Database Marketing 10

Alan Tapp

Database Marketing Robert C. Blattberg,Byung-Do Kim,Scott A. Neslin,2010-02-26 Database marketing is at the crossroads of technology, business strategy, and customer relationship management. Enabled by sophisticated information and communication systems, today's organizations have the capacity to analyze customer data to inform and enhance every facet of the enterprise—from branding and promotion campaigns to supply chain management to employee training to new product development. Based on decades of collective research, teaching, and application in the field, the authors present the most comprehensive treatment to date of database marketing, integrating theory and practice. Presenting rigorous models, methodologies, and techniques (including data collection, field testing, and predictive modeling), and illustrating them through dozens of examples, the authors cover the full spectrum of principles and topics related to database marketing. This is an excellent in-depth overview of both well-known and very recent topics in customer management models. It is an absolute must for marketers who want to enrich their knowledge on customer analytics. (Peter C. Verhoef, Professor of Marketing, Faculty of Economics and Business, University of Groningen) A marvelous combination of relevance and sophisticated yet understandable analytical material. It should be a standard reference in the area for many years. (Don Lehmann, George E. Warren Professor of Business, Columbia Business School) The title tells a lot about the book's approach—though the cover reads, database, the content is mostly about customers and that's where the real-world action is. Most enjoyable is the comprehensive story – in case after case – which clearly explains what the analysis and concepts really mean. This is an essential read for those interested in database marketing, customer relationship management and customer optimization. (Richard Hochhauser, President and CEO, Harte-Hanks, Inc.) In this tour de force of careful scholarship, the authors canvass the ever expanding literature on database marketing. This book will become an invaluable reference or text for anyone practicing, researching, teaching or studying the subject. (Edward C. Malthouse, Theodore R. and Annie Laurie Sills Associate Professor of Integrated Marketing Communications, Northwestern University)

