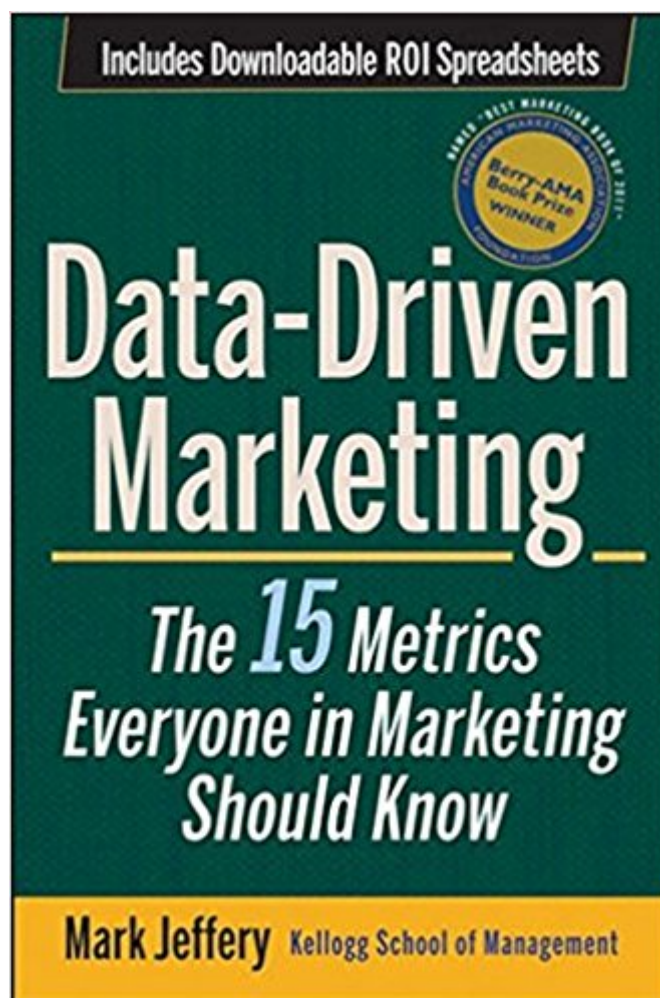


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# Data-Driven Marketing: The 15 Metrics Everyone In Marketing Should Know



## 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

Hardcover: 320 pages

Publisher: Wiley; 1 edition (February 8, 2010)

Language: English

ISBN-10: 0470504544

ISBN-13: 978-0470504543

Product Dimensions: 6.4 x 1.1 x 9.3 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (55 customer reviews)

Best Sellers Rank: #158,468 in Books (See Top 100 in Books) #24 in [Books > Business & Money > Marketing & Sales > Marketing > Industrial](#) #136 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#)

## Customer Reviews

This book is mainly talking about how important the data analysis is while containing little instruction about how to do it. It takes you forever to find the useful methods and approaches to implement the analysis. If you just want to read the story of the situation of the company before the data analysis is implemented and that after the data analysis is done, buy this book. If you want to learn how to do data analysis, find another book.

I was a bit surprised to see so many 5 stars but eventually I found another 2 star reader among reviews and I totally agree with him. At first you can be a bit fascinated about the author's talking about the importance of data in marketing and so many important case histories. I firstly read this book when I was still quite inexperienced about marketing and thought "wow this is a great book and finally something more quantitative!". But now after second and third reading and some another tenth of marketing books, I can say my first impression was really wrong. As the other 2-star reviewer said this book is useless. If your thinking, like mine, is that a data-driven marketing book should be operational and practical to be effective, especially if your background is technical or scientific and "regression" is not a strange word for you, do not buy this book: you would be very disappointed.

As a Marketing executive, I can understand the challenges of fusing science and art when making daily marketing decisions. Mark has done an exceptional job at articulating simple, yet thoroughly explainable, solutions for achieving successful marketing metrics. He provides an exceptional foundation of mathematical methods in driving ROI, ROAS, profitability and retention. Data-Driven Marketing accomplishes the one thing that is most critical when running a marketing organization: using data to drive profits. He stresses the critical relationships between business and IT and how, in concert, these two forces can truly revolutionize business results. Using enterprise customer, operational and transactional data in the 15 metrics are key. His book also points out the power of Voice of the Customer data and how its continued mining is important to driving marketing strategy. Another advantage of his metrics are their versatility: simply put...they are industry agnostic. Mark also does more than just lay out case after case of why these metrics make sense for any marketer. He also interjects fun and humor during the process. This is an aspect any reader can enjoy. Data-Driven Marketing is an absolute must-have for any marketer interested in good, solid, directional marketing analytics.

I'm a recent marketing graduate from a top 20 MBA program. This book taught me more about how

to be an efficient marketer than all of my marketing classes over the course of two years at my MBA program. I'm tempted to give this book a horrible review in hopes of persuading people not to read it just so I can retain the competitive advantage it has given me in the market place. Kudos to Mark Jeffrey for writing a book with principles that are so easy to understand, and a great depth of applicability to boot. It's a must buy.

This book must be purchased, read and kept on your shelf as a reference. It is very well written, very easy to follow, and very organized. The many examples "in practice" really hit home the theories and concepts. This book will not only give you the tools to measure marketing campaign results but will also give you the tools to sell your company on the fact that marketing campaign results need to be measured. There are also a few excellent chapters on measuring results of internet marketing. This book covers it all. MBA students to experienced professional marketers should have this book on their reference shelf.

The book is able to transform us the old-time-marketers and sales managers with our soft marketing skills into data smarts, move away the phobia of data and analytics and open up again the door of the boardroom for us with respect, because now we can communicate and contribute the new way. This book showed us the way. Thank you. George A. Labanaris

Understanding how to interpret and analyze data to optimize media, marketing, & advertising is a critical component of success. In tough economic times history has proven that the most successful brands are the ones that don't pull back, but instead step up their game. However, marketers still need to provide a tangible link between expenditures and revenue. Mark's book will serve as an excellent easy-to-follow guide to advanced analytical techniques and models that will enable marketers to outsmart the competition. A must read.

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.

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