

# Call for Papers

## Journal of Database Marketing and Customer Strategy Management

### Special Issue on Response Metrics

**Submission Deadline: 29th October, 2009**

According to the textbooks, Direct Marketing is an empirical art. Everything relies on the measurement process: there is little room for marketing directors to push their favourite campaigns if the results don't support gut feelings. After all, the bottom line is what counts: and if direct marketing does not translate to response, sales and profit, you will know it very quickly.

That discipline relaxed slightly with the advent of customer relationship management (CRM). Some marketers saw this as their opportunity to row back from the brutal straitjacket that direct response measurement imposed on creativity: others just decided that a relationship was not strictly measurable, introduced solutions such as the balanced scorecard and, by measuring lots of things, ended up ultimately measuring less than before.

Now the whole process is moving on a step further. An increasing vogue for 'customer experience' programmes has forced marketers to realise that they have few useful metrics for the outcomes of experience – as opposed to raw descriptives around what that experience is.

The advent of Web 2.0, and the push toward greater interactivity online, has had a further undermining effect on traditional measurement. After all, if the new focus is on quality and depth of experience, you are hardly likely to capture that using behavioural measures such as click-throughs and page views.

Meanwhile, an industry exercise designed to involve students in the experience of responding to a real life (DM) brief yet again turns up very few marketing students who appear to have understood the basics of budgeting and measurement.

The Journal of Database Marketing's forthcoming special issue on Response Metrics – Measuring the Customer in an Interactive World aims to examine the issues raised by the evolution of marketing over the last decade. Is it any longer realistic for all but a few highly specialised direct operations to focus on one or two simplistic measures of success: or is the shift toward using broader metrics just a cop-out? A return – by those who never really liked to be measured – towards using measures that could all too easily be tweaked or fudged.

If the focus of activity is now to be on experience, what measures should we adopt? Is objectivity even possible? Or are we now back in the realms of subjectivity, with unique measures devised on a per campaign basis?

Potential topics covered may include (but are not limited to) the following:

- The range of metrics available for customer management
- Universal metrics – and sector-specific measures
- Measuring the unmeasurable: is there such a thing as a metric for experience?
- Comparability: even where measures are defined on a per campaign basis – can they be used with any validity to compare between different campaigns (or even between companies)
- The trade-off between figures and thinking: how desirable is it for marketing to bow down before the absolute logic of measurement? Isn't there more to customer management than response and outcome?
- Can quality of interaction be measured? Can quality measures be fed back into staff training and evaluation in order to generate real improvement in how they interact with customers?
- What is the evidence of a real link between measures of quality and experience – and bottom line improvement?
- Is 'Net Promoter' part of the solution – or an interesting diversion?
- Do we now need to devise an entirely new set of metrics for the internet?

Papers of either an empirical or conceptual nature are invited for submission to the Journal of Database Marketing's forthcoming special issue on Response Metrics. Both academic and practitioner papers are equally welcome. Conceptual papers, case studies, empirical studies, and critical reviews of extant literature are encouraged for submission.

The special issue will include papers from industry experts from the leading analytical companies highlighting key learnings to date from work they have done with clients, along with their expectations for advances in methodologies and uses.

The deadline for papers is October 29th, 2009. All papers will be double blind peer reviewed and follow the Journal of Database Marketing & Customer Strategy Management author guidelines found at [http://www.palgrave-journals.com/dbm/author\\_instructions.html](http://www.palgrave-journals.com/dbm/author_instructions.html). Any questions about the special issue can be directed to the guest editor. Submissions should be sent in a word document format to the email address below.

Mary Lou Roberts, Harvard University Extension  
Paul D. Berger, Bentley University  
Bruce D. Weinberg, Bentley University  
Submit papers to: [robertsml@comcast.net](mailto:robertsml@comcast.net)  
Receipt of papers will be acknowledged.