

Название публикации:

Data driven marketing as a new approach to business development and sales methods

Авторы:

Veinberg, R.R., Timofeev, A., Popov, A.A., Bortsova, D.E.

Plekhanov Russian University of Economics, Moscow, Russian Federation

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Аннотация:

In this paper, we discuss Data Driven Marketing (DDM) and its use in different segments of business. We suggest DDM as an effective tool in determination of a strategic part of business management from the point of data analysis. There will be affected not only the case for the use of data driven marketing, but the algorithm by which the implementation can be applied in almost all types of business. This article will be informative for marketers and CEO in applied IT field, banking, digital agencies. © 2018. revistaESPACIOS.com.

Ключевые слова:

CLTV, Data analysis, Data collection culture, Data driven marketing, Digital, Marketing, RFM Analysis, ROA