

RFMTC行銷模式之理論解析

葉怡成, 楊錦章, 連立川

資訊管理學系

資訊學院

icyeh@chu.edu.tw

摘要

This study expanded the RFM model by including two parameters, time since first purchase (T) and churn probability (C). Using Bernoulli sequence in probability theory, this study derived out the model that can predict the expected value of the number of times that the customer will buy in the future, customer's marketing value at the next campaign, and customer lifetime value. This study also proposed the methodology to estimate the unknown parameters, such as churn probability, in the formulas, and examined a real case to verify the model. The findings showed that the model can accurately predict the expected value of the number of times that the customer will buy in the future.

關鍵字：RFM model, customer churn, Life Time Value, marketing, probability.