



It's Not the Size of the Data -- It's How You Use It: Smarter Marketing with Analytics and Dashboards

Koen Pauwels Ph.D.

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Brand tracking, CRM programs, trade shows, online behavior tracking, satisfaction studies. Mounds of marketing metrics are generated across touchpoints and channels. It can be information overload - too much, too scattered. But locked in the vast quantity of information are accurate, data-driven answers to every marketing question. Analytic dashboards are transformative web-based tools that gather, synthesize, and visually display essential data in real time, directly connecting marketing with performance. World renowned marketing expert Koen Pauwels supplies a simple yet rigorous methodology and wealth of case studies to help any size organization, in any industry, turn data into productive action. He explains step by step how to: gain crucial IT support; build a rock-solid database; select key leading performance indicators; design the optimal dashboard layout; use marketing analytics to improve decisions and reap rewards; and gut decisions are outdated and downright dangerous. Whether you're trying to allocate resources between online and offline marketing, measure the ROI of specific efforts, or scale up a creative campaign, dashboard analytics bring scientific precision and insight to marketing efforts - with far better results.

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