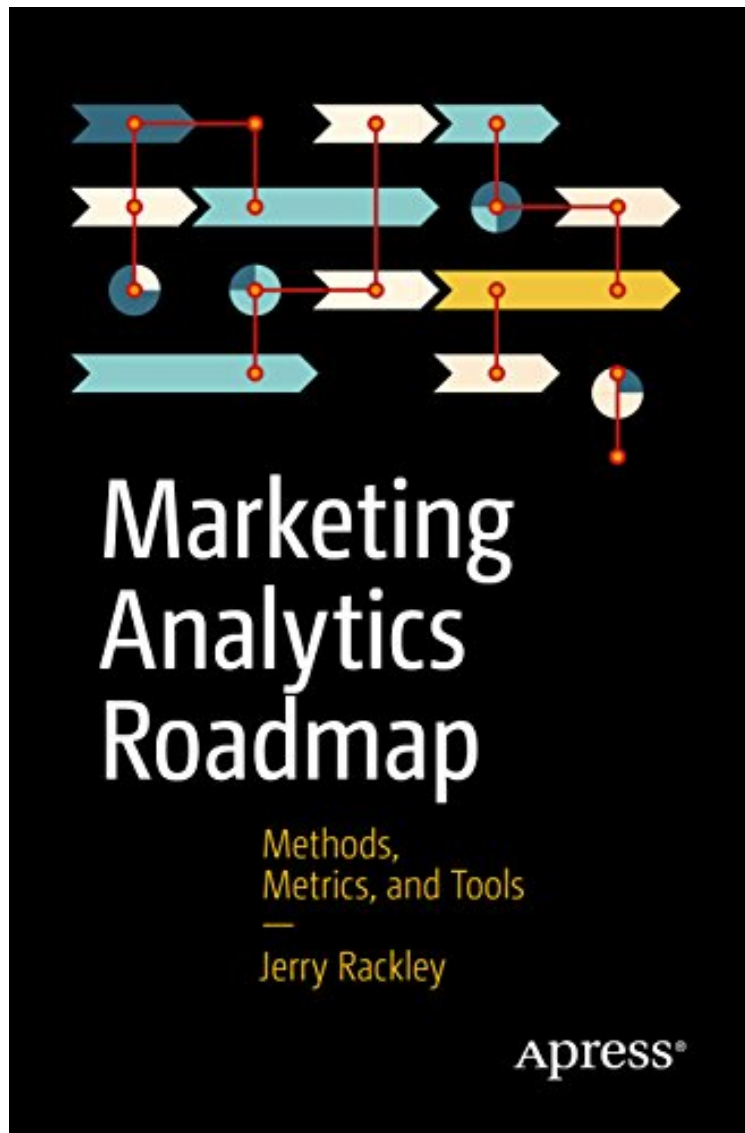


# Marketing Analytics Roadmap: Methods, Metrics, and Tools

*Jerry Rackley*

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**Jerry Rackley : Marketing Analytics Roadmap: Methods, Metrics, and Tools** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Analytics Roadmap: Methods, Metrics, and Tools:

0 of 0 people found the following review helpful. how to put analytics software to good use within an organization By Customer This book is a MUST READ for any individuals curious about the field of marketing analytics or business analytics in general. I took multiple of Mr. Rackley's classes at Oklahoma State University and I can personally attest to his expert knowledge in various forms of marketing within an organization (service, B2B, etc) as well as the measurement of a businesses efforts through analytics. His book "Marketing Analytics Roadmap: Methods, Metrics,

and Tools" shows how analytics can be used effectively in a branch of a business which traditionally has been looked at as work based on educated-guesses and intuition. After reading his book, I have gained a greater understanding of using analytics to create metrics for sales and marketing to measure future efforts, how to put analytics software to good use within an organization, how Big Data is shaping not only the marketing landscape but the landscape of all business, and much more. 1 of 1 people found the following review helpful. gives good advice and at times had me laughing By Zanne Well written, gives good advice and at times had me laughing. His description of pseudo-analytics was so good I was convinced he must personally know the marketing analytics team where I work!

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 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. What you'll learn

About the Author Jerry Rackley is Chief Analyst for Demand Metric, a marketing research and advisory firm, where he leads the company's research efforts. His recent studies have covered topics such as: marketing analytics, social media analytics, sales marketing alignment, online advertising, email marketing, sales enablement, employee engagement, and digital marketing. Rackley began his marketing career at IBM, and since that time has held product management, marketing, and marketing communications roles in various startup, emerging and established software companies. He is keenly interested in the culture of marketing and how companies create a competitive advantage through effective positioning. A graduate of Oklahoma State University, Rackley also serves there as an adjunct marketing faculty member in the Spears School of Business.