

SEMINARIO DE PUBLICIDAD Y COMUNICACIÓN DIGITAL



Interactive Advertising Bureau
www.iabspain.net

Tecnología Predictiva aplicada al eCommerce

Pablo Laucirica

Manager Strategic Accounts.
Microsoft Search Advertising



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Agenda

- Tecnología predictiva
- 3 reglas de oro e-commerce
- Tecnologías aplicadas al negocio

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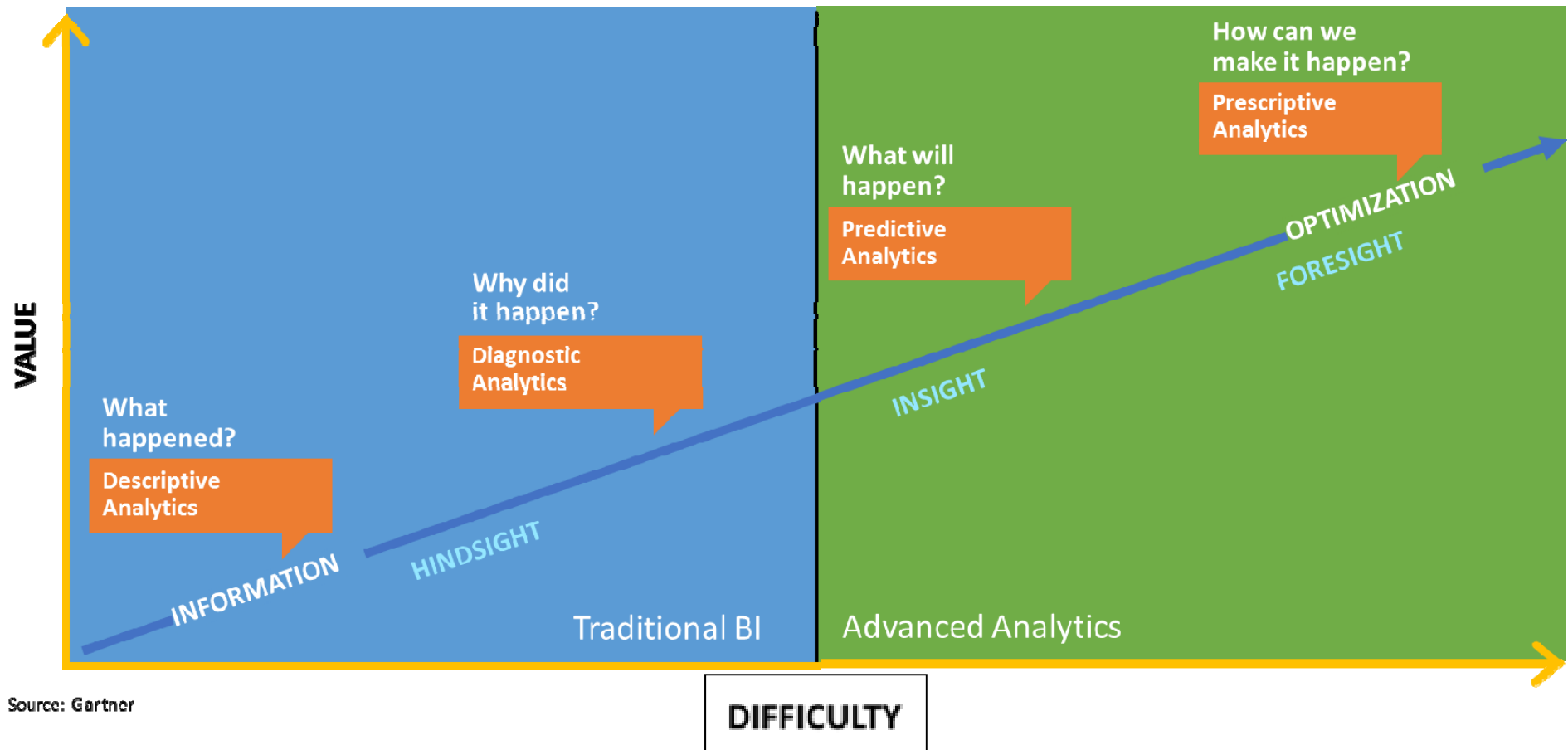
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Forbes

New Posts

+26 posts this hour

Popular

What 20-Year-Olds Do

Lists

America's Top Colleg

Video

Digital C

TECH | 2/16/2012 @ 11:02AM | 2,119,347 views

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

319 comments, 169 called-out

+ Comment Now + Follow Comments

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. Target, for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.



