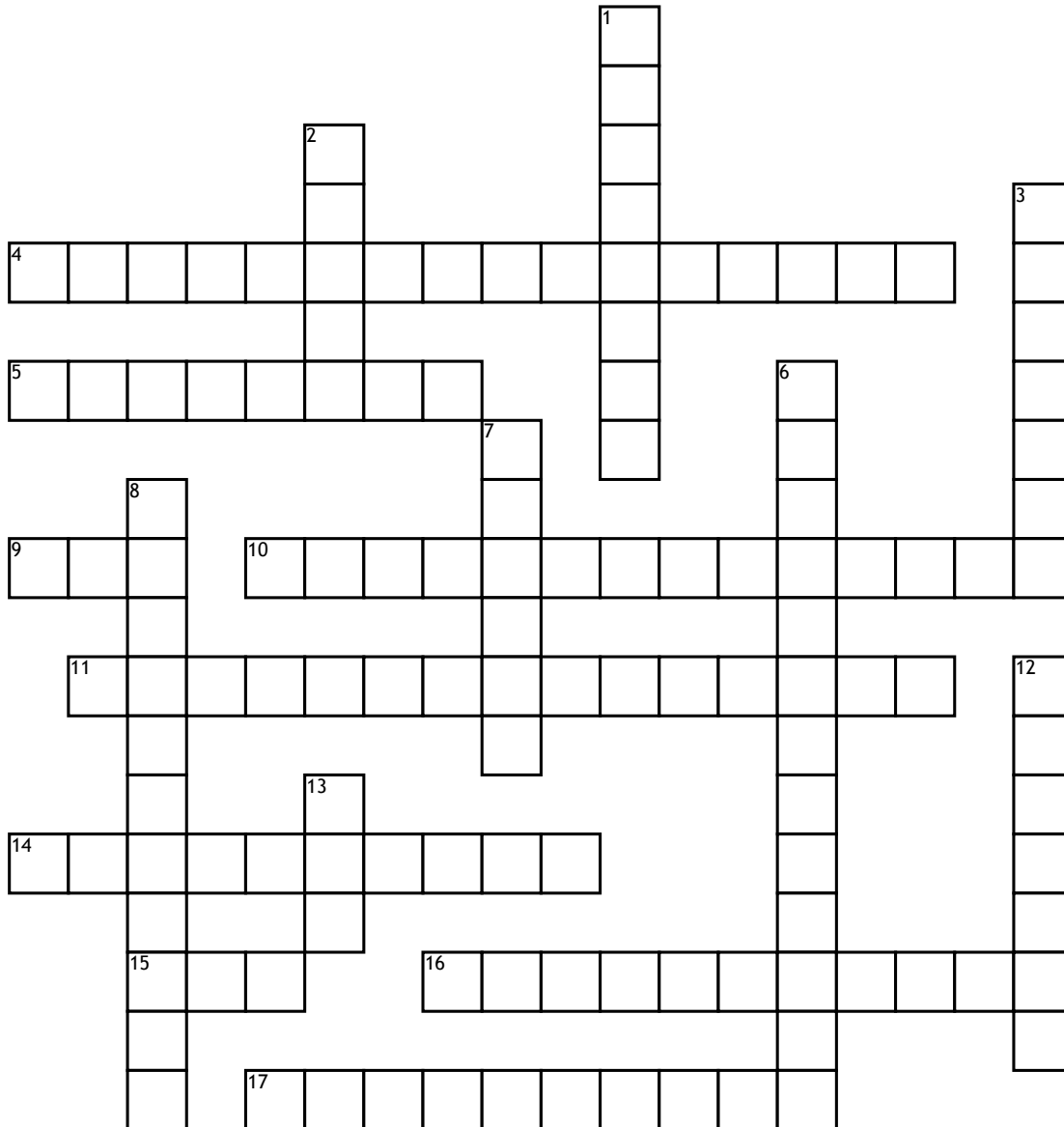


Direct Marketing Vocabulary



Across

4. This is the process of using technology's full capabilities to communicate with consumers.

5. Combining data from a house list with a compiled list results in this type of data.

9. This is the acronym used by direct marketers to describe customer relationship-drive strategies.

10. This is often used by political candidates to communicate one-on-one with voters and is also known as narrowcasting.

11. This is a database-driven interactive process of communicating to narrowly targeted people using multiple mediums to obtain a measurable response.

14. A University of Virginia student created this brand using images of an amphibian making a peace sign with his "fingers."

15. Communication delivery strategies that use short-range wireless technology to connect with consumers who enter a geofence.

16. This process of delivering products directly to consumers is also known as multichannel distribution.

17. The hallmark foundation of direct is that it results in this type of response.

Down

1. The NFL's Washington Football Club used to be known as this racial slur that was popular with many fans who responded well to direct response campaigns for its charitable foundation.

2. This type of marketing is also known as mass marketing, while direct marketing was niche marketing.

3. Eckman says that traditional marketing is like hunting and direct marketing is like this agrarian occupation.

6. The acronym "LTV" stands for this which predicts the value of a customer's relationship to a brand over time.

7. This type of identifier is based on the fact that your physical location is registered to your mobile phone's GPS or to your computer's URL.

8. New channels of communication like snapchat apps continue to expand our choices for different direct marketing tactics and using many of these channels simultaneously is known as this type of marketing.

12. Airline frequent flyer miles and your Kroger Plus card are examples of these type of CRM programs.

13. This is a form of predictive modeling that evaluates consumers based on how recently they made a purchase, how much they spent or how often they buy,