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*Analytics, Mike*

*Grigsby takes*

*passionate marketing*

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*strategists on a  
practical, real-life  
journey for solving  
common marketing  
challenges. By  
combining the concepts  
and knowledge areas of  
statistics, marketing  
strategy and consumer  
behaviour, Grigsby  
recommends scientific  
and innovative  
solutions to common  
marketing problems in*



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*the current business  
environment.*

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*"Marketing Analytics is  
a practical guidebook  
written in a  
conversational tone  
that makes complex  
theories easily  
understood. The  
author's experience in*

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*the industry combined  
with his inherent gift  
for explaining  
everything a successful  
marketing analyst  
needs to know makes  
this book a must-read."*

*Marketing Analytics: A  
practical guide to real  
marketing ...*

*The second edition of  
Marketing Analytics  
enables marketers and*

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*business analysts to leverage predictive techniques to measure and improve marketing performance. By exploring real-world marketing challenges, it provides clear, jargon-free explanations on how to apply different analytical models for each purpose.*

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*Practical Guide to  
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*Assuming no prior  
knowledge, Marketing  
Analytics introduces  
concepts relating to  
statistics,  
marketing Mike Grigsby  
provides business  
analysts and marketers  
with the marketing  
science understanding  
and techniques they  
need to solve real-world*

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*marketing challenges,  
such as pulling a  
targeted list,  
segmenting  
data, testing campaign  
effectiveness, and  
forecasting demand.*

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*Marketing analytics is  
a data-driven discipline  
that focuses on*

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*quantifying the effectiveness of marketing campaigns and informing marketing-related business decisions. It helps you nail down ROI...*

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*W Dean Vogt, Jr,*  
*marketing research and*  
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*analytics practitioner*

*'Marketing Analytics is*

*a practical guidebook*

*written in a*

*conversational tone*

*that makes complex*

*theories easily*

*understood. The*

*author's experience in*

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*everything a successful*

*marketing analyst*

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Marketing ...***

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enables marketers and  
business analysts to  
leverage predictive  
techniques to measure  
and improve marketing  
performance. By  
exploring real-world*



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practical guide to  
improving ...  
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creation and data  
segmentation, to testing  
campaign effectiveness,*

*marketing challenges, it  
provides clear, jargon-  
free explanations on  
how to apply different  
analytical models for  
each purpose.*

*Marketing Analytics A  
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creation and data  
segmentation, to testing  
campaign effectiveness,*

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*pricing structures and  
forecasting demand,  
this book offers a  
welcome handbook on  
how statistics,  
consumer analytics and  
modelling can be put to  
optimal use. The fully  
revised second edition  
of Marketing Analytics  
includes three new  
chapters on big data  
analytics, insights and  
panel regression,*

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Marketing Analytics  
demonstrates how*

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*statistics, analytics and modeling can be put to optimal use to increase the effectiveness of every day marketing activities, from targeted list creation and data segmentation to testing campaign effectiveness and forecasting demand. The author explores many common marketing challenges and demonstrates how*

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*to apply different data  
Analytics A  
models to arrive at  
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guide to real ...*

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knowledge, Marketing  
Analytics introduces  
concepts relating to  
statistics, marketing  
strategy, and consumer  
behavior and then*

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*works through a series  
of problems by*

*providing various data  
modeling options as  
solutions.*

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Marketing ...*

*The goal of marketing  
analytics is the  
optimization and  
measurement of  
marketing activities.*

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*Having said that, it  
relies on both on-site  
and off-site indicators  
to evaluate  
performance reports.*

*The aim, in all this is to  
find the 'sweet spot'  
where the actual offsite  
and onsite efforts  
converge to produce a  
'change' in marketing  
efforts, by employing a  
particular strategy.*



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performance and raise  
analytics IQ for  
companies that have  
not yet had much*

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*success with analytics.*

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*When it comes to  
content marketing, we  
can measure how long  
a user spent engaging  
with content on a  
particular web page  
using Google Analytics.  
With email marketing,  
the length of*

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*engagement with email  
content is equally  
important, and it goes  
without saying that the  
longer a subscriber  
spends reading your  
email, the better.*

*A Practical Guide to  
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Metrics | DMI*

*Here's what I do :  
Identify the distinct  
competitors which*

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*created content related to what we will target with our campaign. I rely on both... Retrieve all meaningful content metrics: Links (another reason why I use the Keyword Difficulty Tool ); Social shares... Links (another reason why I use the ...*

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*analytics practitioners  
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managers seeking a  
comprehensive  
overview of the most  
actionable techniques  
that virtually any  
organization can apply  
to gain immediate  
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ANALYTICS*** *‘With its  
focus on practicality,  
this book is an  
invaluable toolkit of  
frameworks to drive  
consumer-centric  
analytics initiatives  
across marketing  
organizations. It is  
unique in going beyond  
theoretical aspects and*

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*helping practitioners  
apply analytics to  
understand consumer  
behaviour and identify  
business opportunities.*

