

Marketing by the numbers: how to measure and improve the ROI of any campaign

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Abstrak

With marketing budgets stretched tight, it's harder than ever to justify expenditures, and ensure that marketing dollars are spent in ways that get results. Marketing by the Numbers shows readers how to implement, evaluate, and utilize key analytics to maximize marketing ROI. Explaining best practices and the most useful dashboards and tools, the book equips readers with proven methods to: Predict, monitor, and measure the success of campaigns based in both traditional and Internet media Align business and marketing goals Concentrate on the right metrics rather than drowning in a sea of data Turn data into actionable recommendations Providing case studies, techniques, and checklists, the book pays special attention to the new generation of web tools, and reveals how any business can effectively use the data available to them; and take advantage of every marketing opportunity.