Freemium Economics Leveraging Analytics And User Segmentation To Drive Revenue The Savvy Managers Guides

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Freemium EconomicsLeveraging Analytics and User Segmentation to Drive RevenueMorgan Kaufmann
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Freemium Economics presents a practical, instructive approach to successfully implementing the freemium model into your software products by building analytics into product design from the earliest stages of development. Your freemium product generates vast volumes of data, but using that data to maximize conversion, boost retention, and deliver revenue can be challenging if you don't fully understand the impact that small changes can have on revenue. In this book, author Eric Seufert provides clear guidelines for using data and analytics through all stages of development to optimize your implementation of the freemium model. Freemium Economics de-mystifies the freemium model through an exploration of its core, data-oriented tenets, so that you can apply it methodically rather than hoping that conversion and revenue will naturally follow product launch. By reading Freemium Economics, you will: Learn how to apply data science and big data principles in freemium product design and development to maximize conversion, boost retention, and deliver revenue Gain a broad introduction to the conceptual economic pillars of freemium and a complete understanding of the unique approaches needed to acquire users and convert them from free to paying customers Get practical tips and analytical guidance to successfully implement the freemium model Understand the metrics and infrastructure required to measure the

success of a freemium product and improve it post-launch Includes a detailed explanation of the lifetime customer value (LCV) calculation and step-by-step instructions for implementing key performance indicators in a simple, universally-accessible tool like Excel

This book will summarize what we know about technology and inequality across disciplines, and seek out new ways to analyze this relationship based on technology and business practices, with the objective of restoring digital technology as an engine of opportunity. Besides the unique focus on the role of technology in inequality, the book will have a unifying theme of tracing wealth creation and wealth capture in the technology sector, and relating specific practices—what technology companies actually do—to larger shifts in wealth and power. A clear conceptual framework will be used to analyze key industry case studies: search engines, social media, and the ‘sharing’ economy.

Games User Research' is the definitive guide to methods and practices for games user professionals, researchers and students seeking additional expertise or starting advice in the game development industry. It is the go-to volume for everyone working with games, with an emphasis on those new to the field.

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Strategic Marketing Management (8th Edition) outlines the essentials of marketing theory and offers a structured approach to identifying, understanding, and solving marketing problems. This book delineates a comprehensive framework for articulating sound marketing strategies to guide business decisions involving product and service design, branding, pricing, sales promotion, communication, and distribution. The concepts, principles, and frameworks advanced in this book apply to a wide range of organizations, from startups to established market leaders, from packaged-goods manufacturers to value-added service providers, from

nonprofit entities to for-profit corporations.
Digitalisierung ist das Schlagwort der Stunde. Vor allem das abonnementbasierte Geschäftsmodell revolutioniert dabei nicht nur die Bereitstellung von Softwarelösungen, sondern auch ganz entscheidend den Verkauf und das Marketing von Unternehmen weltweit. Dieses Buch zeigt, wie B2B- und IT-Lösungsanbieter durch abonnementbasierte Geschäftsmodelle, Marketing und digitalen Vertrieb günstigere, schnellere und zufriedenstellendere Wege finden, Lösungen und Services an den Kunden zu bringen.
WIPO’s latest World Intellectual Property Report (WIPR) explores the role of IP at the nexus of innovation and economic growth, focusing on the impact of breakthrough innovations.
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