

### Data Driven Marketing For Dummies

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Data Driven Marketing For Dummies Cheat Sheet. Data driven marketing, or database marketing, as it ' s often called, is successful to the extent that the data itself is good and that you use it to its fullest extent. The basis for all your campaigns is your customer contact database. Sorting those customers into groups for various marketing purposes can help your campaigns in several ways.

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By David Semmelroth. The specific data that comes from a data driven marketing database that best suits your needs is highly dependent on both your business and your systems environment. But there are some categories of data — referred to usually as subject areas — that are fairly universal in data driven marketing databases.

### What ' s in a Data Driven Marketing Database? - dummies

It ' s important to allow customers to opt out of receiving information from you when using data driven marketing. Your customers have varying levels of tolerance for marketing communications. This tolerance may actually vary by communication channel. Some people can ' t stand sifting through junk mail.

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