

Marketing Mix Performance Assessment

from: Miscion Limited

Price: £3,000.00

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Description

Measure performance in real-time utilising software to aggregate data and assess the full mix of media. More consumers, more media channels, more products, more competition, more data – calculating advertising effectiveness has become more complex, and traditional static econometric modelling is no longer relevant. We combine the many streams of live data with our advanced modelling tools – empowering you with real-time scenario planning and live forecasts, based on your most up-to-date data.

<https://accountingexcellenceawards.com/classified/marketing-mix-performance-assessment-1316.html>