# DIG PhD scholarship

| Title | **Customer Analytics and quantitative marketing models** |
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| **Theme** | The digitalization of the interactions with customers increase dramatically the complexity of marketing actions, but also the availability of data upon which building optimized actions. The objective of the present track is to advance the understanding of paramount problems and concerns of practitioners and academicians as far as quantitative marketing is concerned.The research theme encompasses a number of possible sub-issues, such as: <br><br> • Analytical CRM and customer lifetime value assessment, with a special focus on the retail industry <br> • Understanding the economic value added by an omnichannel interaction with customers <br> • Attribution modelling in omnichannel campaigns <br> • Marketing mix optimization in digital/non-digital environments <br> • Datamining in CRM systems to improve segmentation and data monetization |
| **DIG professors involved** | Debora Bettiga, Lucio Lamberti, Giuliano Noci |
| **International collaborations** | *Emma MacDonald (Warwick Business School)* <br><br> *Denish Shah (Georgia State University)* <br><br> *Steve Bellman (University of South Australia)* <br><br> *Angel Hernandez Garcia (Universidad Politecnica de Madrid)* <br><br> *Angela Paladino (The Melbourne University)* |