

An Introduction to Marketing Analytics

How Advanced Analytics can Add Value to your Business

This Conference is designed for all those in Marketing, Customer Insight, Market Research and Database Analysis who are new to Advanced Analytics. Applied correctly, these powerful techniques can enable your business to improve its profit margins, either by increasing revenues or by reducing costs.

The day is designed to introduce delegates to the world of Advanced Analytics, the business problems that it can solve and the next steps in order to achieve the benefits.

- Where can Marketing Analytics add value?
- What are the key principles of Advanced Analytics?
- How have other companies achieved business benefits?
- What resources will you need? – internal data, external sources, software
- How do Marketing Analytics and Web Analytics relate to one another?
- How should you move forward?

Essential for all those involved in customer management, marketing and pricing, including:

- Marketing directors and managers
- Customer insight managers and analysts
- Direct marketing managers
- Database managers and analysts
- Business development managers
- Marketing strategy managers and developers
- Brand managers
- Pricing managers
- Advertising agencies and planners
- Market researchers and consultants

Full documentation will be provided to all delegates and adequate time set aside for questions.

Chairman

Les Bruce

Head of Insight
Nationwide Building Society

Speakers

Tom Breur,

Principal
XLNT Consulting

Huw Davis

Director
Huw Davis Partnership Ltd

Tim Drye

Managing Director
DataTalk (Statistical Solutions Ltd)

Jon Epstein

Managing Director
r-Cubed

Peter Furness

Director
Peter Furness Limited

Garry Lee

Director of Analytics
RedEye

Barry Leventhal

Director
BarryAnalytics Limited

Tobie Muir

Managing Director
Clarity Marketing Analytics

HENRY

STEWART

CONFERENCE

STUDIES

An Introduction to M

How Advanced Analytics can A

Chairman

Les Bruce, *Head of Customer Strateg*

Program

Adding Value through Analytics

The principal ways in which analytics can be used to drive higher revenues, lower costs and increased margins:

- Using analytics to help in managing the customer journey (acquire, develop, retain, win-back)
- Segmentation, and the benefits it can bring
- Lifecycle management
- Pricing management

Stories from the front including:

- Using customer segmentation to evaluate an in-store promotion
- Applying survival analysis to manage the lifecycles of mobile phone subscribers
- Integrating census and research data to calculate market sizes at neighbourhood level
- Assessing potential demand for financial services through market-wide segmentation

Speaker: Barry Leventhal
Director
BarryAnalytics Limited

Key Principles of Data Mining

The key principles and approaches used in advanced analytics, covering:

- What is data mining?
- Where does data mining fit with BI tools?
- The relationship between data mining and advanced analytics
- The CRISP data mining process
- The most important model building techniques
- How data mining models are built and applied

- How models should be evaluated and monitored

Speaker: Tobie Muir
Managing Director
Clarity Marketing Analytics

Case Studies in Predictive Modelling

Case studies demonstrating how predictive modelling techniques are applied in practice and the benefits achieved. Including:

- Modelling can be powerful, but its application is critical
- Targeting to recruit profitable customers
- Using cross-sell models to grow customer value
- Churn/attrition models for customer retention
- Combining on and off-line channels for greater returns

Speaker: Jon Epstein
Managing Director
r-Cubed

Leveraging Your Customer Data

- Releasing the value locked in your data warehouse or marketing database. How best to extract it.
- The strengths and weaknesses in customer data
- The importance of data quality and how quality data should be obtained, kept and not contaminated – long-term strategies and the short-term fix
- How to combine information from your database and market research
- Lessons from real-world case studies:
- Non-profit lottery sales organization –

how to find and define the

- Credit card company – define and reach key m
- Fusing web data with m and expenses – cross-f research efforts

Speaker: Tom Breur
Principal
XLNT Consulting

Enhancing your Analytics Data

- Why it's good to overlay external sources and th practices can bring
- Good sources of consu (geodemographics, lifes and business data (Con business directories – v
- Selecting and applying
- Pros and cons of using
- Lessons from what oth

Speaker: Tim Drye
Managing Direc
DataTalk (Statist

Customer Segmentation the theory

Everybody is doing it; seg database and Huw Davis v a range of case studies fr industries including; cosme retailers and charities how markets are developing dif to developing measurable on and off-line.

