

# BI for Digital Marketing

Resources about how business intelligence technology is used to aid digital marketing analytics and decision making.

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

## Key Topics

- [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.

## Perspectives on BI for Digital Marketing

### Ready to see behavioral analytics in action?

[Get a Demo >>](#)

- [Digital Intelligence Rules in the Age of Insights](#)

Product leaders, marketers and business executives in insights-driven business cannot rely anymore on analytics that aggregate pageviews, clicks, and conversions. The omni-channel dynamic digital business needs more than just analytics – digital intelligence that yields fast meaningful insights to feed the customer engagement.

[Read the article on cooladata.com »](#)

- [Business Intelligence For Marketers Resource Guide](#)

Business intelligence tools analyze massive amounts of information to provide important insights into patterns that indicate the desires and attitudes of clients. Marketing teams can capitalize on this information, organizing campaigns that more precisely target the right audience, and gain a better understanding of which initiatives generate the greatest revenue.

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



[Read the article on betterbuys.com »](#)

- **Marketing Analytics: The Role of Business Intelligence in Social Media Marketing**

Social media provides a wealth of information that marketers can use to understand their target audiences' behaviours and preferences, but it can also be a tumultuous hubbub of thoughts and opinions. To arrive at any reliable conclusions requires vast amounts of data to be analysed and visualised.

[Read the article on bandt.com.au »](#)

- [How Business Intelligence Aligns with Marketing Priorities 2017](#)  
[blog.chartio.com](#)
- [Companies Lag in Digital Marketing Efforts](#)  
[baselinemag.com](#)
- [Big Data Fed to Artificial Intelligence Means Great Marketing](#)  
[insidebigdata.com](#)
- [The Evolution of Digital Marketing BI 2017](#)  
[yellowheadinc.com](#)
- [5 Ways Business Intelligence and Online Marketing Can Work Together](#)  
[smallbiztrends.com](#)
- [A Beginner's Guide to Data-Driven Marketing](#)  
[globalwebindex.net](#)
- [Creating a Digitally Driven Customer Experience](#)  
[baselinemag.com](#)
- [3 Ways Business Intelligence Can Improve Your Sales and Marketing Efforts](#)  
[silvon.com](#)
- [Three Ways Using BI Tools Can Help You Get More out of Your Digital Marketing](#)  
[tibco.com](#)
- [How Business Intelligence and Online Marketing Should Intertwine](#)  
[huffingtonpost.com](#)

## Specific Technologies

- [Using Power BI for Tracking Digital Marketing Initiatives](#)  
[aptude.com](#)

## Product Comparisons

- **The 54 Best Business Intelligence Tools**

Top BI Software To Help You Analyze Data To Make Smarter Business Decisions.

[Read the article on docurated.com »](#)

## Further Reading

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