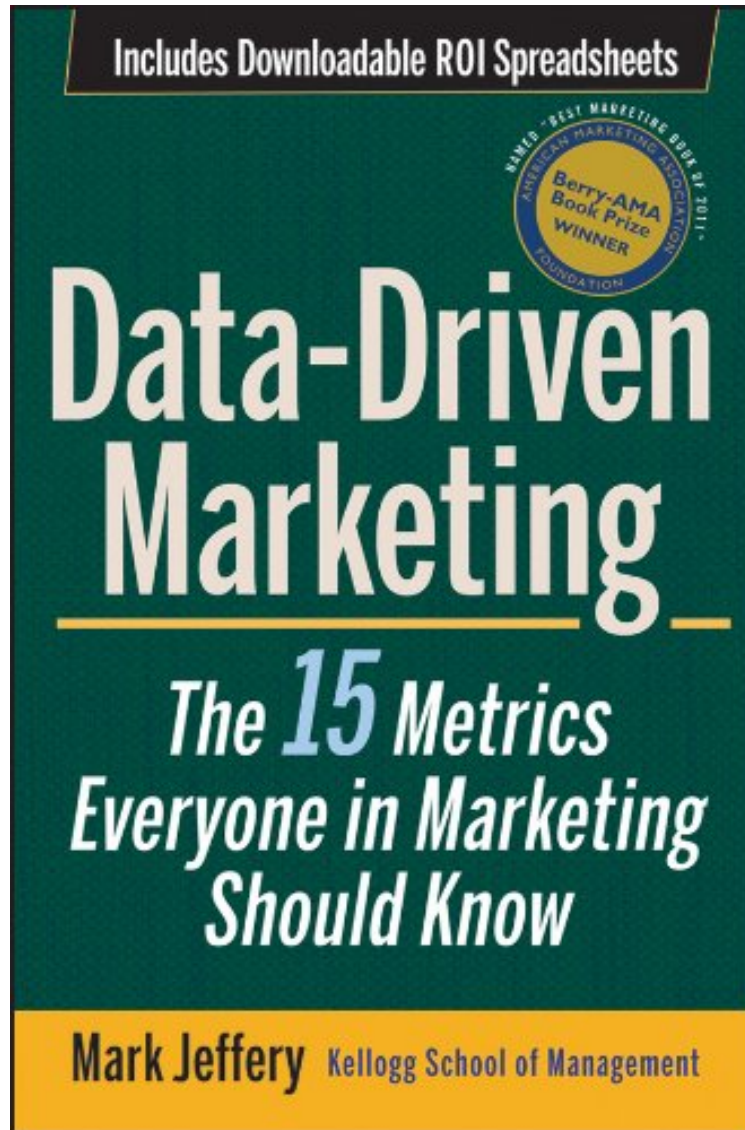


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Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know

Mark Jeffery

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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.

From the Inside Flap We live in budget-cutting times, and marketing budgets are among the first to get cut. Why? When non-marketing executives take a hard look at the numbers, they often can't see a tangible link between marketing and overall revenue. So if you're a marketer today, you're probably facing the need to do more with less, justify all investments, show results, and still beat the competition. The secret to this balancing act is having—and correctly using—the numbers. Data-Driven Marketing uses simple, non-technical language to help you to master the latest analytical techniques while maximizing your Return on Marketing Investment (ROMI). You'll take your marketing performance to the next level as you discover: Why more than 80 percent of companies don't make data-driven marketing decisions (and suffer for it) The 15 key metrics every marketer should know The five obstacles to data-driven marketing and how to overcome them In-depth examples of how to apply data-driven principles in small and large organizations How to use the 15 metrics to improve the performance of your campaigns by a factor of five or more New research insights from the Kellogg School of Management, America's leading marketing business school, surveying 252 Fortune 1000 firms, encompassing \$53 billion of annual marketing spending Free downloadable ROMI templates for all examples given in the book Every marketing department is under pressure to deliver, but some will thrive and some won't. Data-Driven Marketing provides top-to-bottom coverage of what works, what doesn't, and what makes the difference in this important but misunderstood area. Pick up this essential guide today and you'll not only come out on top, but know (and measure) the reason why.

From the Back Cover **NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION** Praise for Data-Driven Marketing "To paraphrase the old adage: 'Half of marketing dollars are effective, we just don't know which half!' This book changes the marketing game so you'll really know what's working and what's not. The 15 metrics, along with the case examples, are an authoritative toolkit for making better decisions to create new markets, drive revenue, increase customer satisfaction, and improve profitability." —John M. Boushy, former CEO, Ameristar Casinos, Inc. "A groundbreaking combination of research, frameworks, and pragmatic advice for both controlling and radically improving marketing. A must-read for the entire marketing organization, from the CMO to the front lines." —Barry Judge, Executive Vice President and Chief Marketing Officer, Best Buy "Business-to-consumer marketing and business-to-business marketing are very different. Through detailed examples, this outstanding book shows how to apply data-driven marketing in both worlds for real results. This book is for anyone in business, not just marketing, who wants to step up the performance of their marketing." —David G. Bills, Senior Vice President and Chief Marketing and Sales Officer, DuPont "Every year, baseball teams go to places like Florida and Arizona to run through the basics which are the cornerstone of performance excellence. This book is the marketing equivalent of taking all those ground balls. An essential read for every marketer who cares about—and wants to improve upon—the science of their craft." —Derek Ungless, Executive Vice President and Chief Marketing Officer, DSW Shoe Warehouse

About the Author Mark Jeffery is the Director of Technology Initiatives and Senior Lecturer in the Center for Research in Technology and Innovation at the Kellogg School of Management. He has more than thirty publications in management, scientific, and technology journals, and has published twenty-four original case studies

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