

1. Record Nr.	UNINA9910131619903321
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Titolo	Behavioral marketing : delivering personalized experiences at scale // Dave Walters
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2015 ©2015
ISBN	1-119-07639-0 1-119-17044-3 1-119-07643-9
Edizione	[1st edition]
Descrizione fisica	1 online resource (255 p.)
Classificazione	BUS043000
Disciplina	658.8/72
Soggetti	Internet marketing Customer relations Consumers' preferences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Sommario/riassunto	"This book focuses on fixing marketers' highly inefficient processes and spotty results and describes how to be more "revenue predictable". The book explains the key principles of behavioral marketing, which include: customer journey mapping, channel-level planning, data capture and hygiene, campaign creation, delivery best practices, and measurement/optimization. It will include up to 10 case studies across multiple industries highlighting the revenue growth and process efficiencies resulting from great behavioral-driven marketing. "--