

# MARKETING ANALYTICS



**MBTN**  
ACADEMY

## SUGGESTED MODULES:

- Statistics 3: Multiple Correlation & Regression
- RFM Analysis
- Marketing Experiments 1
- Marketing Experiments 2
- New Product Forecasting
- Marketing Variance Analysis
- Marketing ROI

**Statistics 3: Multiple Correlation & Regression** covers statistics commonly used to describe the relationship between three or more numerically-scaled variables (correlation and regression).

**RFM Analysis** covers the concept of Recency, Frequency, and Monetary Value in marketing, how to categorize or segment customers using RFM analysis, and how different promotional activities may be appropriate for each designated segment.

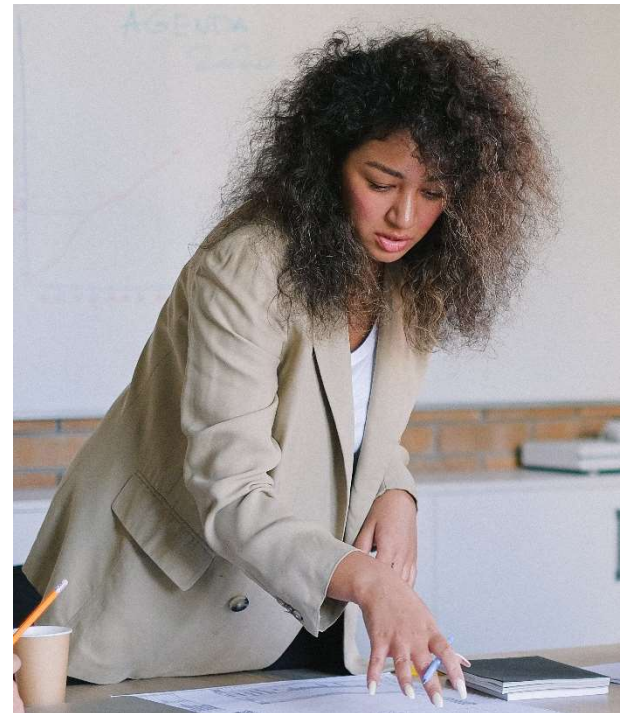
**Marketing Experiments 1** describes advertising before-after experimental design, A/B web testing, and full factorial web experimental design.

**Marketing Experiments 2** provides guidance for extrapolation of results from different types of marketing experiments for a product/service to the total target market in the contexts of geography, channels, and seasonality.

**New Product Forecasting** teaches hierarchy of effects, awareness, availability (ACV%), trial rate, repeat purchase, and intent to behavior translation.

**Market Variance Analysis** is an important technique to understand the underlying reason(s) why a marketing plan's objectives were or were not met.

**Marketing ROI** explains how to calculate rates of return using four types of valuation methods: comparable cost, baseline-lift, funnel conversion, and CLV.



## PRICING PER STUDENT / SEMESTER

|                        |         |
|------------------------|---------|
| 1-3 Modules:           | \$9.95  |
| 4-6 Modules:           | \$14.95 |
| 7-10 Modules:          | \$19.95 |
| All Marketing Modules: | \$29.95 |
| All Modules:           | \$39.95 |

## PRODUCT OVERVIEW

MBTN allows your students to review and apply business concepts at their own pace through easy-to-use, **on-line tutorials and problem sets**, authored by professors at leading business schools.

Our goal is to improve students' business skills through these interactive exercises. We look forward to working with you!