**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 4: Activity 14**

**PAIRS ACTIVITY**

**Data capture**

There are four types of data that an organisation can capture: identity, descriptive, transactional and preference data.

Provide examples of the type of data that can be captured in each category.

Critically evaluate how this data capture can be used to enhance long-term customer relationships.

Be prepared to present your findings to your fellow learners.