

Name: _____ Date: _____

Chapter 5 Marketing Information Management

1. NI-IESLTEDC RECHRESA _____
2. TRCS'EMOSU EFTLEIIM LVUEA _____
3. DEAITVADR-N SSNOEIICD _____
4. RMGOLAIHT _____
5. MNMONAEINKAGIT-IRTRFO SYETMS _____
6. REAMDRE-NRTIC ILMEA _____
7. KMETRA CEHSERRA _____
8. TSENCDAIY CASEEHRR _____
9. TADA INGMIN _____
10. DARH ADAT _____
11. NEVEGCCOERN IYNTCSAAL _____
12. TEIAMGRNK ACREHSER _____
13. TFOS DAAT _____
14. SPNHOGIP RATC DARSONENBA _____
15. RPICE NTSOPI _____
16. CUOSF GPSOUR _____
17. HTCORO _____
18. ERYQCEFUN EALTB _____
19. DAAT ENTPNITRARTIEO _____
20. ANYTAICLS _____
21. BGI ATDA _____
22. PELSMA _____

Word Bank

data-driven decisions
data mining
sample
syndicated research
data interpretation
price points

convergence analytics
frequency table
soft data
client-side research
shopping cart abandoners
market research

marketing-information system
cohort
customer's lifetime value
cart-reminder email
marketing research

hard data
analytics
algorithm
big data
focus groups