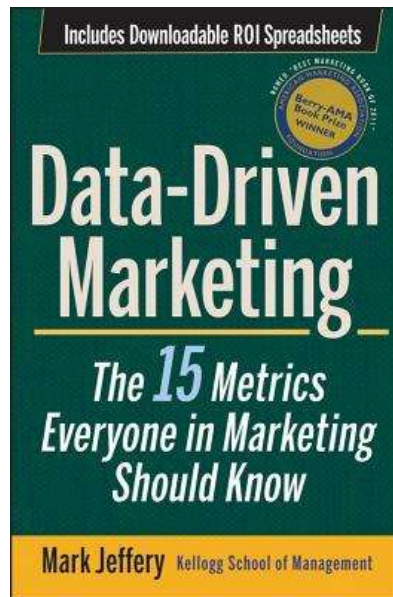


BOOK REVIEW

DATA-DRIVEN MARKETING: THE 15 METRICS EVERYONE IN MARKETING SHOULD KNOW



Author: Mark Jeffery

Reviewed by: Jiaxun Li¹

The author has divided the content into 4 parts. The first part shows many opportunities. Caused by the data from the subject matter that most people overlook and invisible. The second part will talk about data storage and how we can get data from and how. The third part will talk about the use of social media. To keep it and continue to use it easily as a method that does not require much investment. But it takes creativity. The last part is the tools to access the data that are immediately available. Even without its own data when the reader has read the contents of this book. Can act immediately do it until you see good results and also get inspiration in doing many more.

There are a lot of data and numbers in the book, and beginners need to spend a lot of time to read and understand. Most of the content of this book is to show how to use data to increase revenue, reduce costs, and expand business goals.

¹ Doctor of Business Administration Program, Faculty of Business Administration, Rangsit University
E-mail: jiaxunli1995@gmail.com

But this book is also very broad. It talks about the hygiene of marketing activities-including the establishment of sound operational processes to continuously organize, analyze and expand your marketing methods; and teach you how to obtain support from decision makers or investors to help achieve your marketing goals.

This book helps marketing practitioners think about data and processes in terms of tactics, strategy and even philosophy. It is an excellent primer for marketing. It is very instructive, with a large number of case studies, figures, tables and charts, showing 15 key indicators, including brand awareness, CLTV, IRR, NPV, etc., and how to accurately cooperate with each indicator to achieve business Good results for the target.

The part of this book on the Internet is not in line with the current status of the Internet. It is very focused on search engine marketing, but the content about social media marketing like Facebook is very basic and limited to the early understanding of Facebook. This book is very good at using measured value as the reason for the work of marketers in driving the success of the company's business goals, but readers still need to think creatively and competitively what these marketing solutions are.

The reading time of this book must be more than 30 days, and about a week is not enough to fully understand all the contents of this book. It also requires a certain amount of knowledge reserve for a large number of proper nouns, and a large amount of literature and information must be consulted to understand it.

This book should not be missed. The most important reason is that this book is based on the new research of the Kellogg School of Management, which clearly and convincingly guides the use of more rigorous data-driven strategy methods to obtain significant performance benefits from marketing. It is not written in a compelling style, but that's not why you'd buy it anyway. A lot of the maths and ideas were over the reader's head but explained in summary at the end of each chapter, so the reader wasn't left completely in the dark. This books gives an overview of some of the most important real-world applications of accounting, data mining, graphical analysis, statistics, and marketing. At the end of the book, you'll have zeal to capture data. After all this book is about data-driven marketing. The book goes over differing marketing activities, evaluation marketing, demand generation marketing, loyalty marketing, trial marketing, awareness marketing, and more. Really, at the end of the book, you'll have a good overview of the state of the art. If you want to deep dive on the individual components to become a subject matter expert, save your time and study math, statistics, accounting, data mining,

algorithms, and basic computer science fundamentals. On the other hand, if you just want to get a good overview, this is a great start.

In the new era of tight marketing budgets, no organization can continue to spend money on marketing without knowing what is effective and what is wasted. Data-driven marketing improves the efficiency and effectiveness of marketing expenditures within the scope of marketing activities, from brand and visibility, tracking and loyalty to new product launches and Internet marketing. Regardless of whether the reader is developing a marketing strategy in a large or small company, the data analysis in this book and the 15 key indicators that every marketer should know will give the reader a clear idea to operate.