

Paper 275-2008

Marketing and Customer Intelligence

Ken Brame, Autozone

ABSTRACT

Learn how some leading retailers use customer intelligence to enhance their marketing programs. Customers are becoming increasingly more fragmented and less loyal. Putting intelligence into your data analysis to build insight into your customers' behavior across all of your retail channels is now more important than ever. Panelists: Spiegel and Office Depot.

No paper was submitted for publication.

CONTACT INFORMATION

Ken Brame
Autozone
ken.brame@autozone.com

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.