## CONTENTS

*Introduction: Who Should Read This Book*  ix

**PART 1  A Complete Predictive Marketing Primer**  1

**Chapter 1** Big Data and Predictive Analytics Are Now Easily Accessible to All Marketers  3

**Chapter 2** An Easy Primer to Predictive Analytics for Marketers  23

**Chapter 3** Get to Know Your Customers First: Build Complete Customer Profiles  43

**Chapter 4** Managing Your Customers as a Portfolio to Improve Your Valuation  63

**PART 2  Nine Easy Plays to Get Started with Predictive Marketing**  75

**Chapter 5** Play One: Optimize Your Marketing Spending Using Customer Data  77

**Chapter 6** Play Two: Predict Customer Personas and Make Marketing Relevant Again  93

**Chapter 7** Play Three: Predict the Customer Journey for Life Cycle Marketing  103

**Chapter 8** Play Four: Predict Customer Value and Value-Based Marketing  115

**Chapter 9** Play Five: Predict Likelihood to Buy or Engage to Rank Customers  123
Chapter 10 Play Six: Predict Individual Recommendations for Each Customer 137

Chapter 11 Play Seven: Launch Predictive Programs to Convert More Customers 145

Chapter 12 Play Eight: Launch Predictive Programs to Grow Customer Value 155

Chapter 13 Play Nine: Launch Predictive Programs to Retain More Customers 169

PART 3 How to Become a True Predictive Marketing Ninja 183

Chapter 14 An Easy-to-Use Checklist of Predictive Marketing Capabilities 185

Chapter 15 An Overview of Predictive (and Related) Marketing Technology 197

Chapter 16 Career Advice for Aspiring Predictive Marketers 209

Chapter 17 Privacy and the Difference Between Delightful and Invasive 215

Chapter 18 The Future of Predictive Marketing 221

Appendix: Overview of Customer Data Types 229

Index 237