BI and Segmentation

Resources about how business intelligence technology can help marketers perform more detailed and accurate segmentation of users.

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Below we have compiled publicly available sources from around the world that present views on BI and Segmentation.

Perspectives on BI and Segmentation

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- What Is Customer Segmentation?
  searchsalesforce.techtarget.com
- Comparison And Concepts of Cluster Analysis and Market Segmentation
  bisolutions.us
- CRM Segmentation Builder Integration With BI
  scn.sap.com
- Digital Marketing Capabilities in Retail Banks - Segmentation and BI
  wipro.com

Specific Technologies

- Oracle Marketing Segmentation Guide
  docs.oracle.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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