Predictive Analytics for Marketing

Resources about how predictive analytics technology can help marketers predict user behavior to optimize marketing efforts.

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

Perspectives on Predictive Analytics for Marketing

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- **Next Best Offer: Customer-Based Predictive Data’s New Frontier**

  Mainly, companies are depending on old, proprietary marketing and data tools. They’re running in circles, and getting nowhere fast. That’s where predictive analysis enters the picture – a technology tool that information technology director’s are increasingly turning to upgrade customer retention rates, and to maximize customer return on investment.

  Read the article on cooladata.com »

- **Exploring The Cutting-Edge: Predictive Marketing Analytics**

  This article explains how predictive analytics can be used to reach out to the right buyers at the right moment based on the big-data power of predictive lead scoring.

  Read the article on marketingland.com »

- **Predictive Analytics In Games**

  This article provides a look at predictive analytics and what should we expect from it.

  Read the article on gamesauce.biz »

- How Top Companies Use Predictive Analytics to Increase Sales and Profitability
  blog.conversionconference.com

- 5 Ways to Use Predictive Analytics for Marketing Success
  rapidminer.com

- Global Predictive Analytics Market Size, Share, Development, Growth and Demand Forecast to 2023
  psmarketresearch.com

- Exploring The Cutting-Edge: Predictive Marketing Analytics
  martechtoday.com

- How Businesses Use Data Analytics to Improve Sales
  salesforce.com

- How to Make The Most of Predictive Analytics
  marketingweek.com

- 5 Ways To Use Predictive Analytics For Marketing And Sales Success
  demandgenreport.com

- The Problem With Predictive Analytics
  blog.hubspot.com

- What is Predictive Marketing?
  marketingtechblog.com

- Using Data in Predictive Analytics Helps B2Bs Throughout the Funnel - eMarketer
  emarketer.com

- The Top 5 Myths Of B2C Predictive Marketing
  reachanalytics.com
Predictive Analytics Overviews and Guides

• **4 Industries Using Predictive Analytics**
  This article is about how the major industries like Healthcare, BFSI, E-commerce, Travel and Hospitality are using Predictive Analytics to boost up their sales and services.
  Read the article on www.newgenapps.com »

• **What Is Predictive Marketing, And How Can You Use It?**
  This post provides an introduction to Predictive marketing and how to use it.
  Read the article on emarsys.com »

Benefits of Predictive Analytics

• **Why Sales and Marketing Needs Predictive Analytics**
  This article details the reasons sales and marketing teams should use predictive analytics.
  Read the article on www.artesian.co »

Specific Technologies

• **Forget Google Analytics: How To Send Web Traffic Sources To Your CRM**
  This post is about how to capture traffic referral information in a browser and the analysis and optimizations you can get out of it
  Read the article on www.adviso.ca »

Case Studies

• **Wise Practitioner – Predictive Analytics Interview Series: George Iordanescu at Microsoft**
  predictiveanalyticsworld.com
Product Comparisons

- **The Top 9 Predictive Analytics Tools for B2B Sales and Marketing in 2017**

  This post lists the 2017’s Best Predictive Sales and Marketing Analytics Tools.

  Read the article on ambition.com »

- **Top 40 Predictive Analytics Tools**

  knowledgetree.com

Services and Consultants

- **Windsor Circle - Predictive Marketing Platform**

  2017
  www.windsorcircle.com

- **Decision Analyst - Predictive Analytics & Marketing Research**

  decisionanalyst.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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