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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

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