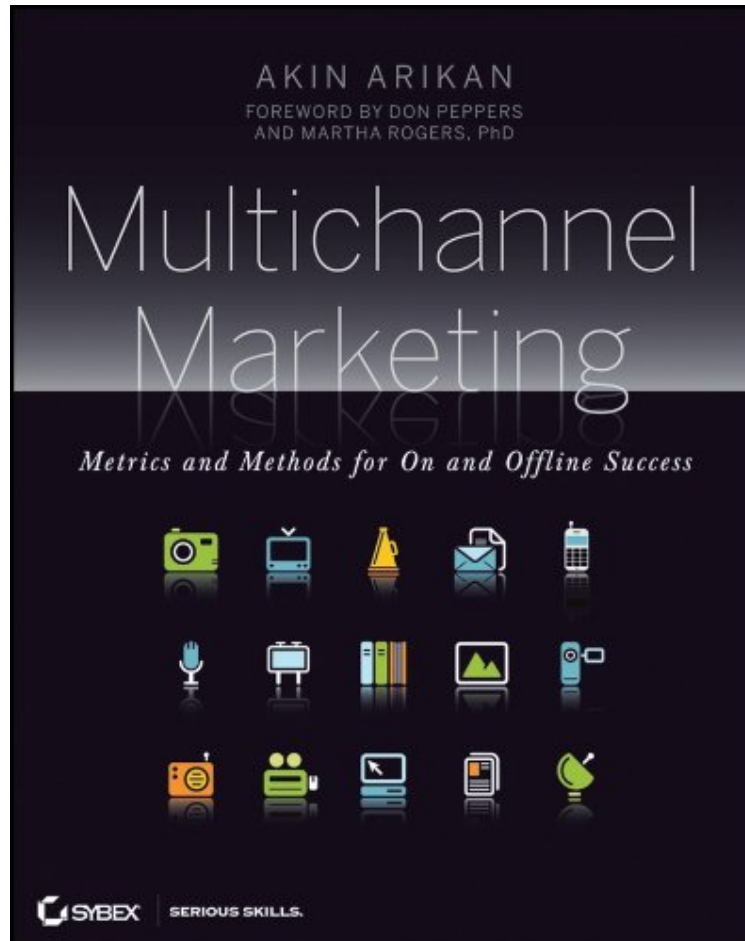


Multichannel Marketing: Metrics and Methods for On and Offline Success

Akin Arikan

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Akin Arikan : Multichannel Marketing: Metrics and Methods for On and Offline Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Multichannel Marketing: Metrics and Methods for On and Offline Success:

2 of 3 people found the following review helpful. Acting Across SilosBy Steven ForthAt first I was going to call this review "Communicating Across Silos" but as I thought about all that I had learned from this excellent book and what I now wanted to do "Acting" seemed more accurate than "Communicate".Arikan's book looks at the key question of how we communicate with customers across channels and support them as they move through the purchase funnel (or as Digitas would have it, the purchase hourglass, as one wants to manage relationships long past time of purchase). As he says, the customer is multichannel, you better be too.The book first takes us through the tools, methods and metrics that have been developed in brand, direct and on-line marketing. These chapters alone are more than worth the price of the book. I was familiar with the on-line and brand material, use most of it, but I confess that I was not as familiar as I

should have been with the techniques of direct marketing. Reading this book I now understand their power and relevance and am eager to find ways to apply them. One of the delightful features of this book are the "Jargon Alerts" that help one map vocabularies across disciplines (more books should do this). After providing a grounding in the different techniques, Arian helps us apply them in an integrated fashion so that we can (i) measure lift between on-line and off-line, (ii) understand one-to-one interactions between on-line and off-line (for a specific consumer) and (iii) understand multi-touch conversations. The book concludes with three excellent chapters on Attract Acquire, Engage Convert and finally Grow Lifetime Value. The significance of this book goes well beyond marketing. Anyone interested in how the virtual and physical worlds are blending will benefit from reading it. 0 of 0 people found the following review helpful. Must Read For Anyone Interested in Marketing Analytics By Meir This book covers multichannel tracking and analytics very thoroughly. Very intuitive. Well thought out. Even if you don't do multichannel analytics on the grand scale that the book is aimed at it is still a very good read. 0 of 1 people found the following review helpful. Ok book By Sarah Campbell I had to purchase this book for school otherwise I would not have bought it. This book is kind of hard to read because it is kind of boring.

No longer can the offline remain separate from the online. Integrated, customer-centric, cross-channel marketing campaigns persuade customers to act, provide greater ROI, and ultimately improve your organization's bottom line. This must-have guide synthesizes the successful methods and metrics that online, direct, and brand marketers have employed for years so that you can develop, implement, and measure successful cross-channel campaigns. Multichannel marketing expert Akin Arian takes you from customer acquisition to customer relationship management with strategic advice, effective case studies, and proven metrics.

From the Back Cover Bridge the Online-Offline Chasm and Achieve Measurable Success No longer can the offline remain separate from the online. Integrated, customer-centric, cross-channel marketing campaigns persuade customers to act, provide greater ROI, and ultimately improve your organization's bottom line. This must-have guide synthesizes the successful methods and metrics that online, direct, and brand marketers have employed for years so that you can develop, implement, and measure successful cross-channel campaigns. Multichannel marketing expert Akin Arian takes you from customer acquisition to customer relationship management with strategic advice, effective case studies, and proven metrics. Learn how to: Develop better marketing programs and get the data to prove it Tap into the secrets of online, direct, and brand marketers Apply proven techniques to build loyalty and grow lifetime value Create actionable customer profiles to determine the best sales opportunities Optimize online-offline advertising programs to get the best ROI Measure online and offline lift in your marketing programs Select the right metrics for your specific needs; from online to direct to brand marketing, and more Collect measurements and report on customer behavior across channels About the Author Akin Arian is a Senior Segment Manager for Internet marketing at Unica, where he is responsible for ensuring customer satisfaction with Unica's web analytics and Internet marketing solutions. Clients with case studies in this book include AIRMILES, Best Buy, Vodafone, and Wachovia. Akin is an award-winning industry speaker, frequent contributor to magazines, and blogger (www.MultichannelMetrics.com).