

Marketing Metrics

Course Type

Online Module

Duration

90 Minutes

Module Overview

Discover how to calculate acquisition and retention using basic metrics with step-by-step examples and exercises. Become skilled at tracking, monitoring, and measuring the response of your direct marketing. You'll learn basic direct marketing math and finance analysis, as well as how to apply this new knowledge for your company's benefit.

Module Objectives

- Explain the importance of tracking and monitoring your business using basic metrics
- Calculate customer acquisition and retention metrics for online and offline channels
- Apply acquisition and retention metrics to analyze direct marketing efforts
- Understand what to look for in analytics for further investigation

Module Outline

DM Results: Steps to Analyze

- Count things
- Collect over standard time periods
- Put things in relationship to each other
- Examine trends
- Monitor results over time

Acquisition Campaign Metrics

- What is included?
 - Numbers to count
 - Costs to consider
 - Timing
 - Rates
- Direct mail specifics
 - Merge/Purge monitoring
 - Sales rates
 - Shipping and handling isn't free
- Email
 - Costs
 - Trends

Retention Campaign Metrics

- What is included?
 - Numbers to count
 - Time periods

- Rates
- Trends
- Catalog space/page analysis

Putting Results in Context

- Tracking results against goals
- Influencing profitability

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Heidi Cohen

Principal, Riverside Marketing Strategies

Heidi Cohen is the principal of Riverside Marketing Strategies, an interactive marketing consultancy. She brings over 20 years of marketing experience helping companies increase profitability. Develops innovative marketing programs to acquire and retain customers based on solid analytics. At Riverside Marketing Strategies, Heidi has worked with a wide range of interactive media companies and retailers. Among her clients have been New York Times Digital, AccuWeather.com, Cheap Tickets and the United Jewish Appeal (UJA).