



Big Data, Analytics, and the Future of Marketing & Sales

By McKinsey Chief Marketing & Sales Officer Forum

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Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth:

- Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI)
- Turning those insights into well-designed products and offers that delight customers
- Delivering those products and offers effectively to the marketplace.

The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

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- Published on: 2013-07-09
- Released on: 2013-07-09
- Format: Kindle eBook

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