

Using KNIME for Marketing-Services (Cleaning and Analysis)

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History



1975 The company was founded by Norman Rentrop

1976 The publishing firm launched operations with a single magazine. *Die Geschäftsidee* is still published in the same medium today.

1983 The firm began publishing loose-leaf periodicals and added specialized information services in 1987.

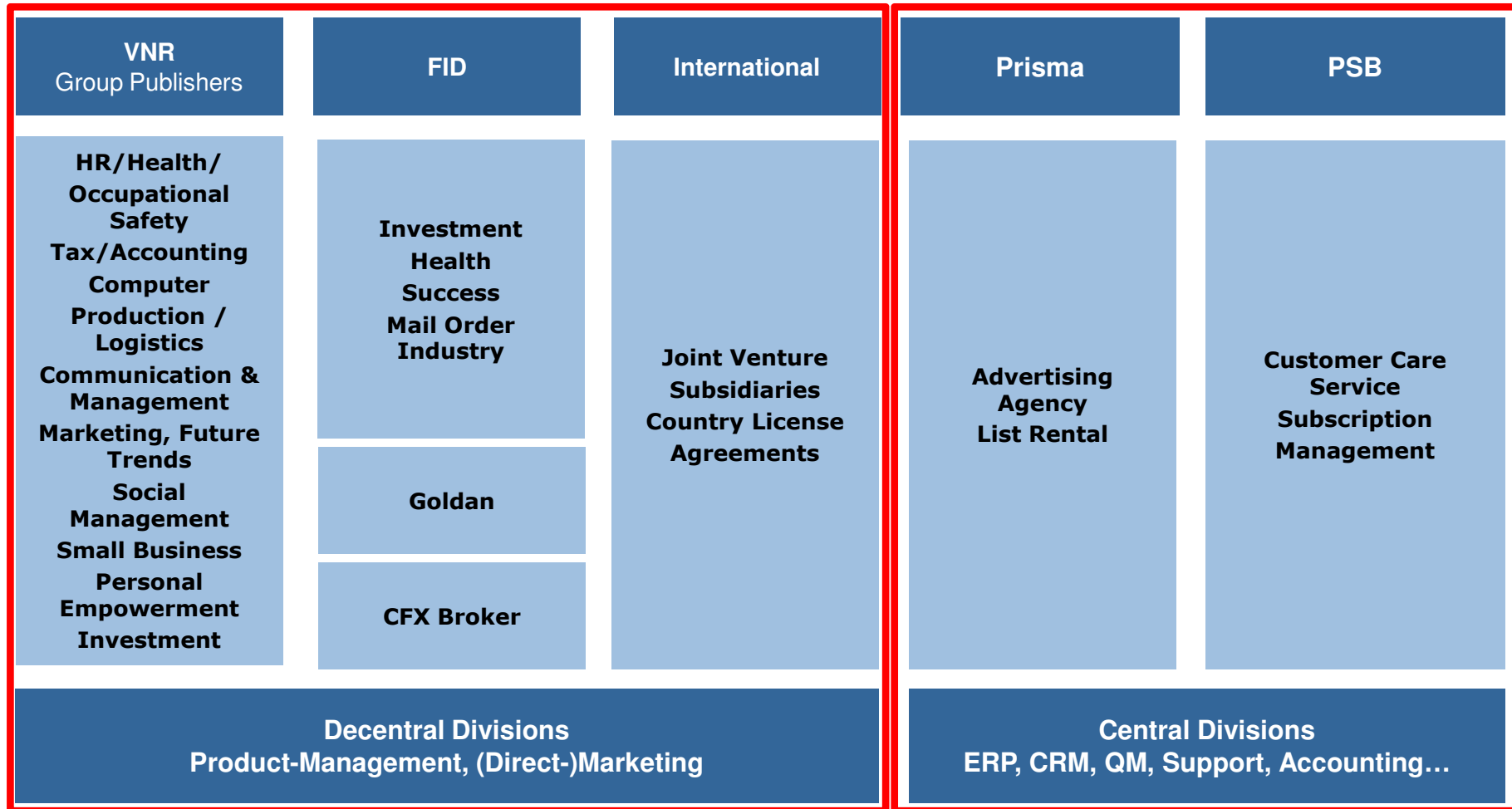
1996 The first conference – the mail order conference – was convened.

