BI for Advertising Analytics

Resources about how business intelligence and big data technology is used to analyze, optimize and personalize online advertising.

Table of Contents:

Below we have compiled publicly available sources from around the world that present views on BI for Advertising Analytics.

Perspectives on BI for Advertising Analytics

Ready to see behavioral analytics in action?

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- ### What The Data-Driven Advertising Market Looks Like In 2017

  Marketers are collectively beginning to take the next step and use data-driven advertising to deliver high-impact campaigns for maximum effectiveness and returns. But what exactly does that mean, and what are the opportunities for marketers?

  Read the article on emarsys.com »
- Google Will Track Down Credit Card Payments for Advertisers
  cms-connected.com
- Beyond the Firewall: Why Business Intelligence Matters To Advertising
  adexchanger.com
- How machine learning and smart algorithms are giving brands and advertising edge
  techworm.net
- Why Big Data Could Lead To More Risk Taking In Advertising
  forbes.com
- 10 Trends to Define Marketing in 2015 - Predictive Analytics for BI and the Growth of Native Advertising
 sourcelink.com

Services and Consultants

- Rnked - Business Intelligence for Advertising Agencies
  about.rnked.com

Further Reading

- BI for Advertising Analytics — Resources about how business intelligence and big data technology is used to analyze, optimize and personalize online advertising.
- Online Behavioral Analytics — Resources about technology used to analyze event data and extract insights about the behavior of users on websites, mobile and other platforms.
- Predictive Analytics for Marketing — Resources about how predictive analytics technology can help marketers predict user behavior to optimize marketing efforts.
- Data Visualization for Marketing — Resources about how data visualization technology can help explore, present and report on marketing data.
- Marketing Dashboards — Resources about how online dashboards can help marketers visualize key KPIs for marketing campaigns.
- Customer Data Platforms — Resources about customer data platforms, which are technologies that enable central control of customer data, such as profiles, personal information, visitors, email responses, and so on.
- Marketing Data Integration — Resources about marketing data integration, a
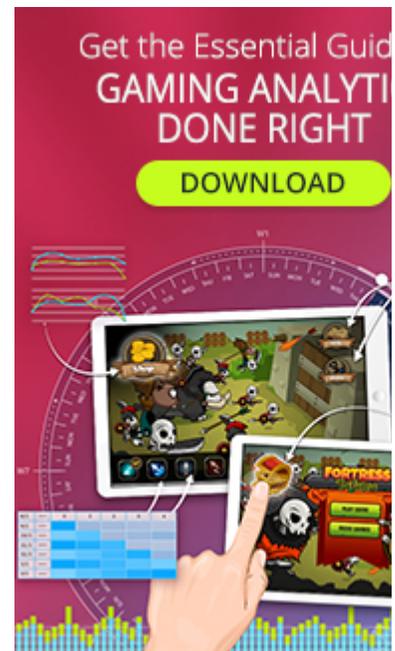
technology used to integrate multiple data sources in order to derive marketing insights.
- BI, Big Data and Personalization — Resources about how BI and big data technology can be used to personalize online experiences for users, in order to optimize conversion and user experience.
- BI and Segmentation — Resources about how business intelligence technology can help marketers perform more detailed and accurate segmentation of users.

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