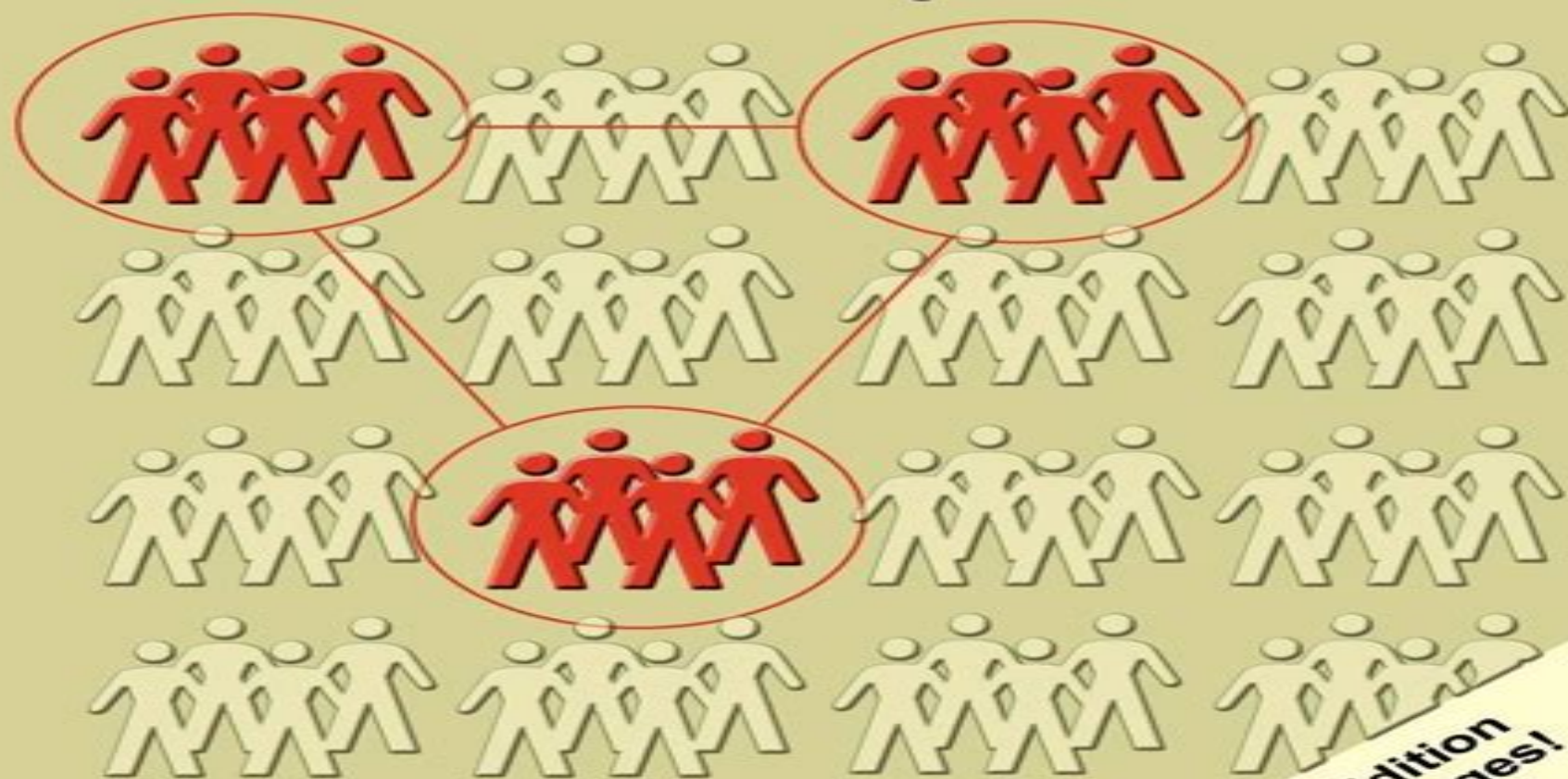


Drilling Down

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Drilling Down Turning Customer Data Into Profits With A Spreadsheet:

