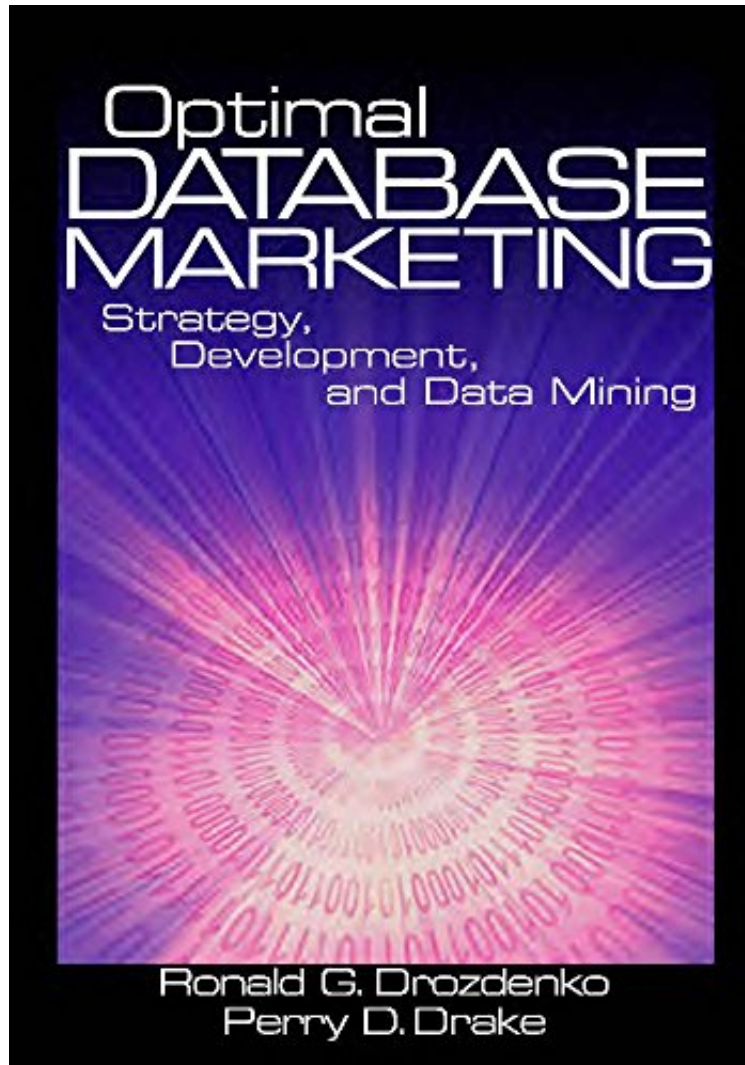


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Optimal Database Marketing: Strategy, Development, and Data Mining

Ronald G. Drozdenko, Perry D. Drake
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Ronald G. Drozdenko, Perry D. Drake : Optimal Database Marketing: Strategy, Development, and Data Mining before purchasing it in order to gage whether or not it would be worth my time, and all praised Optimal Database Marketing: Strategy, Development, and Data Mining:

0 of 0 people found the following review helpful. Used this textbook in my NYU Master's Degree programBy ReaderI had the priviledge of taking Perry Drake's class when I was getting my Master's Degree in Direct and Interactive Marketing at New York University. The class was taught by Perry Drake himself, who is still teaching at NYU.If you want to know statistics and how to manage databases and select lists for mailings from those databases, this is THE

book. It is not a light read, and you'll need to have a solid understanding of statistics to grasp what's being done here. All that said, this is a really meaty book that will teach you what the pros know. Actually, to be honest, VERY few of the pros even know this stuff. That's based on a decade's worth of experience consulting for small direct marketing companies after I got my degree. If you have a list, and a database, either you or somebody in your company should know what's in this book. Otherwise you may well be missing out on, oh, 10-20+% in potential sales. How's that for motivation? 1 of 1 people found the following review helpful. Statistics By A Customer If you have ever struggled with statistical concepts and books that only partially explain the sources of each variable in statistical equations, then this is the book for you. Their constant repetition of statistical concepts with each example case study was VERY helpful in cementing these concepts in my mind. Confidence levels, 1-tailed, 2-tailed tests and the application of these concepts in real world marketing situations can be quite confusing. This book once again came through with clearly explained examples and scenarios. 15 of 16 people found the following review helpful. Optimized database marketing training By Fredrick S. Ware Having read many books on database marketing, direct marketing, data mining CRM as a consultant, I appreciate the story line approach heading up each chapter most. Many books fall prone to teaching "at you" rather than guiding the user along "through the experience of doing it". A second critical factor to look for - once you've gotten through all the introductory books - is finding concrete info on how-to, best practices providing significant content and knowledge. This is the true value-add from the masters: learning is incremental and there must be true takeaways to get the 5 stars. This said, the authors have made an extremely broad, detailed and well spun story out of a subject matter that can be to say the least, challenging... Moreover, the disciplines of customer analysis, database management modeling, data mining, statistical analysis, marketing planning are all the focus of reengineering by many of today's major businesses. Consequently, this book leads nicely and rather naturally into a major subject of the day for many IT marketers -- Analytical CRM. As such it is a must read for anyone interested in understanding how A-CRM works in many companies practicing DBM today. A great next step would be to go from the marketing-IT function(-ing) to the broader enterprise, long-term (relational) infrastructure practices preached by CRM. Show how the DBM process evolves in to and is transformed by meeting Customer Mgmt strategies. How would DBM work in a enterprise integration, near/real-time, customer interaction CRM initiative? Finally, as an aside, in reviewing MANY course syllabi across the world in DM/DBM, I've OFTEN found this book as the course text if not mandatory-suggested reading. I agree -- for all anyone wanting a good complement to Shepard's seminal work - you can't do any better. Buy it ! Good reading...

