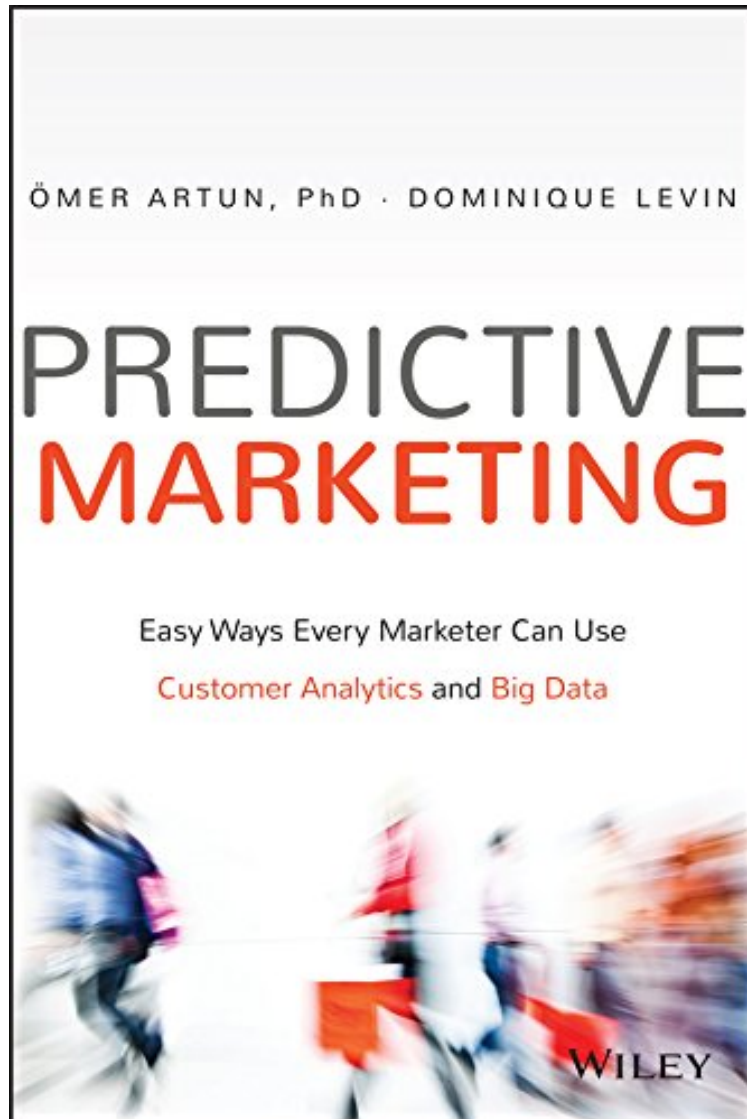


Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data

Omer Artun, Dominique Levin
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Omer Artun, Dominique Levin : Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data before purchasing it in order to gauge whether or not it would be worth my time, and all praised Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data:

0 of 0 people found the following review helpful. Powerful tool By N. Schwab Found myself fascinated by the power of data when properly used. Early on in the age of the Internet I thought only companies doing business online would be the ones to benefit most but with new understanding of how to use data all companies can experience phenomenal

growth if they hit the right buttons. This book is a manual of how to do maximize the technology available to us today to make marketing and production choices that are a lot more effective than the shots in the dark we had to make just a few years ago. 1 of 1 people found the following review helpful. I found this book extremely useful when I was working with customer analytics topics during ...By QianAs an Analytics major student with Engineering background, I found this book extremely useful when I was working with customer analytics topics during my summer internship. The content connects the dots between marketing analytics with related machine learning methods and also provides a clear storyline of how the evolution of marketing analytics looks like. Strongly recommended! 0 of 0 people found the following review helpful. Its almost like a do-it-yourself manual for applying machine learning to marketingBy Arun SaksenaThis is the book that I have been waiting for! Its almost like a do-it-yourself manual for applying machine learning to marketing. Its extremely well written, easy to understand, and provides amazing insights and value on the topic of predictive marketing. I recommend this book to anyone who is interested in applying predictive analytics to marketing, understanding how Big Data and Analytics are transforming business, or understanding the power of machine learning. Great book!

