通过耦合对象相似度计算客户间的相似度为产品寻找目标客户. 在大型制造商数据集上进行的实验表明, 本文提出的算法在准确性上优于当前流行的典型推荐算法. 同时, 在大型制造商精准营销实践中的结果表明: 利用本文提出的 GMF 方法效益提升了 26.8%.

在后续的研究中, 将针对 RFM 模型进行进一步研究, 因为 RFM 模型中 3 个指标描述的是客户的行为特征, 并不能代表客户的大多数行为, 为了更好的衡量客户价值, 可以考虑将客户的第一次交易至最近一次交易期间的间隔时长, 某一时间段内的最高消费金额和客户平均收入等因素考虑在内进行模型优化, 建立一个更加全面准确的客户价值体系.

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