



CHRIS PICKERING

DON LIBEY

# Unlock direct marketing's "Secret Logic"

This classic direct response formula, updated for today's multi-channel marketplace, can double or triple your revenues. . . offline and online.

**ONCE upon a time**, nearly every direct marketer was intimately familiar with RFM—a simple formula for doubling or tripling mail order revenues.

"RFM," short for Recency, Frequency, and Monetary, said you could increase direct response revenues when you mailed mostly to customers who fit these three criteria:

- *Recency* - "hotline names"... customers who purchased within the few months... are the most likely to order from you again.
- *Frequency* - "multibuyers"... repeat customers are twice as likely to order as one-time buyers on a mailing list.
- *Monetary* - the larger the average order value, the more responsive the customer.

But then the Internet happened. Marketing changed forever, becoming truly multi-channel. And RFM changed right along with it.

## The "new RFM"

Unless you know how to apply the "New RFM" in today's multi-channel marketing environment, you're leaving money on the table virtually every day you're in business.

And that's where Don Libey and Chris Pickering can help with their just-published book...

*Libey and Pickering on RFM and Beyond: How to Improve Multi-Channel Customer and Prospect Profits Using Advanced Recency, Frequency, and Monetary...* featuring an introduction by catalog marketing guru Jack Schmid, chairman, J. Schmid & Associates, Inc.

"Multi-channel direct marketing is a formulaic, consistently predictable business," says Libey. "Applying our updated RFM formulas with sufficient capital to create above-average earnings is the hallmark of the master investor in multi-channel direct marketing."

"You may have plenty of money. But if you don't know the formulas of the *new* RFM—and apply them with absolute accuracy—then earnings will elude you absolutely."

## Master these tested formulas for greater profits!

In *RFM and Beyond*, you will discover:

- How to quickly expand beyond your core business into profitable new markets with the "Tree Ring" strategy for concentric market expansion. See page 330.
- Should you launch the product with low introductory pricing... or sell to early adapters at a premium -- and then lower the price once they've purchased? Answer on page 239.
- Proven statistical formula lets you accu-

rately predict the rate at which customers in different channels increase their level of purchases over time (p. 184).

■ Every direct response business loses new customers who order only once and then never again. But what attrition rate is acceptable...and how can you reduce these defections? (p. 93)

■ Simple test mailing idea helps you segment your database into active vs. inactive customers with pinpoint accuracy based on *actual response rates*, not simply how long the person has been on your house file (p. 59).

■ Want to accurately forecast the total number of orders your promotion will eventually generate using "doubling day"? Here's how to know when you've received half the total orders (p. 158).

■ The #1 factor that determines whether business and consumer customers will purchase your product today. Hint: it's NOT branding. And it's on page 115.

■ The "Stars, Cows, and Dogs" formula for increasing database marketing profits through more intelligent segmentation and promotion (p. 180).

■ Proven technique encourages your best customers to buy from you even more often than they do right now (p. 140).

■ 5-step formula helps you quickly and easily create statistically valid test cells using SCF and zip code selections...but only in these specific sequences (p. 118).

■ The "DOSEMS" system...keeps traffic flowing to your web site, no matter how often the major search engines change their algorithms (p. 284).

■ The #1 mistake marketers make when responding to inquiries and how to avoid it (p. 86).

■ Plus, to help you quickly implement direct marketing's "secret logic" in your business, Libey and Pickering have developed more than 70 charts to help you visualize and grasp the concepts and applications of RFM.

■ All of this and more.

## Praise from the pros

"This book will give you the understanding and mastery of RFM you need to succeed in today's marketplace "

- *Bob Bly, Direct Marketing Author, Speaker & Copywriter*

"The wisdom and insights in this book will provide any direct marketer with an enhanced set of tools for future success."

- *Jerry Reisberg, VP, Dun & Bradstreet*

"For years, Don Libey and Christopher Pickering have been helping the direct mar-

keting industry grow businesses with the intricately detailed RFM described in this book."

- *Lois Boyle, President, J. Schmid & Assoc.*

"In this book, Don Libey and Chris Pickering update the original idea of RFM to better fit our multi-channel environment. This book is a 'must' for any serious direct marketing practitioner."

- *Mark Amtower, Partner, Amtower & Company*

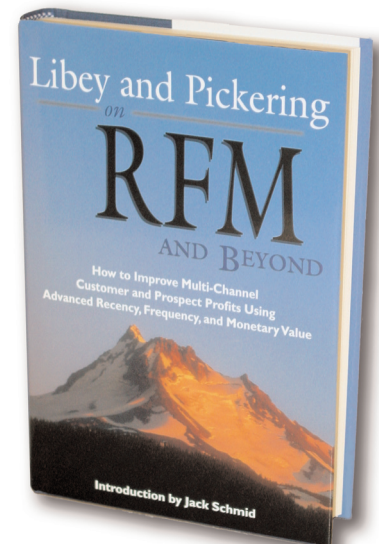
"Libey and Pickering deliver the goods on how to take RFM to the next level by combining it with additional data points in a complex, multi-channel selling environment."

- *Ruth Stevens, President, eMarketing Strategy*

## Use it FREE for 90 days

Can the new and updated RFM formulas in *RFM and Beyond* really help you take your direct marketing business to the next level of sales and profits? You are the ultimate judge.

Then, if you are not 100% convinced that *RFM and Beyond* is the best investment you have made in improving your direct response results this year, you may return the book within 90 days for a prompt and full refund - no questions asked. That way, you risk nothing.



\$59 plus \$9 s&h

360 pages • 77 illustrations and charts  
6 1/4 x 9 1/4 Hardcover

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