

Big Data Marketing Strategies for Superior Customer Experience

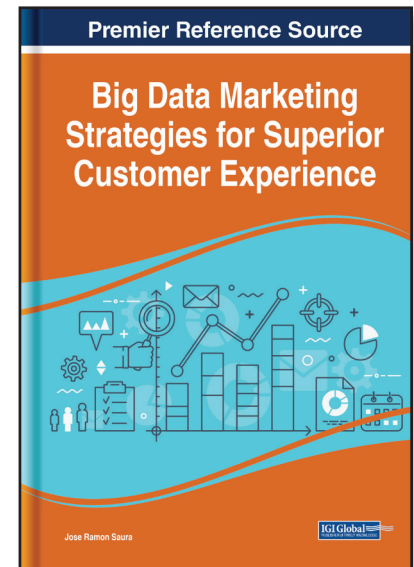
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

The rapid growth of technological developments on the internet has led many companies to adapt their businesses to the digital ecosystem and implement new methods and techniques to improve the users' experiences and their analytical strategies. Moreover, in the past few years, the digital ecosystem has been chosen as the main channel used by consumers for the purchase of goods and services. As a result, digital marketing and online advertising have become the main strategies used by companies in their marketing actions. Advertising can be designed and shown considering users' interests based on what they visit or where they go. That implies that the user experience is improved as long as they receive personalized adverts focused on what they were curious or concerned about. Thus, techniques such as artificial intelligence (AI), data mining, or business intelligence have allowed companies to act accordingly in real-time without user perception.

Big Data Marketing Strategies for Superior Customer Experience compiles and studies the major practices and case studies of big data marketing in recent years. In this digital era, this book can be used as a sourcebook on study cases focused on digital marketing strategies as well as the identification of new technologies that will help the development of initiatives and practices focused on marketing and data sciences. Covering topics such as customer satisfaction, collective intelligence, and sentiment analysis, this premier reference source is an essential resource for students and educators of higher education, marketers, innovators, business leaders and managers, entrepreneurs, librarians, researchers, and academicians.



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Business Management
Collective Intelligence
Customer Satisfaction
Digital Marketing

Marketing Strategies
Massive Data Collection Strategies
Search Engine Optimization (SEO)
Sentiment Analysis
Social Media

Subject: Business and Management

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Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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