Editorial

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We have several interesting articles in this issue of the *Journal of Marketing Analytics*. Each article advances an important area of research and practice related to marketing analytics. In addition, collectively, these articles address a range of problems/phenomena, and illustrate a variety of important processes in marketing analytics: data collection, database management and integration, theory/solution development, analysis, presentation for utilization, interpretation, and application.

In their article, 'Stickiness: The value of saved money', Sirkal and van Meer, propose a measure for stickiness and apply it to consumer banking. Their findings conclude that marketers can identify a consumer's potential for, and can leverage, stickiness. Koosha and Albavdi, integrate real options into CLV in 'Customer Lifetime Valuation using Real Options Analysis'. They develop models using real options and provide illustrations. They show that options can enhance managerial decision making.

In 'Optimizing acquisition and retention spending to maximize market share', Williams

and Williams focus on maximizing market share with respect to spending decisions for acquisition and retention. A decision calculus is employed, and illustrations provided, to show how managers can use relevant analytics strategically. Hosseini and Shabani incorporate time and trend changes to increase prediction accuracy in 'New approach in customer segmentation based on changes in customer value'. They use 500 000 point-of-sale transactions to empirically test the approach. In 'How Do Consumers in the Web 2.0 Era Get Information? Social Media Users' Uses of and Reliance on Traditional Media', Park and Cheong use Experiean Simmons data to investigate traditional media usage among social media users. The results inform on television, radio and print media usage among social media users.

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