MASS ANALYTICS

2019

PUBLICIS GROUPE USE CASE

BY MASS ANALYTICS

PUBLICIS GROUPE

The Challenge

Our Solution

Results & Insights

MASS ANALYTICS

THE CHALLENGE

- 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 recommendation derived from the Marketing Effectiveness project.

This requires increasing the efficiency of the analytics team to answer the growing market needs.

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OUR SOLUTION

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

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