

Customer Databases And Database Marketing

customer databases and database marketing: Optimal Database Marketing Ronald G Drozdenko, Perry D Drake, 2002-03-26 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, Ansell School of Business, Western Connecticut State University. He is also the founding Director of the Center for Business Research at the Ansell 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 pursuing 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

customer databases and database marketing: *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.

customer databases and database marketing: 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)

customer databases and database marketing: Optimal Database Marketing Ronald G Drozdenko, Perry D Drake, 2002-03-26 This informative book looks at the long-term impact of database marketing techniques on the organisation, customers, both actual and prospective, and society in general. The authors advise on how to use databases to build strong customer relationships.

customer databases and database marketing: 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.

customer databases and database marketing: 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.

customer databases and database marketing: *Customer and Business Analytics* Daniel S. Putler, Robert E. Krider, 2012-05-07 *Customer and Business Analytics: Applied Data Mining for Business Decision Making Using R* explains and demonstrates, via the accompanying open-source software, how advanced analytical tools can address various business problems. It also gives insight into some of the challenges faced when deploying these tools. Extensively classroom-tested, the text

customer databases and database marketing: *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.

customer databases and database marketing: *Data Driven Marketing For Dummies* David Semmelroth, 2013-09-20 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.

customer databases and database marketing: *Introduction to Business* Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, James C. Hyatt, 2024-09-16 *Introduction to Business* covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. *Introduction to Business* includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond. This is an adaptation of *Introduction to Business* by OpenStax. You can access the textbook as pdf for free at openstax.org. Minor editorial changes were made to ensure a better ebook reading experience. Textbook content produced by OpenStax is

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customer databases and database marketing: Customer Relationship Management V. Kumar, Werner J. Reinartz, 2006 Customer relationship management (CRM) offers the potential of maximised profits for today's highly competitive businesses. This title describes the methods and structures for integrating CRM principles into the workplace, so that a strong customer relationship can be achieved.

customer databases and database marketing: Strategic Database Marketing Arthur Middleton Hughes, 2000 Annotation.

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customer databases and database marketing: 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.

customer databases and database marketing: 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.

customer databases and database marketing: Principles of Direct and Database Marketing Alan Tapp, 2005 Alan Tapp is one of the few writers on direct and database marketing who meets the needs of practitioners and students. His experience of working in direct and database marketing and then of researching and teaching in the area gives him the ideal basis for this book, which is one of the best guides available on the subject. Professor Merlin Stone, Business Research Leader, Business Consulting Services, IBM UK Ltd., IBM Professor of Business Transformation, School of Management, University of Surrey Indispensable to both students and practitioners alike! Principles of Direct and Database Marketing, 3e, builds upon the strengths of the 2nd edition. As direct marketing continues to quickly evolve, Tapp's book brings the latest trends and developments to the forefront. A rich source of insights. Given the growing importance of direct and database marketing to clients' businesses today, Tapp explores a broad spectrum of issues and illustrates them with insightful case studies. Accessible to the newcomer and a welcome reminder for those needing a refresher. Martin Troughton, Founder and Managing Partner of Harrison Troughton Wunderman A market leader, Principles of Database Marketing, 3e, offers a focused discussion that links academic theory to the everyday practices in the commercial world. New features include: The latest changes in the world of geodemographics and lifestyle databases and detailed description of new products introduced over the last 5 years (Chapter 4) New media coverage, including the Internet and e-mail (Chapter 6) and SMS Texting and interactive TV (Chapter 10) Fresh examination of the strategic influences on direct marketing and brand response. Also gets behind the fads, jargon and clichés that characterise much of the relationship marketing writing New case studies throughout sourced from award-winning UK based direct marketing agencies. Brand new Chapter 14 which includes a fully worked large-scale case study Alan Tapp is Senior Lecturer at Bristol Business School at the University of West England.

customer databases and database marketing: The Customer Loyalty Solution Arthur Middleton Hughes, 2003-03-13 How Today's Marketing Leaders Have Bypassed the Experts to Craft

