Architecting Experience: A Marketing Science and Digital Analytics Handbook (Advances and Opportunities with Big Data and Analytics)

Scot R Wheeler

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In a world with a seemingly infinite amount of content and scores of methods for consuming that content, marketing communication today is about appealing to individuals, person by person. Effectively appealing to customers requires delivery of brand experiences built on relevance and recognition of context. Just as in any conversation, delivering relevance in context requires understanding the person one is speaking with and shared environment.

Wheeler answers the biggest question facing digital marketers today: "with an ever expanding array of digital touch points at one's disposal, how does one deliver content and experiences around one's brand that build relationships and drives results?" The quick answer to this is "through the application of data and analytics to drive highly relevant, contextual targeted content and adaptive experience", but since this answer is not as easy to achieve as it is to say, *Architecting Experience* has been designed to help readers develop the understanding of marketing data, technology and analytics required to make this happen.

Readership: Suitable for postgraduate students in Digital and Direct Marketing Master's programs and professionals in IT, Research, and Marketing.

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