Database marketing assignment

Art & Culture

To associate) can be answered. Basket analysis alms to find positive and negative correlation between sold products. If an example is given , the research which was reconnected by TESTS one the biggest supermarket of U. K, have to be the first minded. In Deco's diapers and beers are sold together on the same stands on Fridays. Diaper and beer. The reason is very simple. At weekends while English men look after their babies , they watch football ND while they watch football , they usually drink beer.

There may be no other way to discover that diapers and beers are in the same basket during Fridays shopping than data base marketing . The information , about 70% percent of people who buy stocks from Internet, are over 40 years old and play golf, has triggered online Investment firms to be mall sponsor of golf tournaments. Data base marketing makes directors proactive and raises their Information based decision ability via prophecy foresee. It systematically stores current or potential customers data to search purchasing habits and conversion factors and to develop marketing plan.

To become important in data base marketing has caused formation of some concepts such as CRM (Customer relation management) and one to one marketing . Those concepts were founded on the base of data base marketing and became one of the most important strategic factor for many firms. However, data base marketing is not only a process or technological progress . Like in all Jobs , the most important factor of data base marketing is " human". To behave separately to efferent customers , you have to combine many people who are able to act different part In wide range of functions.

Not only your employee have to find what Is the meaning of being customer – focused , but also do they want to make It real . They have to adopt In principle as If It Is their own Idea. Even It Is composed of strategy system and process , it is at the same time % 90 percent mental action. Communication tool . It has a meaning and philosophy and it is a modern method and base which makes customer relationship portable , developed and more effective.