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Nota di contenuto	Cover ; Title Information ; Title Page; Copyright Page; Dedication; Table of Contents; List of Illustrations; About the Author; Preface; 1 The Informational Advantage; The Age of Data; The Believability Factor; What is Knowledge?; Knowledge as a Strategic Asset; The Emerging Field of Database Analytics; About This Book; 2 The Marketing Database Analytics Process; Approach and Philosophy; The Marketing Database Analytics Process; Part I: Need Identification; 3 Organizational Objectives and Informational Needs; Organizational Goals; Informational Objectives; 4 Skills and Tools; Skills and Tools Process RequirementsPart II: Knowledge Creation; 5 Analytic Planning; Analytic Planning; Planning Framework; Mini-Case 5.1: Analytic Planning and Customer Loyalty Programs; 6 Data Basics; Data and Databases; Databases in a Nutshell; Data: Types; Data: Contents; It Is Not About the Digits; Textual Information; Single- vs. Multi-Source Analytics; Mini-Case 6.1: Multi-Source Analytics; 7 Analytic File Creation; Data Gathering; Analytic Dataset Creation; Metadata; Mini-Case 7.1: My Know-How and Your Data; 8 Exploratory Data Analyses; Initiating Data Analyses Database Analytics and Data ExplorationThe Exploratory Data Analysis

Process; Data Reduction; Mini-Case 8.1: New Insights or Spurious Associations?; 9 Segmentation; Simple Yet Complex; The Evaluation Process; Loyalty Segmentation; Mini-Case 9.1: Segmenting the Leisure Boating Market; 10 Behavioral Predictions; Behavioral Predictions and Decision Support; Threat Anticipation; Opportunity Identification; Mini-Case 10.1: Consumer Coupons and Look-Alike Modeling; 11 Action-Attributable Incrementality; Incrementality Measurement; Impact Assessment; Action-Result Effect Estimation; Profit Impact Mini-Case 11.1: Estimating the Efficacy of Wireless Carriers' Advertising; 12 Database Scoring; Model Calibration; Database Scoring; Mini-Case 12.1: Consumer Coupons and Look-Alike Modeling Scoring; 13 From Findings To Knowledge; Knowledge Implementation; Deployment; Updating; Mini-Case 13.1: Deploying Database Marketing as a New Customer Acquisition Tool; Part III: Dissemination; 14 Organizational Knowledge Sharing; Analytic Insights and Decisioning; Dashboards and Scorecards; Report Deployment: A Normative Framework; Mini-Case 14.1: Communicating with Non-Technical Audiences; 15 In Closing Sputnik and InternetThe Semantic Web; Notes; Bibliography; Index

Sommario/riassunto

<P>Marketing Database Analytics presents a step-by-step process for understanding and interpreting data in order to gain insights to drive business decisions. One of the core elements of measuring marketing effectiveness is through the collection of appropriate data, but this data is nothing but numbers unless it is analyzed meaningfully.</P><P>
Focusing specifically on quantitative marketing metrics, the book:</P>Covers the full spectrum of marketing analytics, from the initial data setup and exploration, to segmentation, behavioral predictions and impact quantification</L
