

Advanced Database Marketing

Course Type

Online

Duration

90 Minutes

Module Overview

This module focuses on advanced database techniques and analysis including detailed instruction on how to effectively use these techniques to identify, segment, and target an audience. You will also learn to accurately and cost-effectively reach intended recipients.

Module Objectives

- Understand efficient data record maintenance for database analysis
- Undertake the segmentation techniques of RFM analysis, cross tabulation analysis, factor analysis, and cluster analysis
- Identify customers most likely to order, pay or attrite using a predictive modeling techniques

Module Outline

RFM Analysis

- How to compute RFM (Recency, Frequency, Monetary) Analysis
- When to use RFM
- RFM code construction
- Nths
- Break-even response rates
- Optimum test size

Statistical Modeling

- Steps to begin modeling
- Modeling using CHAID (Chi-square automatic interaction detection)
- Descriptive modeling
- Collaborative filtering
- Prizm Clarista Clusters

Direct Marketing Testing

- Importance of testing, try to beat yesterday
- A/B Splits
- Half life
- How to set up test groups
- Audience analysis tests
- Testing email frequency
- Testing pitfalls

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Arthur Middleton Hughes

Vice President, The Database Marketing Institute

Arthur Hughes is vice president of The Database Marketing Institute. He is also Senior Strategist at e-Dialog, a major email marketing firm in Lexington, MA, and London UK. In this role, he is responsible for creating database marketing, strategic and analytic solutions for major American companies. He has been designing and maintaining marketing databases for Fortune 500 companies and others for the past 20 years. His database experience includes catalogers, retailers, restaurants, telephone companies, insurance, banks, pharmaceuticals, package goods, software and computer manufacturers, resorts, hotels, automobiles, and non-profit fundraisers.

He is the author of *The Complete Database Marketer. 2nd Ed. Strategic Database Marketing 3rd. Ed.* and *The Customer Loyalty Solution*. His consulting assignments and lectures on marketing and economics have taken place in the U.S., Canada, Europe, Latin America and Asia. He has been a key speaker in marketing conferences