



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

Koen Pauwels

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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, syn the size, 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

Gut decisions are outdated and downright dangerous.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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