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 mdash; 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.

From the Inside FlapIf you want to get up to speed on how to marry creativity and analytics in marketing, Predictive Marketing is the perfect primer. From using customer big data to machine learning, this thoroughly inclusive guide takes you from novice to practitioner quickly and confidently. Using predictive analytics to drive customer-centric marketing strategies is the biggest game-changer since the Internet went mainstream almost twenty years ago. While some large, pioneering brands have already been wildly successful with predictive marketing, this enlightening guide shows how any-size company can gain tremendous value from data-driven strategies. In a logical, conversational style, coverage takes you step by step from seeing marketing as one-size-fits-all campaigns to individualized, real-time customer journeys. Each standalone chapter brings you closer to gaining customer trust and dominating your industry by showing you how to: Use lifetime value-based marketing to-effectively upsell customers into higher-value segments and reduce costs servicing low-value and unprofitable customers Optimize your marketing spend based on likelihood-to-buy predictions useful for both B2C and B2B marketing Achieve growth more cost-effectively by focusing less on acquiring new customers and more on retaining, and reactivating customers Find the products and channels that bring you the highest-value customers, not just the most customers Let clustering algorithms discover customer personas you didn't know you had, and use these to differentiate and optimize marketing actions Use personas to design better acquisition campaigns and increase conversion using remarketing and lookalike targeting Grow customer value with specific, concrete predictive marketing tactics Measure customer retention and respond with pro-active strategies to keep customers coming back Your new skill set will enable you to use customer data, predictive intelligence, and campaign automation with confidence and will set you apart in the workplace. After reading this book, you will have a blueprint and building blocks to build the technical capabilities and the mindset to be successful with marketing in the customer era. Getting to know all your customers is proven to be profitable, and now Predictive Marketing makes it easy.From the Back CoverUSE PERSONALIZED MARKETING TO BOOST PROFITS WITH THIS PRACTICAL GUIDE TO PREDICTIVE ANALYTICS Predictive Marketing gives you everything you need to transform your organization from a product or channel focus, into customer centric marketing that maximizes lifetime value of each and every customer by delivering truly personalized experiences. This nuts-and-bolts guidebook prepares you to leverage cutting edge machine-learning technologies and pragmatic data-driven

approaches to improve customer acquisition and especially growth. Knowing customers' behaviors and preferences has always been the bread and butter of local merchants, but now it is possible for any marketer to build personal relationships at scale with an easy, automated program of predictive analytics. All the strategies, advice, and pitfalls to avoid can benefit marketers working for large corporations and small businesses, and you will see real-world examples where smaller organizations are leapfrogging their larger competitors with innovative programs. This intuitively written book shows you how business understanding trumps math, and backs it up by giving you the tools and know-how to: Introduce predictive marketing to any-size organization Deliver a more-personalized customer experience Use data-driven approaches in the most effective way to transform your business Find products and channels that deliver the highest-value customers The widespread application of big data and machine learning to marketing is causing a cultural shift in the way companies operate, and by mastering the subtle art of applying hard science as described inside Predictive Marketing, you can start adding value to the company today.

About the Author: MER ARTUN, PHD is the founder and CEO of AgilOne. He aims to help marketers understand and predict customer behavior and make marketing personal again. He previously held executive roles in marketing at Best Buy, CDW and was a consultant with McKinsey Company. He holds a PhD in Physics and Computational Neuroscience from Brown University. DOMINIQUE LEVIN is a business and consumer marketing executive and an early adopter of data-driven marketing. Before building the marketing efforts of numerous startups, often from the ground up, she was an executive at Philips Consumer Electronics and Nippon Telegraph and Telephone. She holds an MBA with distinction from Harvard University.