Chapter 7 Developing and Measuring the Effectiveness of Data-Driven Direct Marketing Initiatives

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|  | **Concept** | **Definition** |
| 1 | Responsibilities of analysts (8) |  |
| 2 | Primary principles of analytics departments (2) |  |
| 3 | Efficiency example (sales rep email) |  |
| 4 | How analytics can be more efficient |  |
| 5 | Use of public data |  |
| 6 | Retargeting |  |
| 7 | Google trends |  |
| 8 | Direct vs. Mass Marketing |  |
| 9 | Direct marketing characteristics (4) and parts (3) |  |
| 10 | Test and learn; A/B split test |  |
| 11 | Conversion measures |  |
| 12 | Margin of error calculation |  |
| 13 | HTML vs Image email |  |
| 14 | Split test variations  |  |
| 15 | Full and partial factorial method |  |