

Evert de Haan

(Updated until January 2019)

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Employment background

Junior Professor (W1), Goethe University Frankfurt, Faculty of Economics, Marketing Department, March 2016-present.

Lecturer / Researcher, Goethe University Frankfurt, Faculty of Economics, Marketing Department, September 2015-February 2016.

Doctoral Candidate, University of Groningen, Faculty of Economics and Business, Marketing Department, September 2011-August 2015.

PhD thesis

Title	Creating, Managing and Monitoring Customer Value in the On- and Offline World
Defense date	January 25, 2016
University	University of Groningen (The Netherlands)
Supervisors	Prof. dr. Peter C. Verhoef Prof. dr. Thorsten Wiesel
Committee	Prof. dr. P. K. Kannan Prof. dr. Marnik G. Dekimpe Prof. dr. Jaap E. Wieringa
Grade	Cum laude (highest possible grade in the Netherlands for a PhD)

Education

Research Master (MSc)	University of Groningen, September 2010-August 2011. Research Master in Economics and Business with marketing as specialization (120 EC). Grade: cum laude
Business Administration (MSc)	University of Groningen, September 2009-September 2010. Master in Business Administration with marketing

research as well as marketing management as specialization (80 EC).

Grade: cum laude

Research interests

Digital marketing, marketing attribution, ad blocking, (online) customer journey, mobile marketing, customer relationship management, customer feedback metrics, text mining.

Publications in international peer-reviewed journals

Försch, Steffen & Evert de Haan (2018). Targeting Online Display Ads: Choosing Their Frequency and Spacing. *International Journal of Research in Marketing*, 35(4), 661-672.

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel (2018). Device Switching in Online Purchasing: Examining the Strategic Contingencies. *Journal of Marketing*, 82(5), 1-19.

Lead article

Featured in the “JM Webinar Series: Insights for Managers” (October 4th 2018)

Finalist Sturm & Drang-Preis 2018

De Haan, Evert, Thorsten Wiesel, & Koen Pauwels (2016). The Effectiveness of Different Forms of Online Advertising for Purchase Conversion in a Multiple-Channel Attribution Framework. *International Journal of Research in Marketing*, 33(3), 491-507.

De Haan, Evert, Peter C. Verhoef, & Thorsten Wiesel (2015). The Predictive Ability of Different Customer Feedback Metrics for Retention. *International Journal of Research in Marketing*, 32(2), 195-206.

Finalist IJRM Best Paper Award 2015

Featured in MSI must read articles in Marketing (November 2015)

Publications in national peer-reviewed journals

De Haan, Evert, Peter C. Verhoef, & Thorsten Wiesel (2014). Gebruik van Customer Feedback Metrics door Dienstverleners (en: Usage of Customer Feedback Metrics by Service Providers). *Maandblad voor Accountancy en Bedrijfseconomie*, 88(7/8), 274-281.

Van der Heijden, Max, Evert de Haan, & Tryntsje Hoving-Wesselius (2014). Een Modelmatige Aanpak om het Effect van Online Adverteren op Conversie te Achterhalen (en: A Modeling Approach to Retrieve the Effect of Online Advertising on Conversion). *Jaarboek MarktOnderzoekAssociatie 2014*, 39, 25-37.

Finalist Science Prize of the Year 2014 (NL: Wetenschaprijks van het Jaar 2014)

Publications in peer-reviewed working paper series

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel (2015). The Role of Mobile Devices in the Online Customer Journey. *MSI working paper series*, 15(124), 1-47.

De Haan, Evert, Thorsten Wiesel, & Koen Pauwels (2013). Which Advertising Forms Make a Difference in Online Path to Purchase? *MSI working paper series*, 13(104), 1-47.

Other output

De Haan, Evert & Peter C. Verhoef (2015). How Valuable Are the Net Promoter Score and Other Customer Feedback Metrics? Center for Services Leadership Weblog.

<http://serviceleadershipblog.com/2015/08/28/how-valuable-are-the-net-promoter-score-and-other-customer-feedback-metrics/#comments>. Republished at Customer Think.

<http://customerthink.com/how-valuable-are-the-net-promoter-score-and-other-customer-feedback-metrics/>.

Wiesel, Thorsten, Peter C. Verhoef, & Evert de Haan (2012). There Is No Single Best Measure of Your Customers. *Harvard Business Review Weblog*.

http://blogs.hbr.org/cs/2012/07/there_is_no_one_best_measure_o.html.

Bügel, Marnix S., Peter C. Verhoef, Tryntsje Hoving-Wesselius, Thorsten Wiesel, Evert de Haan, Jelle T. Bouma, Linda Teunter, & Toon Alleman (2012). Dutch Customer Performance Index 2012: Univé Levert Beste Klantprestaties (en: Dutch Customer Performance Index 2012: Univé Delivers Best Customer Performance). *Tijdschrift voor Marketing*, 2(46), 25-29.