Today The publishing firm comprises *10* speciality publishing *divisions* with over *200* products under a single roof and issues loose-leaf publications, special information services and electronic products offering consulting know-how presented with an eye to practical application.

Our Mission - Consultancy Publishing

- **We publish printed and electronic advisors (loose-leaf services, newsletters, yearbooks, CDs).**
- **Our advisors help the individual to accomplish its tasks within a company, within an organization, and its own life more easily.**
- **We offer our advisors over all 1-to-1 promotion-channels (e.g. telesales, mailing, email).**

Our Corporate Structure

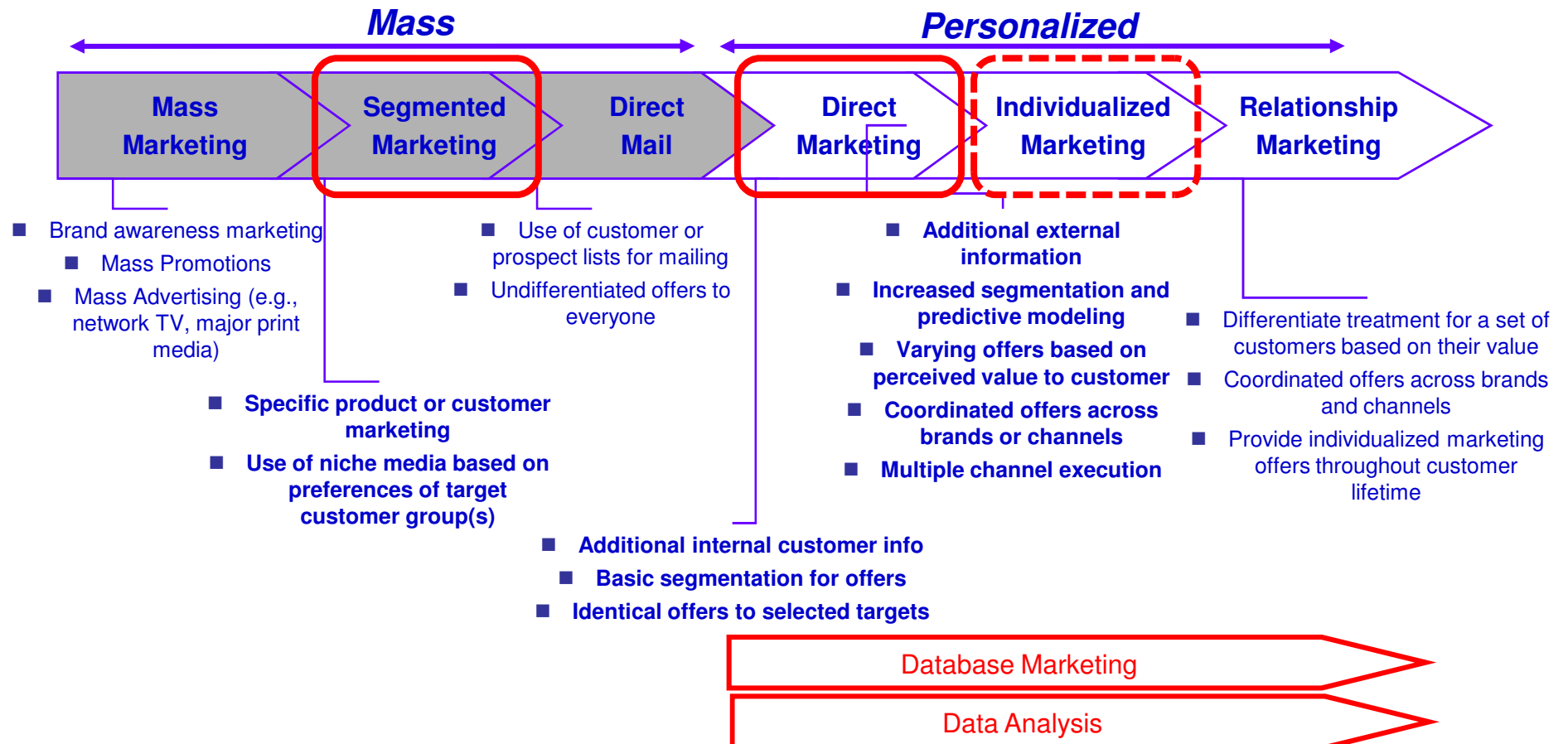


Different Service Provider (e.g. telesales agencies, email-provider, editors)

