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Definition. Predictive analytics is an area of statistics that deals with extracting information from data and using it to predict trends and behavior patterns. The enhancement of predictive web analytics calculates statistical probabilities of future events online.

Predictive analytics - Wikipedia
Predictive modelling uses statistics to predict outcomes. Most often the event one wants to predict is in the future, but predictive modelling can be applied to any type of unknown event, regardless of when it occurred.

Predictive modelling - Wikipedia
Introduction to Algorithmic Marketing is a comprehensive guide to advanced marketing automation for marketing strategists, data scientists, product managers, and software engineers. It summarizes various techniques tested by major technology, advertising, and retail companies, and it glues these methods together with economic theory and machine learning.

Introduction to Algorithmic Marketing: Artificial
Google has been steadily evolving its platform, has now launched responsive search ads (still in beta) and is talking about launching yet another new ad format (another headline).

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