Optimal Database Marketing Ronald G Drozdenko,Perry D Drake,2002-03-26 Check out the supplemental website! www.DrakeDirect.com/OptimalDM/ Destined to be the definitive guide to database marketing applications, analytical strategies and test design. - Brian Kurtz, Executive Vice President, Boardroom Inc., 2000 DMA List Leader of the Year and DMA Circulation Hall of Fame Inductee This book is well written with interesting examples and case studies that both illustrate complex techniques and tie the chapters together. The level of detail and treatment of statistical tools and methods provides both understanding and enough detail to begin to use them immediately to target marketing efforts efficiently and effectively. It is perfect for a course in database marketing or as a handy reference for those in the industry. - C. Samuel Craig, New York University, Stern School of Business This book should be studied by all who aspire to have a career in direct marketing. It provides a thorough overview of all essential aspects of using customer databases to improve direct marketing results. The material is presented in a style that renders even the technical subjects understandable to the novice direct marketer Kari Regan, Vice President, Database Marketing Services, The Reader's Digest Association Finally, practical information on database marketing that tackles this complex subject but makes it clear enough for the novice to understand. This book serves as more than a primer for any senior manager who needs to know the whole story. As one who has spent over 20 years of his career involved in publishing and database marketing, I have a real appreciation for how difficult it is to explain the finer points of this discipline, while keeping it understandable. This book does that admirably. Well done! - Patrick E. Kenny, Executive Vice President, Qiosk.com This book is especially effective in describing the breadth and impact of the database marketing field. I highly recommend this book to anyone who has anything to do with database marketing! -- works in or with this dynamic area. - Naomi Bernstein, Vice President, BMG Direct Ron Drozdenko and Perry Drake have written a guide to database marketing that is thorough and that covers the subject in considerable depth. It presents both the concepts underlying database marketing efforts and the all-important quantitative reasoning behind it. The material is accessible to students and practitioners alike and will be an important contribution to improved understanding of this important marketing discipline. Mary Lou Roberts, Boston University and author of Direct Marketing Management I think it is a terrific database marketing book, it's got it all in clear and logical steps. The benefit to the marketing student and professional is that complex database concepts are carefully developed and thoroughly explained. This book is a must for all marketing managers in understanding database issues to successfully manage and structure marketing programs and achieve maximum results. - Dante Cirille, DMEF Board Member and Retired President, Grolier Direct Marketing An excellent book on the principles of Direct Marketing and utilization of the customer database to maximize profits. It is one of the best direct marketing books I have seen in years in that it is broad with specific examples. I am going to require new hires to read this (book) to get a better understanding of the techniques used in Database Marketing. - Peter Mueller, Assistant Vice President of Analysis, Scholastic, Grolier Division This is an amazingly useful book for direct marketers on how to organize and analyze database information. It's full of practical examples that make the technical material easy to understand and apply by yourself. I strongly recommend this book to direct and interactive marketers who want to be able to perform professional database analyses themselves, or be better equipped to review the work of analysts. - Pierre A. Passavant, Professor of Direct Marketing, Mercy College and Past Director, Center for Direct Marketing, New York University The most useful database marketing reference guide published today. The authors do an excellent job of laying out all the steps required to plan and implement an effective database marketing strategy in a clear and concise manner. A must have for academics, marketing managers and business executives. - Dave Heneberry, Director, Direct Marketing Certificate programs, Western Connecticut State University and Past Chair, Direct Marketing Association This book is essential for all direct marketers. It serves as a great introduction to the technical and statistical side of database marketing. It provides the reader with enough information on database marketing and statistics to effectively apply the techniques discussed or manage others in the environment - Richard Hochhauser, President, Harte-Hanks Direct Marketing Ronald G. Drozdenko, Ph.D., is Professor and Chair of the Marketing Department, Ancell School of Business, Western Connecticut State University. He is also the founding Director of the Center for Business Research at the Ancell School. He has more than 25 years of teaching experience. The courses he teaches include Strategic Marketing Databases, Interactive/Direct Marketing Management, Product Management, Marketing Research, and Consumer Behavior. He is collaborating with the Direct Marketing Education foundation to develop a model curriculum for universities pursing the area of interactive or direct marketing. Working with an advisory board of industry experts, he co-developed the Marketing Database course in model curriculum. Dr. Drozdenko has co-directed more than 100 proprietary research projects since 1978 for the marketing and research and development of several corporations, including major multinationals. These projects were in the areas of strategic planning, marketing research, product development, direct marketing, and marketing database analysis. He also has published several articles and book chapters. He holds a Ph.D. in Experimental Psychology from the University of Missouri and is a member of the American Marketing Association, the Society for Consumer Psychology, and the Academy of Marketing Sciences. He is also the co-inventor on three U.S. patents. Perry D. Drake has been involved in the direct marketing industry for nearly 15 years. He is currently the Vice President of Drake Direct, a database marketing consulting firm specializing in response modeling, customer file segmentation, lifetime value analysis, customer profiling, database consulting, and market research. Prior to this, Perry worked for approximately 11 years in a variety of quantitative roles at The Reader's Digest Association, most recently as the Director of Marketing Services. In addition to consulting, Perry has taught at New York University in the Direct Marketing Master's Degree program since Fall, 1998, currently teaching Statistics for Direct Marketers and Database Modeling. Perry was the recipient of the NYU Center for Direct and Interactive Marketing's 1998-1999 Outstanding Master's Faculty Award. Perry also lectures on testing and marketing financials for Western Connecticut State University's Interactive Direct Marketing Certificate Program. Along with Ron, he is collaborating with the Direct Marketing Education Foundation to develop a model curriculum for universities pursuing the area of interactive or direct marketing. Perry earned a Masters of Science in Applied Statistics from the University of Iowa and a Bachelor of Science in Economics from the University of Missouri. The book evolved from an outlined developed by an advisory board of industry experts that was established by the Direct Marketing Educational Foundation. Contemporary direct marketing and e-commerce could not exist without marketing databases. Databases allow marketers to reach customers and cultivate relationships more effectively and efficiently. While databases provide a means to establish and enhance relationships, they can also be used incorrectly, inefficiently, and unethically. This book looks beyond the temptation of the quick sale to consider the long-term impact of database marketing techniques on the organization, customers, prospective customers, and society in general. Ron Drozdenko and Perry Drake help the reader

gain a thorough understanding of how to properly establish and use databases in order to build strong relationships with customers. There is not another book on the market today that reveals the level of detail regarding database marketing applications - the how's, why's and when's. Features/Benefits: Draws on numerous examples from real businesses Includes applications to all direct marketing media including the Internet Describes in step-by-step detail how databases are developed, maintained, and mined Considers both business and social issues of marketing databases Contains a sample database allowing the reader to apply the mining techniques Offers access to comprehensive package of academic support materials

Direct & Database marketing Alan Tapp,2002

Direct and Database Marketing Graeme McCorkell,1997 Through examples and case studies, this book demonstrates how to adopt the methods, technology and techniques pioneered in direct marketing and apply them in the broader context of integrated marketing.

Database Marketing Robert Shaw,Merlin Stone,1988

Principles of Direct and Database Marketing Alan Tapp,2008 This market-leading, forward thinking textbook comprehensively addresses the impact of new technologies on the principles and practices of Direct Marketing.

