



PUBLICIS GROUPE

Use Case



MASS
ANALYTICS

www.mass-analytics.com



About the Client

3

The Solution

4

Results & Insights

7

About Us

8



About the Client

- An increasing number of advertizers are spending millions of dollars in multiple Advertising channels.
- Understanding the impact of each media channel spend is crucial to optimize budgets & improve future performance.
- The Marketing Effectiveness market is heading towards bigger demand and faster turnaround for the advertizers to be able to action the results and strategic recommendations from the Marketing Effectiveness project.

Read More



To know more about our offered solution, subscribe and download a full version of this Use Case for FREE!

Download

mass-analytics.com

