

Marketing Analytics I Uzh

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This course is an introduction to marketing analytics. Today, companies heavily rely on data-driven marketing to better understand the needs of their customers. Through various data collection methods, they gather data on, e.g., purchase behavior, social relationships, or attitudes. By analyzing such data, firms gain market insights and can ...

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UZH - Chair for Marketing and Market Research - Marketing Analytics. University of Zurich. Institute of Business Administration. Chair for Marketing and Market Research. Andreasstrasse 15. 8050 Zurich. Switzerland. Phone: +41 44 634 2918. Send email.

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Addressing this challenge, our goal is to provide scalable data analytics and machine learning techniques

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for data with complex relational and temporal characteristics. Developing efficient algorithms for (i) graph mining and network analytics in time series data, and (ii) pattern recognition in uncertain relational data, our research is centered around two current themes in data science and ...

~~UZH – Data Analytics Group – Research~~

UZH - Faculty of Business, Economics and Informatics - Big Data Analytics for Economics and the Sciences Big Data Analytics for Economics and the Sciences Organizations, industry and science increasingly rely on data-based decisions, whereas data itself is growing in volume and variety.

~~Big Data Analytics for Economics and the Sciences – UZH~~

Marketing can be seen simplified as ensuring that customers' needs are met whilst maximizing firm profits. Marketing operates in a complex and dynamic marketplace environment. Those environmental forces influence strategic and operational decision-making processes by marketers.

~~UZH – Wirtschaftswissenschaftliche Fakultät – Marketing~~

Online Marketing & Analytics specialist at GRYPs Offertenportal AG. 2016-2019. Master of Arts UZH in Mass Communication and Media Research (major) and Business Administration (minor) at the University of Zurich. 2015. Internship in the media planning division at Swiss Radio and Television SRF. 2012-2015

~~UZH – Media Use & Effects – Nico Pfiffner~~

A marketing analytics tool that shows you what your competitors are doing online. SEMrush can help

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you outrank your competitors in search results and offers a simple way to monitor your competitors' brands, social media accounts and more. Of course, you can also use it to keep track of your own brand.

~~15 Marketing Analytics Tools You Have to Know About ...~~

Marketing analytics is the practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI). Understanding marketing analytics allows marketers to be more efficient at their jobs and minimize wasted web marketing dollars.

~~Analytics in Marketing – Measure, Analyze, and Manage~~

Jim Sterne, Founder of the Marketing Analytics Summit, Digital Analytics Association and Author of “Artificial Intelligence for Marketing: Practical Applications” (Wiley, 2017), Anne Scherer, Assistant Professor for Quantitative Marketing at UZH, and Alex Mari, Research Associate at UZH, will moderate an Executive Roundtable with 25 senior managers from different industries.

~~The PIHK: Workshop "AI in Marketing" – Marketing Group Zurich~~

What it is and why it matters. Marketing analytics comprises the processes and technologies that enable marketers to evaluate the success of their marketing initiatives. This is accomplished by measuring performance (e.g., blogging versus social media versus channel communications). Marketing analytics uses important business metrics, such as ROI, marketing attribution and overall marketing effectiveness.

~~What is marketing analytics? | SAS~~

Learn the basics of marketing analytics and understand how to use data to ensure your marketing is

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Jim Sterne, Founder of the Marketing Analytics Summit, Digital Analytics Association and Author of "Artificial Intelligence for Marketing: Practical Applications" ... Read more Mar 26, 2019

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