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examples, are an authoritative toolkit for making better decisions to create new markets, drive revenue, increase customer satisfaction, and improve profitability." — John M. Boushy, former CEO, Ameristar Casinos, Inc.

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school, complemented by experience
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manyother firms Uses data from a
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The 15 Metrics Every Marketer Should Know - Covalent Marketing

In summary, the 15 essential metrics for marketing I define are: 1. Brand awareness. 2. Test-drive. 3. Churn. 4. Customer satisfaction (CSAT). 5. Take rate. 6. Profit. 7. Net present value

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(NPV). 8. Internal rate of return (IRR). 9. Payback. 10. Customer lifetime value (CLTV). 11. Cost ...

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Summary by Mark Jeffery

The 15 key metrics every marketer should know
The five obstacles to data-driven marketing and how to overcome them
In-depth examples of how to apply data-driven principles in small and large organizations
How to use the 15 metrics to improve the performance of your campaigns by a factor of five or more

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The 15 Metrics Every Marketer Should
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“Organizations that embrace marketing
metrics and create a data-driven
marketing culture have a competitive
advantage that results in significantly

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Everyone In Marketing Should know
better financial performance than that of their competitors” – Mark Jeffery. Big Data is more than just a buzzword.

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