



Data Driven Marketing For Dummies

By David Semmelroth



Data Driven Marketing For Dummies By David Semmelroth

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.

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Editorial Review

From the Back Cover

Learn to:

- Recognize your most profitable customers
- Spot sales trends
- Develop smarter marketing campaigns
- Accurately measure revenue created by marketing efforts

Embrace data and use it to sell and market your products

Successful data analysis can help marketing professionals spot sales trends, develop smarter marketing campaigns, and accurately measure the impact of marketing campaigns. *Data Driven Marketing For Dummies* shows you how to use all the data at your disposal to make current customers more satisfied, reach new customers, and more efficiently sell to your most important customer segments.

- The bread and butter — get an intro to the functions that are common to virtually all of database marketing, the structure of a database marketing campaign, and how customer databases are organized
- Dig deep — find the lowdown on ways to analyze data and discover what to watch out for to keep yourself from being misled
- Put it to work — take a look at common marketing goals and how campaigns are designed to meet them (and how they can meet yours)
- Learn from experience — discover how to set up a testing plan, measure the success of your database marketing campaigns, improve future marketing campaigns, and much more

Open the book and find:

- Why database marketing works
- Guidance on how to understand your customer base
- The importance of creating a customer record
- Ways to use and manage your customer contact information
- Analytic techniques common to database marketing
- How to get the most from your transaction data
- Tips on how customer behavior can be used to inform marketing campaigns
- Strategic ways your data can inspire communications

About the Author

David Semmelroth has two decades of experience translating customer data into actionable insights across the financial services, travel, and entertainment industries. David has consulted for Cedar Fair, Wachovia, National City, and TD Bank.

Users Review

From reader reviews:

Tisha Betancourt:

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Jonathan Thurman:

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