

20-21 November 2017

DRIVING THE FLOOD OF BIG DATA
READY FOR ALL PROFESSIONAL USE,
UNLOCK A PLENTY OF DATABASE
MANAGEMENT TECHNIQUES
TO EXECUTE BETTER PORTFOLIOS FOR
ULTIMATELY IMPROVING YOUR HIGHLY
SUCCESS OF MARKETING CAMPAIGNS!

3rd DATABASE, DIRECT MARKETING & CRM STRATEGY 2017

DEAR EXECUTIVE

The growth of Database Marketing is driven by a number of environmental issues including the changing role of technology and competitive market conditions. As a consequence, Database Marketers also tend to be heavy users of Data Warehouses, because having a greater amount of data about customers increases the likelihood that a more accurate model can be built.

From the power of Data Analytics, Database Marketing has been realized as the core of other modern marketing concepts; especially on Customer Relationship Management (CRM) and Direct Marketing (DM) efforts. However, companies often find it's not easy to connect and interpret a database geared towards increasing their marketing efficiency, secures their relationship, customer loyalty, increase cross sales/up sales, referrals, new product opportunity and importantly give them an edge on the competition.

"3rd Database, Direct Marketing & CRM Strategy 2017", the annual Asia Dyna Forum: ADF's conference, has been organized to help you and your organization extract the full potential of your data assets, how comprehensive your database can be and significant way to conceptualize it properly to achieve your short/long-term marketing goals. This inspired platform should be undertaken to shorten your time spent on the problems and risk issues on Database Management while implementing a database with CRM and Direct Marketing strategic proposes. In addition, this is also the perfect environment to connect & discuss with many leading scholars and those who are actively seeking solutions and New Ideas To Turn Their Customer Data Into Profitable Opportunities Like You & Your Team: customer loyalty.

HEAR LATEST INSIGHTS ON

- ✓ **The Real-World Use Of Big Data In The All-Digital Era:** Hug Challenges And Mega Trends
- ✓ **Smart Targeting & Segmentation:** How To Find The Right Audiences Through Your Customer Database
- ✓ **Gaining Consumer Insights To Develop Attractive & Superlative Database Marketing Strategies**
- ✓ **Stronger Price Management & Sell Profit Optimization From Your Database Investment: The Retail Business Case Study**
- ✓ **Using 'Customer Database' And 'Market Research' For Creating Superior CRM And Loyalty**
- ✓ **Leverage Database Marketing For Successfully Enhancing CRM, Retention & Loyalty: The Hospital Business Case Study**
- ✓ **Technological Maturity Of 'R' Analytic Software Toward Customer Relationship Management (CRM)**

PLUS FULL DAY WORKSHOP

- ★ **MORNING WORKSHOP:** Developing Comprehensive Direct Marketing Plans Using New Digital Channels
- ★ **AFTERNOON WORKSHOP:** Utilizing Social Data Analytics, Real-Time Marketing & Direct Marketing For Enhancing Customer



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& BOOK FOR THIS PREMIER
EVENT, WHERE WE LOOK
FORWARD TO WELCOMING
YOU IN NOVEMBER 2017**

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