



Data Driven Marketing for Dummies

By David Semmelroth

Wiley India Pvt. Ltd, 2014. Softcover. Book Condition: New. Data 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. Topics covered include: ? Identifying the common characteristics of customers who buy the same products from your company ? 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 collected data can help with merchandise planning ? Grouping customers for easier market targetingIntroduction Part I: Getting Started with Data Driven Marketing Chapter 1: Data Driven Marketing 101: It `s All About the Customer Chapter 2: Communicating Directly with Your Customers Chapter 3: The Forest for the Trees: Where Is the Customer in All That Data? Chapter 4: Using and Managing Your Customer Contact Information Chapter 5: Getting Your Message Out: Marketing Campaign Basics Part II: Digging Deeper into Your Data: Analytics Chapter 6: You `re going to need a Geek: Introduction to Analyzing Data Chapter 7: Birds of a Feather Buy Together: Segmenting Your Customers Chapter 8: Getting the...



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