

# Predictive Analytics for Marketing

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

Table of Contents:

- [Perspectives on Predictive Analytics for Marketing](#)
- [Predictive Analytics Overviews and Guides](#)
- [Benefits of Predictive Analytics](#)
- [Specific Technologies](#)
- [Case Studies](#)
- [Product Comparisons](#)
- [Services and Consultants](#)
- [Further Reading](#)

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

**Be the first to get the latest news on analytics**



- [A Much-Needed Reality Check on Predictive Analytics](#)  
customerthink.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 »](#)

- [How Organizations are Using Predictive Analytics 2017](#)  
www.3pillarglobal.com
- [Predictive Analytics with Data Mining: How It Works](#)  
predictionimpact.com
- [Predictive Analytics: The Power Behind Next-Gen Marketing](#)  
cmo.com
- [Building a Successful Predictive Analytics Program](#)  
insidebigdata.com
- [Predictive Analytics Guide - What is Predictive Analytics?](#)  
predictiveanalyticsworld.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 »](#)

- [HOW Predictive Analytics is Changing YOUR Business?](#)  
newgenapps.com
- [The 7 Best Uses for Predictive Analytics in Multichannel Marketing](#)  
targetmarketingmag.com
- [The Benefits of Predictive Customer Analytics](#)  
cioinsight.com
- [Predictive Analytics Builds a More Agile Business](#)  
cioinsight.com

## 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

- [Wise Practitioner – Predictive Analytics Interview Series: Afsheen Alam at Allstate Insurance](#)  
[predictiveanalyticsworld.com](http://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](http://knowledgetree.com)

## Services and Consultants

- [Windsor Circle - Predictive Marketing Platform 2017](#)  
[www.windsorcircle.com](http://www.windsorcircle.com)
- [Decision Analyst - Predictive Analytics & Marketing Research](#)  
[decisionanalyst.com](http://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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