



Online Marketing Simulations: The Definitive Methodology For Predicting The Future Of Your Online Business

Kevin Hillstrom

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The Online Marketing Simulation is a methodology used by CEOs, CMOs, Web Analytics Experts, and Online Marketers to understand how customers evolve and change over time, allowing business leaders to optimize the long-term profitability of a business. By analyzing purchase activity, Mr. Hillstrom demonstrates how customers with specific habits (i.e. customer clicks through a paid search ad or buys from an e-mail marketing message) and merchandise preferences evolve over time. The methodology in this book allows the Business Leader to predict future sales, and based on a five year forecast, make changes to the business today that result in a positive future outcome.

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