

Constant Contact's Chief Analytics Officer Releases New Book on How to Drive Business Value from Big Data

Release of "Win with Advanced Business Analytics: Creating Business Value from Your Data" Outlines How Organizations Use Analytical Intelligence and Big Data for Business Decisions

WALTHAM, Mass.--([BUSINESS WIRE](#))--Jesse Harriott, Chief Analytics Officer at [Constant Contact®, Inc.](#) (NASDAQ: CTCT), has released a new book: *Win with Advanced Business Analytics: Creating Business Value from Your Data* Co-authored by Jean Paul Isson, the book provides a clear framework and best practices to help companies harness data and business analytics to make informed business decisions.

Many organizations understand that they can drive real value from business analytics and Big Data. However, most companies are only just beginning to harness data to make real business decisions, partly due to the large volume of data coming from multiple locations and sources, including B2B data, B2C data, traffic data, transactional data, third-party vendor data, customer feedback and macroeconomic data. *Win with Advanced Business Analytics* addresses these challenges head-on by helping organization focus on integrating multiple types of intelligence to drive business value.

"Companies today know that they can mine existing data to extract valuable insights into their customers – who they are, their needs, what they respond to, and such," said Jesse Harriott, chief analytics officer at Constant Contact. "However, the overwhelming amount of data coming from a wide range of systems often leaves decision makers unsure how to make sense of it all. As we approach 2013, it is critical that organizations begin to take steps to unravel the mystery, so to speak, if they want to stay ahead of competition. We hope *Win with Advanced Business Analytics* helps them do just that."

Written for a nontechnical audience, *Win with Advanced Business Analytics* outlines this essential concept and a framework to implement business analytics. The book tackles the challenges of integrating multiple types of intelligence, including web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence, into a strong business practice. It also includes case studies from a variety of industries to clearly demonstrate real-world applications of the concepts in the book.

Win with Advanced Business Analytics is available for sale at [IndieBound](#), as well as [Wiley](#), Amazon, Barnes & Noble, and Books-A-Million.

About Constant Contact, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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