Creating Value with Big Data Analytics
Making smarter marketing decisions

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Contents

List of figures xi
List of tables xvi
Foreword xvii
Preface xix
Acknowledgements xx
List of abbreviations xxi

1 Big data challenges 1
   Introduction 1
   Explosion of data 1
   Big data become the norm, but… 3
   Our objectives 4
   Our approach 4
   Reading guide 5

2 Creating value using big data analytics 8
   Introduction 8
   Big data value creation model 9
   The role of culture 12
   Big data analytics 13
   From big data analytics to value creation 16
   Value creation model as guidance for book 21
   Conclusions 21

2.1 Value-to-customer metrics 25
   Introduction 25
   Market metrics 26
   New big data market metrics 27
   Brand metrics 27
   New big data brand metrics 33
   Customer metrics 35
   New big data customer metrics 41
## Contents

V2S metrics 42  
Should firms collect all V2C metrics? 44  
Conclusions 44

### 2.2 Value-to-firm metrics

**Introduction** 49  
Market metrics 50  
Brand metrics 51  
Customer metrics 55  
Customer lifetime value 58  
New big data metrics 67  
Marketing ROI 70  
Conclusions 72

### 3 Data, data everywhere

**Introduction** 75  
Data sources and data types 76  
Using the different data sources in the era of big data 85  
Data warehouse 87  
Database structures 88  
Data quality 89  
Missing values and data fusion 91  
Conclusions 91

#### 3.1 Data integration

**Introduction** 93  
Integrating data sources 93  
Dealing with different data types 95  
Data integration in the era of big data 100  
Conclusions 104

#### 3.2 Customer privacy and data security

**Introduction** 105  
Why is privacy a big issue? 106  
What is privacy? 107  
Customers and privacy 108  
Governments and privacy legislation 108  
Privacy and ethics 110  
Privacy policies 111  
Privacy and internal data analytics 112  
Data security 114  
Conclusions 116

### 4 How big data are changing analytics

**Introduction** 118  
The power of analytics 119
Every business has (big) data; let's use them

Introduction

Case 1: CLV calculation for energy company

Case 2: Holistic marketing approach by big data integration at an insurance company

Case 3: Implementation of big data analytics for relevant personalization at an online retailer

Case 4: Attribution modeling at an online retailer

Case 5: Initial social network analytics at a telecom provider

Conclusions

Concluding thoughts and key learning points

Concluding thoughts

Key learning points

Index