## ROLE OF BIG DATA IN DIGITAL MARKETING

elibrannu

## Real-time customer insights

With Sentiment analysis, a company can get better customer insights and that will help-marketers for future campaigns. Analyze unstructured customer feedback through social media post, reviews, conversation allow companies to understand customer's feelings, opinions, and attitudes about a certain brand, product or service.

## Personalized targeting

Big data helps marketers to create targeted and personalized campaigns. It is also known as one - to - one marketing. Examples of personalized marketings are Product recommendation, Targeted Emails, targeted Ads.

## Increasing sales

Big data analysis help marketers to make the right offer at the right time that leads to increased sales. Big data also helps to predict the demand for a product. With the help of Predictive and Prescriptive analytics company can improve its demand forecasting exactly.

## Improves the efficiency of a marketing campaign

Predictive analytics with Data visualization helps to improve the efficiency of a marketing campaign. Predictive analytics forecast the future based on current data and historical facts.

### **Budget optimization**

Marketers manage their budget with the help of Attribution model. It helps to identify the contribution of each channel in CTR and conversion. So marketers can better invest in channels which have a high conversion rate.

## Measuring the campaign's results more accurately

Data analytics also be used for measuring campaign performance and the effectiveness of each campaign.



# **Big Data For Marketing Sales Data Accuracy To Business**

Lester C. Sartorius, Norman Carroll Mohn

#### **Big Data For Marketing Sales Data Accuracy To Business:**

Navigating Simulations in Marketing for Strategic Success Masouras, Andreas, Komodromos, Marcos, 2025-12-03 In a competitive marketplace marketers must make quick informed decisions that impact business outcomes Simulations have become essential tools for developing these strategic skills offering realistic controlled environments to test theories analyze consumer behavior and evaluate campaign outcomes By engaging in simulated scenarios individuals can gain practical experience improve their decision making abilities and better understand market dynamics. This approach equips marketers with the insight needed to create effective strategies and adapt to changing markets Navigating Simulations in Marketing for Strategic Success explores how simulations allow businesses to experiment with different scenarios test hypotheses and better predict market behavior It delves into both the theoretical and practical aspects of marketing simulations providing systematic instructions and actionable frameworks to navigate the complexities of real world marketing environments This book covers topics such as machine learning purchase decisions and automation and is a useful resource for marketers computer engineers business owners academicians researchers and scientists **Multiple-Criteria Decision-Making** (MCDM) Techniques and Statistics in Marketing Tarnanidis, Theodore, Papathanasiou, Jason, Ismyrlis, Vasileios, Kittu Manda, Vijaya, 2025-03-13 Marketing has become increasingly popular utilizing multi criteria decision making MCDM methods and statistics to create robust frameworks for making informed and strategic decisions Computational and modeling breakthroughs have resulted in a significant increase in the use of MCDM methods in marketing in the past decade making it an ideal solution for many marketing problems Statistics can now be used to conduct MCDM analyses on a variety of marketing problems including new product introduction and pricing using multiple data sources Businesses can make more informed strategic and effective decisions by using MCDM methods and statistical analysis in marketing By using these tools marketers can improve market performance and competitive advantage by optimizing product development pricing strategies market segmentation and campaign effectiveness Multiple Criteria Decision Making MCDM Techniques and Statistics in Marketing explores the effects of MCDM techniques on marketing practices It covers a wide range of statistics and research to examine MCDM in shaping modern consumer science This book covers topics such as management science product development and consumer behavior and is a useful resource for marketers business owners data scientists academicians and researchers Artificial Intelligence, Machine Learning and IoT for Smart Business Management Garima Jain, Ankush Jain, Veena Grover, Balamurugan Balusamy, Praveen Tomar, 2025-09-30 This book investigates the transformative impact of AI ML data analytics and IoT on modern business emphasizing their roles in strategic growth operational efficiency and data driven decision making Through real world case studies strategic frameworks and ethical considerations it offers actionable insights for integrating these technologies Covering emerging trends and responsible adoption this book is an essential resource for professionals navigating digital transformation and

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