Target has got you in its aim

38.0k

f Share

15.3k

Twitter Tweet

5.8k

in Share

362

Submit

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1. Atraer

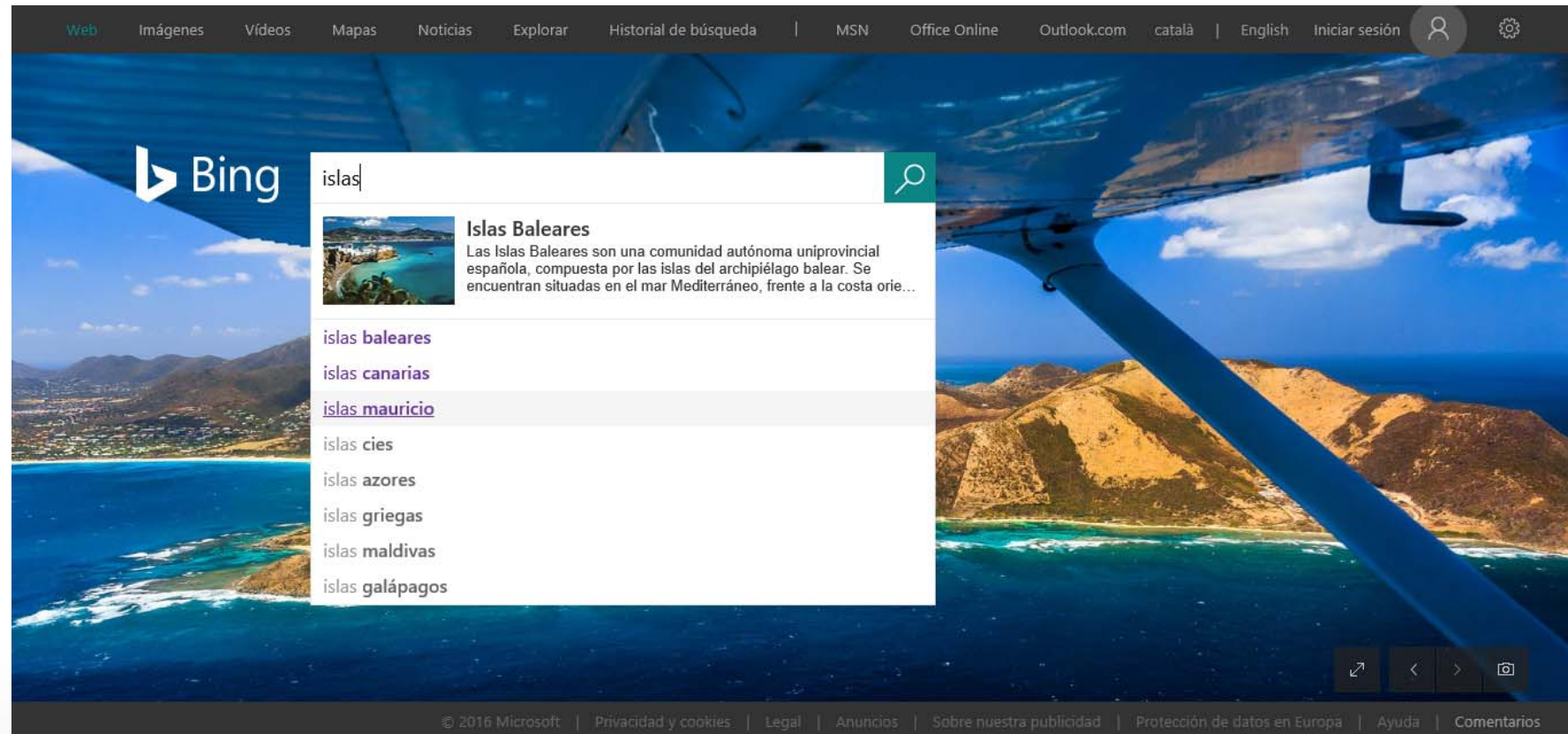
2. Convertir

3. Fidelizar

