

# Levers for Growth in Home Shopping

## Innovative techniques and winning strategies to drive increased demand in 2012

This unique 'by invitation' seminar will provide 25 marketers with direct access to five leading analysts and practitioners; showing you how you can turn the latest developments in recruitment and customer communications into reduced costs, or increased profits.

- Understand from five leading experts and industry peers where the opportunities for growth lie in 2012
- Discuss with the experts and your peers how to monetise these opportunities

The Levers for Growth event provides the optimal mix of targeted learning, interactive discussion, and networking for delegates.

By using a horseshoe format all participants can exchange opinions and share thoughts.



Our facilitator, David Reed, brings with him a wealth of experience. He is the leading independent journalist covering data and direct marketing in the UK. David is the editor of DataIQ, the journal of data management produced by DQM Group, and course editor for the IDM Award in Data Management. He also founded The Data Governance Forum to represent, inform and connect end-user organisations which manage personal information and are looking to maximise its value to their business.



David has a 20-year track record in journalism covering data and direct marketing in the UK. In recognition of this, he was elected to the DMA (UK) Roll of Honour in 2004, the only journalist and non-practitioner to join the list.

**8 March 2012**  
10.00 – 4.30

**St Pancras  
Renaissance Hotel**

Euston Road  
London  
NW1 2AR

**£200** (ex VAT)

Book now as numbers  
are limited to 25

**To book, please contact  
Julian Berry**

Email: [jberry@tcpmarketingsolutions.com](mailto:jberry@tcpmarketingsolutions.com)

Tel: +44 (0) 208 288 8632

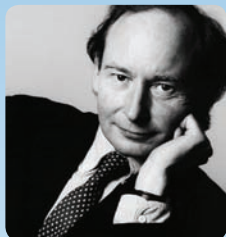
Delegates will be invited to complete a short survey ahead of the event which will be used to ensure that content from expert speakers is geared toward the key issues for those attending.

# SPEAKERS

Julian Berry is a founder of TCP Marketing Solutions, and is primarily responsible for the development and distribution of its Calculus suite of marketing planning and optimisation software tools.

His marketing career started in Christian Brann in the 1980s, and he went on to be head of direct marketing for both NatWest and LTSB.

He has focused particularly on financial service and home shopping clients, where for instance the Contact Calculus software provides contact optimisation for the full range of JD Williams catalogue output.



**Julian Berry**  
TCP Marketing Solutions

Michael Green joined Transactis in the first half of 2011, he works as Director of Insight with numerous clients in the development of insight strategy for multichannel communications planning.

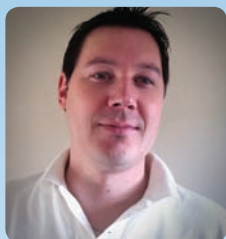
Prior to joining Transactis he has worked in all areas of customer insight and communications, including Data and CRM at Claritas, WWAV, The TBWA Group, and Tequila where he worked across a number of sectors including Retail, and Financial Services. More recently he worked with New Look on the launch of their Loyalty program and John Lewis on the development of the Customer Insight and Data Intelligence infrastructure.



**Michael Green**  
Transactis

Jon Loutit co-founded marketing analysis consultancy Optaumum in March 2009, which focuses on measuring the interaction of digital advertising with traditional forms of marketing communication. Prior to this he was a Managing Partner at marketing response consultancy ohal, one of the pioneers of using econometrics to measure the sales effectiveness of media and marketing activities.

As well as experience in traditional ROI analysis, Jon has also worked extensively to establish the role that different marketing activities contribute to Brand Tracking and Equity Metrics (such as awareness and consideration) and ultimately sales.

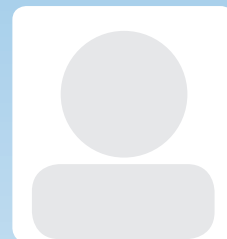


**Jon Loutit**  
Optaumum

Brian has worked as an academic at Warwick University and University College London and commercial experience with TSB Group and IFM Ltd. He established a database marketing consultancy business in 1992 and has since built an enviable blue-chip client list across all sectors.

Brian also co-founded one of the first Word of Mouth Marketing companies in the UK.

Now widely regarded as one of the UK's leading analytic service providers, Brian specialises in providing strategic advice to clients in building and evaluating the effectiveness of Customer Lifecycle Marketing strategies.