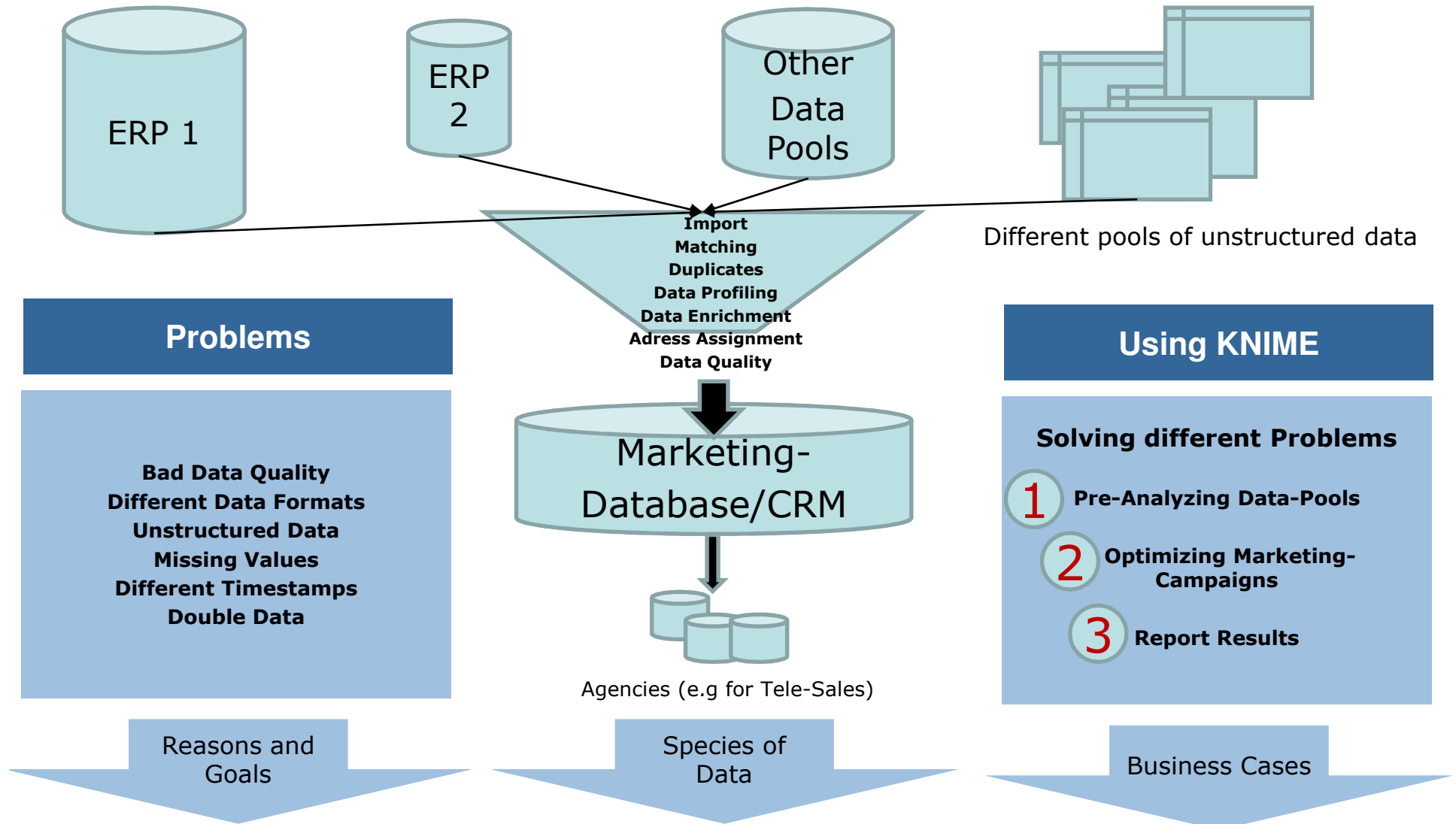
Our challenge – driven by the market

The saturated market forces companies to maximize the value of each customer interaction through differentiated marketing, sales and service.

Types of Marketing



Our challenge – driven by our structure



Reasons and Goals

1. Review the most important element in every corporate system:
HIGH DATA QUALITY(= up-to-date & relevant). ①
2. Explore applications which derive increased value through combining various data elements (analysis the data e.g. data mining). ②
3. Measure your business through analyzing and tracking your processes. ③
4. Understand the importance of Customer Data Integration (CDI) and how data quality and hygiene is critical.
