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Very interesting details about how technology driven marketing has become today. the 15 metrics that Mark have shared are pretty interesting & form the basis of data driven marketing. Any marketing organization would need to have the set up to track & measure these metrics.

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You guys know that I love marketing. You also know I love analytics. And it goes without saying that I'm partial to people with two first names. So it's no wonder I'm a big fan of Mark Jeffery's book, "Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know". Jeffery, a lecturer at Northwestern University's Kellogg School of Management, lays out his case step-by ...

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