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8 How to spend it: fact-based media mix optimization Media landscape transformation; Eye-level interaction; Three approaches; 9 Reach-Cost-Quality; Vehicle optimization; Apples and apples; Universal scores; Interview with Thomas Koch, TKM; 10 Marketing Mix Modelling; How to spend it; Impact comparison; Applications; Multi-lever transparency; Dos and don'ts; 11 The digital evolution of retail marketing; Digital natives; Constant connectivity; Social interaction; Two-way marketing; Consumer control; Total recall; Evolution, not revolution; Interview with Alastair Bruce, Google; 12 POS marketing
The most powerful vehicle Lack of leverage; Systematic management; Tangible and intangible elements; The human factor; 13 Leaflets and local print advertising: how to achieve local media excellence; The true point of sale; A complex challenge; Fine-tuning; Product selection; Geo-marketing; 14 Excellence in classical media; A key element; Creativity and content fit; Testing and learning; Message delivery; Creative partners; Interview with Michael Trautmann, kempertrautmann; 15 Digital marketing excellence; The digital arena; Role of digital; Push vs. pull vehicles; Real-time marketing
16 Boosting customer value through CLM Full value; Deep understanding; Predictive modelling; Keeping track; Data availability; Applications; Interview with Daniela Mundler, Douglas; 17 Smart sourcing; Sizeable savings; Efficiency levers; Efficiency optimization; Best practice; Deep dive; Part I II Ten Perspectives on Retail Marketing; 18 Ten perspectives on retail marketing; Contributors; Index

Sommario/riassunto

Today's shoppers go online to research locations, compare prices or read reviews before they go to a store, and as soon as they are back home, they post details about their shopping experience on Facebook or other social media platforms. Online agencies rave about viral campaigns, guerrilla marketing and 360° communication. IT specialists are peddling one-to-one marketing tools and integrated customer data warehousing solutions. Should retailers care about any of this? The authors of this book firmly believe that they should - but in an environment of accelerating change, even veterans of th