

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

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Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know by Mark Jeffery

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I work in marketing and ROI driven marketing is more and more important. And I'm a software engineer. To view it, click. If you do any kind of marketing work, or some kind of data work related to marketing, it's probably worth the time investment. Good overview and description of marketing metrics. Share your thoughts with other customers.

As some of the other readers who reviewed this book on Goodreads, I read this book because it was on Jeff Bezo's reading list at the end of "The Everything Store". Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing.