



Chair of Marketing, Prof. Dr. Martin Natter

In the area of targeting, our past research has investigated methodological improvements in segmentation and mapping. We are very much interested in understanding the problems that occur on the “last mile”; i.e. from methodological outputs (such as market visualizations, GEO-Marketing tools, competitive maps) to managerial interpretation and action. Understanding methodological limitations, managerial heuristics or problematic short cuts and developing new ways to overcome such last-mile problems are at the core of our research interests. This kind of research is interdisciplinary and often requires industry cooperation.

We like to work empirically with large data sets and to test newly developed methodology and ideas with field tests. In order to get access to such data and testing grounds and to better understand the practical decision context, we frequently search for collaborations with the industry. We engage in strong relationships with other researchers in our field and the local industry to exchange ideas and to partner up for innovative field experiments.

Our team has a long and productive history of cooperation with industry (e.g. P&G, Ferrero, Entdecker) and retailing (e.g. Aldi, Penny, MHK Group, tele.ring, Entega, Kaufhof, Kamps) for

- investigating practically relevant research questions such as how to adapt the marketing strategy to deal with the digital transformation,
- testing scientific theories and analytic models in the field (e.g. addressing behavioral biases),
- developing advanced decision support tools to improve the transfer from academia to industry.

Based on such research co-operations several tools have already emerged that have been used in many companies in the area of segmentation, targeting and positioning, price and promotion optimization and new customer acquisition on price comparison sites. Research that has been conducted in the context of such co-operations has been nominated for the final of the prestigious ISMS/MSI Practice Prize, which honors successful and innovative implementations of Marketing Science models.

For examples of our work, please visit our [publications site](#) as well as the website of the [Zurich Marketing Group](#).