

## Data Driven Marketing The 15 Metrics Everyone In Marketing Should Know

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The book Data Driven Marketing, portrays the difficult reality of the company leaders in managing the budget correctly. Therefore, the goal of this book is to give to the reader transparent metrics, tools, examples and a road map to actually do data driven marketing and apply marketing metrics in your organization.

*Data-Driven Marketing: The 15 Metrics Everyone in ...*

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Data-driven marketing improves efficiency and 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.

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NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION Praise for Data-Driven Marketing To paraphrase the old adage: Half of marketing dollars are effective, we just dont know which half! This book changes the marketing game so youll really know whats working and whats not. The 15 metrics, along with the case examples, are an authoritative toolkit for making better decisions ...

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Bounce rate, metric #14, is the key metric to understand how good your web site is, and the new frontier of social media marketing is captured by metric #15, word of mouth. Chapter 7 covers these metrics in detail with lots of examples.

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Today data-driven marketing is either embedded or strategic for 78% of marketers. Speed is the second most-cited benefit of data-driven marketing, after accuracy, cited by 67%. Sixty-three percent of marketers reported that their spending on data-driven marketing and advertising grew over the last year.

*15 Mind-Blowing Stats About Data-Driven Marketing*

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 ...

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CHAPTER 1 The Marketing Divide: Why 80 Percent of Companies Don't Make Data-Driven Marketing Decisions-And Those Who Do Are the Leaders 3. The 15 Essential Marketing Metrics 7. Case Examples 9. Marketing Budgets: Key Differences between the Leaders and the Laggards 17. Using Marketing Metrics to Weather Difficult Economic Times 20

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Follow the data for better marketing. Here are six uncommon data-use strategies for yielding better marketing results. ... if you're looking for ways to step up your marketing game from basic practices to guaranteed, data-driven strategies, here are the six less common ways to use data to make better marketing decisions: ... Start 15-Day Free ...

*Data-Driven Marketing - 6 Uncommon Uses of Data*

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The DMA, the Data & Marketing Association, formerly the Direct Marketing Association, advances and protects responsible data-driven marketing. Learn more about DMA today!

*DMA - Data & Marketing Association - The DMA*

Data-driven marketing refers to strategies built on insights pulled from the analysis of big data, collected through consumer interactions and engagements, to form predictions about future behaviors. This involves understanding the customer data you already have, the data you can get, and how to organize, analyze, and apply that data to better ...

*What Is Data-Driven Marketing? Definition, Strategy ...*

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Data-Driven Marketing : The 15 Metrics Everyone in Marketing Should Know by Mark Jeffery (2010, Hardcover) The lowest-priced brand-new, unused, unopened, undamaged item in its original packaging (where packaging is applicable).

*Data-Driven Marketing : The 15 Metrics Everyone in ...*

Get this from a library! Data-driven marketing : the 15 metrics everyone in marketing should know. [Mark Jeffery] -- "Every marketing department is under pressure to deliver, but some will thrive and some won't. Data-Driven Marketing provides top-to-bottom coverage of what works, what doesn't, and what makes the ...

*Data-driven marketing : the 15 metrics everyone in ...*

"The power of the data-driven marketing approach is that the 15 essential metrics define the ROMI, which justifies future marketing investments (Chapter 5 and 9)." – Mark Jeffery, Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know

*Data-Driven Marketing Quotes by Mark Jeffery*

5. Data-Driven Marketing Strategy should give a wholesome consumer experience. The objective of the data-driven marketing strategy may be increased market share, innovative offerings for consumers. But at the core of Data-driven marketing strategy philosophy is the theory that a bird in hand is worth two in the bush.

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