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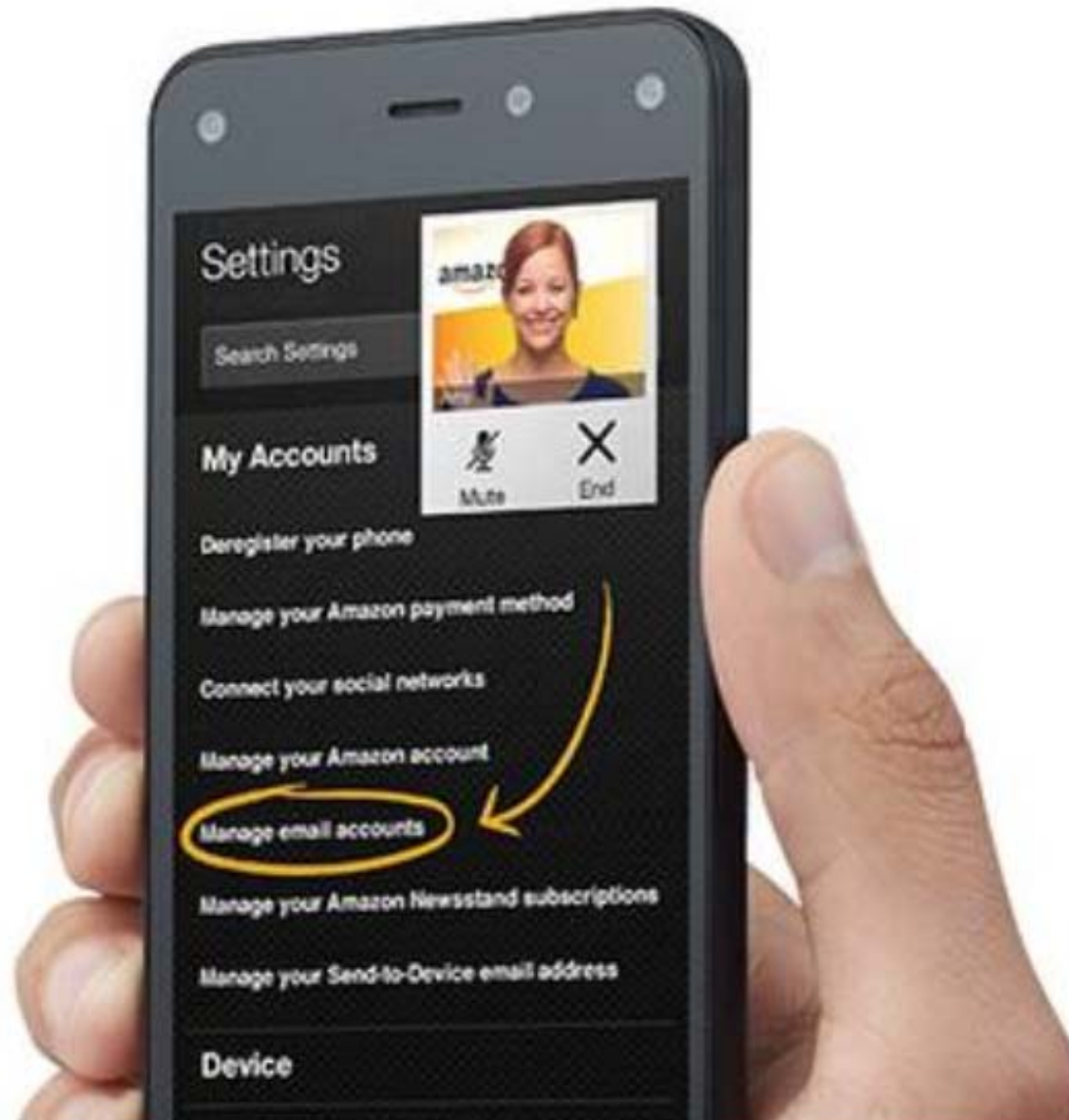


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CONTACTO

¡MUCHAS GRACIAS!

Pablo Laucirica
Manager Strategic Accounts.
Palaucir@microsoft.com

PATROCINA:



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