

Data Analysis in Direct Marketing

A One Day Workshop For Direct Marketers and Data Analysts

A practical training session in the basic analytical techniques and methods used within direct marketing

"Excellent introduction to the key statistical techniques used in direct marketing. Good structure and pace with relevant examples."

**Andy Mills
M&S Money**

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"A good overview to all the techniques without going into too much detail on techniques that probably wouldn't be used."

"Highly relevant - will be able to use the techniques in my day to day job"

What is it?

A one-day workshop led by Steve Hulmes, a database marketing professional with over 20 years experience managing analytical teams and projects. Combining theory with practical exercises delegates are taken through the key stages of the direct marketing campaign life cycle and the analytics that support each phase – from marketing strategy through campaign planning to campaign analysis.

By the end of the workshop delegates will be able to undertake some of the more basic and common analytical techniques and methods whilst having a good understanding of how, when and where to use the more advanced techniques in order to improve the overall effectiveness of direct marketing.

Who is it aimed at?

The workshop is for direct marketers and analysts alike. The workshop assumes no prior knowledge of statistics. For analysts, it provides a complete overview of techniques used through the campaign life cycle to which they may not normally be exposed to. For marketers, it provides a reference to enable them to effectively interpret existing analysis and a guide on when and where to use other techniques, which they may not be familiar with, to help them achieve their long and short term marketing goals.

What topics are covered?

The main areas are:-

- Basic Statistics
- Profiling
- Campaign Planning
- Campaign Analysis
- Lifetime Value
- Other Common Techniques
- Predictive Modelling & Segmentation



When is it?

There is a schedule of public workshops on the Sophic Solutions website. However, companies such as *Co-operative Financial Services & HBOS* have benefited from putting entire teams through bespoke workshops held near their place of work – thus reducing travel and accommodation expenses as well as benefiting from discounted rates.

How much is it?

A place on the public schedule of workshops costs **£245 + Vat** for the day which includes refreshments and all course materials.

For the public workshops fees must be paid in full prior to commencement.

How do I find out more?

Visit the website or give Steve a call on 0161 976 3826 or email info@sophicsolutions.co.uk.

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www.sophicsolutions.co.uk

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Workshop Content

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BASIC STATISTICS

This section covers the fundamental statistical measures that underpin many of the analytical techniques covered during the day. Topics covered include how to calculate mean, standard deviation and standard error. Delegates undertake exercises to consolidate their understanding.

PROFILING

This section covers how to interpret a profile report and how profiles are used to drive direct marketing activity and strategy.

CAMPAIGN PLANNING

Delegates undertake a series of exercises aimed at ensuring campaigns are planned to ensure analytical robustness post execution. Several areas and techniques are covered:-

- Developing robust campaign cell matrices.
- How to ensure effective test cells and sample sizes are derived.
- Comparison of different sampling methods.
- How to set up test cells for comparing different targeting methods.

CAMPAIGN ANALYSIS

This section contains several exercises to help delegates produce and interpret full campaign analyses. Topics covered:-

- Comparing Response Rates between campaign cells.
- Identifying Campaign Success Measurements.
- Producing a Cost Per Account Analysis.
- Delivering and interpreting a full ROMI (Return on Marketing Investment) analysis.



LIFETIME VALUE

This brief section provides an overview of why companies attempt to calculate customer lifetime value and how they do this.

OTHER COMMON TECHNIQUES

Delegates learn about two other commonly used techniques within direct marketing – trending (time series analysis) and gains Charts.

PREDICTIVE MODELLING & SEGMENTATION

In the last topic area of the day delegates learn about the most common advanced statistical techniques used in direct marketing and, most importantly, when and where to use them. Specific areas covered:-

- Predictive Modelling (Linear regression, Logistic Regression & CHAID analysis).
- Segmentation (Cluster Analysis & CHAID).

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