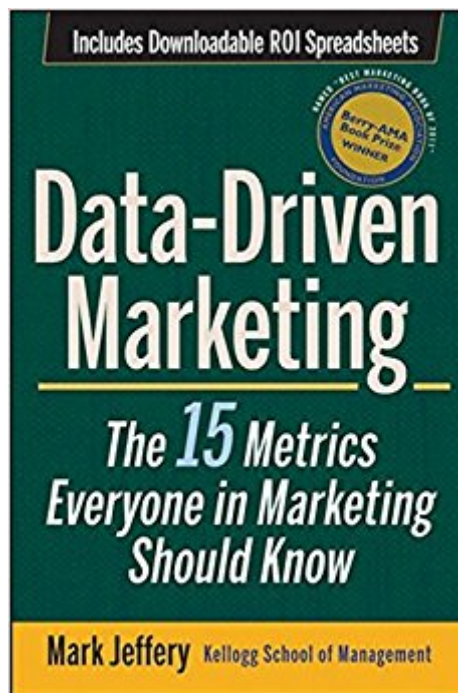The book was found

Data-Driven Marketing: The 15 Metrics Everyone In Marketing Should Know

Synopsis

NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing $53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

Book Information

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Customer Reviews

We live in budget-cutting times, and marketing budgets are among the first to get cut. Why? When non-marketing executives take a hard look at the numbers, they often can't see a tangible link between marketing and overall revenue. So if you're a marketer today, you're probably facing the need to do more with less, justify all investments, show results, and still beat the competition. The secret to this balancing act is havingÃ¢â ¬â •and correctly usingÃ¢â ¬â •the numbers. Data-Driven Marketing uses simple, non-technical language to help you to master the latest analytical techniques while maximizing your Return on Marketing Investment (ROMI). You'll take your marketing performance to the next level as you discover: Why more than 80 percent of companies don't make data-driven marketing decisions (and suffer for it) The 15 key metrics every marketer should know The five obstacles to data-driven marketing and how to overcome them In-depth examples of how to apply data-driven principles in small and large organizations How to use the 15 metrics to improve the performance of your campaigns by a factor of five or more New research insights from the Kellogg School of Management, America's leading marketing business school, surveying 252 Fortune 1000 firms, encompassing $53 billion of annual marketing spending Free downloadable ROMI templates for all examples given in the book Every marketing department is under pressure to deliver, but some will thrive and some won't. Data-Driven Marketing provides top-to-bottom coverage of what works, what doesn't, and what makes the difference in this important but misunderstood area. Pick up this essential guide today and you'll not only come out on top, but know (and measure) the reason why.

NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION Praise for Data-Driven Marketing "To paraphrase the old adage: 'Half of marketing dollars are effective, we just don't know which half!' This book changes the marketing game so you'll really know what's working and what's not. The 15 metrics, along with the case examples, are an authoritative toolkit for making better decisions to create new markets, drive revenue, increase customer satisfaction, and improve profitability." Ã¢â ¬â •John M. Boushy, former CEO, Ameristar Casinos, Inc. "A groundbreaking combination of research, frameworks, and pragmatic advice for both controlling and radically improving marketing. A must-read for the entire marketing organization, from the CMO to the front lines." Ã¢â ¬â •Barry Judge, Executive Vice President and Chief Marketing Officer, Best Buy "Business-to-consumer marketing and business-to-business marketing are very different. Through detailed examples, this outstanding book shows how to apply data-driven marketing in both worlds for real results. This book is for anyone in business, not just marketing, who wants to step up the performance of their marketing." Ã¢â ¬â •David G. Bills, Senior

Vice President and Chief Marketing and Sales Officer, DuPont "Every year, baseball teams go to places like Florida and Arizona to run through the basics which are the cornerstone of performance excellence. This book is the marketing equivalent of taking all those ground balls. An essential read for every marketer who cares aboutÃ¢â ¬â •and wants to improve uponÃ¢â ¬â •the science of their craft." Ã¢â ¬â •Derek Ungless, Executive Vice President and Chief Marketing Officer, DSW Shoe Warehouse

I've spent years in IT wondering about the business value of information as it applies to different functional areas. This book enlightened me about the marketing function beyond my expectations. I can now clearly see the linkage between the marketing function and well architected IT systems to build and drive competitive advantage. I highly recommend this book for IT people who are interested in the business relevance of information systems.

This book has helped me grow exponentially in my understanding of marketing. Aside from marketing, I was able to transfer many principles to life as well. I highly recommend this book if you want to have a competitive advantage in your marketing industry.

I am a marketing pro. This book is excellent if you are a rookie. It was boring for me but it may be right for you.

Great Book - One of the early ones that GOT IT RIGHT!!

Superb book

Found the book very useful as it takes you through the steps one need to take to achieve the metrics.

I've used this book as an introduction to quantitative marketing, and have been very pleased with it. Good material, good presentation, good supplemental worksheets. Its one major shortcoming is that it only addresses the purchase of B2B and B2C goods. If you work in consumer lending it might be smart to pick up something else, one that addresses credit risk.

If you're funding any sort of marketing, this is a MUST READ book. My company helps clients with

online marketing and its always been difficult for us to help direct efforts between the different options. This book makes it easy to track each Marketing effort's ROI (ROMI.) Well done!!!Salim.

Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (3rd Edition) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough ... (Marketing/Sales/Advertising & Promotion) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data-Driven Design and Construction: 25 Strategies for Capturing, Analyzing and Applying Building Data Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking Measuring Marketing: 110+ Key Metrics Every Marketer Needs What Everyone Needs to Know about Islam (What Everyone Needs to Know (Hardcover)) Marketing Analytics: Data-Driven Techniques with Microsoft Excel Cable-Driven Parallel Robots: Proceedings of the Third International Conference on Cable-Driven Parallel Robots (Mechanisms and Machine Science) 100 Things Washington Fans Should Know & Do Before They Die (100 Things...Fans Should Know) 100 Things Cardinals Fans Should Know & Do Before They Die (100 Things...Fans Should Know) 100 Things Chiefs Fans Should Know & Do Before They Die (100 Things...Fans Should Know) 100 Things Blues Fans Should Know & Do Before They Die (100 Things...Fans Should Know)

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