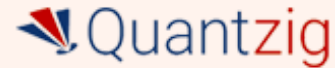


MARKETING MIX MODELING ENGAGEMENT



CHALLENGE

Lack of visibility
on marketing ROI

SOLUTION

Mapping of
effectiveness of
each marketing
channel in terms
of ROI

OUTCOME

- Increased market share
- Reduced marketing cost

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