Speaker: Huw Davis
Huw Davis Part

Marketing Analytics

Can Add Value to your Business

Chairman

Strategy, Nationwide Building Society

Programme

Define the “true” customer
company – leveraging data to
key market segments
with media research
cross-fertilizing parallel

ur

consulting

Analytics using External

Overlay data from
and the benefits such
ng
consumer data
cs, lifestyles and more)
ia (Companies House,
ies – what else?)
plying external data
using external data
at others have achieved
y Director
(Statistical Solutions Ltd)

ation – delivering on

t; segmenting their
Davis will show through
lies from different
cosmetics, leisure,
s how each of these
ing different approaches
urable strategies, both

is
s Partnership Ltd

What Software Do You Need?

- The wider context of analytics and data mining in Marketing and CRM
- Tools for predictive and descriptive customer modelling:
 - Full function statistical software versus software dedicated to particular data mining applications
 - Software for automated modelling versus hands-on analysis
 - Alternative software architectures, including software for in-database processing
 - Deployment of customer models
 - ‘Software as a Service’ and analytics in the ‘Cloud’
- Tools for other important marketing analytics applications, including experimental design, web analytics, stochastic simulation, geospatial modelling and time-series analysis
- How to evaluate software tools and how to maximise your return on tool investment through controlled testing
- Review of the tools available in the market place

Speaker: Peter Furness

Director
Peter Furness Limited

Web Analytics

- What web analytics can deliver and the approaches that are used
- How web analytics relates to Marketing Analytics
 - How data used for web analytics differs from the sources used for offline Marketing Analytics
- How web analytics should be integrated with analysis of customer behaviour offline?

- Application in practice – what has been achieved:
 - Macdonald Hotels – web analytics and site optimisation
 - William Hill – conversion optimisation
 - Monarch Flights – death of last click / media attribution

Speaker: Garry Lee

Director of Analytics
RedEye

Panel Session: Moving Forward with Marketing Analytics

Guidance on:

- What are the next steps to take in developing the use of Advanced Analytics by your organization?
- What pitfalls are commonly encountered, and how should they be avoided/overcome?
- What are the organisational and cultural issues, and how should they be handled?

In addition to questions and discussions on the day, conference delegates are invited to submit questions in advance that they wish to have addressed. Complete confidentiality, including information on who has submitted the question, will be maintained. Please contact claireh@henrystewart.co.uk to submit a question.

Software Showcase

A ‘bonus item’ in the day, designed for software vendors to demonstrate their products and to enable the delegates to see analytical software in operation. For information on how your company can participate in the Software Showcase please contact Daniel Luper on 020 7092 3488 or email: daniell@henrystewart.co.uk

REGISTRATION FORM N10682

An Introduction to Marketing Analytics
How Advanced Analytics can Add Value to your Business
Wednesday 23 June 2010, Mayfair Conference Centre, London W2

**To: The Registrar, Henry Stewart Conference Studies LLP,
Russell House, 28/30 Little Russell Street, London WC1A 2HN, UK.
Tel: +44 (0)20 7092 3494. Fax: +44 (0)20 7404 2081.**

1 Please register the following delegate(s) for the above conference at £586.32 per person inclusive of VAT at 17.5%. (Additional delegates register at £293.16 inclusive of VAT)

2 BLOCK CAPITALS PLEASE

Mr/Mrs/Miss/Ms/Dr First Name Last Name

POSITION

Mr/Mrs/Miss/Ms/Dr First Name Last Name

POSITION

Mr/Mrs/Miss/Ms/Dr First Name Last Name

POSITION

3 Name of Firm/Organisation

Address

Postcode Country

Telephone Fax

Email

Name of HR/Training Manager

Email

Signed

Type of Firm/Organisation

Vegetarian lunch required: YES/NO (please circle). Other special dietary requirements, please give details:

4 Please tick appropriate box:

Cheque enclosed for £ (made payable to Henry Stewart Conference Studies LLP)

Please charge £ to my credit card

Please tick credit card to be charged: MASTERCARD VISA

Card No:

Valid from / Expiry date /

CVC No. (the last three digits on the back of your card)

Please note this data will be destroyed after your payment has been processed

Name of Cardholder

Signature of Cardholder

Please provide card billing address if different from the firm/organisation (if it is the same, please write "same"):

Address

Postcode

5 OTHER INFORMATION

I am unable to attend this conference but please reserve me set(s) of conference documentation at £199 each including postage and packaging.

