



Sexy Little Numbers: How to Grow Your Business Using the Data You Already Have

Dimitri Maex , Paul B. Brown , Anthony Flacco (Reading)

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Imagine if you could identify your business's most profitable customers, craft a better marketing strategy to communicate with them, and inspire them to buy more?

Well now you can. And the best part is that you can do it *using the data you already have*.

Today, *everything* we do creates data, and the volumes are enormous. Virtually every time someone views something online, enters search on Google, or even surfs the web on a smart phone, another chunk gets added – in real time - to the multibillion gigabyte (and growing) trove of data that can help us better understand and predict consumer behavior. We no longer need expertise in math or statistics or even expensive modeling software to get the most out of all these revealing consumer insights. A revolution in data analysis is underway, and the methods and tools for aggregating and analyzing this “data deluge” are suddenly far simpler, less expensive, and more precise than they were.

In this book – the first of its kind – Dimitri Maex, Managing Director of global advertising agency OgilvyOne New York and the engine behind the agency's global analytics practice, reveals *how to turn your data - those sexy little numbers that can mean more profit for your business – into actionable strategies that drive real growth and revenues. And he can show you how to do it at virtually no cost*. In his clear, easy-to-understand style, he explains how to:

- Identify which customers are most valuable, which have the most potential to be valuable, which are most likely to buy more in the future, and which are not worth targeting.
- Allocate your marketing assets in the best possible way and pinpoint the outlays that will generate the highest possible returns.
- Figure out precisely which communication or media brought a customer to your company's web site and what that customer will do once she arrives.
- Predict which products or services customers will want *in the future*.
- Learn which customers are preparing to defect to the competition and how to stop them.
- Determine which customers buy your product because it is perfect for their needs, which ones purchase because they liked your ad, which ones chose you because of an appealing price, and which ones came to you through word-of-mouth...or some combination of all these factors.
- Drill your geographic targeting down to the regional, zip code, and even neighborhood level.
- Optimize your web presence to get the maximum return from search.

A must read for marketers striving to get the biggest ROI on their advertising dollars, small business owners eager to grow faster, researchers needing a consumer in mind for whom to create new products or services, those in finance responsible for growing the bottom line, and even creatives looking for feedback to help them improve their output, *Sexy Little Numbers* is THE essential tool not just for math nerds and number crunchers, but for anyone wishing to use the data at their fingertips to grow their business and increase their profits dramatically.

<http://sellorelse.ogilvy.com/sexy-lit...>

Sexy Little Numbers: How to Grow Your Business Using the Data You Already Have Details

Date : Published September 4th 2012 by Random House Audio (first published January 1st 2012)

ISBN : 9780449009918

Author : Dimitri Maex , Paul B. Brown , Anthony Flacco (Reading)

Format : Audio

Genre : Business, Nonfiction, Management

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You Already Have Dimitri Maex , Paul B. Brown , Anthony Flacco (Reading)**

From Reader Review Sexy Little Numbers: How to Grow Your Business Using the Data You Already Have for online ebook

Jay says

The focus of “Sexy Little Numbers” is not short, black dresses, although it could be about the selling and marketing of them. The writer is in charge of the Data practice of advertising firm Ogilvy & Mather, and you can tell – the company holds the copyright to this book, and the book pretty much describes their practice and experience. I usually don’t appreciate these kinds of books, thinking they are like those infomercials you see on late night TV. But this one does have redeeming value in that it describes a kind of framework of the journey a company would take to use analytics in their strategy and marketing functions. It does this by having chapters answer typical questions a company might ask when considering the use of analytics to better their business. The author does dive in in a few places, such as when describing how he got to a “share of pocketbook” measure of a customer by extrapolating from like customers. While that was pretty esoteric, there are quite a few other “action” descriptions that might cause a reader to think about how they apply in their business, and that’s a good thing. Quite a few examples describe the building of mathematical measures that place the company or its products or customers into that old friend of consultants, a 2x2 matrix. To the bad, the later chapters dived into specifics of advertising and marketing to the exclusion of other uses of analytics. Given the source, this is not unexpected, but I didn’t realize that was where the focus would be until well into the book. (They don’t read the copyright announcement in the front of the audiobook version of the book.) To the good, I enjoyed many of the examples. The ones I recall were well described and helped define the concepts being presented. Overall, I found this a good book on the use of statistics and math and to some extent big data analytics, especially for strategy, marketing, and advertising purposes.

Shaw says

I preferred the beginning of this book over the rest of it. I was hoping for more information applicable to the SaaS business model but much of this was geared to eCommerce and Direct Mail marketing. Still a great read and plenty to take away.

Todd says

Fascinating and terrifying.

Diana Castro says

Good Data Story Tellers

Interesting, informative and helpful. Enjoyable read for any data geek or math geek. Would have liked more details on how some of the analytics was executed but overall a good read

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Nice and easy-to-read introduction into data part of marketing. Dimitri gives a lot of inspiring examples and tips that really can drive your business or carrier. What it really lacks is some deeper insight into the mechanics of data analysis and math. And it's really narrowed into marketing while and misses aother implication of data and optimization in business

Christopher Boucher says

Clear, effective, and valuable read for any marketer.

Darren Chuah says

Numbers can't get any sexier when they're in business.

Jim says

The book is outstanding, please allow me to read it, will you?

Dennis says

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Eric says

Not too excited about the title, especially pulling it out on the bus. I couldn't have expected much more though with the author being from a marketing firm. It had a lot of good information about data analysis as it pertains to finding and retaining your most profitable customers though. It begins with how to find and use the data you most likely already have. Then it gets into marketing using data and allocating spend which was too far from the actual analysis for me but I enjoyed the rest. I especially enjoyed the info on breaking down a customer and determining how to find similar customers whether they were profitable (retain) or non-profitable (let go).

Volodymyr Dehtyarov says

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Sujata Sahni says

The value of Big data is not the Data itself but the narrative. It all starts with figuring out what you need to measure. With your plan established, go out and get the data you need. Once you have all the data, put it together on a Dashboard which tells you the story. The obvious starting point is your data, where helps you do your analysis.

So did the organization learn from the insights that were uncovered? Where is the focus required, Business Administration, Workforce efficiency, operational efficiency, customer, security or new channels and markets? If the sexy little numbers suggest a change, is the organization willing to implement that change?

Roberto Ruiz says

Very specialized book for advertisers and marketers. I found it really interesting but missed some chapters about the relationship between numbers and creativity, but it gave me a clear view of the data big picture and the new world ahead of us.

Anastasia Sidorova says

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Marc says

this is a pretty good book though the author seems to have struggled at times with how deep technically to go on certain topics. it has to be hard to write a technical book designed for a non-technical marketing audience. I took a few key things I can use immediately however.
