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BUS346: Advertising and Sales Promotion

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## Module 6

1. Define a data warehouse and some of the types of data stored in it.

Data warehouse is an enterprise system for the analysis and reporting of structured and semi-structured data from multiple sources, such as point-of-sale transactions, marketing automation, customer relationship management, and more.

2. Define lifetime value analysis and why it is important.

Lifetime value is an estimate of the average revenue that a customer will generate throughout their lifespan as a customer. Lifetime value analysis is important because it tells you how much customers are likely to spend their time shopping with you, which can help you find the right combination of short-term and long-term marketing strategies.

3. How can database-driven marketing communications programs help to personalize interactions with the customer, create sales, and build bonds?

It can be used to create unique marketing programs for customer clusters. Data can be used to develop communications aimed at specific individuals or clusters of individuals.

4. Define customer relationship management programs and what makes one effective.

Customer relationship management is the process of managing interactions with existing and prospective customers during the sales process.

5. Define direct response marketing and list three types.

Direct response marketing is a type of marketing designed to elicit an instant response by encouraging prospects to take a specific action. Direct response advertisements must trigger immediate action from prospects, since the goal is to generate leads quickly.

6. Chapter 12 discusses various types of customer promotions - coupons, premiums, contests & sweepstakes, refunds & rebates, sampling programs, bonus packs, price-offs, and overlays & tie-ins. Please describe any two of these (your choice).

Coupons is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product or service.

Bonus Packs are used frequently to introduce a new product by the same manufacturer or to make buyers aware of a companion product to one they already use.

7. Define trade promotions and provide an example.

Trade promotions are marketing activities and incentives offered by brands and wholesalers to their business customers mainly retailers and convenience stores (through those could also be other businesses such as hotels, restaurants and cafes) while also having the intention of increasing the sales of their products within those. Examples of this include free merchandise, exclusive offers, and volume discounts.