Effective, Inexpensive Customer Loyalty Programs Database marketing is today's most powerful tool for designing cost-effective, resource-efficient marketing and operations programs. The Customer Loyalty Solution cuts through theory and guesswork to examine how leading marketers from Land's End to IBM are using today's new breed of database marketing tools to compute lifetime value, cut costs in every area, and make databases easier to access and utilize from anywhere on the globe. Praise for The Customer Loyalty Solution: The Customer Loyalty Solution combines the best of traditional practice with contemporary market factors in terms that inspire and cut across industries. Straightforward enough for the upcoming 1-1 marketer as well as a great catch-up for the seasoned practitioner.--Joe Rapolla, VP, Consumer Marketing Services, Universal Music Group/CLO Delivers practical solutions instead of hyperbole and theory. Hughes makes this book fun to read, and he gets his point across--clearly.--Robert McKim, CEO, msdbm Well written and easy to understand. Hughes imparts his wisdom to set realistic expectations and provides case studies adding real-world application.--J.C. Johnson, VP, Database Marketing, Fairfield Resorts Hughes distills the jargon and complexity of database marketing into a refreshingly straightforward and practical guide. The Customer Loyalty Solution should be required reading for anyone serious about making database marketing work.--Jonathan Huth, VP, Relationship Database Marketing, Scotiabank New technologies like the Web have brought unprecedented change to database marketing. But some things never change. Successful marketers have learned that to understand their customers they must still think like their customers, who continue to ignore one-time discounts to ask, Why would I want to be that company's customer? What's in it for me? The Customer Loyalty Solution goes straight to the source, revealing how marketers today are leveraging their database marketing programs to identify and attract the most profitable new customers, increase current customer retention and repurchase, and identify and reward their most loyal and profitable customers. More than 40 detailed case studies and dozens of examples reveal success stories including Verizon's best in class datamart that realized a 1681 percent return on marketing investment Isuzu's database project that targeted only their best prospects--and cut industry-standard per-unit sales costs in half Weekly Standard's variable headline strategy that increased direct mail response rates by nearly 25 percent Author and database marketing pioneer Arthur Hughes doesn't hide behind incomprehensible formulas and impossible-to-navigate layouts. Each easy-to-follow chapter clearly addresses and explains a different piece of the database-marketing puzzle. Case studies are clearly marked and detail what went right--or wrong. Chapter-ending synopses summarize the lessons to be learned in each chapter and clearly review what worked and what didn't. These features and others combine with innovative charts and quizzes to ensure hands-on understanding of material covered and make the book a timely, practical guide. The Customer Loyalty Solution reveals how database marketing and customer relationship management initiatives are making a difference, today, for the world's leading marketers. It provides you with step-by-step techniques for benchmarking their efforts to develop intelligent strategies of your own, understanding how and why they work, and monitoring their results to continually adjust and modify for changing market conditions. The result will be far stronger customer loyalty, more consistent repeat

customer databases and database marketing: *Principles of Direct, Database and Digital Marketing* Alan Tapp, Ian Whitten, Matthew Housden, 2014-01-14 The growth of digital marketing is the most important yet unpredictable trend in marketing today. How can the online world be harnessed by the companies of today and tomorrow to grow their marketing impact? What role do information and databases have to play in this system? And why do some non-digital means of direct marketing still remain so powerful? Alan Tapp's successful text has long been a leading authority on direct marketing, and for this edition he is joined by Ian Whitten and Matthew Housden. The authors all bring great expertise across direct, database and digital marketing to provide comprehensive, compelling coverage of the key theory and debates of the fields. The 5th edition includes comprehensive coverage of all recent developments in digital marketing, including analysis of the seemingly relentless rise of Facebook, Twitter and other forms of social media. It has a range of thoroughly updated case studies covering companies and organisations from sports teams to car

manufacturers and non-profits and contains a new chapter on Data Protection legislation and its impact on marketers. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

customer databases and database marketing: The Complete Database Marketer Arthur Middleton Hughes, 1991

customer databases and database marketing: The New Direct Marketing Rajeev Batra, David Shepard Associates, 1990 The New Direct Marketing, Third Edition, shows you how to combine database technology with innovative direct marketing methods to first identify, and then profit from your customers' all-important needs, desires, likes, and dislikes.

