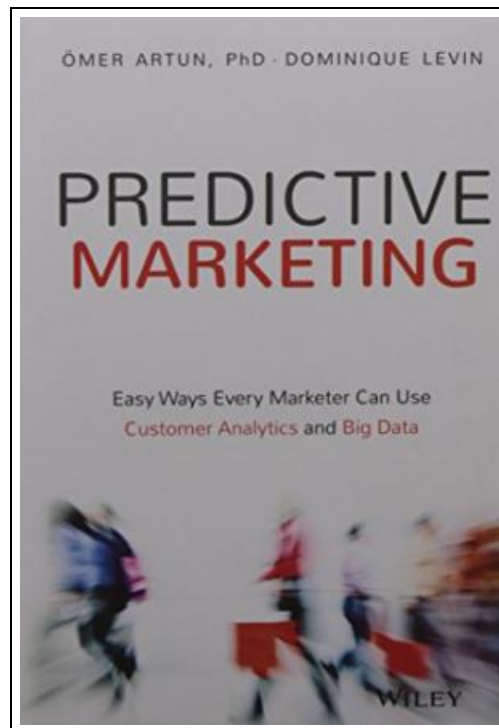


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(Keshaun Schneider)

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Wiley India Pvt. Ltd, 2015. Hardcover. Book Condition: New. Predictive Marketing is a predictive analytics primer for organizations large and small offering practical tips and actionable strategies for implementing more personalized marketing immediately. The marketing paradigm is changing and this book provides a blueprint for navigating the transition from creative- to data-driven marketing, from one-size-fits-all to one-on-one, and from marketing campaigns to real-time customer experiences. You`ll learn how to use machine-learning technologies to improve customer acquisition and customer growth and how to identify and re-engage at-risk or lapsed customers by implementing an easy, automated approach to predictive analytics. Contents: Introduction: Who Should Read This Book Part 1 A Complete Predictive Marketing Primer Chapter 1 Big Data and Predictive Analytics are Now Easily Accessible to All Marketers Chapter 2 An Easy Primer to Predictive Analytics for Marketers Chapter 3 Get to Know Your Customers First: Build Complete Customer Profiles Chapter 4 Managing Your Customers as a Portfolio to Improve Your Valuation Part 2 Nine Easy Plays to Get Started with Predictive Marketing Chapter 5 Play One: Optimize Your Marketing Spending Using Customer Data Chapter 6 Play Two: Predict Customer Personas and Make Marketing Relevant Again Chapter 7 Play Three: Predict the Customer Journey for Life Cycle Marketing Chapter 8 Play Four: Predict Customer Value and Value-Based Marketing Chapter 9 Play Five: Predict Likelihood to Buy or Engage to Rank Customers Chapter 10 Play Six: Predict Individual Recommendations for Each Customer Chapter 11 Play Seven: Launch Predictive Programs to Convert More Customers Chapter 12 Play Eight: Launch Predictive Programs to Grow Customer Value Chapter 13 Play Nine: Launch Predictive Programs to Retain More Customers Part 3 How to Become a True Predictive Marketing Ninja Chapter 14 An Easy-to-Use Checklist of Predictive Marketing Capabilities Chapter 15 An Overview of Predictive (and Related) Marketing...



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