

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Ch. 5 Marketing-Information Management

L S S R E N O D N A B A T R A C G N I P P O H S  
C Q C O H P D S K G N R M U I D N G U B K N K  
U I C O A Y V S Y T T N V H K L V U L C B S S  
S C O M R M F P I G N R I M K N O S B V K S N R  
T E N G D A Q U E B C I O N O N B D H F Y D O E  
O O V E D N D O D G A P O H I O I B V N O F I H  
M M E M A A T R A L R H L P O M D E D P S B S C  
E A R R T L D G T S T C M T E C A I F R S T I R  
R R G S A Y O S A C R R T O F C C T H Y S U C A  
S K E K O T A U I L E A B T M A I Y A D V I E E  
L E N Q I G C N A M E N S T H L R U D A D S  
I T C G F C U O T A I S L E I V T R P T Y T N E  
F I E Y T S I F E H N E D Y D S M I A M O V E R  
E N A U K L B R C D R L R B B P D R A S D V E  
T G N D P P M F P A E T C K V L T I I O Y L I D  
I R A Q N Q P A R S R E R D O F B Y R K G V R I  
M E L I M A D M E L E K R E O G V S G T L L D S  
E S Y B M S F A T I M R B S P N G O A R M A T  
V E T T L M R S A A A O O R G U Y T M U T N  
A A I E E C M S T U I M F B R U I O P O L A E  
L R C F H B M R I V L P B I G D A T A A B D D I  
U C S T H Q Q O Y M H B G Q I T B M G S B V L  
E H F A D T I N F R E Q U E N C Y T A B L E C  
F S Q P A V Q G P L E T K S A M P L E Q B K A Q

Shopping cart abandoners  
Convergence analytics  
Data interpretation  
Market research  
Price points  
Soft data  
Big data

Customers lifetime value  
Data driven decisions  
Cart-reminder email  
Frequency table  
Data mining  
Hard data  
Sample

Client-side researchers  
Syndicated research  
Marketing research  
Focus groups  
Analytics  
Algorithm  
Cohort