

Moving from Basic to Advanced Marketing Analytics



Marketing organizations are eager to implement advanced marketing analytics to become more data-driven and maximize customer lifetime value, increase sales, and reduce churn. But companies face several hurdles when trying to transition to advanced analytics, including siloed data and reliance on engineering resources to create analyses, which makes real-time decision making impossible.

In our ebook, *Moving from Basic to Advanced Marketing Analytics*, we explore the four phases of the maturity curve that companies ascend as they build out their marketing analytics capabilities:

- Create a 360-degree view of customer data
- Optimize the ROI of each touchpoint
- Optimize campaigns across channels
- Optimize personalization with data science

For more details, including an example of how one company built a powerful attribution model in a matter of just days, download our ebook, *Moving from Basic to Advanced Marketing Analytics*.