customer databases and database marketing: The New Direct Marketing Larry Chambers, 1999 The New Direct Marketing, Third Edition, is your key to developing customized, customer-focused marketing programs and strategies.

customer databases and database marketing: Accelerating Customer Relationships Ronald S. Swift, 2001 Preface Corporations that achieve high customer retention and high customer profitability aim for: The right product (or service), to the right customer, at the right price, at the right time, through the right channel, to satisfy the customer's need or desire. Information Technology—in the form of sophisticated databases fed by electronic commerce, point-of-sale devices, ATMs, and other customer touch points—is changing the roles of marketing and managing customers. Information and knowledge bases abound and are being leveraged to drive new profitability and manage changing relationships with customers. The creation of knowledge bases, sometimes called data warehouses or Info-Structures, provides profitable opportunities for business managers to define and analyze their customers' behavior to develop and better manage short- and long-term relationships. Relationship Technology will become the new norm for the use of information and customer knowledge bases to forge more meaningful relationships. This will be accomplished through advanced technology, processes centered on the customers and channels, as well as methodologies and software combined to affect the behaviors of organizations (internally) and their customers/channels (externally). We are quickly moving from Information Technology to Relationship Technology. The positive effect will be astounding and highly profitable for those that also foster CRM. At the turn of the century, merchants and bankers knew their customers; they lived in the same neighborhoods and understood the individual shopping and banking needs of each of their customers. They practiced the purest form of Customer Relationship Management (CRM). With mass merchandising and franchising, customer relationships became distant. As the new millennium begins, companies are beginning to leverage IT to return to the CRM principles of the neighborhood store and bank. The customer should be the primary focus for most organizations. Yet customer information in a form suitable for marketing or management purposes either is not available, or becomes available long after a market opportunity passes, therefore CRM opportunities are lost. Understanding customers today is accomplished by maintaining and acting on historical and very detailed data, obtained from numerous computing and point-of-contact devices. The data is merged, enriched, and transformed into meaningful information in a specialized database. In a world of powerful computers, personal software applications, and easy-to-use analytical end-user software tools, managers have the power to segment and directly address marketing opportunities through well managed processes and marketing strategies. This book is written for business executives and managers interested in gaining advantage by using advanced customer information and marketing process techniques. Managers charged with managing and enhancing relationships with their customers will find this book a profitable guide for many years. Many of today's managers are also charged with cutting the cost of sales to increase profitability. All managers need to identify and

focus on those customers who are the most profitable, while, possibly, withdrawing from supporting customers who are unprofitable. The goal of this book is to help you: identify actions to categorize and address your customers much more effectively through the use of information and technology, define the benefits of knowing customers more intimately, and show how you can use information to increase turnover/revenues, satisfaction, and profitability. The level of detailed information that companies can build about a single customer now enables them to market through knowledge-based relationships. By defining processes and providing activities, this book will accelerate your CRM learning curve, and provide an effective framework that will enable your organization to tap into the best practices and experiences of CRM-driven companies (in Chapter 14). In Chapter 6, you will have the opportunity to learn how to (in less than 100 days) start or advance, your customer database or data warehouse environment. This book also provides a wider managerial perspective on the implications of obtaining better information about the whole business. The customer-centric knowledge-based info-structure changes the way that companies do business, and it is likely to alter the structure of the organization, the way it is staffed, and, even, how its management and employees behave. Organizational changes affect the way the marketing department works and the way that it is perceived within the organization. Effective communications with prospects, customers, alliance partners, competitors, the media, and through individualized feedback mechanisms creates a whole new image for marketing and new opportunities for marketing successes. Chapter 14 provides examples of companies that have transformed their marketing principles into CRM practices and are engaging more and more customers in long-term satisfaction and higher per-customer profitability. In the title of this book and throughout its pages I have used the phrase Relationship Technologies to describe the increasingly sophisticated data warehousing and business intelligence technologies that are helping companies create lasting customer relationships, therefore improving business performance. I want to acknowledge that this phrase was created and protected by NCR Corporation and I use this trademark throughout this book with the company's permission. Special thanks and credit for developing the Relationship Technologies concept goes to Dr. Stephen Emmott of NCR's acclaimed Knowledge Lab in London. As time marches on, there is an ever-increasing velocity with which we communicate, interact, position, and involve our selves and our customers in relationships. To increase your Return on Investment (ROI), the right information and relationship technologies are critical for effective Customer Relationship Management. It is now possible to: know who your customers are and who your best customers are stimulate what they buy or know what they won't buy time when and how they buy learn customers' preferences and make them loyal customers define characteristics that make up a great/profitable customer model channels are best to address a customer's needs predict what they may or will buy in the future keep your best customers for many years This book features many companies using CRM, decision-support, marketing databases, and data-warehousing techniques to achieve a positive ROI, using customer-centric knowledge-bases. Success begins with understanding the scope and processes involved in true CRM and then initiating appropriate actions to create and move forward into the future. Walking the talk differentiates the perennial ongoing winners. Reinvestment in success generates growth and opportunity. Success is in our ability to learn from the past, adopt new ideas and actions in the present, and to challenge the future. Respectfully, Ronald S. Swift
Dallas, Texas June 2000

