



# Precision Marketing: Maximizing Revenue Through Relevance

*Sandra Zoratti, Lee Gallagher*

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Marketers around the globe are recognising that increasing customization and precision is critical to their commercial success. Rather than devoting marketing budgets to mass campaigns, precision marketers are mining customer data for predispositions and propensities to spend in order to target buyers in sophisticated ways, with all communications targeted and relevant to each and every individual recipient. Precision Marketing will help you to develop the perspectives, capabilities and skills necessary to deliver more powerful marketing results. Drawing on case studies from companies such as Fiat, Amazon, Tesco and ING, Precision Marketing shows how today's leading performers are beginning to recognize, identify and capitalize on many of the concepts of precision marketing to set themselves apart and reach a whole new level of growth.



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