I am unable to attend this conference but please send me details of any forthcoming events in this field.

Send details of any forthcoming events in this field to my colleague:

Name Position

ON RECEIPT OF THIS REGISTRATION FORM PLUS PAYMENT AN ADMISSION CARD WILL BE FORWARDED TO EACH DELEGATE TOGETHER WITH A VAT INVOICE RECEIPT.

Claims in respect of any cancellation received in writing, before **Wednesday 9 June 2010** will be met in full. We reserve the right at any time and without prior notice to change the venue of the Conference and/or Speaker(s)/Chair and/or Programme from that described in the brochure. We also reserve the right in our absolute discretion and without further liability to cancel the Programme in which event all monies will be refunded. We accept no responsibility for the views expressed by the Speakers, Chair or any other person at the Conference. Henry Stewart Conference Studies LLP may wish to contact you in respect of its products and services, also it may pass on your details to third parties for their use in direct marketing services. Henry Stewart Conference Studies LLP is a company registered in the UK which is registered with the Office of Data Protection. Please tick the box if you do not want your personal details used in this way.

Henry Stewart Conference Studies LLP, Russell House, 28/30 Little Russell Street, London WC1A 2HN, UK. Registration Number OC334769

GENERAL INFORMATION

Date: Wednesday 23 June 2010

Venue: Mayfair Conference Centre, London W2
17 Connaught Place
London W2 2ES
020 7706 7700

Fee: £499.00 per person plus VAT payable in advance, inclusive of all refreshments, lunch and supporting documentation.

Additional Delegates: Each additional delegate may register for 50% off the standard rate.

Registration: Please complete and return the registration form together with your payment or credit card details. A VAT receipt and admission card will then be forwarded to you. Reservations can be made by:



Post: Complete and return the registration form together with payment to: The Registrar, Henry Stewart Conference Studies, Russell House, 28/30 Little Russell Street, London WC1A 2HN, UK.



Fax: +44 (0)20 7404 2081 the completed registration form to confirm your place.



Phone: +44 (0)20 7092 3494 to provisionally reserve your place, then send the completed registration form with your cheque or credit card details to confirm your place.



Email: DawnB@henrystewart.co.uk to provisionally reserve your place and then send the completed registration form with your cheque or credit card details to confirm your place.



Internet: www.hsconferences/marketing.aspx

Bookings posted on or after **Wednesday 9 June 2010** must be confirmed by telephone. Places at the conference are limited. Persons wishing to attend are therefore recommended to apply early. We regret that unless cancellations are received in writing on or before **Wednesday 9 June 2010** registration fees cannot be refunded. However, the conference documentation will be sent and substitutions can be made at any time. All substitutions and name changes must be received in writing. VAT Registration Number 927 6897 60.

Further Enquiries: Claire Hodgkinson, Henry Stewart Conference Studies, Russell House, 28/30 Little Russell Street, London WC1A 2HN, UK. claireh@henrystewart.co.uk

Duplicated Mailings and Corrections: If your details are incorrect or duplicated then please return the envelope and leaflet with corrections to the above address. These corrections will be handled as soon as possible.

Sponsorship/Exhibition Opportunities

If you are interested in:

- An exhibition stand at this or any of our other conferences
- Advertising in the documentation pack
- Sponsorship opportunities

Then please contact Daniel Luper by phone, fax, email or letter.

**Henry Stewart Conference Studies LLP,
Russell House, 28/30 Little Russell Street, London
WC1A 2HN, UK.
Tel: +44 (0)20 7082 3488. Fax: +44 (0)20 7404 2081
Email: daniell@henrystewart.co.uk**