(„Knowing what the customer wants“)
5. Examine data in the context of both Business to Consumer and Business to Business Marketing (relations between them).
Raise revenue/per Customer through Up-/Cross-Sells.

Species of Data

Internal (Customer)

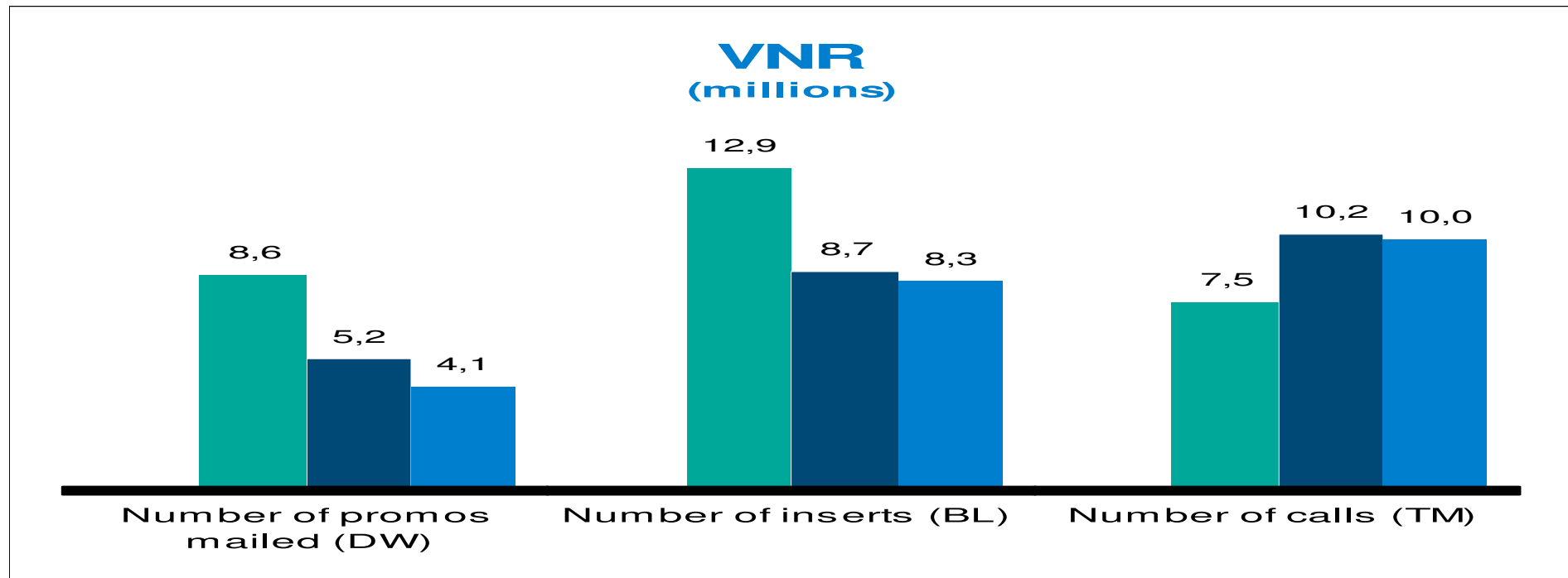
- Accounts Held
- Account Balances
- Transaction Data
- Promotion History
- Customer Service
- Demographics
- Purchase Behavior
- Address (street, telephone, email)
- Profitability/Lifetime Value

External (Market)

- Demographics
- Socioeconomic Data
- Lifestyles/ Psychographics
- Firmographics/Technographics
- Geography
- Address (street, telephone, email)
- Business (Number of employees, functions, sales per company)

Some values...