Check out the supplemental website! www.DrakeDirect.com/OptimalDM/ "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,...

A highly readable/useful book... Written for business people... It's strength is its orderly/focused approach to a complicated subject. -- Jane Weber, Secondmoment.org, October 3, 2002

From the Publisher

Chapter Content Summaries:

Chapters 1 2 ndash; These chapters lay the foundation for the book and explore general marketing database concepts and strategic considerations related to marketing database development.

Chapter 3 ndash; The process of building a marketing database begins with a definition of what the database is expected to achieve in both the short and long term from a marketing perspective. Among other things, this chapter discusses the determination of the data requirements needed to meet the marketing objective including internal, external, demographic, psychographic and census level data.

Chapter 4 ndash; A properly maintained database is key to cost efficient and effective marketing campaigns. In this chapter you will read about the standard database maintenance routines used by major direct marketers for purposes of scrubbing the data.

Chapter 5 ndash; In most organizations, marketing is not responsible for establishing the technical specifications of the database. However, marketing personnel should have a basic understanding of database technology. With such knowledge, they will be in a better position to establish marketing specifications for the database that are reasonable and maximize effectiveness.

Chapters 6 7 ndash; Proper sampling is key to ensuring marketing test results received are reliable and actionable. Once conducted you will want to determine what separates responders from non-responders, attritors and non-attritors, etc. In these chapters you will learn how to become intimate with the customer data for purposes of exploiting the information to its fullest predictive potential.

Chapter 8 ndash; Segmentation is an essential component in marketing planning. Segmenting the customer file allows a direct marketer to more effectively and efficiently market products and services to consumers or other businesses. In this chapter you will learn why and how to segment the customer database and the various quantitative techniques employed including RFM analysis, cross-tabulation analysis, factor analysis and cluster analysis.

Chapters 9, 10 11 ndash; The use of modeling arms a direct marketer with a powerful tool for identifying the customer most likely to order, pay or attrite. In these chapters, you will learn in an easy to follow format geared for the marketing what a regression model is, how to build a regression model, how to validation the model and how to create and use the gains or lift chart for purposes of making a marketing decision.

Chapter 12 ndash; Key to the establishment of proper strategy for any database marketer is the tracking of customer counts, activity, demographics and value over time. Without such analyses a database marketer will be unable to make the best long-term decisions regarding names sourcing, offers or treatments.

Chapters 13 14 ndash; Testing is the foundation upon which a direct marketer builds their business. Unfortunately, many direct marketers lack the necessary skills to properly design and analyze their test plans. In these two chapters you will be taught how to establish marketing tests that will yield reliable and actionable results and how to properly interpret those results. In addition, you will be taught the proper way to design your outside list tests and how to interpret test results with small sample sizes.

Chapters 15 16 ndash; Many direct marketers are conducting business on-line as well as off-line in today's competitive environment. These chapters focus on basic database concepts, both strategy and analysis, as applied to the Internet.

Chapters 17 ndash; Marketers have to consider more than potential profitability when developing, maintaining and utilizing databases. Global, social and legal factors also need to be considered. This chapter examines these issues in addition to future trends in the marketing environment.

Who Will Benefit From this Book:

- Marketing managers wishing to gain more understanding of database marketing practices to further their careers.
- List managers wanting a more thorough understanding of database marketing practices.
- Direct marketing executives requiring a solid overview of database marketing practices applied today.
- Academics wishing to provide students with a strong foundation in database marketing applications and strategies.
- Quantitative analysts desiring more understanding of the analytical process step by step.
- Consultants wanting to better service their clients.

About the Author

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 the model curriculum. Dr. Drozdenko has co-directed more than 100 proprietary research projects since 1978 for the marketing, research and development departments 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. Perry D. Drake has been involved in the direct marketing industry for approximately 15 years. He is currently the Vice President of Drake Direct, a database marketing consulting firm specializing in the strategic use of customer data (www.DrakeDirect.com). Prior to this, Perry worked for approximately eleven years in a variety of quantitative and marketing roles at The Reader's Digest Association, including Associate Director of Magazine Circulation Marketing and 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 Dr. Drozdenko, 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.