Drilling Down: Turning Customer Data into Profits with a Spreadsheet Jim Novo, 2004-06-18 I spend a lot of time in marketing oriented discussion lists. If you do, you probably also sense the incredible frustration of people who keep asking about using their customer data to retain customers and increase profits. Everybody knows they should be doing it but can't find out how to do it. Consultants and agencies make this process sound like some kind of black magic, something you can't possibly do yourself. I disagree. I think the average business owner can do a perfectly decent job creating profiles and using them to retain customers and drive profits. Thus, the book. The examples provided are Internet specific but the methods can be used in any business where customer data is available. This book is about the down and dirty nitty gritty art of taking chunks of data generated by your customers and making sense of it, getting it to speak to you, creating insight into what types of marketing or general business actions you can take to make your business more profitable. We'll be talking about action oriented ideas you can generate on your own to drive sales and profits, ideas that will reveal themselves by analyzing your own customer data using only a spreadsheet. We have all heard how important it is to collect customer data to know your customer. What I don't hear much about is what exactly you DO with all that data once you have collected it. How is it used? What exactly is Drilling Down into the data supposed to tell me and what am I looking for when I get there? For that matter, what data should I be collecting and how will I use it when I have it? And how much is this process going to cost me? The following list outlines what you will learn and be able to do after reading the Drilling Down book: What data is important to collect about a customer and what data is not. How to create action oriented customer profiles with an Excel spreadsheet. How to use these profiles to plan marketing promotions. How to use these profiles to define the future value of your customers. How to use these profiles to measure the general health of your business. How to use these profiles to encourage customers to do what you want them to. How to predict when a customer is about to defect and leave you. How to increase your profits while decreasing your marketing costs. How to design high ROI Return on Investment marketing promotions. How to blow away investors with predictions of the future profitability of your business. Table of Contents: Chapter 1 What's a Customer Profile? Chapter 2 Data Driven Marketing: Customer Retention Basics Chapter 3 The Language of Data: The Science of Profit Chapter 4 Interactivity Changes the Rules of the Game Chapter 5 How to Build a Customer Profiling Spreadsheet Chapter 6 How to Profile Score Your Customers Chapter 7 Marketing Using Customer Scores: Basic Approach Chapter 8 Using Customer Characteristics and Multiple Scores Chapter 9 Watching Scores over Time: Customer LifeCycles Chapter 10 Customer Scoring Grids: Profiling on Steroids Chapter 11 Calculating and Using LifeTime Value in Promotions Chapter 12 Turning Profiles into Profits: the Staging Area Chapter 13 Turning Profiles into Profits: the Financial Model Chapter 14 Turning Profiles into Profits: Financial Tweaks Chapter 15 Measuring Success in Best Customer Promotions Chapter 16 Some Final Thoughts: Seasonal Adjustments to Marketing Promotions Don't Fight Customer Behavior CRM Software and Customer

Scoring Data Driven Marketing Program Descriptions There s more Automate the basic customer scoring process on large groups of customers Use the software included free with this edition Windows OS and MS Access and Excel required to run the software

Web Site Measurement Hacks Eric T. Peterson,2005-08-19 In order to establish and then maintain a successful presence on the Web designing a creative site is only half the battle What good is an intricate Web infrastructure if you re unable to measure its effectiveness That s why every business is desperate for feedback on their site s visitors Who are they Why do they visit What information or service is most valuable to them Unfortunately most common Web analytics software applications are long on functionality and short on documentation Without clear guidance on how these applications should be integrated into the greater Web strategy these often expensive investments go underused and underappreciated Enter Web Site Measurement Hacks a guidebook that helps you understand your Web site visitors and how they contribute to your business s success It helps organizations and individual operators alike make the most of their Web investment by providing tools techniques and strategies for measuring and then improving their site s usability performance and design Among the many topics covered you ll learn definitions of commonly used terms such as key performance indicators KPIs how to drive potential customers to action how to gather crucial marketing and customer data which features are useful and which are superfluous advanced techniques that senior Web site analysts use on a daily basis By examining how real world companies use analytics to their success Web Site Measurement Hacks demonstrates how you too can accurately measure your Web site s overall effectiveness Just as importantly it bridges the gulf between the technical teams charged with maintaining your Web s infrastructure and the business teams charged with making management decisions It s the technology companion that every site administrator needs

Commercial Data Mining David Nettleton,2014-01-29 Whether you are brand new to data mining or working on your tenth predictive analytics project Commercial Data Mining will be there for you as an accessible reference outlining the entire process and related themes In this book you ll learn that your organization does not need a huge volume of data or a Fortune 500 budget to generate business using existing information assets Expert author David Nettleton guides you through the process from beginning to end and covers everything from business objectives to data sources and selection to analysis and predictive modeling Commercial Data Mining includes case studies and practical examples from Nettleton s more than 20 years of commercial experience Real world cases covering customer loyalty cross selling and audience prediction in industries including insurance banking and media illustrate the concepts and techniques explained throughout the book Illustrates cost benefit evaluation of potential projects Includes vendor agnostic advice on what to look for in off the shelf solutions as well as tips on building your own data mining tools Approachable reference can be read from cover to cover by readers of all experience levels Includes practical examples and case studies as well as actionable business insights from author s own experience