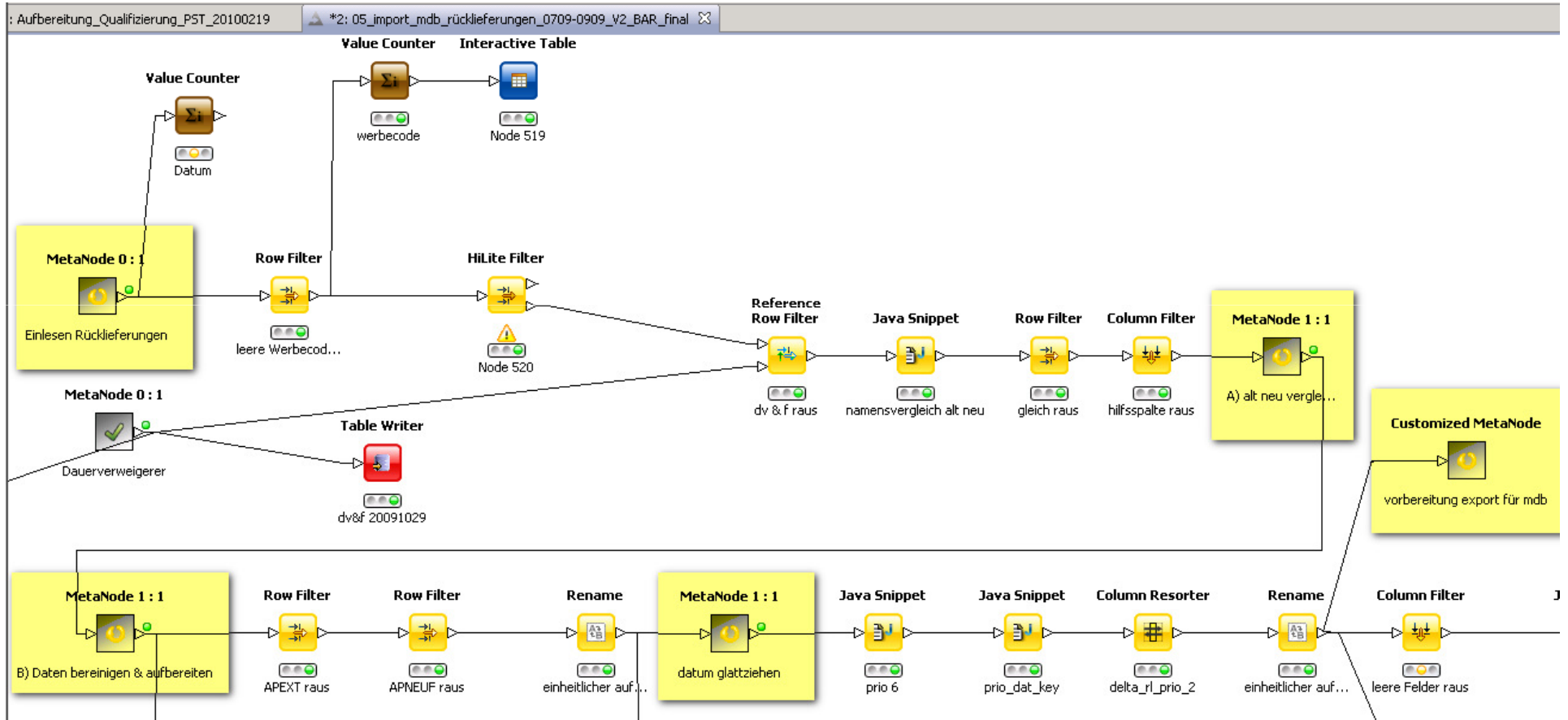
1. Over 10 Mio. Business-Partners (2/3 B2B, 1/3 B2C)
2. Over 25 Mio. Subscription/Contract Data Sets
3. Over 60 Mio. Account Data Sets
4. Over 12 Mio. Profile Characteristics
5. Promotions per Channel 2005 - 2007



