

# COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

## FOR IMMEDIATE RELEASE

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### **New Loyalty-Marketing Report and Webinar Demystify Neural Network Models for Marketing Analytics**

(February 6, 2006 -- Cincinnati, OH) Is your organization storing huge quantities of data that could be useful -- but you're relying on off-the-shelf data-mining software that runs the same tired plays over and over again? Do you have information about customers, transactions, markets, and competitors that you are not using to full advantage?

COLLOQUY®, a leading provider of loyalty-marketing information, consulting, research and education explains why traditional data-mining software alone may not help your company mine customer data and transform it into strategic action analytics in its latest *AnalyticsTalk* white paper: *If I Had a Hammer: Neural Network Models and Marketing Analytics*. COLLOQUY Senior Analytics Editor Norbert Schumacher, PhD points out the pitfalls inherent in traditional neural net analytical approaches and blazes a clearer trail for marketers looking to gain deep understanding of their best customers.

Download a **free copy** of the complete COLLOQUY *AnalyticsTalk* white paper at <https://www.colloquy.com/reports/WhiteIntro.asp> or send an email with your complete name, title, company name, mailing address and telephone number to [info@colloquy.com](mailto:info@colloquy.com).

### **COLLOQUY & The Direct Marketing Association to Present Neural Networking Virtual Seminar Wed., February 22, 2006 at 1:00 PM EST**

Join COLLOQUY Director Kelly Hlavinka and Norbert Schumacher, PhD when they present *Data Mining for Marketers: The Use (and Misuse) of Neural Networks to Predict Customer Behavior* at 1:00 PM EST on Wednesday, February 22, 2006. Interact live with the instructors right from your computer. You'll learn:

- What are neural network models and how do they apply to marketing analytics?
- When neural networks can predict customer behavior (and when they can't.)
- How to develop sound marketing plans based on powerful quantitative and analytical methods.

To register or for more information: <http://www.the-dma.org/seminars/loyaltyweb/>

**About COLLOQUY:**

**COLLOQUY** comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, **COLLOQUY®**, a magazine serving the loyalty-marketing industry since 1990, COLLOQUY.COM the most comprehensive loyalty web site in the world, COLLOQUY's Research and Education divisions, and the COLLOQUY Network, a global network of consultants certified in COLLOQUY's consulting methodology. Together they provide a worldwide audience of 25,000+ marketers with consulting services, news, editorial, educational and research services across all industries and around the globe. **COLLOQUY** magazine subscriptions are available at no cost to qualified persons at [www.colloquy.com](http://www.colloquy.com) or by calling 513.248.5918.