

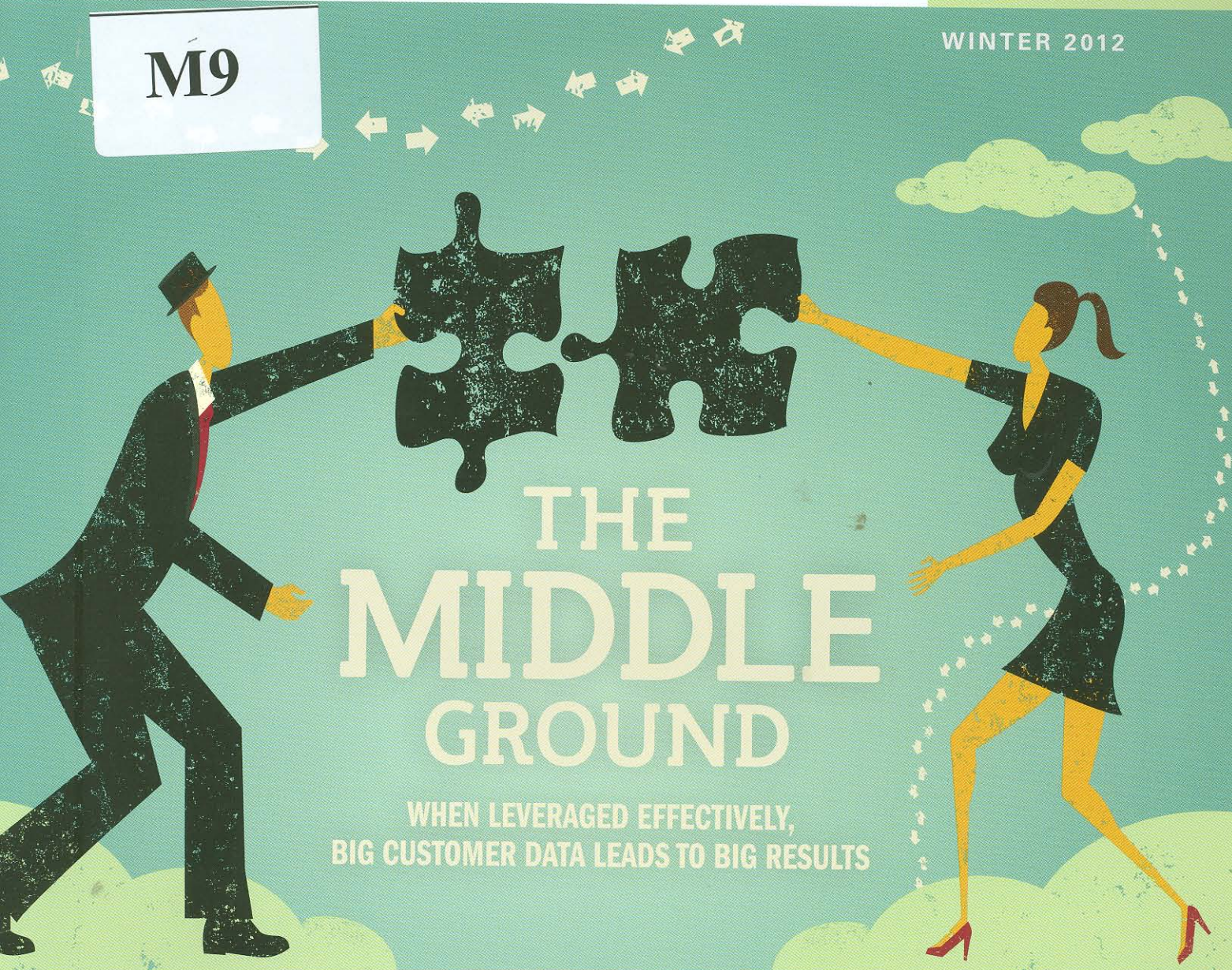
# MARKETING RESEARCH

IN THE MIX

Cookie Crunchers: Big data's 2012 presidential election debut

WINTER 2012

M9



## THE MIDDLE GROUND

WHEN LEVERAGED EFFECTIVELY,  
BIG CUSTOMER DATA LEADS TO BIG RESULTS

127

302226  
 MRS ACHARA SAENGDEEJING  
 SUANCHITRALADA DUSIT  
 152 SOI SUTJARIT 2 RAMA 5 RD  
 BANGKOK 10300  
 THAILAND



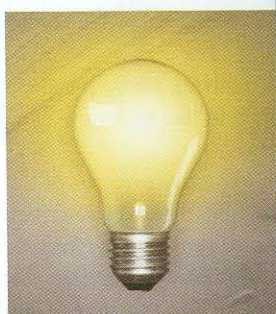
**VIRAL SUCCESS:** What compels online video viewers to share clips? / **BRIDGING THE GAP:** Wharton unites researchers and practitioners in the name of customer analytics / **THE SECOND SCREEN:** Finally getting its chance



# CONTENTS



6



10



16



22

FEATURES

## 6 | A TALE OF THREE RESEARCHERS

What's the difference between a good researcher and a great one?

By Paul Smith

## 10 | THE SECRETO VIRAL SUCCESS

What compels online video viewers to share clips with their social networks?

By Marguerite McNeal

## 16 | BRIDGING THE GAP

Wharton's Dr. Elea McDonnell Feit unites researchers and practitioners in the name of customer analytics

By Marguerite McNeal

## 22 | THE MIDDLE GROUND

When leveraged effectively, big customer data leads to big results

By Omer Minkara

DEPARTMENTS

3 | Marketing Mix  
What's Your Number?

By Marguerite McNeal

40 | Social Media  
The Second Screen Finally Gets Its Due

By Joan Mancuso and Karen Stuth

REVIEW

30 | Software Review  
The Fine Art of Observation ... for the Masses

By Kathryn Korostoff

32 | Opinion

By Chuck Chakrapani

36 | Beg to Differ

By Paul Richard  
"Dick" McCullough

37 | Backtalk

By William D. Neal

39 | Backtalk

By Greg M. Allenby