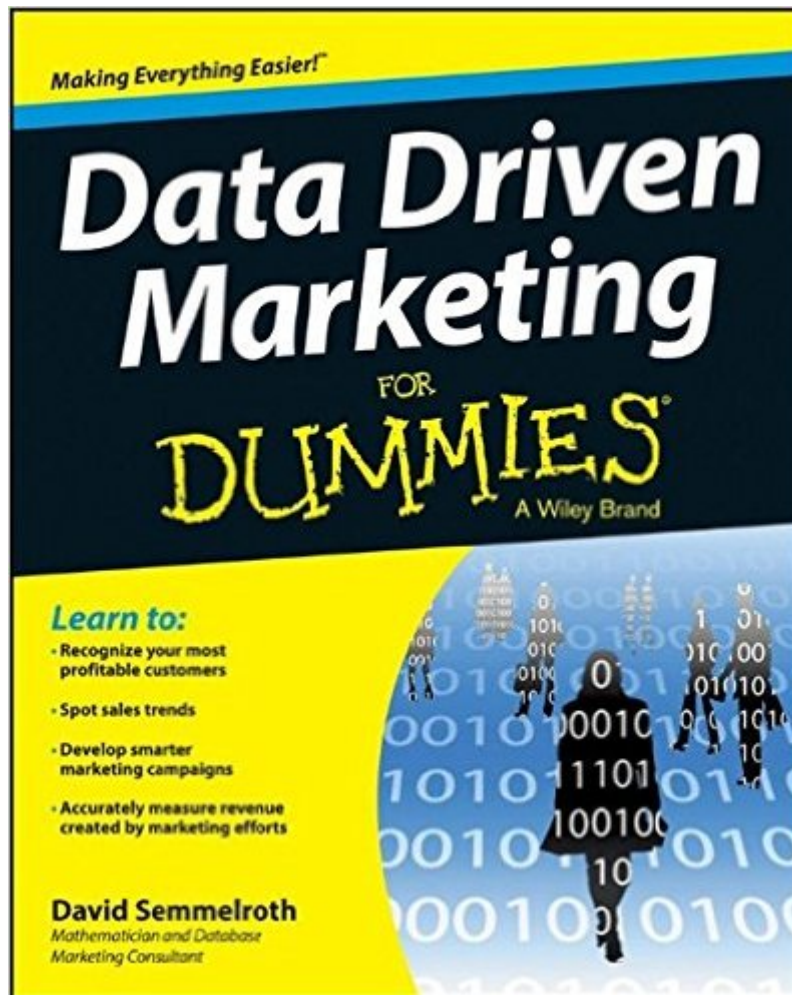


The book was found

# 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)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #903,448 in Books (See Top 100 in Books) #98 in Books > Computers & Technology > Programming > Algorithms > Data Structures #502 in Books > Computers & Technology > Databases & Big Data > Data Mining #744 in Books > Business & Money > Marketing & Sales > Marketing > Research

[Download to continue reading...](#)

Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book 2) Data Driven Marketing For Dummies Data Architecture: A Primer for the Data Scientist: Big Data,

Data Warehouse and Data Vault Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience.: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2 Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Como Crear Un Plan De Marketing Eficaz: Guía para novatos y expertos para crear un estrategia de marketing efectiva (Internet Marketing nº 2) (Spanish Edition) Big Data For Beginners: Understanding SMART Big Data, Data Mining & Data Analytics For improved Business Performance, Life Decisions & More! The Data Revolution: Big Data, Open Data, Data Infrastructures and Their Consequences Hacking University: Freshman Edition Essential Beginner's Guide on How to Become an Amateur Hacker (Hacking, How to Hack, Hacking for Beginners, Computer ... (Hacking Freedom and Data Driven Book 1) Foundation Flex for Developers: Data-Driven Applications with PHP, ASP.NET, ColdFusion, and LCDS Hacking University: Sophomore Edition. Essential Guide to Take Your Hacking Skills to the Next Level. Hacking Mobile Devices, Tablets, Game Consoles, and ... (Hacking Freedom and Data Driven Book 2) Big Data Driven Supply Chain Management: A Framework for Implementing Analytics and Turning Information Into Intelligence (FT Press Analytics) Facilitating Evidence-Based, Data-Driven School Counseling: A Manual for Practice Driven by Data: A Practical Guide to Improve Instruction Data-Driven Decisions and School Leadership: Best Practices for School Improvement Triathlon 2.0: Data-Driven Performance Training Discovering Knowledge in Data: An Introduction to Data Mining (Wiley Series on Methods and Applications in Data Mining) Big Data, MapReduce, Hadoop, and Spark with Python: Master Big Data Analytics and Data Wrangling with MapReduce Fundamentals using Hadoop, Spark, and Python