

Use Case

Measuring Marketing Mix Effectiveness Across Direct & Indirect Activities



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The Challenge

A large British charity helps hundreds of children battle the most complex illnesses every day. To maximize its Impact, the organization needed to Identify the Most Effective Marketing Mix Across Direct & Indirect Activities.

As such, the charity's challenges were identified through asking the following questions:
Attributed and Unattributed Income How to measure the impact of fundraising activities on Attributed and Unattributed income?

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