Perspectives on Promotion and Database Marketing Robert C. Blattberg,Greg Martin Allenby,2010 Quantitative marketing as a discipline started around the mid 60's and has been dominated by only a handful of individuals. Robert Blattberg is one of them and has been a leader in setting a research agenda for this discipline. The collection of articles in this book along with commentary by some of his doctoral students is a magnificent testament to the genius of Robert Blattberg. The chapters in this book are organized into six parts. The first part, titled ?Early Bob?, traces research which he completed during the first decade after he joined University of Chicago. The second part is titled ?Statistical Bob?. This part comprises papers that Robert wrote in characterizing the response of consumers to dealing. The third part is titled ?Promotional Bob?, and covers roughly a ten-year stretch from 1987 to 1996. The fourth part titled ?Big Bob?, describes Robert's contribution to and impact on marketing practice. The fifth part is titled ?Direct Bob?, and focuses on what customer level data should be gathered, how they should be organized, linked and analyzed, and what metrics should be used to assess customer value. The sixth and final part titled ?Micro-Macro Bob?, is not genre or area specific as much as an illustration of Robert's overall research interests in marketing-mix modeling.

Statistical Modeling and Analysis for Database Marketing Bruce Ratner,2003-05-28 Traditional statistical methods are limited in their ability to meet the modern challenge of mining large amounts of data. Data miners, analysts, and statisticians are searching for innovative new data mining techniques with greater predictive power, an attribute critical for reliable models and analyses. Statistical Modeling and Analysis fo

Advanced Database Marketing Asst Prof Koen W De Bock,Professor Kristof Coussement,Professor Scott A Neslin,2013-07-28 While the definition of database marketing hasn't changed, its meaning has become more vivid, versatile and exciting than ever before. Advanced Database Marketing provides a state-of-the-art guide to the methods and applications that define this new era in database marketing, including advances in areas such as text mining, recommendation systems, internet marketing, and dynamic customer management. An impressive list of contributors including many of the thought-leaders in database marketing from across the world bring together chapters that combine the best academic research and business applications. The result is a definitive guide and reference for marketing and brand analysts, masters students, teachers and researchers in marketing analytics. The proliferation of marketing platforms and channels and the complexity of customer interactions create an urgent need for a multidisciplinary and analytical toolkit. Advanced Database Marketing is a resource to enable marketers to achieve insights and increased financial performance; to provide them with the capability to implement and evaluate approaches to marketing that will meet, in equal measure, the changing needs of customers and the businesses that serve them.

Perspectives on Promotion and Database Marketing ,

Strategic Database Marketing Rob Jackson,Paul Wang,1994 Peter Diamandis' exciting discovery will be shared by every reader of Strategic Database Marketing. Rob Jackson and Paul Wang have swept aside the confusion that surrounds database technology and replaced it with the knowledge and competitive spirit it takes to create the kind of marketing system that will drive the growth of every successful organization. This important book looks into the future and shows marketers and business managers how to take advantage of the countless opportunities new technologies have made available to them. With the emergence of the database comes the means for organizations to communicate one-on-one with consumers - and to tailor all products, messages, and customer services to meet and surpass customer expectations. Strategic Database Marketing explains what the database is and how it can empower marketers; the ABCs of database marketing; the technology, its applications and capabilities; statistical techniques for market segmentation and profitability analysis; and the critical role of database marketing in business growth. Complete with a wealth of case histories that demonstrate database marketing in action, Strategic Database Marketing is the book to lead today's marketers onto the highway to the future.

The New Direct Marketing: How to Implement A Profit-Driven Database Marketing Strategy David Shepard Associates,1999-04-21 Deploy marketing dollars more efficiently In today's take-no-prisoners direct marketing battleground, the only way to win is to recognize and exploit all of DMÆs interconnecting components. Using cutting-edge research and examples drawn from today's business pages, The New Direct Marketing, Third Edition, by the award-winning David Shepard Associates, shows you how to sell to increasingly wary and jaded consumers. This exhaustively updated edition introduces you to recent technological changes, from data mining, data warehouses, and CHAID modelling, to profitable use of the Internet. You'll develop customized, customer- focused marketing programs and strategies as you learn how to: *Offset through-the-roof marketing costs with predictive andsegmentation modeling *Profit from a constant stream of demographic, psychographic, and lifestyle data from ongoing customer dialogues *Target promos and bonus offers based on previous purchases,buying patterns, and stated preferences *Much, much more

Database Marketing Robert Shaw,1988

Advanced Database Marketing Koen W. De Bock,2016-03-23 While the definition of database marketing hasn't changed, its meaning has become more vivid, versatile and exciting than ever before. Advanced Database Marketing provides a state-of-the-art guide to the methods and applications that define this new era in database marketing, including advances in areas such as text mining, recommendation systems, internet marketing, and dynamic customer management. An impressive list of contributors including many of the thought-leaders in database marketing from across the world bring together chapters that combine the best academic research and business applications. The result is a definitive guide and reference for marketing and brand analysts, masters students, teachers and researchers in marketing analytics. The proliferation of marketing platforms and channels and the complexity of customer interactions create an urgent need for a multidisciplinary and analytical toolkit. Advanced Database Marketing is a resource to enable marketers to achieve insights and increased financial performance; to provide them with the capability to implement and evaluate approaches to marketing that will meet, in equal measure, the changing needs of customers and the businesses that serve them.