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accomplished content  
marketing strategy can  
facilitate relationship  
building and cultivate a  
sense of community*



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*that encourages  
steadfast loyalty to your  
brand. It can allow you  
to position yourself as a  
thought leader, an  
authority, within your  
industry.*

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to Get Started With*

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*passionate marketing*

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*practical, real-life  
journey for solving  
common marketing  
challenges. By  
combining the concepts  
and knowledge areas of  
statistics, marketing  
strategy and consumer  
behaviour, Grigsby  
recommends scientific  
and innovative  
solutions to common  
marketing problems in  
the current business*



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*environment.*  
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***"Marketing Analytics is  
a practical guidebook  
written in a  
conversational tone  
that makes complex  
theories easily  
understood. The  
author's experience in  
the industry combined***

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*with his inherent gift  
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practical guide to real  
marketing ...*

*The second edition of  
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enables marketers and  
business analysts to*

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*leverage predictive  
Analytics. A  
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Science*  
*performance. By  
exploring real-world  
marketing challenges, it  
provides clear, jargon-  
free explanations on  
how to apply different  
analytical models for  
each purpose.*

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knowledge, Marketing To  
Analytics introduces  
concepts relating to  
statistics,  
marketing Mike Grigsby  
provides business  
analysts and marketers  
with the marketing  
science understanding  
and techniques they  
need to solve real-world  
marketing challenges,*

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*such as pulling a  
targeted list,  
segmenting  
data, testing campaign  
effectiveness, and  
forecasting demand.*

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*Marketing analytics is  
a data-driven discipline  
that focuses on  
quantifying the*

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*effectiveness of  
marketing campaigns  
and informing  
marketing-related  
business decisions. It  
helps you nail down  
ROI...*

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*Marketing Analytics is a practical guidebook written in a conversational tone that makes complex theories easily understood. The author's experience in the industry combined with his inherent gift for explaining everything a successful marketing analyst needs to*

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techniques to measure  
and improve marketing  
performance. By  
exploring real-world  
marketing challenges, it*



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segmentation, to testing  
campaign effectiveness,  
pricing structures and*

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*forecasting demand, this book offers a welcome handbook on how statistics, consumer analytics and modelling can be put to optimal use. The fully revised second edition of Marketing Analytics includes three new chapters on big data analytics, insights and panel regression, including how to*

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*collect, separate and  
analyze big data.*

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*demonstrates how*

*statistics, analytics and*

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*modeling can be put to optimal use to increase the effectiveness of every day marketing activities, from targeted list creation and data segmentation to testing campaign effectiveness and forecasting demand. The author explores many common marketing challenges and demonstrates how to apply different data*

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*models to arrive at  
viable solutions.*

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concepts relating to  
statistics, marketing  
strategy, and consumer  
behavior and then***

***works through a series***

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*of problems by*  
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*providing various data*  
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*modeling options as*  
Real Marketing  
*solutions.*

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*The goal of marketing*  
*analytics is the*  
*optimization and*  
*measurement of*  
*marketing activities.*

*Having said that, it*

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*relies on both on-site  
and off-site indicators  
to evaluate performance reports.*

*The aim, in all this is to  
find the 'sweet spot'  
where the actual offsite  
and onsite efforts  
converge to produce a  
'change' in marketing  
efforts, by employing a  
particular strategy.*

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guide [2020 update]*

*Highly Effective*

*Marketing Analytics, a  
highly practical and  
pragmatic how-to book,*

*infuses analytics into  
marketing to help*

*improve marketing  
performance and raise*

*analytics IQ for*

*companies that have*

*not yet had much*

*success with analytics.*

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*When it comes to content marketing, we can measure how long a user spent engaging with content on a particular web page using Google Analytics. With email marketing, the length of engagement with email*

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*content is equally  
important, and it goes  
without saying that the  
longer a subscriber  
spends reading your  
email, the better.*

*A Practical Guide to  
Email Marketing  
Metrics | DMI*

*Here's what I do :  
Identify the distinct  
competitors which  
created content related*

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*to what we will target  
with our campaign. I  
rely on both... Retrieve  
all meaningful content  
metrics: Links (another  
reason why I use the  
Keyword Difficulty  
Tool ); Social shares...  
Links (another reason  
why I use the ...*

*A Practical Guide to  
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*Marketing Analytics is written with a scientific voice, but was very readable, with the science wrapped into everyday activities, based on a character we can all relate to, that are derived from these formulas, ultimately driving ROI,*

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*managers seeking a  
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**ANALYTICS** *‘With its  
focus on practicality,  
this book is an  
invaluable toolkit of  
frameworks to drive  
consumer-centric  
analytics initiatives  
across marketing  
organizations. It is  
unique in going beyond  
theoretical aspects and  
helping practitioners*

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*apply analytics to  
understand consumer  
behaviour and identify  
business opportunities.*

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accomplished content  
marketing strategy can  
facilitate relationship  
building and cultivate a  
sense of community  
that encourages*



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*steadfast loyalty to your brand. It can allow you to position yourself as a thought leader, an authority, within your industry.*