customer databases 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.

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customer databases and database marketing: The Complete Database Marketer: Second Generation Strategies and Techniques for Tapping the Power of Your Customer Database Arthur Hughes, 1995-09-01 Presents information on database marketing and includes topics such as media selection for database marketing; the PC server and the mainframe; hardware and software for database marketing; selling the database to top management; and measured marketing in retail chains.

customer databases and database marketing: Principles of Database Management

Wilfried Lemahieu, Seppe vanden Broucke, Bart Baesens, 2018-07-12 Introductory, theory-practice balanced text teaching the fundamentals of databases to advanced undergraduates or graduate students in information systems or computer science.

customer databases and database marketing: Designing Data-Intensive Applications

Martin Kleppmann, 2017-03-16 Data is at the center of many challenges in system design today. Difficult issues need to be figured out, such as scalability, consistency, reliability, efficiency, and maintainability. In addition, we have an overwhelming variety of tools, including relational databases, NoSQL datastores, stream or batch processors, and message brokers. What are the right choices for your application? How do you make sense of all these buzzwords? In this practical and comprehensive guide, author Martin Kleppmann helps you navigate this diverse landscape by examining the pros and cons of various technologies for processing and storing data. Software keeps changing, but the fundamental principles remain the same. With this book, software engineers and architects will learn how to apply those ideas in practice, and how to make full use of data in modern applications. Peer under the hood of the systems you already use, and learn how to use and operate them more effectively Make informed decisions by identifying the strengths and weaknesses of different tools Navigate the trade-offs around consistency, scalability, fault tolerance, and complexity Understand the distributed systems research upon which modern databases are built Peek behind the scenes of major online services, and learn from their architectures

customer databases and database marketing: 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.

customer databases and database marketing: Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program

Arthur Hughes, 2011-12-20 Use the latest digital technologies for lifelong customers and repeat sales "Arthur Middleton Hughes is database marketing's Great Explainer. He has a unique gift for taking complex subjects and breaking them down in ways people can easily understand. This is the most approachable book I have ever read on the subject." —Ken Magill, Publisher, The Magill Report "Strategic Database Marketing is a must-read for anyone in CRM or e-mail marketing. The Customer Lifetime Value information and formula is critical to utilize. Arthur's information makes it easy to update with your e-mail metrics and improve KPIs to know the success of each marketing program." —David Horwedel, eCRM Program Manager, Dell "Arthur Hughes is truly a direct marketing database guru. This edition of Strategic Database Marketing [is a] must-read for any marketer in today's ever-changing environment." —Vicki Updike, President, Miles Kimball Company "Strategic Database Marketing objectively challenges the very way we go about using our data and where we should be going in the future. It is an important, informative, and enjoyable read." —Matt Edgar, Founder, Global Marketing Alliance and publisher of Direct Marketing International "Strategic

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