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Helping tech-savvy marketers and data analysts solve real-world business problems with Excel Using data-driven business analytics to understand customers and improve results is a great idea in theory, but in today's busy offices, marketers and analysts need simple, low-cost ways to process and make the most of all that data.

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4 | THE STATE OF DATA-DRIVEN MARKETING THE NEW ROLE OF ANALYTICS Based on the responses of marketing leaders, the Oracle-Forbes Insights research shows brands and agencies are reaping the rewards of their analytics efforts.

DATA-DRIVEN MARKETING - oracle.com

Marketing Data and Analytics Primer for 2016 Andrew Frank VP Distinguished Analyst Martin Kihn Research Vice President. G00293079 ... Data-driven marketing (DDM) applies data and analytics to planning and execution processes in order to increase marketing's efficiency and effectiveness.

Marketing Data and Analytics Primer for 2016 - Gartner Inc.

Customer Intelligence in the Era of Data-driven Marketing How analytics can help your marketing department focus on customers in ways that will benefit your company even more.

Customer Intelligence in the Era of Data-driven Marketing

A Forrester study found that 44% of B2C marketers are using big data and analytics to improve responsiveness to 36% are actively using analytics and data mining to gain greater insights to plan ...

Ten Ways Big Data Is Revolutionizing Marketing And Sales

Notes: Marketing data and analytical methods are used in four main areas of marketing decisions. Their implementation in firms depends on firm culture and organizational structure and poses requirements for education and training, which will shape the future of marketing analytics.

Michel Wedel & P.K. Kannan Marketing Analytics for Data

Move beyond marketing analytics and combine deep insights with artificial intelligence that answers the unasked questions. Data-driven marketing is now more than informed experiences – it's completely integrated and predictive.

Data-driven marketing | Adobe Analytics Cloud

DATASHEET Birst Marketing Analytics Birst Marketing Analytics Bringing Clarity, Trust and Speed to Your Data-driven Marketing As a marketer you need to determine your

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Data-driven marketing helps establish attribution – the process of giving appropriate credit to each marketing action that contributed to a sale. When customers are targeted on multiple platforms, it can be hard to tell which communications ultimately ... marketing manager for Adobe Analytics.

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