**Brian Birkhead**  
Coniak



**Mark Patron**  
RedEye

Mark has worked in direct, data and digital marketing for 25 years. He was MD of Claritas (now Acxiom) and Chairman of Abacus Europe, the data division of DoubleClick. He was also Non-Exec Director of Transactis. Previously he was a board member of the IDM and vice-chairman of the DMA Data Council. Mark was voted one of the UK's 15 most influential direct marketers by readers of Precision Marketing magazine. He has an engineering science degree from Exeter and a MBA from Cranfield.

# AGENDA



## How to manage catalogue investment from an individual customer perspective

- Analysis results - how in reality individuals respond differently to varying levels of catalogue density
- Techniques for finding the optimal contact density by customer group
- Case study – the results and ROI from introducing contact density optimisation in a home shopping environment



## New techniques that use data to generate demand growth:

- Integrating market-wide data sources
- Integrating multi-channel data sources
- Using dynamic data to drive more profitable campaign activity
- Case-studies from leading home-shopping brands



## Optimal distribution of media and marketing budgets through the measurement of halo effects.

- How to evaluate the impact of different media channels to provide accountability
- Demonstrate how response from one channel may come through another (particularly online)
- How understanding this Return on Investment can be used to guide future planning decisions

This session will examine the way that traditional offline channels can and do interact with online ones (the halo impact) and how econometric modelling is used to determine these relationships.



## Learning From Experiments – The Real Competitive Advantage

Experiments (tests) are the means by which a company learns about its customers' behaviour and which competing communication ideas are both cost-effective and work best.

Using case-studies, Brian will demonstrate elements of an automated tool and illustrate a methodology that can deliver substantial competitive advantage by:

- maximising return on marketing investment through improved response rates and customer value growth
- minimising opportunity costs by avoiding large scale investment in ideas that in tests prove themselves to be cost-ineffective
- strengthening customer relationships by optimising the nature, content & frequency of the communications customers receive



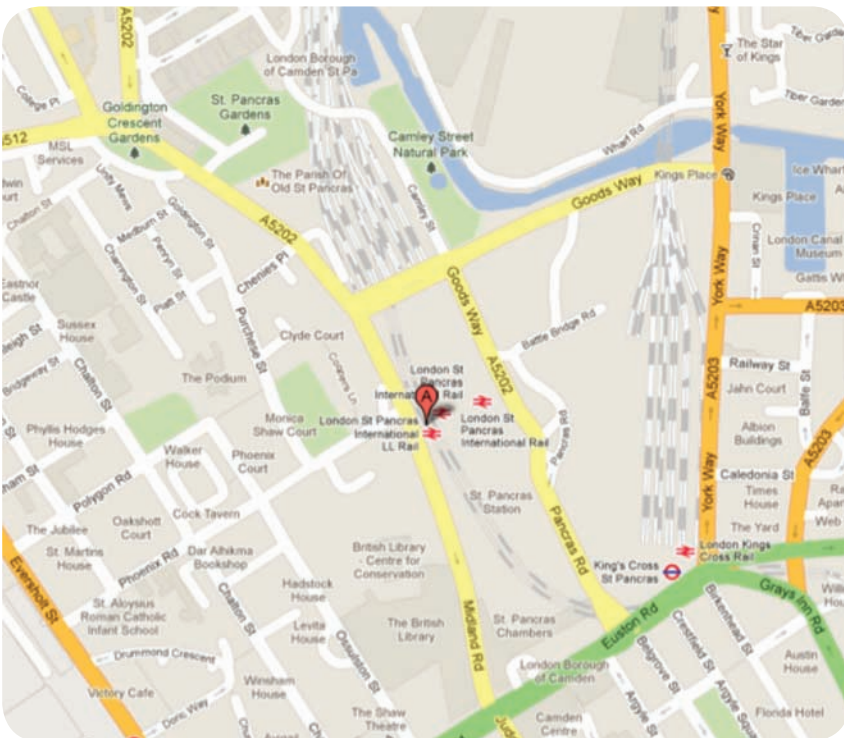
## Email and website optimisation

- How to optimise your website based on research carried out with eConsultancy and thousands of digital marketers
- How to double the revenues from your email marketing using behavioural email (e.g. basket abandonment)

## VENUE



St Pancras Renaissance Hotel



### Secure Your Place Now

Email: [jberry@tcpmarketingsolutions.com](mailto:jberry@tcpmarketingsolutions.com)  
Tel: +44 (0) 208 288 8632

### Payment details:

**£200** (ex VAT)

Invoice to be raised once your place has been booked

**Book now as numbers are limited**

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