Next to this I have (co-)written four booklets aimed at practitioners related to customer feedback metrics and mobile marketing through the Customer Insights Center of the University of Groningen (<http://www.rug.nl/research/cic/>).

Selected working papers and research projects

As first author:

The Incremental Value of Unstructured Data in Predicting Customer Churn. (with Elena Menichelli)

The Drivers and Consequences of Ad Blocking. (single author)

Satisfaction Surveys or Online Sentiment: Which One Best Predicts Firm Performance? (single author)

As co-author:

Hard and Soft Floors in Real-Time Bidding Auctions for Online Advertisements: Their Impact on Publishers' Profit. (with Steffen Försch, Marc Heise, and Bernd Skiera)

Customer Acquisition Through Reward Programs: Improving the Return on Acquisition. (with Rene Laub and Bernd Skiera)

Utilizing Physical Location Data to Better Understand Online Customer Journeys. (with Rene Laub and Bernd Skiera)

Estimation of Personalized Treatment Effect in Marketing. (with Jinping Hu and Bernd Skiera)

The Impact of Social Media Marketing Within the Customer Journey on Consumers' Conversion Behavior. (with Lara Lobschat, Peter C. Verhoef, and Stefan Sommer)

Other academic experience

03/2014 – 04/2014: **Visiting Scholar, University of Maryland (prof. dr. P. K. Kannan)**
Written a proposal for an MSI research grant together with P. K. Kannan, started up a new research project and discussed and developed additional future research ideas.

Awards and nominations

First place in the **teaching evaluation** of the **summer semester 2018** for my master course "Digital Marketing".

Finalist **Sturm & Drang-Preis 2018** for best publication by a junior scholar at the faculty of Economics and Business of the Goethe University Frankfurt.

Winner of the **SOM Best PhD Dissertation Award 2016**, for the best PhD dissertation from the faculty of Economics and Business of the University of Groningen.

Finalist for the **Wierenga-Rengerink PhD Prize 2016**, for the best PhD dissertation from the University of Groningen.

Finalist for the **IJRM Best Paper Award 2015**.

Finalist for the **MOAward 2014** in the category "Wetenschapsprijs van het Jaar" (en: "Science Prize of the Year").

Runner up for the **Leeflang Thesis Award 2011** for my master thesis on the link between online search behavior for information about movies and the movies' box office revenue.

Grants

2016-2018: Awarded a total of five times (1 time in 2016, 2 times in 2017 and in 2018, each time ~€1,000) funding by the Faculty of Economics and Business from the Goethe University Frankfurt ("**Forschungstopf**") for conference visits and research projects.

06/2014: Awarded an **MSI research grant** of \$8,000 for the project "The Role of Mobile Devices in the Online Customer Journey" (together with P. K. Kannan, Peter C. Verhoef and Thorsten Wiesel).

Reviewer

I serve as ad-hoc reviewer for the **International Journal of Research in Marketing (IJRM)** since 2016 and for the **European Marketing Academy (EMAC)** conference since 2014.

Teaching

I teach the following courses at Goethe University Frankfurt:

- Analytics in Customer Value Management (master level, 2017/2018 - 2018/2019)
- Advanced Marketing Management I (PhD/MSQ level, 2017/2018 - 2018/2019)
- Marketing Accountability (bachelor level, 2015/2016 - 2017/2018)
- Digital Marketing (master level, 2015/2016 - 2017/2018)
- Research in Online Marketing I and II (PhD/MSQ level, 2015/2016)

Next to this I teach in bachelor- and master seminars and supervise bachelor- and master theses.

All course evaluations can be found below (evaluated on a 1-6 scale, with a 6.0 being the best possible evaluation).

Course	Level	Semester*	Score
Digital Marketing**	Master	SuSe 18	5.5
Marketing Accountability	Bachelor	SuSe 18	5.3
Unstructured Data in Marketing	Master	WiSe 17/18	5.53
Advanced Management and Marketing 1	MSQ/PhD	WiSe 17/18	5.44
Analytics in Customer Value Management	Master	WiSe 17/18	5.21
Digital Marketing	Master	SuSe 17	5.11
Marketing Accountability	Bachelor	WiSe 16/17	5.17
Pricing-, Customer- and Online Decision Making	Bachelor	SuSe 16	5.08
Digital Marketing	Master	SuSe 16	5.04
Marketing Accountability	Bachelor	WiSe 15/16	5.12

*WiSe = Winter Semester, SuSe = Summer Semester

**Best evaluated large (≥30 students) master course of the semester at the faculty

I have taught the following courses at the University of Groningen:

- Digital Marketing (bachelor level, 2014/2015)
- Marktcontext en Marktonderzoek (en: Market Context and Market Research) (bachelor level, 2013/2014 and 2014/2015)
- Research Paper for Pre-MSc Marketing (pre-master level, 2013/2014)
- Marketing II BE (bachelor level, 2011/2012 and 2012/2013)
- Business Research Methods BE/FE/A&C (bachelor level, 2011/2012 and 2012/2013)
- Marketing I BE/FE/A&C (bachelor level, 2011/2012)

Next to this I have served as first- and second supervisor for master theses.

