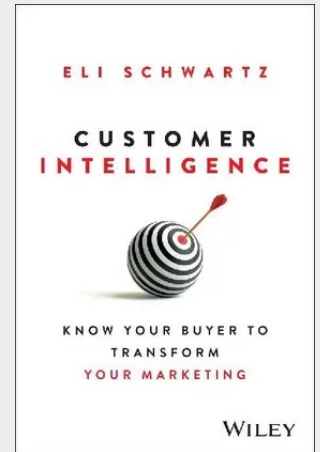


Customer Intelligence

Know Your Buyer to Transform Your Marketing

Unlock your marketing potential with actionable AI insights to supercharge customer engagement and retention. Customer Intelligence: Know Your Buyer to Transform Your Marketing by Eli Schwartz tackles the common pitfalls businesses face when they make incorrect assumptions about their customers. Relying on his experience working with companies like Google and Tinder, Schwartz guides you through understanding and leveraging AI to strengthen your marketing strategies and truly resonate with your customer base. The book provides a robust framework for identifying and understanding customer needs, helping you avoid costly marketing mistakes. Through real-world examples, Eli Schwartz demonstrates how AI can transform your strategies, ensuring not only attraction but retention of a loyal customer base. Inside the book: - Discover the pivotal role of customer insights in marketing success - Learn to leverage AI for authentic customer connection - Avoid the cost of marketing missteps with proven strategies Whether you are a seasoned marketing professional or a business looking to enhance its customer engagement, Customer Intelligence is designed for those who wish to harness the power of AI for effective marketing and loyalty building. This book will equip you with the tools needed to make informed decisions that align with your customers' real desires and motivations.

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