



It Only Looks Like Magic: The Power of Big Data and Customer-Centric Digital Analytics

Jennifer Veesenmeyer, Peter Vandre, Ron Park, Andy Fisher

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In a world where customer-centric organizations have the marketing edge, advanced analytics is the driving force behind customer experiences. Real-time scoring determines content and product recommendations. Customer segmentation and look-alike models identify who should receive a coupon. Testing determines the coupon value. Attribution modeling and scenario analysis inform media spend.

It Only Looks Like Magic reveals how analysts can work with data and technology to power real-time, personalized marketing. The book strikes a compelling balance between strategic context and tactical details. Part I describes the analytic underpinnings of these new customer-centric marketing capabilities, but the true value is in the how-to detail of Part II. The authors discuss multi-channel marketing attribution, customer segmentation strategy, analytics-informed customer experiences and six channels/media that every analyst should understand website, email, search, display, social and mobile. The book also covers digital data capture, integration and management in detail.

Written from an analytics perspective with contributions from a cross-functional team of experts, this book is a must-read for anyone who wants to understand both the strategic context of customer-centric marketing and the tactical details of customer analytics, digital data and technologies.

Discover the secrets :

- *Data details for digital channels - what data is available, what data is valuable, how it can be captured and what can be done to ensure the data will provide value downstream

- *Tactical recommendations for how to improve your measurement within each digital channel

- *How customer-level data can be integrated across digital channels and with offline data How to evolve from demographic-focused segmentation to understand motivations and consumer decision-making

- *Strategies for bridging high-level media mix modeling and more detailed attribution analysis, including how to integrate social metrics

- *How analytics and technology come together to enable much more targeted and relevant communications with customers

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