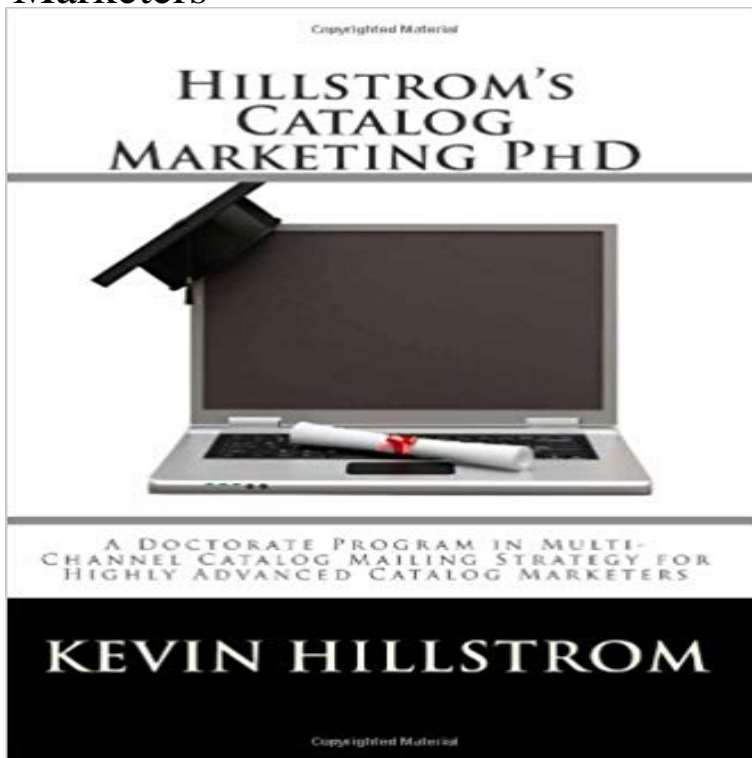


Hillstroms Catalog Marketing PhD: A Doctorate Program in Multi-Channel Catalog Mailing Strategy for Highly Advanced Catalog Marketers



For the first time in about a decade, there's a significant improvement in Catalog Marketing Strategy! Four trends shaped Catalog Marketing Strategy in the past twenty years ... the explosion of RFM techniques, statistical modeling of customer response, cannibalization testing, and the matchback of online orders to the catalog that caused the order to happen. Since the matchback was created a decade ago, improvements in Catalog Marketing Strategy stalled as interest shifted to online marketing tactics. In Hillstroms Catalog Marketing PhD, Kevin Hillstrom walks the reader through a new methodology for deciding which customers will yield the most profit from catalog mailings. By incorporating elements of RFM, statistical modeling, cannibalization testing, Digital Profiles (a modern approach to customer segmentation), and measurement of the Organic Percentage, Mr. Hillstrom clearly demonstrates how to optimize multi-channel customer profitability. The booklet provides the reader with a PhD-level course in Catalog Marketing Strategy, arming the reader with the tools and techniques necessary to manage a successful catalog marketing program in the internet era. Chief Executive Officers, Chief Marketing Officers, and Analytics Experts will appreciate this no-nonsense approach to increasing company profitability. For the first time, analytics secrets that cost many clients hundreds of thousands of dollars are being shared with the marketing public. This is a must-read for the modern catalog marketing business leader.

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