Performance Measurement and Management Control Marc J. Epstein,Jean-Francois Manzoni,2008-08-04 Presents a collection of

research in management control and performance measurement This book offers guidance for both academic researchers and managers as they work toward improving organizations **Profit Brand** Nick Wreden,2007 Profit Brand presents a results driven view of branding that any CEO or CFO would applaud While branding strategies often concern themselves with awareness visibility impact and image author Nick Wreden shifts the focus to the bottom line He offers a comprehensive metrics based approach to branding that allows companies to link branding activities directly with profits Wreden looks at the inefficiencies of traditional branding strategies that stress customer acquisition over customer retention Customer loyalty he argues is the key to delivering profitability With this in mind he explores loyalty schemes the need to own the customer experience and the means of leveraging allies as brand ambassadors He covers topics such as segmentation optimization pricing and communication strategies and explores accountability systems such as six sigma CRM and scorecards Citing examples from global brands such as IBM Disney Amex and KLM the book highlights marketing practices both good and bad

Digital Marketing Dave Chaffey,Fiona Ellis-Chadwick,2019-02-05 Now in its seventh edition Digital Marketing provides comprehensive practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals Total E-mail Marketing Dave Chaffey,2007 Comprehensive and with a strong practical focus this volume presents a complete guide to maximising the range and impact of e mail marketing techniques It analyses where e mail marketing works and where it shouldn t be used and includes guidance on the treatment of inbound and outbound e mail

Cases on Electronic Commerce Technologies and Applications Khosrow-Pour, D.B.A., Mehdi,2006-04-30 Electronic commerce technologies and applications have changed the way information technology is used in business and society allowing organizations worldwide to expand their market reach and their customer service Cases on Electronic Commerce Technologies and Applications presents a wide range of real life cases that describe the successful and unsuccessful adoption of e commerce e business e government mobile commerce and Web services technologies This collection provides significant insight on the successful implementation of these areas *How to Build a Website and Stay Sane* Jonathan Oxer,2007-09-01 There are thousands of books which try to turn you into a web developer This is not one of them Most business operators couldn t care less about browser compliance XHTML and cascading stylesheets They don t want to become web developers they re too busy getting on with business How To Build A Website And Stay Sane is a plain talking survival guide for business operators who want to find a good developer and not get ripped off It explains the strategies behind many highly successful websites It shows you how to find a good developer balance short versus long term costs streamline site maintenance and make informed decisions when creating or redesigning your site Jonathan Oxer has been instrumental in the development of hundreds of websites and in this book he speaks from over a decade of experience guiding you through the process used to develop some of the most successful sites on the Internet This book will save you time and money and help make your online venture a success *RELATIONSHIP MARKETING* BISWAS, SUPRIYA,2014-08-14 The role of relationship marketing in the

current business scenario has become significant as maintaining good relationships with various sections of society especially the customers is important for achieving organisational objectives The book encapsulates all the essential aspects of relationship marketing in an easy to understand manner It has been thoroughly revised and enlarged in the Second Edition and incorporates topics based on emerging concepts of marketing and technology including relationship parameter in brand identity service recovery paradox adversity quotient of relationship managers impact of social networking on customer relations as well as applications of cloud and mobile computing in the practice of relationship marketing Inclusion of new and contemporary case studies from industries Toyota logo Removing pain points How Coco Colas low cost solar cooler is helping Coke spread its wing in villages and Mobile computing in general insurance business provides a practical orientation to the text and help students to understand concepts of relationship marketing in the context of real world situation Apart from these case assignments have been developed on various dimensions of relationship marketing Intended as a textbook for the postgraduate students of management the book is equally useful for relationship managers executives and sales and marketing professionals

Emarketing Excellence Dave Chaffey,PR Smith,2013-03-05 This new edition provides a practical guide to creating and executing e marketing plans it combines established approaches to marketing planning with the creative use of new e models and e tools This fully updated text keeps students and marketers alike updated with the changes in this dynamic and exciting field and helps you create effective and up to date customer centric e marketing plans

eMarketing eXcellence PR Smith,Dave Chaffey,2008-06-20 eMarketing eXcellence third edition has been completely revised and updated to help you create effective and up to date customer centric e marketing plans A hugely successful practical guide to creating and executing e marketing plans it combines established approaches to marketing planning with the creative use of new e models and e tools It is designed to support both marketers who are integrating e marketing into their existing marketing and communications strategies and experienced e marketers looking to optimise their e marketing Written by two highly experienced eMarketing consultants the book shows you how to Draw up an outline e marketing plan Evaluate and apply e marketing principles and models Integrate online and offline communications Implement customer driven e marketing Reduce costly trial and error Measure and enhance your e marketing Drive your e business forward Established marketing concepts such as customer relationship management the marketing mix and widely adopted SOSTAC planning system are re examined in the new media context and new approaches explained including blogs search engine marketing viral marketing and E CRM Offering a highly structured and accessible guide to a critical and far reaching subject eMarketing eXcellence third edition provides a vital reference point for all students and managers involved in marketing strategy and implementation