Contemporary Database Marketing Lisa Spiller,Kurt Ruf,Lisa D Spiller Ph D,2013-08-30 This book provides a comprehensive, basic introduction to the world of database marketing. Includes extensive exercises devoted to practical applications of concepts in the text.

Database Marketing Edward L. Nash,1993 Database marketing is the ultimate extension of direct marketing-selling to an individual rather than to groups, coming full circle to the one-on-one relationship eroded by decades of mass marketing. Other books discuss the subject in theory, but only Database Marketing shows how to use this revolutionary tool to sell everything from packaged goods to financial services. Database Marketing delivers inside guidance from the industry's acknowledged master strategist. Ed Nash reveals the wealth of database techniques he has pioneered for mega-marketers like Procter & Gamble, Chrysler, Merrill Lynch, and Mutual of Omaha. Whether you're an executive looking for bottom-line proof or a marketing manager in the trenches, you'll discover the facts you need to know, including how to calculate the economics of database marketing (and see why it's often more cost-effective than any other advertising or promotional method); mine existing sources of names; build, refine, and enhance your own custom lists; apply databases in every aspect of marketing - to introduce products, build retail traffic, cross-sell, and extend product lines; launch conquest mail against specific users of competing brands; take advantage of psychographics as well as demographic and category usage

methods; solicit loyalty (because your own customers are probably your most neglected market); soothe your customers' concerns about privacy - and even use them to strengthen the sales relationship. Database marketing is the marketing battleground of the next century, which is why major corporations are already building their arsenals, says Ed Nash. Join the leaders. Database Marketing is your complete reference - and yourindispensable guide to the most significant marketing tool since direct marketing itself.

Managing Database Marketing Technology for Success ,1992

Desktop Database Marketing Jack Schmid,Alan Weber,1998 Desktop Database Marketing isn't just another database book. It isn't even just another database marketing book. It is a marketing book written by businesspeople who give you the know-how to capitalize on desktop technology to market more effectively and efficiently. In straightforward language with a minimum of technical jargon, the authors show you how to improve all of your customer communications; make the economics of database marketing work for your organization, regardless of its size or type; build flexible operations and systems that work for your organization's specific needs; develop a marketing strategy that builds customer relationships, gives you useful information you can put to work, and tailors strategies and tactics to the special needs of your organization.

Database Marketing Robert Shaw,Merlin Stone,1990-01-16 Explains what database marketing is, what it can do, and how a company can implement it. Whether your company is large or small, it shows how to combine traditional and modern marketing principles and computing techniques into a database marketing program that can increase sales. Any company, of any size, in any industry, can improve its relationship with its customers by implementing these approaches.

Data Driven Marketing For Dummies David Semmelroth,2013-10-07 Embrace data and use it to sell and market your products Data is everywhere and it keeps growing and accumulating. Companies need to embrace big data and make it work harder to help them sell and market their products. Successful data analysis can help marketing professionals spot sales trends, develop smarter marketing campaigns, and accurately predict customer loyalty. Data Driven Marketing For Dummies helps companies use all the data at their disposal to make current customers more satisfied, reach new customers, and sell to their most important customer segments more efficiently. Identifying the common characteristics of customers who buy the same products from your company (or who might be likely to leave you) Tips on using data to predict customer purchasing behavior based on past performance Using customer data and marketing analytics to predict when customers will purchase certain items Information on how data collected can help with merchandise planning Breaking down customers into segments for easier market targeting Building a 360 degree view of a customer base Data Driven Marketing For Dummies assists marketing professionals at all levels of business in accelerating sales through analytical insights.

Whispering the Secrets of Language: An Emotional Quest through **Database Marketing 10**

In a digitally-driven world where screens reign great and instant transmission drowns out the subtleties of language, the profound secrets and mental nuances hidden within phrases usually go unheard. Yet, set within the pages of **Database Marketing 10** a fascinating literary treasure pulsating with organic emotions, lies a fantastic journey waiting to be undertaken. Penned by a talented wordsmith, that enchanting opus encourages readers on an introspective trip, lightly unraveling the veiled truths and profound influence resonating within the very cloth of each and every word. Within the emotional depths of the emotional review, we shall embark upon a genuine exploration of the book is key styles, dissect their charming publishing type, and fail to the strong resonance it evokes heavy within the recesses of readers hearts.

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Database Marketing 10 Introduction

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