

MARKETING ANALYTICS

Target Group: Organizations with large customer databases
(Finance, Telco, Retail, Insurance,...)

- CRM Managers
- Direct Marketing Managers
- Database Marketers
- Campaign Managers
- Segment Managers
- Product Managers
- Marketing Specialists
- Customer Data Miners and Analysts

Duration: 2 day

Prerequisites: None

Vision: This training will provide both non-statisticians and statisticians with unique business knowledge and the best practice on typical data mining issues such as Customer Segmentation, Cross Sell – Up Sell, Next Best Offer, Customer Retention, Customer Profitability and Customer Life Time Value. With this training non-analysts will better understand what analysts are doing (even without statistics) and analysts will gain a business view of their tasks and will be able to carry them out better.

Contents:

Segmentation

- Segmentation, Why to segment customers, Segmentation in a Customer-Centric Organization
- Marketing versus Behavioral Segments (Macro versus Micro Segmentation)
- Utilization of Behavioral Segments
- Preparation of Segmentation
 - Timeframe
 - Variables (recommended number and types)
 - Utilization of analytics
- Scoring Process
- Segmentation Reporting
- Behavioral Segments Profiling
- Segments Management

Customer Acquisition and Cross Sell / Up Sell and Next Best Offer

- Cross Sell / Up Sell Definition
- Cross Sell / Up Sell Components
- Customer Segmentation
- Product Associations
- Predictive Modeling
- Cross Sell / Up Sell Campaign Preparation
- Combination of analytical and operational Cross Sell/Up Sell tools
- Cross Sell/Up Sell Campaigns Automation

Customer Retention

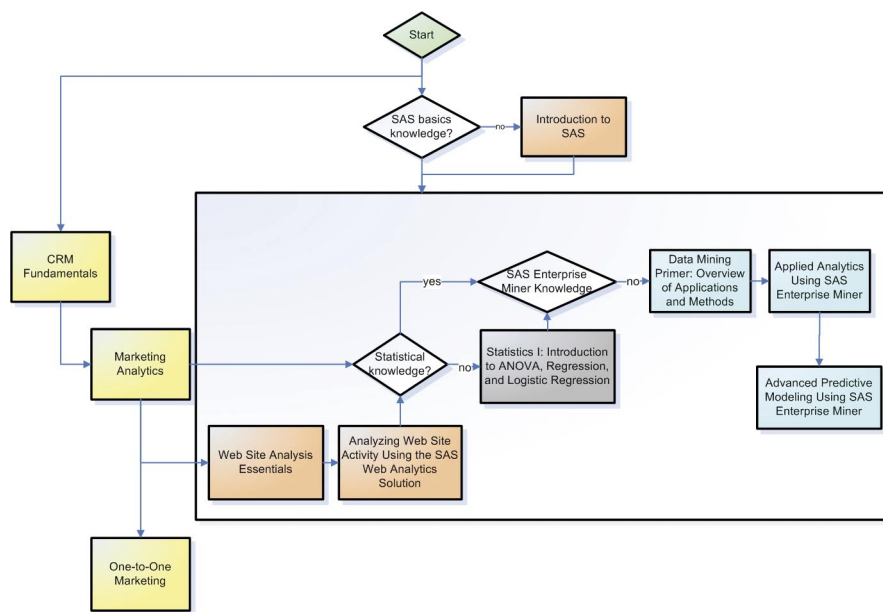
- Retention, Churn, Attrition Definition
- Involuntary vs. Voluntary Churn
- Drivers and Indicators
- How to measure/define churn
- Active (e.g. surveys) vs. passive data collection
- How to use churn models

- Expected time to churn vs. probability to churn tomorrow
- Targeted Retention
- Loyalty programs

Customer Profitability and Life Time Value

- Customer Life Time Value Definition
- Customer Life Time Value Basic Concept and Decomposition
- CLV Strategy
- CLV Calculations (Mathematical Form, Key Considerations)
- Best Practice in CLV Measuring
- Key Success Factors





Legend

- Business Trainings
- SAS Technology & Solutions
- Methodologies & Regulatory Directions
- Statistics
- Data Mining

Trainings		Duration	Code	CRM Manager	Direct Marketing Manager	Campaign Manager	Product Manager	Segment Manager	Customer Data Mining Analyst
Business	CRM Fundamentals	1		•	•	•	•	•	•
	Marketing Analytics	2		•	•	•	•	•	•
	One-to-One Marketing	2		•	•	•	•	•	•
Technology	Designing and Executing Marketing Campaigns Using SAS Marketing Automation	1.5	MACSA4	•	•	•	•	•	•
	How to Conduct and Analyze Campaigns Using SAS Campaign Management	2	CPMPEA	•	•	•			
	Maximizing Campaign Efficiency with SAS Marketing Optimization	1	MOCE	•	•	•			
	Using SAS Interaction Management	2	IMUS	•	•	•			
	Web Site Analysis Essentials	1	WSAE	•	•	•			•
	Analyzing Web Site Activity Using the SAS Web Analytics Solution	2	SWAADM	•	•	•			•
	Statistics I: Introduction to ANOVA, Regression and Logistic regression	3	STAT1						•
	Statistics II: ANOVA and Regression	3	STAT2						•
	Data Mining Primer: Overview of Applications and Methods	1	DMDM						•
	Applied Analytics Using SAS Enterprise Miner	3	AAEM						•
	Advanced Predictive Modeling Using SAS Enterprise Miner	2	PMADV						•
	Using SAS Enterprise Miner for Scorecard Design	1	EMSDUK						•



SAS INSTITUTE GmbH, organizačná zložka RAJSKÁ 15 811 08 BRATISLAVA
 TEL: +421 2 5778 0910 FAX: +421 2 5778 0999 WWW.SAS.COM/SLOVAKIA

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