



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

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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. Contents: Introduction: Who Should Read This Book Part 1 A Complete Predictive Marketing Primer Chapter 1 Big Data and Predictive Analytics are Now Easily Accessible to All Marketers Chapter 2 An Easy Primer to Predictive Analytics for Marketers Chapter 3 Get to Know Your Customers First: Build Complete Customer Profiles Chapter 4 Managing Your Customers as a Portfolio to Improve Your Valuation Part 2 Nine Easy Plays to Get Started with Predictive Marketing Chapter 5 Play One: Optimize Your Marketing Spending Using Customer Data Chapter 6 Play Two: Predict Customer Personas and Make Marketing Relevant Again Chapter 7 Play Three: Predict the...



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The ebook is simple in go through better to fully grasp. It is actually rally exciting throgh reading through period. It is extremely difficult to leave it before concluding, once you begin to read the book.

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