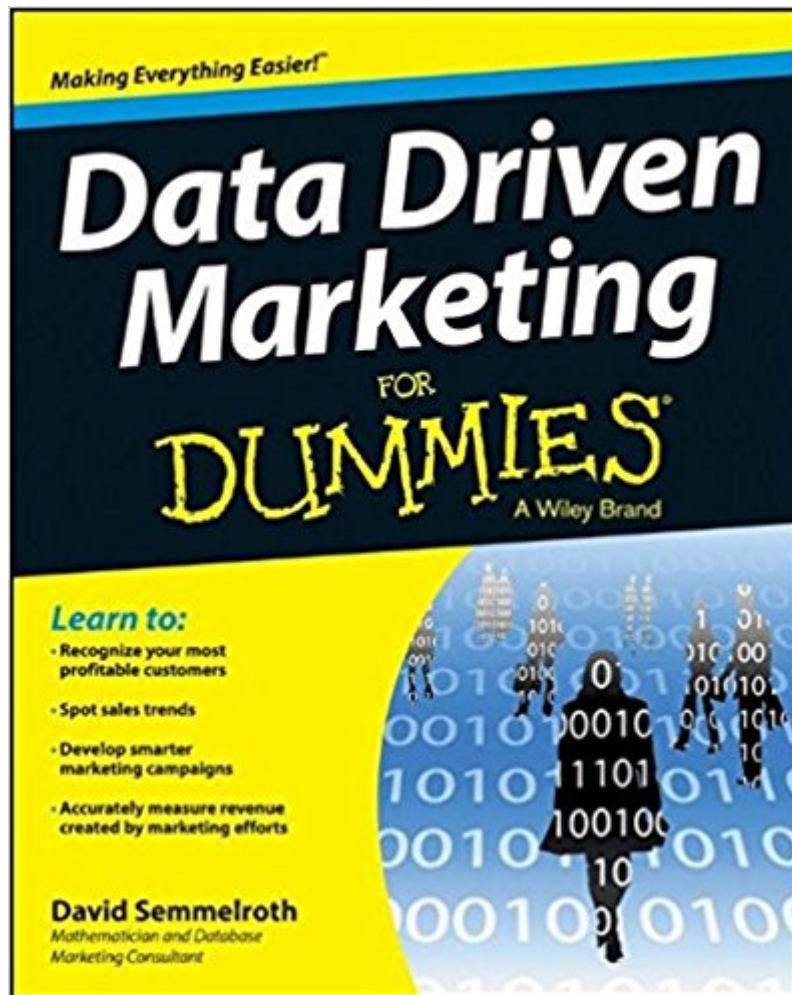The book was found

Data Driven Marketing For Dummies

Synopsis

Embrace data and use it to sell and market your products Data is everywhere and it keeps growing and accumulating. Companies need to embrace big data and make it work harder to help them sell and market their products. Successful data analysis can help marketing professionals spot sales trends, develop smarter marketing campaigns, and accurately predict customer loyalty. Data Driven 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. Identifying the common characteristics of customers who buy the same products from your company (or who might be likely to leave you) 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 data collected can help with merchandise planning Breaking down customers into segments for easier market targeting Building a 360 degree view of a customer base Data Driven Marketing For Dummies assists marketing professionals at all levels of business in accelerating sales through analytical insights.

Book Information

Paperback: 312 pages

Publisher: For Dummies; 1 edition (October 7, 2013)

Language: English

ISBN-10: 1118615840

ISBN-13: 978-1118615843

Product Dimensions: 7.4 x 0.7 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

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