

# Research and Testing in Marketing

## Course Type

Online

## Duration

90 Minutes

## Module Overview

The testing and analysis of marketing campaigns provides better understanding as to why some campaigns work, while other don't. This module gives participants specific, detailed guidance on how to conduct and apply research and testing to ensure more successful campaigns. Learn how to identify and use vital research resources, develop a sound testing framework for each medium you use, and apply multivariate analysis when testing new offers, creative, and lists. You'll get a "how to" guide on effective research and testing techniques, plus a detailed explanation of the types of research used to improve direct marketing.

## Module Objectives

- Describe the importance of marketing research and message testing
- Implement direct marketing research for direct mail and email
- Explain attitudinal, quadrant, audience, and competitive analysis research
- Have the appropriate background to get your research budget approved
- Develop a testing framework for direct marketing and email message testing
  - A/B split tests
  - Control groups vs. multivariate testing
  - Testing mathematics

## Module Outline

### Marketing Research

- How direct marketing research works and how it is useful
  - Hypothesis, data gathering, analysis, conclusion, testing, generalization, roll-out
- Where research is useful
  - Predicting likely buyer
  - Identifying those who will defect
  - Finding the next best product for one customer or prospect
- Additional research methods to analyze your audience
  - Attitudinal research
  - Quadrant analysis
  - Competitive analysis
- Gaining budget for research using lifetime value (LTV)
  - What is lifetime value?
  - Using LTV to improve retention

### Message Testing

- Definition and four phases
  - Exploratory research
  - Pretesting

- Roll-out of your best shot
  - Analysis of your results
- A/B split tests
  - What are controls?
  - The difference between controls and a control group
  - Record book sample
  - Testing mathematics
- Email testing
  - Subject line
  - Random noise
  - Personalization
  - Offer
  - Don't look only at conversions
  - Multivariate testing
  - Multivariate vs. A/B

## 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.