

Chairman's Introduction

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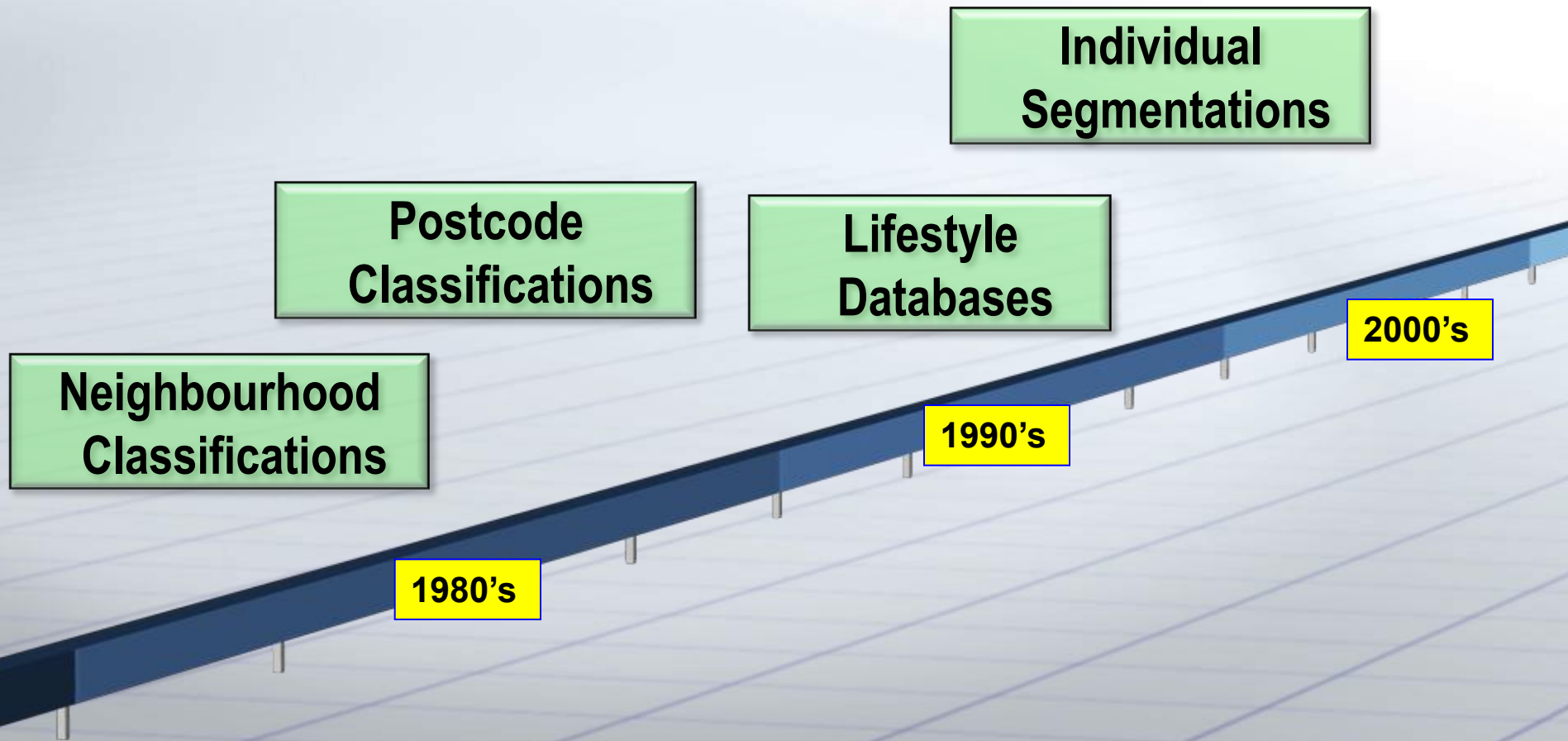
Targeting for Multi-Channel Marketing
MRS, 23 November 2009



Multi-Channel Marketing – offline world

- “Targeting” is not an option – it’s mandatory
- Requires a common currency of data
- Multi-channel targeting – extensive analytics
- Increasing precision of geodems + consumer data...

Evolution of targeted consumer segmentations...



Along came the online world...

- New technology and data
- Different definition of “targeting” – optimising key words, landing pages and website navigation
- “Yawning chasm between online and offline marketers”
- “Biggest challenge is bringing together online and offline disciplines to properly take advantage of potential offered by the Internet”

– Ian Robinson, Database Marketing, Nov 2009

Aims of this Seminar...

- To bridge the offline and online worlds
- To identify emerging ideas and best practices
- To understand roles of geodemographics, consumer segmentation and online data