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Cesar A. Brea is

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“In Marketing and Sales Analytics, Cesar Brea takes complex Big Data issues and frames them in a straightforward way that business executives of all kinds will find helpful and enlightening. This book is a great first step to using data analytics strategically to build stronger and more genuine

**Marketing and Sales**  
*Page 11/28*

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Marketing and Sales Analytics examines the experiences of sales and marketing leaders and practitioners who have successfully built high value analytics capabilities in multiple industries. Then, drawing on their experiences, top analytics consultant Cesar Brea introduces overarching frameworks and

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specific tools that can help you achieve the same levels of success in your own organization.

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Marketing and Sales Analytics: Proven Techniques and Powerful Applications from Industry Leaders (FT Press Analytics) - Kindle edition by Brea,

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In Marketing and Sales Analytics, leading analytics consultant Cesar Brea shows you exactly how to do this. Brea examines the experiences of 15 leaders who've built high-value analytics capabilities in multiple industries.

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are being used for marketing is how they are being used in sales.

Again, the key takeaway is that data provides insight:

Insight into pricing strategies, customer responsiveness, public engagement with the brand, sales lead quality, win rates and loyalty to products over time.

**Using Analytics to Enhance Marketing**

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Marketing and sales analytics : proven techniques and powerful applications from industry leaders.  
Author: Cesar A Brea:  
Publisher: Upper Saddle River, N.J. : Pearson, 2014.

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**Marketing and sales analytics : proven techniques and ...**

With good use of Sales and Marketing

Analytics, one can identify new markets, new product ideas, audience niches and areas for future

development. In order to keep it precise and systematic, I will try to enumerate the most important sales and marketing analytics that can help a

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company grow and  
succeed.

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**Sales and Marketing  
Analytics- What all  
Managers should  
know**

Here are 5 proven  
sales and marketing  
alignment tactics that  
any company would be  
wise to implement. 1.  
Implement a service-  
level agreement. A  
service-level  
agreement (SLA) is a  
formal commitment

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between the sales and marketing teams that specifies how both parties plan to meet shared goals for revenue growth.

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to mine behavioral  
data from sales and

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marketing, companies

can survey large

numbers of individual

deals and sales rep

interactions (emails,

meetings, and phone

calls, for example) to

find patterns in

completed deals and to

generate insights on

which behaviors can

help win deals and

boost customer

satisfaction scores.

**How data analytics  
helps sales reps win**

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**more deals |**

## **McKinsey**

Customer Analytics (48%), Operational Analytics (21%), Fraud and Compliance (12%) New Product & Service Innovation (10%) & Enterprise Data Warehouse Optimization (10%) are among the most popular ...

**Ten Ways Big Data  
Is Revolutionizing  
Marketing And Sales**



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5 Types of Advanced  
Analytics for Sales &  
Marketing Teams; By  
Michael Goldberg.  
Former Marketing  
Director, Sales &  
Marketing, Master Data  
& Analytics. Dun &  
Bradstreet. May 16,  
2016. Part 1 of The  
"Everyday Analytics"  
Series. Data is an  
increasingly important  
focus area for business  
leaders across  
industries and  
functions.

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## **5 Types of Advanced Analytics for Sales & Marketing Success**

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## **Acknowledgments - Marketing and Sales Analytics: Proven ...**

With the right training, you can use Google Analytics to measure all of your marketing efforts with certainty. You'll stop the leaks in your ad spending, justify your marketing spend, gain the confidence you need to make better marketing decisions, and know what's working at

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