



# Database Marketing

**Jack Schmid, Alan Weber**



## **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

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the methods technology and techniques pioneered in direct marketing and apply them in the broader context of integrated marketing

**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 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 your indispensable guide to the most significant marketing tool since direct marketing itself

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**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

**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 DM's 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 and segmentation 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

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**The Business of Database Marketing** Richard N. Tooker, Arthur Middleton Hughes, 2008-10-01 Book CD ROM Does the business world really need another book about database marketing Hasn't pretty much everything that needs to be said about the subject already been written Well no Dozens of books have been written by database marketing and customer relationship management experts covering various aspects of the disciplines but there isn't a single book or article that shows how to incorporate all of this wisdom into a coherent overarching business strategy that includes both the database marketing strategy and the technology build What's missing and what's needed is a clear non technical explanation of how all the parts should fit together to create a dynamic customer centric productive business without the endless acronyms and murky pools of technical jargon Also there is a crying need for a book that approaches the problem the way business people live and work by defining the problems and objectives and then identifying the technology that will fix those problems and achieve those objectives not the other way around In addition the book provides inside information about the actual business of database marketing That actual business includes knowing how to get the maximum benefit from working with an agency or supplier and on the other side how to work with a client The Business of Database Marketing covers all the bases for the typical business reader It even includes a catalog of the 37 Best Practices and a roundup of some of the major Dos and Don'ts in making business sense of the world of database marketing It will be the one easy to read and easy to understand guide for putting database marketing and customer relationship management to productive use for every business

**The Complete Database Marketer** Arthur Middleton Hughes, 1991 *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

**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

**Strategic Database Marketing** Arthur Middleton Hughes, 2000

Annotation **Managing Database Marketing Technology for Success** ,1992 *Database Marketing* Robert C. Blattberg, Byung-Do Kim, Scott A. Neslin, 2008-01-23 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

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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 **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 **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 **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

## Unveiling the Magic of Words: A Overview of "**Database Marketing**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Database Marketing**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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