

Use Case

MMM

**Measurement to
Cope with Crisis**



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The Challenge

As COVID-19 hit hard the world, The airline industry was one of the first victims. Airline companies found themselves in a situation where they needed to react fast to minimize the impact of the crisis on their performance.

Hence, a major airline company was interested in understanding: How can the data available and past experiences help understand the marketing and media dynamics? How can the company define the winning strategies to ensure a

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