

From: Marketing Bulletin <marketing@eb.amediausa.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
Date: 6/20/2016 7:15:00 AM
Subject: Includes: Top Ways to Turn Data into Value

[Unsubscribe](#) | [Unsubscribe All](#)

IN THIS ISSUE

[Why Predictive Marketing Is a Superstar](#)

[Attribution Tips from a Savvy CMO](#)

[Top Ways to Turn Data into Value](#)

[How Long Is Retargeting Effective?](#)

[CRM's Dirty Little Secret: Avoid Sticker Shock](#)

Why Predictive Marketing Is a Superstar

Marketers today are under great pressure to generate more, higher quality leads. This eBook covers how to accelerate leads to become customers and what will aid you in your marketing endeavors.

[Download now](#)

Attribution Tips from a Savvy CMO

Retargeting has been a breakout tactic since marketing made the shift from traditional trial and error programs to real-time programmatic campaigns. With retargeting, marketers could directly target the most promising individual consumers, outperforming search, email and other display campaigns. Learn the valuable applications of retargeting for programmatic marketers in this eBook.

[Download now](#)

Top Ways to Turn Data into Value

The key to a successful business is great people combining their knowledge with powerful assets to make a difference. Empowered businesses intentionally build data-centric cultures. They realize the value of data as an asset and transform their company by building an organizational culture around their data. This paper explores why most organizations struggle to achieve this goal and how they can hit it.

[Download now](#)

How Long Is Retargeting Effective?

Only 22 percent of consumers say the average retailer understands them, and just 21 percent say the marketing messages they receive from average companies are “usually relevant.” The challenge is that only 37 percent of marketers feel they have the tools they need to provide exceptional customer service and experiences. Check out 10 key trends shaping digital marketing in 2016.

[Download now](#)

FEATURED DOWNLOAD

CRM's Dirty Little Secret: Avoid Sticker Shock

When it comes to customer relationship management (CRM) initiatives, subscription costs can be misleading. The following analysis provides a comparative price analysis of three leading CRM solutions for midmarket organizations.

[Learn more](#)

[unsubscribe Marketing Bulletin](#) | [unsubscribe all](#) | [privacy policy](#) | [terms & conditions](#)

Please note by accessing advertiser content in this email your details may be passed onto the advertiser for fulfillment of 'the offer'. The subscriber also permits the advertiser to follow up the fulfillment of the offer by email, phone or letter.

emedia Communications LLC
200 N LaSalle St., Suite 2450
Chicago, IL 60601. USA
Toll free: 866-879-5757
e-mail: inquiries@emedia.com