

Lecture Wednesday | June 5th, 2019 | 09:45 a.m.– 10:45 a.m.

Dr. Lara Lobschat

Assistant Professor of Marketing, University of Münster



Rethink the Matchmaking Strategy

Lecture Title:

“Is Direct Mail Still Alive?: The Role of Traditional Marketing Instruments in a Changing Ecosystem”

Content of the lecture:

Attribution modeling represents an important topic, particularly for addressing the still unclear effectiveness of offline marketing actions, such as direct mailings, throughout the search-purchase funnel. The current study therefore investigates the effect of direct mailings on upper, middle, and lower funnel performance metrics over time. The results reveal that direct mailings have a positive effect on the number of generic searches on Google, in line with a cross-channel effect, as well as the number of purchases. Direct mailings thus seem effective throughout the search-purchase funnel, both directly and indirectly, with a positive net sales effect. Therefore, direct mailings are far from dead, despite the rise of digital, and remain worthwhile marketing investments.

CV of Dr. Lara Lobschat

After spending 5,5 years at the University of Groningen in the Netherlands, Dr. Lara Lobschat joined the University of Münster as Assistant Professor of Marketing in April 2019. She holds a PhD from the University of Cologne and her main research interests are (digital) advertising effectiveness, customer journey analysis and attribution modelling as well as corporate digital responsibility. Her research philosophy follows the aim to answer managerially relevant questions by analyzing both secondary and/or primary data with rigorous empirical analysis techniques. For this purpose, she works closely together with the industry side not only to get access to interesting data sets but also to foster knowledge exchange between academia and practitioners. Especially this managerially-oriented approach and the respective research output have already been honored, e.g., by the Horizont Stiftung (Early Career Grant, 2015) and by MOA (Insight Scientist of the Year, 2018). She has made numerous presentations at (inter)national conferences and her work has been published in Journal of Marketing Research, Journal of Service Research, Journal of Interactive Marketing and Long Range Planning.