■ = 2005 ■ = 2006 ■ = 2007

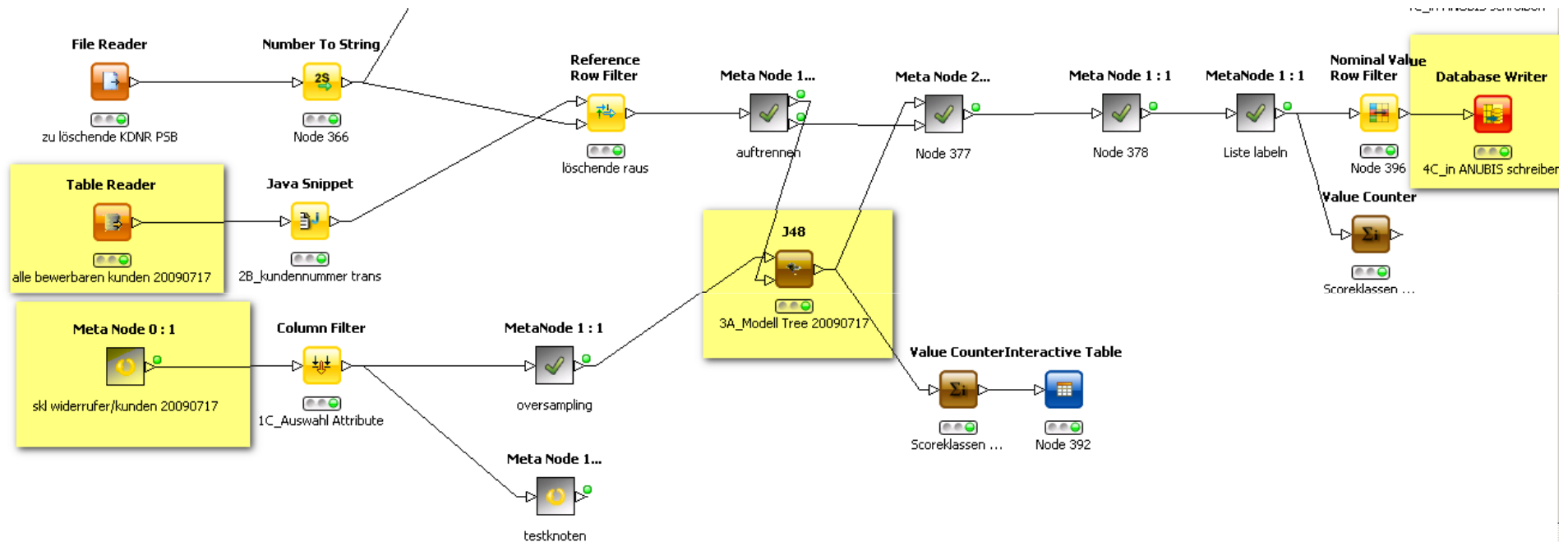
2008-2009: Substitution from Print (DW) to Online, Inserts are going down again
→ ~ 50 % TM, ~ 50% Online

