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DATA DRIVEN MARKETING



STRATEGIES, TOOLS & APPLICATIONS

Monica Sainy | Sonali Malewar | Pallavi Kudal

Data-Driven Marketing: Strategies, Tools, and Applications

Authors

Monica Sainy

Professor & Head (MBA)
at Amity Business School
Amity University, Chhattisgarh
Raipur, Chhattisgarh, India

Sonali Malewar

Senior Assistant Professor
Sri Balaji University
Pune, Maharashtra, India

Pallavi Kudal

Finance and Business Analytics
Balaji Institute of International Business
Sri Balaji University
Pune, Maharashtra, India



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Authors

Monica Sainy

Raipur, Chhattisgarh, India

Sonali Malewar

Pune, Maharashtra, India

Pallavi Kudal

Pune, Maharashtra, India

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+91 9425210308



Dr. Monica Sainy is a distinguished academician and researcher, currently serving as Professor & Head (MBA) at Amity Business School, Amity University, Chhattisgarh. With over 22 years of professional experience, including 18 years in academia and 4 years in the industry, she holds a Ph.D. in Management from Devi Ahilya University, Indore (2012). Her expertise lies in Marketing and General Management, with academic associations at prestigious institutions such as Shri Vaishnav Vidyapeeth Vishwavidyalaya, LNCT Indore, CH Institute of Management & Commerce, and Acropolis Faculty of Management & Research. She has been instrumental in curriculum development, faculty mentorship, and student engagement.

As a recognized Ph.D. supervisor at Devi Ahilya University and Amity University, Chhattisgarh, Dr. Sainy has successfully mentored multiple research scholars. She has over 50 research papers published in SCI and UGC CARE-listed journals and has authored and edited five books, including *Innovation, Invention & Industrialization* (2017) and *Climate Change Management and Social Innovations* (2023). Her research contributions extend to patents and copyrights, focusing on organizational teamwork performance and the impact of social media on old-age consumer behavior. She has led major research projects, including an MPCOST-funded study on e-learning in M.P. schools and a proposal for the CG Planning Commission on Bastar's Tamarind market prospects.

Dr. Sainy actively participates in national and international conferences, serves as Editor-in-Chief of the *Innovare Journal of Business Management*, and reviews for esteemed international journals. She holds an MBA in Marketing (1997) and a B.Sc. (1995), continuously shaping future business leaders through impactful research and education.



Dr. Sonali Malewar is a distinguished academician and researcher, currently serving as Senior Assistant Professor at Sri Balaji University, Pune, Maharashtra. She holds a PhD in Marketing Management from Shri Rashtrasanth Tukdoji Maharaj University, Nagpur (2012) and has over 22 years of experience in academia. Specializing in Marketing and General Management, Dr. Malewar has been associated with renowned institutions such as Amity University Chhattisgarh, ITM University Raipur, ICFAI University Raipur, and MATS University Raipur. She has played a pivotal role in curriculum development, faculty mentorship, and student engagement through her active participation in academic administration, research, and teaching.

As a recognized PhD supervisor at Sri Balaji University Pune, Dr. Malewar is dedicated to guiding research scholars in management. Her academic contributions include over 20 research papers published in Scopus and UGC CARE-listed journals, as well as high-impact factor publications. She has also presented research at numerous national and international seminars and conferences.

Academically, she holds an MBA in Marketing from Nagpur University (1997). Committed to advancing research and education, Dr. Malewar continues to contribute significantly to academia, shaping future business leaders and fostering impactful research initiatives.



Dr. Pallavi Kudal is a certified Data Analyst and Data Science Trainer with over 15 years of experience in academics and training, along with 8+ years of expertise in data interpretation and analysis to drive business solutions. She holds a B.Sc. in Statistics, an MBA in Finance and Marketing, and a Ph.D. in Finance. Her strong foundation in statistics, mathematics, finance, and analytics enables her to deliver impactful insights. Currently, Dr. Kudal serves as a faculty member in Finance and Business Analytics at the Balaji Institute of International Business, Sri Balaji University, Pune. Previously, she was associated with esteemed institutions such as Christ University, Bangalore, and Amity University, Noida. Her doctoral research was funded by ICSSR under the salary protection scheme.

Passionate about data analysis, Dr. Kudal specializes in tools such as SPSS, Minitab, SAS, R, Python, Tableau, Power BI, and Excel. She has conducted numerous workshops, FDPs, and MDPs, training over 500 professionals in data analysis in the past year. Her research interests include FinTech, Personal Finance, and Financial Inclusion. She has published her work in Scopus, ABDC, and UGC-listed journals of national and international repute. Through her expertise and dedication, Dr. Kudal continues to contribute significantly to academia and the field of business analytics.

Preface

In today's digital era, marketing has evolved from intuition-based strategies to a more data-driven, analytical approach. The proliferation of digital platforms, customer touchpoints, and advanced analytical tools has empowered businesses to make informed marketing decisions that drive engagement, retention, and revenue growth. This book, "Data-Driven Marketing: Strategies, Tools, and Applications", explores the integration of data analytics into modern marketing practices, providing a comprehensive guide for professionals, students, and researchers alike.

The book is structured to offer both foundational knowledge and advanced insights into data-driven marketing. It begins with an introduction to data analytics in marketing, covering its evolution and significance. It then delves into consumer behaviour analysis, data collection methodologies, and marketing analytics tools. Further chapters discuss customer relationship management, social media and digital marketing analytics, search engine optimization, predictive modelling, and future trends in marketing analytics. Real-world case studies from leading global brands such as Netflix, Amazon, Coca-Cola, and Spotify offer practical insights into successful data-driven strategies.

By the end of this book, readers will gain a profound understanding of how data-driven marketing reshapes business strategies, enhances customer engagement, and improves decision-making. Whether you are a marketer, data analyst, entrepreneur, or academic, this book is a valuable resource for navigating the complexities of modern marketing analytics.

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Opp. New Panchjanya Vidya Mandir, Near Tiranga Chowk,
Kushalpur, Dist.- Raipur-492001, Chhattisgarh
shodhsamagam1@gmail.com, +91 94252 10308



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