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actionable strategy applying analytical techniques correctly solving challenges such as measuring social media and multichannel campaigns achieving optimal success by leveraging experimentation and employing tactics for truly listening to your customers The book will help your organization become more data driven while you become a super analysis ninja

Strategies for Information Technology Governance Wim Van Grembergen,2004-01-01 The advent of the Information Society is marked by the explosive penetration of information technologies in all aspects of life and by a related fundamental transformation in every form of the organization Researchers business people and policy makers have recognized the importance of addressing technological economic and social impacts in conjunction For example the rise and fall of the dot com hype depended a lot on the strength of the business model on the technological capabilities available to firms and on the readiness of the society and economy at large sustain a new breed of business activity However it is notoriously difficult to examine the cross impacts of social economic and technological aspects of the Information Society This kind of work requires multidisciplinary work and collaboration on a wide range of skills Social and Economic Transformation in the Digital Era addresses this challenge by assembling the latest thinking of leading researchers and policy makers The book covers all key subject areas of the Information Society an presents innovative business models case studies normative theories and social explanations

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Special Studies in Federal Tax Statistics ,2003 **From Reads to Leads** Kateryna Abrosymova,2021-05-15 Content has a clear role in the marketing process It must aid the customer journey by moving

readers from one stage of awareness to the next until they become leads In other words content develops leads If your content is going to fulfill its duty to turn readers into leads people need to actually read it So how can you write content that people will read From Reads To Leads teaches 11 principles that define how a content writer writes every draft Applying these principles to your writing will help you grab the right person s attention get your message across and move your reader down the marketing funnel The book comes with 40 writing exercises to each chapter to help you learn and practice several writing rules that will help you focus on writing content that makes readers act instead of writing content that sits on a server and gathers dust You ll discover How to understand what your readers need and how to write content that appeals to them How to get the desired response from your readers and move them down the marketing funnel How to figure out and communicate your key message and how to use it to take readers to the next stage of their journey How to creatively turn your content into a story with a three act structure How to write an outline that focuses your writing and kills your procrastination What makes writing clear and simple How to express your brand s personality and make your writing recognizable What makes content readable and how to get your readers to stay with you till the end The writer s role in the content writing process and how you should approach content collaborations How you should react when your work is ripped to shreds From Reads to Leads is a true roadmap to succeeding with content for copywriters content writers marketing managers and entrepreneurs curious why they re not making as many leads with their content as they know they should Website <https://www.readstoleads.com> **Everything They've Told You about Marketing Is Wrong** Ron

Shevlin,2011-06-01 71 Things You Need To Know To Navigate The World Of Marketing 2 0 Are you sick and tired of reading the same old blah blah blah from so called marketing experts who just tell you stuff you already know Then you need to read this book A tell it like it is and tell you what it means guide to cutting through the morass of bad advice and poorly thought out ideas regarding the new world of marketing We could tell you more about it in this description but if you move your good for nothing lazy hand to the left you can browse through the book yourself **Predictive Modelling in Strategic**

Marketing Purba Halady Rao,2008 In today s competitive environment the consumer occupies a predominant position in the eyes of a marketer or business organization The preferences and predilections of the consumers and their behaviour and choices are needed to be carefully analyzed as ultimately their purchase preferences will increase the market share of the company maximize its profit and enhance sustainability the most important goal of the company This book through predictive modelling theories focuses on identifying and profiling of target market segments developing positioning strategy and brand personality finding the consumer preferences offering marketing strategies and delivering value to the customer The predictive modelling theories discussed in the book help streamline the decision making process in order to efficiently target the preferred consumer segment The book further delineates the decision making process which is determined by the three approaches Heuristic approach RFM analysis Statistical approach logistics regression and conjoint analysis and Data mining

approach Chi square automatic interactive decision Software applications such as Excel SPSS and Answer Tree are used to explain the theories clearly **Analytical CRM** Markus Wübben, 2009-02-26 Using empirical analyses on the basis of sound theoretical foundations Markus Wübben shows how customer relationships can be broadened i.e. how customers cross buying behavior can be stimulated and how customers relationship length and depth meaning customers activity and purchase levels can be predicted

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