Using KNIME 1 Pre-Analyzing Data-Pools



Using KNIME

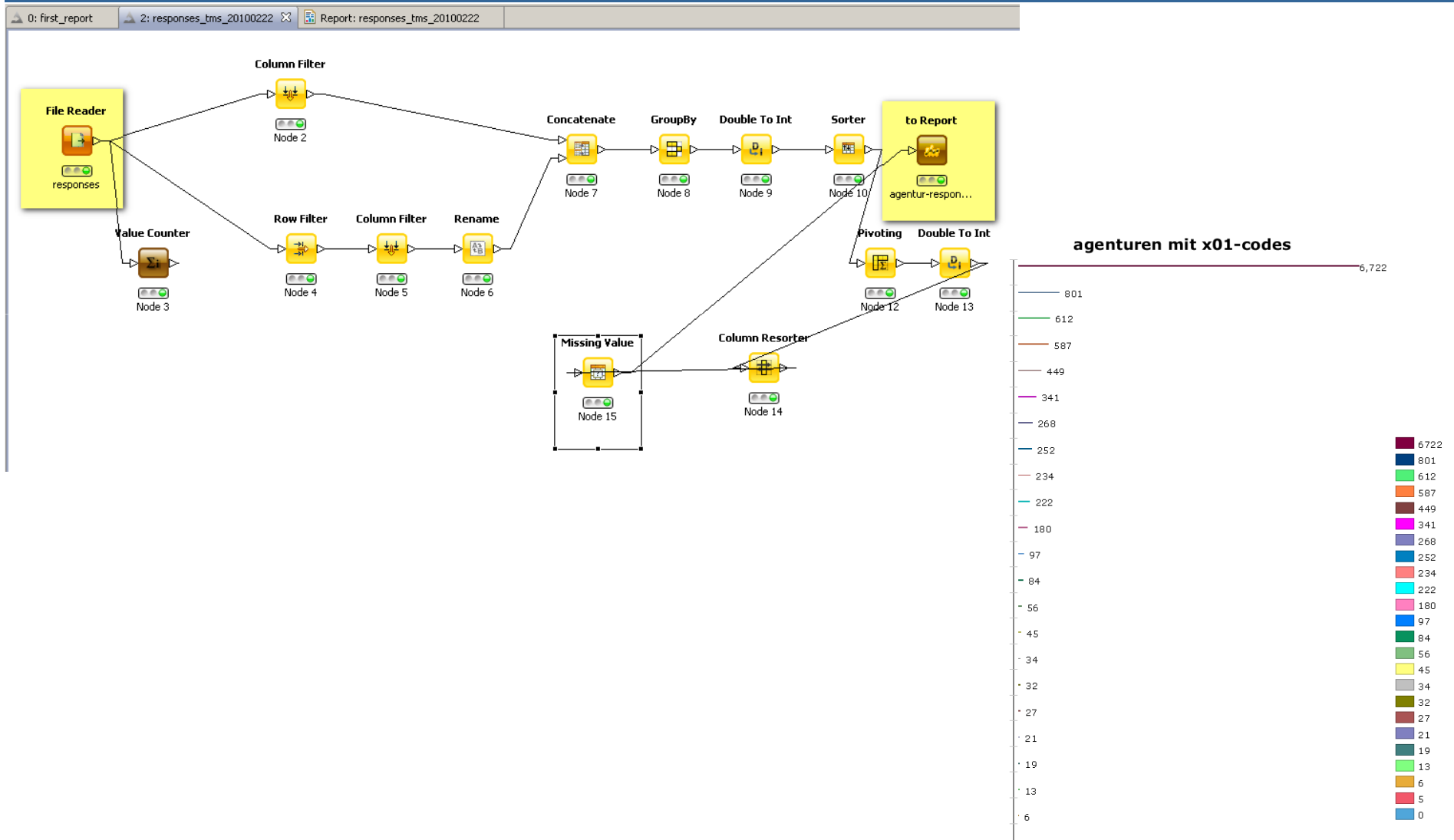
2 Optimizing Marketing-Campaigns



Using KNIME

3

Report Results - Preview



Our Cooperation

1. First Contact in Nov. 2007 – Searching for an easy-to-use Tool for Data Analysis
2. First Tests in Campaign-Optimization in 2008
3. Pre-Analysis and Pre-Processing from Data Sets for every unstructured Data (First Quality Funnel) since 2008
4. Developing new “Statistics”-Node
5. Roll-Out Campaign-Optimization for one VNR Group Publisher since 2009
6. Support by Consulting-Services since 2009
7. First Tests and Steps to use Reporting in 2010

Contact

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