Conference proceedings (served as presenting author, unless otherwise noted)

2018:

De Haan, Evert & Elena Menichelli. The Incremental Value of Unstructured Data in Predicting Customer Retention. *40th ISMS Marketing Science Conference*, Philadelphia (PA).

Försch, Steffen & Evert de Haan. The Drivers of the Optimal Targeting Strategy: Choosing the Frequency and Spacing of Online Display Ads. *48th EMAC Conference*, Glasgow (The United Kingdom).

De Haan, Evert & Elena Menichelli. The Incremental Value of Unstructured Data in Predicting Customer Retention. *8th Theory + Practice in Marketing Conference*, Los Angeles (CA).

2017:

De Haan, Evert. The Drivers and Consequences of Ad Blocking. *39th ISMS Marketing Science Conference*, Los Angeles (CA).

De Haan, Evert & Elena Menichelli. The Incremental Value of Unstructured Data in Predicting Customer Retention. *47th EMAC Conference*, Groningen (The Netherlands).

Lobschat, Lara, Evert de Haan, Peter C. Verhoef, & Stefan Sommer. The Impact of Social Media Marketing Within the Customer Journey on Consumers' Conversion Behavior. *47th EMAC Conference*, Groningen (The Netherlands). (Lara Lobschat served as presenting author)

Dorotic, Matilda, Evert de Haan, & Socrates Mokkas. Unlocked Versus Locked-in Customers' Value in Contractual Setting. *47th EMAC Conference*, Groningen (The Netherlands). (Matilda Dorotic served as presenting author)

2016:

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *2016 Greater-China Conference on Mobile Big Data Marketing*, Hong Kong.

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *38th ISMS Marketing Science Conference*, Shanghai (China).

2015:

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *Big Data Conference*, New York (NY). (P. K. Kannan served as presenting author)

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *37th ISMS Marketing Science Conference*, Baltimore (MD).

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *5th Theory + Practice in Marketing Conference*, Atlanta (GA).

De Haan, Evert, Thorsten Wiesel, & Koen Pauwels. Effectiveness of Different Forms of Online Advertising for Purchase Conversion in a Multiple Channel Attribution Framework. *45th EMAC Conference*, Leuven (Belgium).

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *45th EMAC Conference*, Leuven (Belgium). (Peter C. Verhoef served as presenting author)

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *Symposium on Mobile Targeting, Big Data, and Digital Social Media Marketing*, Munich (Germany).

2014:

De Haan, Evert, Thorsten Wiesel, & Koen Pauwels. Driving Online Purchase Conversion with Multi-channel Ad Attribution. *4th Theory + Practice in Marketing Conference*, Evanston (IL). (Koen Pauwels served as presenting author)

2013:

De Haan, Evert, Peter C. Verhoef, & Thorsten Wiesel. There Is No Single Best Measure of Your Customers. *35th ISMS Marketing Science Conference*, Istanbul (Turkey).

2012:

De Haan, Evert, Thorsten Wiesel, & Koen Pauwels. Effective Customer-Initiated versus Firm-Initiated Touchpoints. *34th ISMS Marketing Science Conference*, Boston (MA).

De Haan, Evert. Marketing Attribution: Quantifying the On- and Offline Advertising Budget's Impact. *25th EMAC Doctoral Colloquium*, Lisbon (Portugal).

Media exposure

Business News Radio (12-09-2018), Dutch radio interview.

Marketing przy Kawie (02-07-2018), Polish marketing weblog interview.

<https://marketingprzykawie.pl/artykuly/net-promoter-score-sens-wskaznik-marketingowy-majacy-widocznych-zalet-jedna-ukryta-wade>.

Absatzwirtschaft (October 2017), German marketing magazine interview.

Business News Radio (25-01-2015), Dutch radio interview. <https://www.bnr.nl/radio/brn-spitsuur/wetenschap-vandaag/10001171/wat-is-de-beste-marketing>.

Consulting

I have done research projects and/or consulting for:

- Commerzbank (German bank)
- Customer Insights Center (part of the University of Groningen)
- Deutsche Telekom (German telecom company)
- De Staatsloterij (Dutch national lottery)
- ING-DiBa (German bank)
- KLM (Royal Dutch Airlines)
- Telenor (Norwegian telecom company)
- wehkamp.nl (Dutch online retailer)