



HOW MARKETERS USE REAL-TIME MODELING

The article is about the How Marketers Use Real-time Modeling. Real-time marketing is marketing performed "on-the-fly" to determine an appropriate or optimal approach to a particular customer at a particular time and place. It is a form of market research inbound marketing that seeks the most appropriate offer for a given customer sales opportunity, reversing the traditional outbound marketing. In some respects, these early real-time marketing customer implementations were ahead of their time despite acknowledged revenue realization within the early adopters

Read the full article here:

[How Marketers Use Real-time Modeling](#)

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