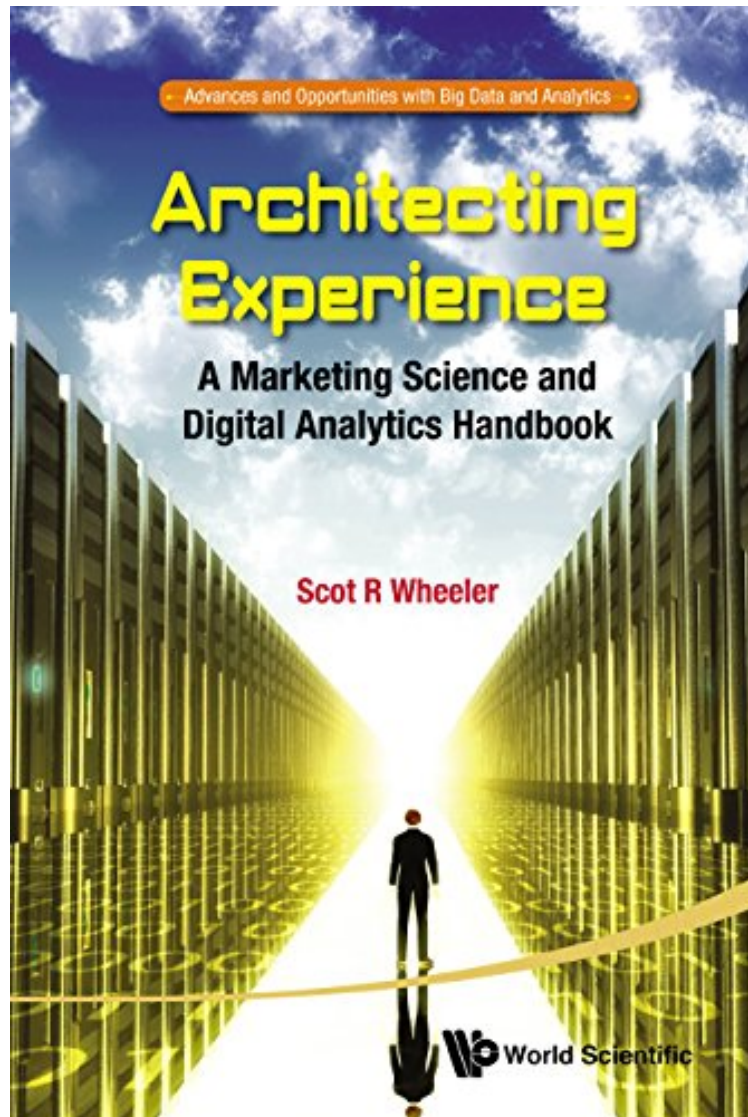


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Architecting Experience:A Marketing Science and Digital Analytics Handbook: 1 (Advances and Opportunities with Big Data and Analytics)

Scot R Wheeler

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Scot R Wheeler : Architecting Experience:A Marketing Science and Digital Analytics Handbook: 1 (Advances and Opportunities with Big Data and Analytics) before purchasing it in order to gage whether or not it would be worth my time, and all praised Architecting Experience:A Marketing Science and Digital Analytics Handbook: 1 (Advances and Opportunities with Big Data and Analytics):

0 of 0 people found the following review helpful. Great Source For Digital Marketing InfoBy mondo_mikeArchitecting Experience lays out a clear roadmap for digital marketers to follow to ensure they're putting their customers at the center of their marketing, and using data effectively to deliver experiences to those customers that make them most likely to convert as desired. The author provides a useful approach with a template and process for developing a playbook which integrates strategic planning with cross-channel data collection design and defines how that data will be applied through technology to drive digital experiences. I have not found many books in Digital Marketing to be applied and relevant to the current state of the industry - this book is very useful reading for anyone who uses data for real-time marketing, wants to use data better for real-time marketing, or even just wonders how data is applied to real-time marketing.

In a world with a seemingly infinite amount of content and scores of methods for consuming that content, marketing communication today is about appealing to individuals, person by person. Effectively appealing to customers requires delivery of brand experiences built on relevance and recognition of context. Just as in any conversation, delivering relevance in context requires understanding the person one is speaking with and shared environment. Wheeler answers the biggest question facing digital marketers today: "with an ever expanding array of digital touch points at one's disposal, how does one deliver content and experiences around one's brand that build relationships and drives results?" The quick answer to this is "through the application of data and analytics to drive highly relevant, contextual targeted content and adaptive experience", but since this answer is not as easy to achieve as it is to say, Architecting Experience has been designed to help readers develop the understanding of marketing data, technology and analytics required to make this happen.

From the Inside FlapIn a world with a seemingly infinite amount of content and scores of methods for consuming that content, marketing communication today is about appealing to individuals, person by person. Effectively appealing to customers requires delivery of brand experiences built on relevance and recognition of context. Just as in any conversation, delivering relevance in context requires understanding the person one is speaking with and shared environment. Wheeler answers the biggest question facing digital marketers today: "with an ever expanding array of digital touch points at one's disposal, how does one deliver content and experiences around one's brand that build relationships and drives results?" The quick answer to this is "through the application of data and analytics to drive highly relevant, contextual targeted content and adaptive experience," but since this answer is not as easy to achieve as it is to say, Architecting Experience has been designed to help readers develop the understanding of marketing data, technology and analytics required to make this happen. About the AuthorScot Wheeler is a leader in digital analytics delivery, overseeing a team which develops consumer intelligence, prospect conversion propensity scoring, cross-channel performance evaluation, environmental trend analysis, testing, targeting and optimization, and predictive modeling for budget allocation and response forecasts. He is also an adjunct lecturer in Northwestern University's Master's Degree program in Integrated Marketing Communications, where he teaches Digital Analytics and Statistics. Scot received his MBA in Strategy, Finance and Marketing from Northwestern University's Kellogg School of Management. Prior to his current roles, Wheeler was Group Director of Marketing Science for the digital agency Critical Mass. Before that, he ran product development, marketing and sales for the social media analytics platform Evolve24. Wheeler's professional background spans a variety of technology, consulting and agency roles. From his start in software development, Scot's 20 years of experience at the intersection of technology and marketing includes work with Yahoo!, GE, Electronic Arts, ATT, MasterCard, State Farm, USAA and HP.